



— AMERICA FIRST —

Seafood Strategy

**Restoring American Seafood Dominance,
Food Security, and Coastal Prosperity**

AMERICA FIRST SEAFOOD STRATEGY

Challenge

The United States has some of the richest fishery resources in the world and the hardest working commercial fishermen on Earth. Yet today, America imports an overwhelming majority of its seafood supply while domestic seafood producing businesses and fishing communities collapse under the weight of unfair foreign competition; overregulation; rising costs; illegal, unreported, and unregulated (IUU) fishing; and a failure to support seafood as an important food source for Americans and seafood producers as a significant economic engine. President Trump is fixing this, and putting America's fisheries and American consumers first.

Foreign products must not be allowed to undercut American seafood businesses. Foreign seafood imports that are largely heavily subsidized by foreign governments and produced under weak labor, environmental, and safety standards are flooding American markets at prices with which domestic fishermen cannot compete. As a result, American seafood production is eroding. Generational fishing families are disappearing. Processing facilities are closing. Working waterfronts are deteriorating. America's fishing fleet is aging. Entire coastal economies are struggling to survive while foreign competitors take over the U.S. seafood market.

The United States must address these unfair trade practices and the economic and national security vulnerabilities caused by them.

President Trump's America First Seafood Strategy (AFSS) restores American fisheries as a strategic national priority by rebuilding American seafood production, revitalizing domestic processing and infrastructure, aggressively promoting American seafood products, and ensuring federal policy prioritizes American fishermen over foreign imports. This strategy recognizes a simple truth:

Thriving U.S. fishermen are an essential component of U.S. economic and food security.

AMERICA FIRST SEAFOOD STRATEGY

Policy

For too long, federal seafood policy has focused almost exclusively on regulation, enforcement, and market contraction rather than production, growth, and economic competitiveness. The result has been catastrophic for America's commercial fishing industry. While American fishermen operate under some of the strictest regulations in the world, foreign imports harvested under weaker standards continue to undercut domestic producers in American markets. Federal policy has effectively punished American production while rewarding foreign dependence.

President Trump's AFSS reverses this failed approach. The federal government will now pursue an American-industry first strategy focused on:

- **Expanding domestic seafood production** by removing unnecessary regulatory burdens and compliance costs, restoring access for domestic fishermen to productive fishing grounds, maximizing sustainable harvest opportunities, and ensuring catch limits reflect the best available and most current science.
- **Restoring profitability for American fishermen** by reducing regulatory compliance costs, expanding fishing opportunities, improving market access to identify opportunities to expand access to agricultural risk-management and market-support tools for American seafood producers wherever authorized.
- **Rebuilding seafood infrastructure** by reducing federal permitting and regulatory barriers to private investment in working waterfronts, cold storage, transportation, shoreside facilities, and other critical seafood infrastructure, in coordination with other federal permitting reform efforts and while leveraging existing federal programs rather than creating new National Oceanic and Atmospheric Administration (NOAA) spending programs.
- **Modernizing fleets and ports** by reducing regulatory/qualification barriers to vessel replacement, repowering, and modernization; streamlining federal permitting; and partnering with U.S. Department of Agriculture (USDA) to expand access to existing private-sector and federal financing mechanisms wherever authorized.

AMERICA FIRST SEAFOOD STRATEGY

Policy

- **Increasing processing capacity** by reducing regulatory barriers to expansion and modernization, accelerating permitting, encouraging private capital investment, and expanding access to existing USDA, Small Business Administration (SBA), and other federal financing authorities.
- **Strengthening seafood exports** through USDA Foreign Agricultural Service (FAS) trade missions, market development programs, export promotion authorities, and aggressive efforts to eliminate foreign trade barriers facing American seafood wherever authorized, in collaboration with other agencies such as the USDA Animal and Plant Health Inspection Service (APHIS).
- **Promoting American seafood in domestic markets** through a voluntary “U.S. Caught” label, greater transparency for consumers, existing USDA seafood promotion authorities, and prioritization of American seafood in federal food and nutrition procurement, where permitted by law.
- **Protecting U.S. producers from unfair foreign competition** through aggressive enforcement of existing trade laws and measures, stronger inspection of high-risk imports, leveraging compliance and enforcement tools against seafood fraud and mislabeling, and ensuring reciprocity so that U.S. seafood competes on a level playing field in domestic and foreign markets.
- **Further preventing IUU fishing and illegal seafood imports** by targeting import enforcement toward high-risk foreign products and bad actors, using improved monitoring and traceability technology, continuing to use visa-restriction authorities against individuals and entities that engage in or enable IUU fishing, and improving interagency intelligence coordination to identify and act on violations.

AMERICA FIRST SEAFOOD STRATEGY

Plan

This plan to restore American seafood dominance, food security, and coastal prosperity focuses on five coordinated priorities:

- I. American Seafood First: Labeling, Marketing, and Market Access**
- II. Rebuilding America's Seafood Infrastructure and Processing Capacity**
- III. Fair Trade and Import Compliance and Enforcement**
- IV. Regulatory Reform and Industry Partnership**
- V. Strengthening American Health Through Seafood**

America must once again become a world leader in seafood production, seafood processing, maritime industry, and coastal economic strength. By coordinating the full statutory and economic capabilities of the Department of Commerce through NOAA, Department of Health and Human Services (HHS), and USDA—supported by the U.S. Food and Drug Administration (FDA), U.S. Coast Guard (USCG), U.S. Customs and Border Protection (CBP), Office of the U.S. Trade Representative (USTR) and the U.S. Maritime Administration (MARAD)—the federal government will pursue a production-first agenda.

I. American Seafood First: Labeling, Marketing, and Market Access

I. American Seafood First: Labeling, Marketing, and Market Access

The Trump Administration will pursue an America First Seafood Strategy that gives the American seafood industry a competitive advantage in its own domestic market, ensures consumers can clearly identify American seafood, expands access to institutional and commercial markets, and aggressively promotes the quality and value of seafood harvested by American fishermen.

The federal government will leverage existing marketing, procurement, nutrition, trade-promotion, and labeling authorities, with NOAA providing fisheries and aquaculture expertise and verification where necessary. It will also highlight industry's ability to label their American seafood products as American under FDA labeling authorities.

American consumers deserve to know when they are buying seafood caught and provided by American fishermen and businesses operating under the highest environmental and labor standards in the world.



I. American Seafood First: Labeling, Marketing, and Market Access

ACTION: “U.S. Caught Seafood” Label

FDA, in coordination with NOAA and USDA, will establish a voluntary “U.S. Caught Seafood” designation for seafood caught by American commercial fishermen on U.S.-flagged vessels operating under U.S. fisheries management.

The designation will distinguish seafood harvested under U.S. fisheries management from entirely foreign-origin seafood and give American consumers a simple, recognizable way to choose American Seafood.

The federal government will also ensure the new voluntary “U.S. Caught Seafood” designation is complementary to the existing country of origin labeling requirements for fish and shellfish. These efforts will help against seafood fraud, mislabeling, and deceptive marketing practices that obscure the true origin of seafood sold to American consumers.



I. American Seafood First: Labeling, Marketing, and Market Access

ACTION: Prioritize American Seafood in Federal Procurement and Federal Financial Assistance

The federal government will use its purchasing power to strengthen America's seafood processing capacity and create new domestic markets for seafood harvested and processed in the United States. Consistent with applicable procurement law and U.S. international trade obligations, USDA, Department of War, and other appropriate federal agencies will identify opportunities to expand access for American seafood across federal nutrition, food assistance, institutional feeding, military, correctional, and other government procurement programs.

Federal procurement policies should expand procurement opportunities for seafood that is both harvested and processed in the United States to participate in federal food and nutrition programs. Improving access to these markets can strengthen domestic processing capacity, support American fishermen, aquatic farmers, and working waterfronts, create American jobs, and help retain more of the seafood value chain within the United States.

Agencies should also identify and eliminate all procurement, contracting, volume, specification, and administrative barriers that prevent smaller and regional American processors from competing for federal food procurement contracts.

At the same time, federal policy should encourage more of the processing value chain to return to the United States through deregulation, faster permitting, private investment, government backed (low-interest) loans, and improved domestic competitiveness.

The federal government is one of the largest food purchasers in the country. Existing federal purchasing power should be used more strategically to support American producers.

I. American Seafood First: Labeling, Marketing, and Market Access

Priority opportunities include:

- **USDA Commodity Procurement through the Emergency Food Assistance Program (TEFAP), Child Nutrition (including the School Meals programs), and other USDA food distribution programs** – making greater use of American seafood when economically appropriate and available.
- **Military and Veterans Food Service** – prioritizing American seafood in the Department of War and Department of Veterans Affairs dining and institutional procurement consistent with applicable procurement law and U.S. international trade obligations.
- **Federal Correctional Facilities** – encouraging greater procurement of competitively priced American seafood through existing institutional food service contracts, consistent with applicable procurement law and U.S. international trade obligations.
- **Disaster and Emergency Feeding** – making shelf-stable, frozen, and other appropriate American seafood products eligible and competitive for emergency feeding purchases.

The objective is not to create new federal food programs. It is to ensure that when taxpayer dollars are already being spent purchasing seafood and protein, American-produced seafood products are provided every lawful opportunity to compete for those dollars.



I. American Seafood First: Labeling, Marketing, and Market Access

ACTION: Nationwide “Eat American Seafood Campaign”

HHS, USDA, FDA, and NOAA, as appropriate, will lead a nationwide initiative using existing nutrition education, marketing, commodity promotion, and public-private partnership authorities wherever practicable.

The initiative will promote American Seafood as supporting:

- American jobs
- American fishermen and fishing families
- Coastal economies
- Food security
- Healthy American diets
- High quality protein
- Responsible fisheries management
- National economic resilience

NOAA will support the campaign with accurate fisheries and aquaculture information, scientific support, and industry coordination through existing resources. The initiative will actively encourage seafood dealers, processors, restaurants, grocery retailers, distributors, chefs, and institutional purchasers to voluntarily identify and promote American seafood.



I. American Seafood First: Labeling, Marketing, and Market Access

ACTION: Open Commercial Markets to American Seafood

USDA, in consultation with NOAA and FDA, as appropriate, will expand domestic market opportunities for American fishermen and processors by removing barriers, strengthening private-sector partnerships, and connecting U.S. seafood producers directly with American buyers and consumers. Federal efforts should focus on ensuring fair market access, truthful labeling, and greater visibility for American-caught seafood.

The federal government will also work with the private sector to increase American seafood sales through:

- Grocery and retail partnerships highlighting American-caught products;
- Restaurant and food-service promotion of American seafood;
- Direct-to-consumer seafood sales;
- Fishermen's cooperatives and regional marketing organizations;
- Protecting and promoting U.S. aquatic animal population health;
- Institutional food-service markets;
- E-commerce and direct shipping; and
- Partnerships connecting fishermen and processors directly with large-volume American buyers.

Federal involvement should focus on removing barriers that disadvantage American seafood, including outdated regulatory requirements and market names, limited domestic processing, cold- and wet-storage capacity, fragmented supply chains, and obstacles to institutional procurement as a few examples. Federal policy should also expand access to domestic buyers, enforce truthful labeling and country-of-origin requirements, and ensure imported seafood competes under fair standards, not subsidizing private purchases through new NOAA programs.

I. American Seafood First: Labeling, Marketing, and Market Access

ACTION: Modern Seafood Names and Marketability

FDA, in consultation with USDA, NOAA, fishermen, processors, aquatic farmers, and seafood dealers, will review the FDA seafood list and applicable naming policies to identify outdated or unnecessary restrictive common or market names that inhibit the sale of underutilized domestic species.

Where scientifically accurate and not misleading to consumers, and as permitted under applicable law, agencies should allow commercially understandable market names that help American fishermen develop markets for abundant domestic species.



I. American Seafood First: Labeling, Marketing, and Market Access

ACTION: Enforce Truth in Seafood Labeling

FDA, CBP, USDA and NOAA will establish a joint interagency task force to target, inspect, and identify other actions to address foreign seafood imports, under existing authorities, entering the country through mislabeling, species substitution, or country-of-origin fraud.

American consumers deserve to know where their seafood comes from and what they are buying. Existing federal authorities should be used to combat seafood fraud, mislabeling, and deceptive foreign imports while protecting legitimate American fishermen and businesses from unnecessary regulatory burdens.

Federal agencies should coordinate under existing law and enforcement authorities to:

- Continue enforcement of country-of-origin requirements;
- Target intentional seafood mislabeling and species substitution;
- Prevent foreign seafood from being deceptively marketed as American;
- Improve information sharing among federal agencies;
- Focus inspections, compliance, and enforcement resources on high risk, foreign supply chains, and repeat violators; and
- Ensure legitimate American businesses are not subjected to unnecessary new paperwork or duplicative reporting requirements.

Compliance and enforcement should focus on foreign bad actors, including fraudulent records, and deceptive imports, and not impose further regulatory burdens on American fishermen.

I. American Seafood First: Labeling, Marketing, and Market Access

ACTION: Support America's Small-Scale Fisheries

USDA will improve existing market development programs to strengthen domestic seafood markets and expand opportunities for American fishermen by adding flexibilities where appropriate. Where statutory flexibilities exist, programs such as the Farmers Market Promotion Program (FMPP), Local Food Promotion Program (LFPP), and Value-Added Producer Grants (VAPG) should allow active fishermen's cooperatives, Community-Supported Fisheries (CSF), and local food system partnerships to compete fairly.



II. Rebuilding America's Seafood Infrastructure

II. Rebuilding America's Seafood Infrastructure

America cannot become a world leader in seafood production while depending on aging infrastructure, foreign processing capacity, and supply chains controlled by overseas competitors.

For decades, America's seafood infrastructure has been allowed to decline while processing capacity, investment, and economic activity have increasingly moved overseas. American fishermen are too often forced to compete against foreign seafood industries, backed by government subsidies, lower production standards, and industrial policies specifically designed to capture the American market.

President Trump's AFSS will reverse this decline by rebuilding the domestic industrial capacity necessary to harvest, land, process, store, transport, and sell American seafood.

The objective is not to create another federal bureaucracy or costly new NOAA grant programs. The federal government will remove barriers to private investment, coordinate existing federal financing authorities, streamline permitting, and use existing programs more effectively to rebuild America's seafood industrial base.



II. Rebuilding America's Seafood Infrastructure

ACTION: Rebuilding the American Seafood Supply Chain

NOAA, FDA, and USDA will work to identify statutory, permitting, and financing bottlenecks across the domestic seafood supply chain and deploy streamlined approval paths.

Federal policy will support private investment in modernization across the seafood supply chain, including:

- Cold storage;
- Ice production and oxide services;
- Wet storage;
- Working waterfronts;
- Commercial fishing docks and offloading infrastructure;
- Shipyards and vessel repair facilities;
- Refrigerated transportation and logistics;
- Seafood packaging in value-added production; and
- Energy, water, and other infrastructure necessary for seafood production, and processing.

Where appropriate, NOAA will encourage participants in programs such as fisheries disaster assistance to utilize funds to address seafood supply chain deficiencies.

The goal is straightforward: American seafood should be harvested in America, landed in America, processed in America, and sold from an American-controlled supply chain whenever economically practical.

II. Rebuilding America's Seafood Infrastructure

ACTION: Bring Seafood Processing Back to America

USDA and NOAA will review existing direct loan, guaranteed loan, and grant programs for opportunities to support private sector investments in domestic seafood processing and cold- and wet-storage facilities, wherever authorized.

Rebuilding American seafood processing capacity will strengthen domestic supply chains, create jobs, and reduce reliance on foreign processors. Federal policy should use the existing financing and development tools to unlock private investment in American processing, cold storage, infrastructure, and technology.

Rebuilding domestic processing capacity will be a central component of the AFSS. USDA, SBA, and NOAA will review existing authorities and finance programs for opportunities to help private businesses:

- Reopen shuttered seafood processing facilities that are commercially viable;
- Expand existing American processing plants;
- Modernize outdated facilities and equipment;
- Increase freezing and cold storage capacity;
- Expand value-added seafood production;
- Invest in automation and labor-saving technology;
- Improve productivity and energy efficiency;
- Develop markets for underutilized American species; and
- Reduce dependence on foreign processors.

The federal government will first identify existing direct loans, guaranteed loans, tax credits, rural development grant programs, and private capital mechanisms that can be used for seafood infrastructure.

USDA Rural Development programs, SBA programs, existing NOAA financing authorities, state and local economic development programs, private lenders, and other existing mechanisms should be reviewed to identify opportunities, wherever legally available, to leverage private investment.

The federal role should be to unlock capital, not necessarily replace it.

II. Rebuilding America's Seafood Infrastructure

ACTION: America First Investment Priorities

USDA, SBA, and federal financing authorities will target capital access toward commercial projects that measurably expand domestic seafood processing and reduce foreign supply chain reliance.

Federal financing and economic development authorities should be reviewed to ensure commercially viable investments that strengthen America's seafood industry, create jobs, expand domestic processing, and reduce dependence on foreign supply chains are not unfairly precluded from assistance. Federal support should leverage private investment and deliver measurable benefits to American fishermen and coastal communities.

Where existing federal financing, or economic development authorities are used, priority should be placed on commercially viable projects that:

- Create or preserve American jobs;
- Increase U.S. seafood processing capacity;
- Bring processing activity back from other countries;
- Increase purchases from American fishermen and producers;
- Strengthen working waterfronts in coastal communities;
- Reduce strategic dependence on foreign supply chains;
- Increase American production of value-added seafood products;
- Improve U.S. competitiveness against artificially low-priced seafood imports; and
- Generate measurable private sector investment.

II. Rebuilding America's Seafood Infrastructure

ACTION: Cut the Red Tape Holding Back Seafood Infrastructure

NOAA, MARAD, and the U.S. Army Corps of Engineers will create a coordinated, fast-track environmental and administrative review process for private waterfront development projects, to the extent permitted by applicable law.

Federal agencies will remove unnecessary regulatory and permitting barriers that delay investment in America's seafood infrastructure. Streamlined and coordinated reviews will help expand domestic processing, modernize working waterfronts, and strengthen the infrastructure American fishermen and coastal communities depend on.

Federal agencies will identify and eliminate unnecessary regulatory and permitting barriers that delay or prevent:

- Construction and expansion of seafood processing facilities;
- Modernization of working waterfronts;
- Expansion of cold- and wet-storage capacity;
- Dock and offloading improvements;
- Vessel repair and powering;
- Installation of modern processing technology; and
- Development of new seafood businesses in markets.

Relevant agencies will establish coordinated and expedited review procedures for projects that expand domestic seafood production and processing while maintaining applicable health, safety, and fisheries management requirements.

II. Rebuilding America's Seafood Infrastructure

ACTION: American Fleet Recapitalization

NOAA, USDA, and MARAD, in consultation with other agencies, will modernize the effectiveness of existing programs, including the Fisheries Finance Program and Capital Construction Fund, while identifying unnecessary statutory, regulatory, and administrative barriers that prevent fishermen from using private capital to modernize their vessels.

America's commercial fishing fleet is aging, while foreign competitors continue to expand and modernize their industrial fishing capacity. The AFSS must ensure that American fishermen have the ability to replace, rebuild, repower, and modernize the vessels necessary to harvest America's seafood resources safely and competitively.

Financing mechanisms should support, where authorized:

- Vessel construction and replacement;
- Vessel reconstruction and modernization;
- Engine repowering;
- Safety improvements;
- Fuel efficiency improvements;
- Refrigeration and onboard product quality systems;
- Modern navigation, communications, and fishing technology; and
- Equipment that improves productivity and reduces operating costs.

NOAA will examine its Capital Construction Fund for potential regulatory improvements that would make it easier for American fishermen to reinvest their own earnings into American-built fishing vessels and vessel improvements.

II. Rebuilding America's Seafood Infrastructure

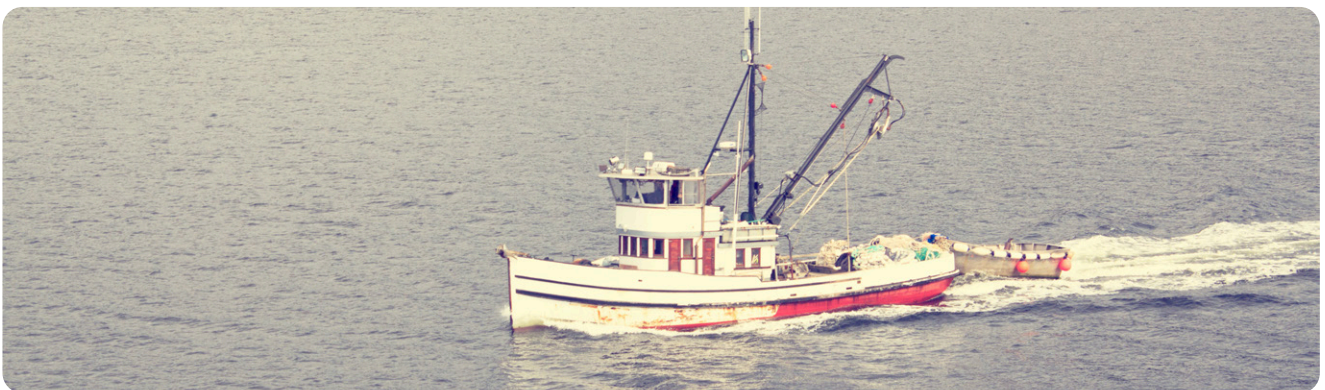
ACTION: Remove Barriers to Vessel Modernization

NOAA, in consultation with other agencies, will identify reforms that allow fishermen to modernize vessels while maintaining appropriate safeguards.

Federal agencies will review regulations, including the NOAA Fisheries Finance Program, that unintentionally discourage fishermen from replacing or substantially improving older vessels. A fisherman should not be forced to continue operating an older, less competitive vessel because replacing it could jeopardize permits, endorsements, eligibility, vessel characteristics, or other regulatory qualifications. Following this review, agencies will issue new proposed regulations within 9 months of the issuance of this strategy.

This modernization policy should reward:

- Safer vessels;
- More reliable vessels;
- Greater fuel efficiency;
- Improved product quality;
- Lower operating costs;
- Modern American ship building and repair; and
- Long-term competitiveness of the U.S. commercial fishing fleet.



II. Rebuilding America's Seafood Infrastructure

ACTION: Rebuild American Working Waterfronts

Federal agencies will work with states, ports, municipalities, and private owners to remove barriers that prevent existing working waterfronts from being maintained, modernized, or expanded.

Working waterfronts are strategic economic infrastructure. Federal policy must recognize commercial fishing docks, seafood facilities, ice plants, cold storage, shipyards, repair facilities, and marine service businesses as essential components of America's domestic food production system.

ACTION: Measure Success by American Production & Other Indicators

NOAA and USDA will establish operational key performance indicators (KPIs) to track increases in domestic production and consumption, processing and export expansion, and private capital deployment.

Success should be measured by results that strengthen America's seafood industry. The goal is more domestic production and processing, greater private investment, stronger working waterfronts, more American jobs, and less dependence on foreign supply chains.

The success of this initiative should not be measured by the amount of federal money spent. It should be measured by results, such as:

- More seafood produced and processed in America;
- More private capital invested in American seafood businesses;
- More modern and competitive American fishing vessels;
- More viable working waterfronts;
- More American jobs and value-added production;
- Lower dependence on foreign processor and foreign supply chains;
- Lower regulatory costs for American businesses; and
- A stronger domestic seafood industrial base capable of competing with the world.

III. Fair Trade & Import Compliance and Enforcement

III. Fair Trade & Import Compliance and Enforcement

Under President Trump, the United States will no longer allow foreign competitors to destroy U.S. seafood industries through artificially low pricing, limited market access, and distortive trade practices. U.S. fishermen and seafood producers continue to face significant barriers to trade in key foreign markets, as well as unfair competition from forced labor, IUU fishing, and massive foreign government subsidy programs. USTR, in collaboration with other U.S. departments and agencies, will continue to level the playing field for U.S. fishermen by pursuing trade policies that expand market access for U.S. seafood products, address unfair and non-reciprocal policies and practices, strengthen disciplines on harmful fisheries subsidies, and secure commitments from trading partners to combat IUU fishing and other practices that create trade distortions and unfair market advantages for bad actors.



III. Fair Trade & Import Compliance and Enforcement

ACTION: Address Unfair Trade Practices and Leverage Trade Negotiations to Remove Barriers to Foreign Market Access

USTR is addressing tariff and non-tariff barriers and trade-distortive subsidies that continue to limit opportunities for U.S. seafood producers in key export markets through reciprocal trade negotiations and enforcement actions. Japan remains an important market for U.S. seafood, with U.S. fish and seafood exports totaling approximately \$760 million in 2025, but tariffs of up to 10 percent and import quotas disadvantage U.S. exports relative to competitors that benefit from preferential market access. USTR continues to press Japan to reduce and eliminate these barriers. As outlined in the U.S.-EU Joint Statement of August 2025, USTR secured preferential market access for U.S. seafood exports to the European Union; however, persistent barriers remain, including the EU CATCH scheme, which imposes burdensome documentation and reporting requirements on U.S. fishermen despite the United States' strong fisheries management and enforcement regime and safeguards against IUU fishing. USTR is also continuing to address concerns with India's substantial fisheries subsidy programs that enable Indian producers to export seafood to the United States at lower-than-market prices and also with Vietnam's IUU fishing practices that directly impact U.S. fishermen and supply chains.



III. Fair Trade & Import Compliance and Enforcement

ACTION: Improve Import Program Coordination and Implementation

Find improvements to ensure better enforcement of, and compliance with, relevant import programs (e.g., NOAA's Seafood Import Monitoring Program, Marine Mammal Protection Act comparability measures, etc.). The agencies will use AI tools to better target and detect seafood imports that violate U.S. regulations to level the playing field for domestic producers.



III. Fair Trade & Import Compliance and Enforcement

ACTION: Robust Monitoring and Enforcement of all U.S. Trade Agreements

Through the Agreements on Reciprocal Trade (ARTs), USTR is securing strong commitments from key trading partners to combat IUU fishing, prevent forced labor on the high seas, and address harmful fisheries subsidies. Under the U.S.-Taiwan ART, Taiwan committed to ensure that its fisheries subsidies do not contribute to overcapacity and overfishing and to address violations of internationally recognized labor rights on board commercial fishing vessels. USTR secured similar commitments with, among others, Argentina, Bangladesh, Ecuador, and Indonesia to combat IUU fishing, deter trade in IUU fishing-derived products, and address harmful fisheries subsidies through the use of robust fisheries management regimes. In coordination with the U.S. seafood industry and relevant agencies, USTR is monitoring implementation of these commitments to ensure trading partners meet the obligations agreed to in the ARTs.

With respect to enforcement of existing trade agreements, USTR continues to engage and closely monitor Mexico's implementation of its United States-Mexico-Canada Agreement (USMCA) fisheries-related environmental obligations, including its commitments to prevent illegal fishing in the Upper Gulf of California. Illegal fishing in the region threatens critically endangered species and drives illicit trade in totoaba fish bladders that are known to be traded in exchange for fentanyl precursor chemicals. USTR, in cooperation with the USCG, is also closely monitoring Mexico's efforts to prevent and deter the incursion of Mexican lanchas to illegally fish in the U.S. Exclusive Economic Zone in the Gulf of America – a particular concern for U.S. fishermen in this region.

In collaboration with other federal agencies, USTR will continue to use negotiations and enforcement tools to promote fair and reciprocal trade in seafood, open new markets for U.S. exports, and secure commitments from trading partners to address persistent practices that distort seafood trade and disadvantage U.S. fishermen.

IV. Regulatory Reform and Industry Partnership

IV. Regulatory Reform and Industry Partnership

Commercial fishermen are not the enemy of conservation. They are the backbone of America's maritime economy and among the strongest stewards of marine resources in the world.

Federal seafood policy must support sustainable production while allowing American fishermen to remain economically viable.

Under President Trump's Seafood Competitiveness Executive Order 14276, NOAA has already solicited input from the U.S. seafood sector, the Regional Fishery Management Councils, and the public. Building on that input, NOAA has aggressively and decisively identified key regulatory and other actions it will undertake, including in partnership with the Councils, to reform regulations (Regional Council actions and Agency-level actions). However, there may be other areas where regulations unnecessarily burden or stifle opportunity. NOAA will continue to work closely with them in executing these goals for seafood businesses.

Future federal policy must recognize that a strong American fishing industry is essential to national food security, maritime strength, coastal economic stability, industrial resilience, and strategic independence.

Increasing aquaculture production strategically to complement wild-harvest is critical to disrupt our foreign seafood dependence. The U.S. marine aquaculture industry has been held back by an over-complicated, unpredictable permitting system. Additional specific actions related to aquaculture will be identified in the near term.



IV. Regulatory Reform and Industry Partnership

ACTION: Ensure Aquaculture Permitting Transparency through Standards and Guidelines

NOAA will work with permitting agencies to develop thresholds and guidance on key factors required for permitting of marine aquaculture (effluents, engineering, genetics, species, siting, baseline environmental surveys, etc.) so that investors and applicants know what is expected to receive permits for marine aquaculture in federal waters.



V. Strengthening American Health Through Seafood

V. Strengthening American Health Through Seafood

American seafood is healthy, and it can help address some of the most pressing problems facing American public health.

The 2025–2030 Dietary Guidelines for Americans, released in January 2026, are unambiguous: Americans should eat seafood. Eating more seafood is grounded in an extensive and growing body of science demonstrating seafood’s unique role in supporting health across every stage of life.

Seafood is generally a good source of high-quality protein, long-chain omega-3 fatty acids (such as EPA and DHA), vitamin D, vitamin B12, iodine, selenium, choline, and other essential nutrients that support heart health, brain development, and immune function.

HHS will align federal health policy, nutrition science, and consumer communication programs to generally encourage seafood consumption, while continuing to educate certain populations with unique dietary and health needs.

For too long, seafood has been treated as an afterthought in federal nutrition programs. President Trump’s AFSS corrects this imbalance. Federal health agencies will actively promote evidence-based seafood consumption, continue to modernize any outdated scientific standards that underpin federal nutrition guidance, and ensure that the health benefits of American seafood are communicated clearly, consistently, and truthfully to every American.



V. Strengthening American Health Through Seafood

ACTION: Modernizing Dietary Reference Intakes for Macronutrients, Including Seafood-Relevant Nutrients

Dietary Reference Intakes (DRIs) are the quantitative scientific standards the federal government uses to determine nutrient requirements for the American population. They are a critical part of the scientific foundation for the Dietary Guidelines for Americans, federal nutrition programs, food labeling, and clinical practice. The macronutrient DRI reports — which, among other things, cover protein, fat, carbohydrates, fiber, fatty acids, and amino acids — were published in 2005. In the two decades since, the science has advanced substantially. Industry, researchers, clinicians, and public health practitioners have identified areas where existing DRI values may not reflect current evidence, may not adequately serve all population subgroups, and may inadvertently limit rather than promote healthy dietary patterns, including consumption of seafood.

Federal agencies will support updated DRIs for the macronutrients to ensure they reflect current science, serve all population subgroups, and actively support healthy dietary patterns. These updated DRIs will ensure the federal government speaks with one voice on nutrient standards and that those standards are applied consistently across nutrition programs, food labeling, and consumer guidance.



V. Strengthening American Health Through Seafood

ACTION: Aligning Federal Nutrition Guidance with the Science on Seafood's Health Benefits

HHS, FDA, EPA, and USDA will ensure that federal nutrition guidance, consumer-facing materials, health professional resources, and federal program communications promote the consumption of seafood. Agencies will review existing materials for consistency with current guidance and update them accordingly.

ACTION: Integrate Seafood Health Messaging Across Federal Nutrition Programs

HHS and EPA will work with USDA to ensure that federal nutrition programs actively promote seafood consumption consistent with the Dietary Guidelines. Program guidance, nutrition education curricula, and participant materials will be updated to reflect current seafood recommendations and to make seafood consumption more accessible and appealing to program participants.

V. Strengthening American Health Through Seafood

ACTION: Educating Americans About the Health Benefits of Seafood

HHS, in coordination with FDA, USDA, EPA, and NOAA, will develop and disseminate a comprehensive, evidence-based public health education initiative on the health benefits of American seafood. This initiative will be coordinated with the “Eat American Seafood” campaign described in Section I of this strategy, ensuring that health messaging and economic promotion are aligned and mutually reinforcing.

The initiative will:

- Communicate the science on seafood’s health benefits;
- Provide practical, actionable guidance on how to meet seafood consumption recommendations;
- Address common barriers to seafood consumption;
- Develop targeted messaging for high-priority populations;
- Engage health care providers, dietitians, nurses, and public health practitioners; and
- Leverage existing federal communication channels to reach Americans at scale.



AMERICA FIRST SEAFOOD STRATEGY

Conclusion

President Trump's AFSS represents a historic commitment to rebuilding America's commercial fishing and aquaculture industries after decades of decline.

This strategy puts American fishermen first.

It restores seafood production as a national economic priority. It rebuilds processing infrastructure. It strengthens coastal communities. It protects American jobs. It prioritizes food security. And it ensures that American seafood once again competes and wins in American markets.

Thanks to President Trump, the future of seafood in the United States will be built by American fishermen, American workers, and American industry, not foreign imports.

