



California Fisheries and Seafood Institute

Est. 1954

info@CalSeafood.net

1015 K Street

Sacramento, CA 95814

(916) 441-5560

CFSI History

In 1954, industry leaders established two organizations: the Southern California Fisheries Association, which had a marketing and promotions emphasis, and the Northern California Seafood Institute, which focused largely on production and legislative and regulatory advocacy. Over time the geographic names were dropped; then in the 1980s, leaders from the each association merged the two, spawning the California Fisheries and Seafood Institute. The preamble to our by-laws has remained unchanged for over 60 years.

CFSI Mission

This Institute is an association of individuals and business firms engaged in, or allied to, the consumer seafood supply industry. It is formed for the following purposes:

1. To preserve, foster and promote the consumer seafood supply industry, and related activities and to advocate sound legislation for the improvement, preservation, and promotion of the industry; and
2. To market and promote the consumption of seafood and to provide, enhance and communicate a positive image of seafood products and the seafood industry to consumers; and
3. To protect the right of the public to demand free and continuous access to seafood of all types as a valuable source of food and useful commercial products; and
4. To advocate true conservation through utilization of the maximum sustainable yield of all marine resources; and
5. To encourage efforts to plant and maintain those species of marine life susceptible to scientific propagation.

CFSI Members

CFSI members are the leaders that guide the industry; the individuals that promote the industry. They protect the very special interests of the industry. CFSI members advocate good things for the industry and fight with passion against the things that are bad for the industry. If you are a new member, you are part of a select groups of leaders.

Seafood Benefits

Heart

- Reduces the risk of heart disease
- Helps protect against heart attack and sudden death
- Decreases blood triglyceride levels

Eyes

- Contributes to sharp vision

Brain

- Contributes to brain development in infants and children

Pregnancy

- Increases duration of gestation

Muscles

- Helps build muscles and tissues

Seafood Benefits

More than 3.5 billion people depend on the ocean for their primary source of food. Fish is a valuable component of the human diet because it is easily digestible and contains high-quality protein that provides a mix of essential amino acids that our bodies cannot make themselves and must be supplied through our food.

Globally, seafood provides more protein than cattle, sheep, or poultry. Fish also contain a wide variety of vitamins and minerals including vitamins A and D, phosphorus, magnesium, and selenium. Research shows that omega-3 fatty acids, found abundantly in seafood, have health benefits, such as improved infant brain development and protection against heart disease and stroke. Most adults in the US consume much less omega-3 fatty acids than nutritionists recommend.

Source: Harvard School of Public Health

Seafood Industry Impact

- California per capita consumption: 22.5 lbs (50% more than national average)
 - *This equates to 2,679,000 pounds per day*
- Direct Sales: Over \$20 billion
- Jobs: 145,443

2012 California data from NMFS



Dave Rudie

Catalina Offshore Products

President, California Fisheries & Seafood Institute

info@CalSeafood.net

1015 K Street

Sacramento, CA 95814

(916) 441-5560