



New York Sea Grant is a joint program of Cornell University, the State University of New York, and the National Oceanic and Atmospheric Administration (NOAA).

New York State has 3,400 miles of diverse coastline and is the only state in the U.S. bordering both the Great Lakes and Atlantic Ocean. More than 85% of NY's population lives in a coastal region.



New York Sea Grant regional offices provide innovative research, technical assistance, and outreach on such issues as water quality, coastal resilience, marine & freshwater fisheries, invasive species, algal blooms, aquaculture & seafood, coastal literacy, and shoreline community development.

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**NYSG Focus Area**  
for this project summary:  
**Sustainable New York**  
**Fisheries, Aquaculture &**  
**Seafood Businesses**

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## NYSG Coordinates Seafood Incentives Program to Increase Awareness & Demand for Seafood Farmed & Fished in New York

*Fostering growth and resilience in New York's seafood industry requires knowledgeable buyers and awareness of locally available products*

Much of the seafood consumed in the United States is imported. With increasing interest in local foods and a demand for wholesome and nutritious food options, there is a great opportunity to “catch” increased market share for locally produced seafood.

In the summer of 2022, New York Sea Grant (NYSG) partnered with Cornell Cooperative Extension of Suffolk County to develop a New York Seafood Incentives Program to encourage consumers to buy New York seafood products. This program provided seafood markets across Long Island and New York City the opportunity to educate their customers about local New York seafood and to incentivize them to buy it. Thirty-one (31) participating businesses were given insulated totes, with educational pamphlets and other promotional materials, to give to their customers when purchasing NY farmed or fished seafood.

Approximately 62 percent of participating retailers who completed the post-program survey (n=26) indicated that they noticed an increase in local seafood sales when offering the totes. Participating retailers, on average, reported that the program resulted in an increase in sales of approximately 22.6%.

To increase awareness and demand for locally farmed and fished seafood, NYSG coordinated the development of this incentives program, which allowed some NY retailers to effectively increase sales of NY farmed and fished seafood and to educate consumers about local seafood.

### Project Partner:

- Cornell Cooperative Extension Suffolk County



*Jermaine Owens of North Fork Seafood with patrons showcasing their “Eat NY Seafood” totes after purchasing New York seafood at the East End Farmers Market. Photo: NYSG/M. Ciaramella*