



CASE STUDY

POSITIVELY & GROUND FISH



A BRIEF HISTORY

- In the late 1990s, the previously abundant US [West Coast groundfish fishery](#) was headed towards collapse. It was declared a federal disaster in 2001.
- Dedicated to the recovery of the fishery, boats were pulled out of the water and in partnership with NGOs and fishery councils the fishery's operations were turned around.
- In 2014, MSC certification provided valuable recognition of this transformation, but further work was needed to rebuild consumer awareness and market demand.
- The 'fishery' actually comprises 17 fisheries and 13 species across California, Oregon and Washington.

REBUILDING THE MARKET

The only way to get groundfish back in **consumer minds** and shopping baskets **was a solid marketing campaign** and the **support of groundfish stakeholders**.

Bringing together distributors, NGOs and fishery councils, **Positively Groundfish**, a multi-partner collaboration, was born.

Mission: To tell the positive story of sustainable West Coast Groundfish, to **cultivate consumer appreciation** and **support the long-term economic success** of the local fishing industry and communities.

Founding partners



MARKETING IN PRACTICE

Marketing activities are due to take place **year-round, peaking** during **summer-months**, for a **decade**.



Focus

Promoting MSC-certified **rockfish and sole**.

- **Least** consumer-recognition.
- **Biggest** potential for influence.



Activities

Lower **volume**, deeper **engagement** including **sampling** opportunities, **outreach** work and **consumer events**.



Target audience

West Coast USA **initially**. Rest of USA and international in **future**.

- **Primary audience:** Foodies, protein-lovers, health-oriented older couples.
- **Secondary:** chefs, buyers, bloggers.

RESULTS



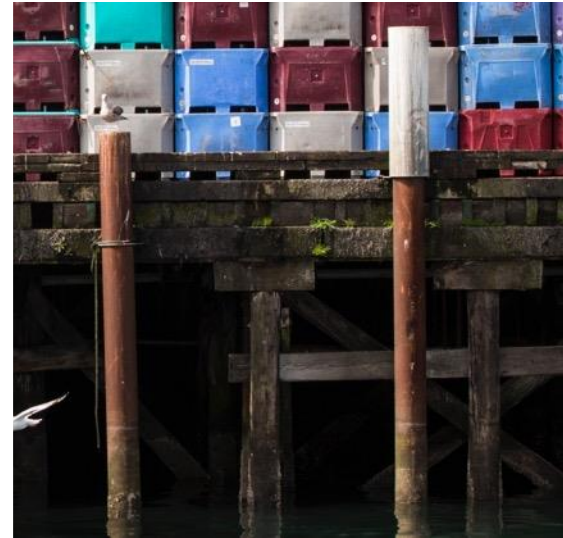
Launched

2018 is the **first year** of Positively Groundfish marketing activities.



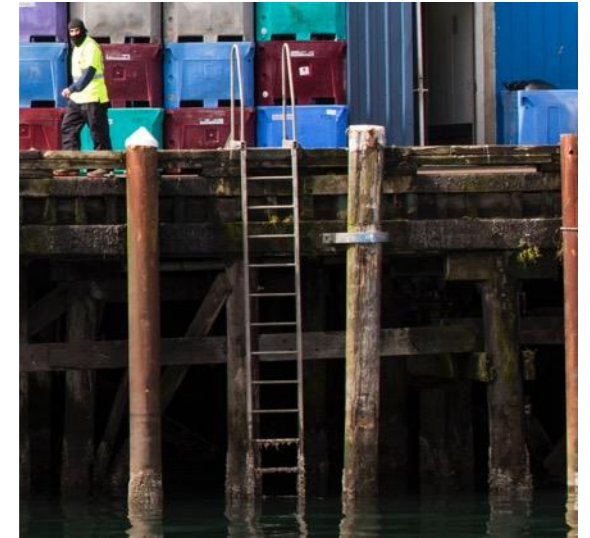
Progress

Long-term marketing activities are being reinforced by **regular** consumer surveys.



Official

Positively Groundfish **officially incorporated** and had its first **Board meeting** in **August 2018**.



Gaining traction

Applied for and **received** the National Marine Fisheries Service's **Saltonstall-Kennedy Grant**.
