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Seafood Supply Chain Research

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**Louisiana Entrepreneurship &
Economic Development Center**

Supply Chain Research Activity


- Research Partners
 - Meridian Institute (Washington D.C.)
 - Thomas Hymel (SeaGrant)
 - USDA
 - LA Seafood Promotion & Marketing Board
- Comprehensive supply chain analysis
 - 10 coastal parishes
 - 1 nationwide consumer perception survey
 - 3 funded research projects
- Central Louisiana Supply Chain Study
 - Focused on freshwater fisheries
 - Geography from Catahoula south to St. Martin Parishes


An Economic Development Strategy for Louisiana Coastal Seafood

[Exec Summary &
Full Report](#)


GOALS FOR THE COASTAL LOUISIANA SEAFOOD INDUSTRY

ENGAGEMENT, PLANNING, AND RESOURCES

 Economic development agencies and financial entities should proactively engage the seafood industry to ensure all businesses can equitably access the capital they need to prosper.

 Ensure that the industry can participate in local, state, and federal decision making on issues critical to the industry's survival.

 Create venues for the industry to develop and implement shared strategies to thrive and adapt to future changes and disruptions.

 Improve the industry's market position by leveraging the culture and stories of Louisiana fishermen and the quality and sustainability of Louisiana fisheries.

WORKFORCE AND INFRASTRUCTURE

GOAL 1

GOAL 2

GOAL 3

GOAL 4

GOAL 8


GOAL 7

GOAL 6


GOAL 5




MARKETING BRANDING AND INNOVATION

 Improve seafood infrastructure resilience to protect against damage from high winds and storm surge associated with severe weather events, and proactively consider climate adaptation strategies.

 Improve the efficiency of the industry's transportation and distribution networks.

 Ensure the seafood industry has a diverse and stable workforce of U.S. and foreign workers. Recruit and train a new generation of seafood workers and business owners.

 Stimulate industry innovation by developing new markets for Louisiana seafood, new value-added products, and technologies and connecting fishermen to new market opportunities to diversify the supply chain.

Specific Seafood Business/Research Opportunities

- Co-products & By-products
 - Processing plants
- Water quality
 - Processing plants
- Distribution & Logistics
 - Cold Storage
 - Physical Distribution
 - E-fulfillment Services
- Online Retail
 - Gulf Coast Seafood lacks strong market position
 - Consumer sales & marketing (digital)



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**Louisiana Entrepreneurship &
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- Opportunities to work across disciplines & along the coast...
 - Industry Engagement
 - Lab to Market/Commercialization
 - Small Business & Entrepreneurship Training
 - Strategic Planning Facilitation
 - Feasibility Studies
 - Economic Impact Studies
 - Marketing Research

Thank you...

Questions?

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