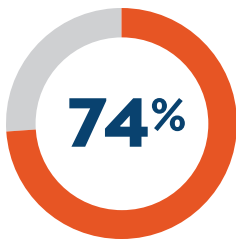


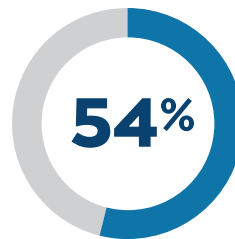
COOK WILD SURVEY

82% PREFER WILD OVER FARMED SEAFOOD

Who's eating seafood and how often?

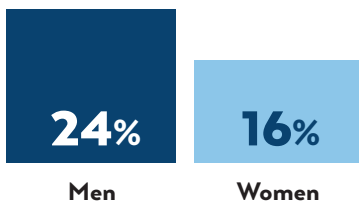


Nearly 3 in 4 (74%) of Americans say they wish they ate seafood more often

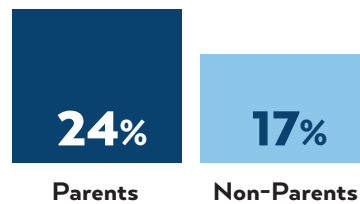


More than half of Americans (54%) eat it at least once a month, and 1 in 5 (20%) say they eat it once a week or more

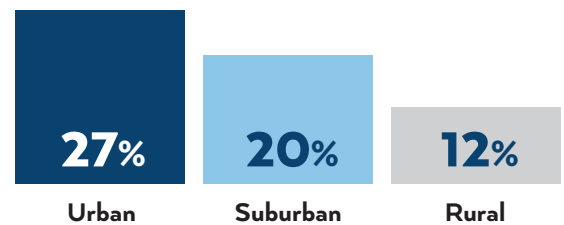
THOSE WHO EAT SEAFOOD ONCE A WEEK OR MORE:



Men are more likely than women to say they eat it once a week or more (24% vs. 16%)



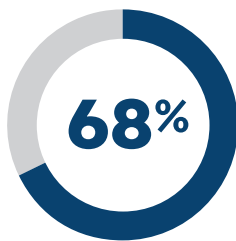
Parents are more likely than non-parents to say they eat it once a week or more (24% vs. 17%)



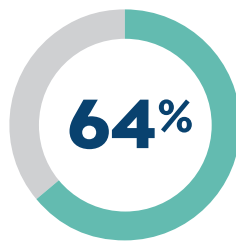
Those who live in urban regions are more likely to eat it once a week or more compared to those who live in other types of communities (27% vs. suburban 20%, rural 12%)

Health is the #1 reason people eat seafood followed by taste.

81% of Americans state that the health benefits of seafood are important to them.



When asked about the most appealing aspects of seafood, the health benefits come out on top



Consumers say taste is also critical

ELEMENTS OF SEAFOOD THAT ARE APPEALING:

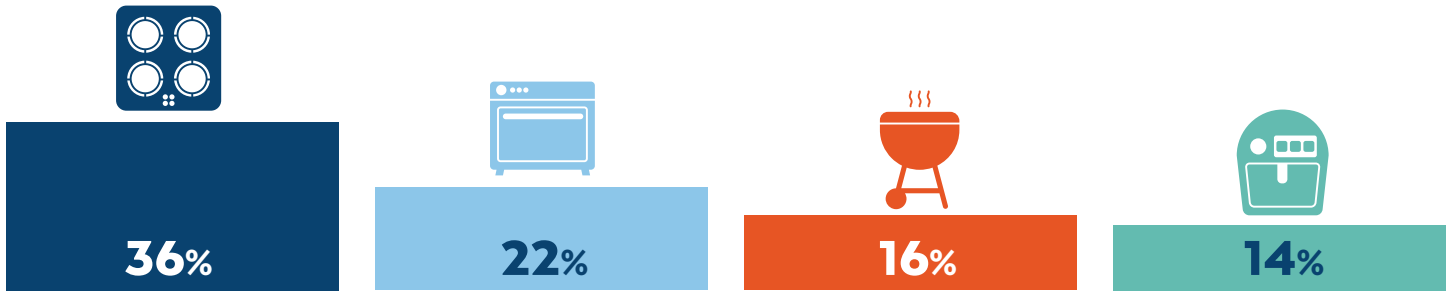
43% Omega-3s / heart healthy qualities

41% Amount of protein

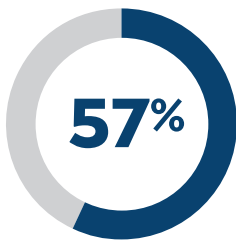
37% Lower in calories / saturated fat compared to red meat

In the seafood preparation competition, the stove wins.

Among those who cook or prepare seafood at home, more than one-third (36%) say the stove is the option they use most often. The oven (22%), grill (16%) and air fryer (14%) are used most commonly after that.



But there is likely interest in learning more about seafood preparation.



Fifty-seven percent say they wish it were easier to cook seafood, and half (50%) say they wish it were faster to do so.

Gen Z (64%) and Millennials (58%) are more likely to wish it were faster to cook seafood than Gen X (48%) and Baby Boomers (36%).

Parents are more likely than non-parents to wish it were faster to cook seafood (59% vs. 45%).

64%

Gen Z

58%

Millennials

48%

Gen X

36%

Baby Boomers



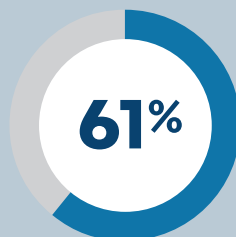
Cooking tips and inspiration would help Americans cook seafood at home more often.



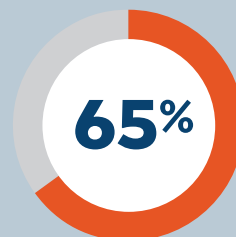
Approximately 2 in 3 (66%) say cooking guidance would help, whether that be knowing more recipes (35%), knowing more easy cooking methods (29%), having more time to cook (24%), knowing what to cook it with (20%) or having the right equipment (17%).

Overall cooking motivators are more common among Gen Z (72%) and Millennials (72%) than Baby Boomers (61%).

People want wild seafood, but don't know what's sustainable.



More than 3 in 5 (61%) say they're not sure which seafood is sustainable



Yet 65% say they would prefer to buy wild caught seafood over farm raised