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Department for  
International Trade

Here to give the UK seafood sector  
the support it needs to thrive.

A stylized map of the United States is overlaid on the bottom half of the cover. The map is dark grey, with the states of Washington, Oregon, California, and the Hawaiian Islands highlighted in a vibrant yellow. The rest of the map is a dark grey silhouette.

# Export Guide: **USA**

## Market Research Report

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# USA

**2018 Overseas Market Introduction Service**

**Sea Fish Industry Authority**

Produced by:

Callie Duksin, OCO Global

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# Executive Summary

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## Summary of the Enquiry

Sea Fish Industry Authority (Seafish) was established by the Fisheries Act in 1981 as a Non-Departmental Public Body (NDPB). Seafish supports all sectors of the seafood industry in order to maintain a profitable, sustainable, and socially responsible future.

Seafish commissioned Department of International Trade's (DIT) private sector partner, [OCO Global](#), to prepare a market opportunity assessment for British seafood companies in the US.

The data of the report is meant to give an overview of the seafood industry in the US by outlining the trade environment of the US, identifying consumer behavior & trends toward seafood products, and categorizing key regulations within the industry.

## Methodology

This report gathered data from government entities, such as the Customs Border Protection (CBP), National Oceanic and Atmospheric Administration (NOAA), US Department of Agriculture, as well as many others. The report and data collected is intended to summarize opportunities, assess the market, and provide additional intel for all British seafood exporting to the US.

# Trade Environment

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<b>Population (2017 est.)</b> <sup>1</sup>	325,719,178
<b>Land Area</b>	3.797 million mi <sup>2</sup> (9.834 million km <sup>2</sup> )
<b>Capital</b>	Washington, D.C.
<b>Language (2017)</b> <sup>2</sup>	English 78.3%, Spanish 12.9%, other Indo-European 3.7%, Asian and Pacific island 3.3%, other 0.9%
<b>Currency</b>	USD (\$)
<b>Average exchange rate (2017)</b> <sup>3</sup>	£0.808 = \$1.00
<b>Total food imports (2017)</b> <sup>4</sup>	\$137.8 billion
<b>Total food exports (2017)</b> <sup>2</sup>	\$132.7 billion
<b>Top food import sources</b> <sup>5</sup>	Mexico (19.1%), Canada (17.2%), China (4.5%), UK (1.8%)

The economy of the United States of America is one of the most developed and strongest economies with a GDP per capita of \$59,700<sup>6</sup>. Since the Trump Administration came to power in January 2017, the American trade environment has experienced multiple changes, such as the renegotiation of trade agreements and reassessment of tariffs imposed on goods. The Office of US Trade Representative (USTR) wrote a report on [The President's Trade Policy](#), outlining the 2018 Trade Policy Agenda; section 3a of the report details how the president would like to expand trade and investment with the United Kingdom.

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<sup>1</sup> <https://www.census.gov/search-results.html?searchType=web&cssp=SERP&q=us%20population%202021>

<sup>2</sup> [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_17\\_1YR\\_B16001&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_1YR_B16001&prodType=table)

<sup>3</sup> <https://www.irs.gov/individuals/international-taxpayers/yearly-average-currency-exchange-rates>

<sup>4</sup> [https://www.census.gov/foreign-trade/Press-Release/current\\_press\\_release/ft900.pdf](https://www.census.gov/foreign-trade/Press-Release/current_press_release/ft900.pdf)

<sup>5</sup> <https://www.ers.usda.gov/data-products/us-food-imports/>

<sup>6</sup> <https://www.cia.gov/library/publications/the-world-factbook/rankorder/2004rank.html>

According to the Census Bureau, the US imported a total of \$39.275 million worth of goods from the UK in 2017, which made up 1.68% of total imports <sup>7</sup>.

### Exhibit 19. U.S. Trade in Goods by Selected Countries and Areas - Census Basis

In millions of dollars. (-) Represents zero or less than one-half of measurement shown. (R) - Revised.

Country and Area	September 2018	August 2018	Third Quarter 2017	Fourth Quarter 2017	First Quarter 2018	Second Quarter 2018	Third Quarter 2018	Year-to-Date 2018	Year-to-Date 2017
China	47,656	44,197	126,612	132,504	137,566	130,035	137,014	404,614	372,966
France	4,441	4,288	12,143	13,412	12,582	13,481	13,136	39,199	35,486
Germany	10,057	10,105	29,349	30,438	32,318	31,596	31,047	94,961	87,138
Hong Kong	493	637	1,614	1,879	1,709	1,843	1,496	5,048	5,497
India	4,642	4,831	12,366	12,822	12,984	13,653	13,803	40,440	35,780
Italy	4,542	4,571	12,275	13,914	13,300	13,725	13,706	40,731	36,003
Japan	11,264	11,855	34,342	34,625	35,359	36,000	34,603	105,962	101,856
Korea, South	6,836	6,428	17,938	19,064	17,019	17,624	19,171	53,814	52,380
Mexico	30,115	30,157	77,738	81,399	84,467	84,821	89,432	258,720	232,868
Saudi Arabia	2,523	2,372	3,398	4,175	4,504	5,510	6,857	16,871	14,705
Singapore	2,303	2,019	4,985	4,912	6,257	7,655	6,819	20,731	14,456
Taiwan	3,680	3,704	10,841	10,869	11,156	10,973	11,229	33,358	31,593
United Kingdom	5,492	5,042	12,873	13,786	15,273	14,328	15,339	44,940	39,275
All other countries	54,159	53,230	143,328	150,671	157,864	157,759	160,485	476,108	428,718
CAFTA-DR	2,169	2,059	5,857	5,911	6,292	6,215	6,324	18,832	17,728
European Union	41,381	41,134	108,177	116,054	120,053	119,855	123,028	362,936	318,578
OPEC	6,928	6,177	15,310	18,249	18,816	20,778	20,345	59,939	54,072
South/Central America	10,244	10,117	28,038	28,941	31,220	29,626	30,601	91,447	87,058

Source: Census Bureau

## Leading Seafood Imports and Exports

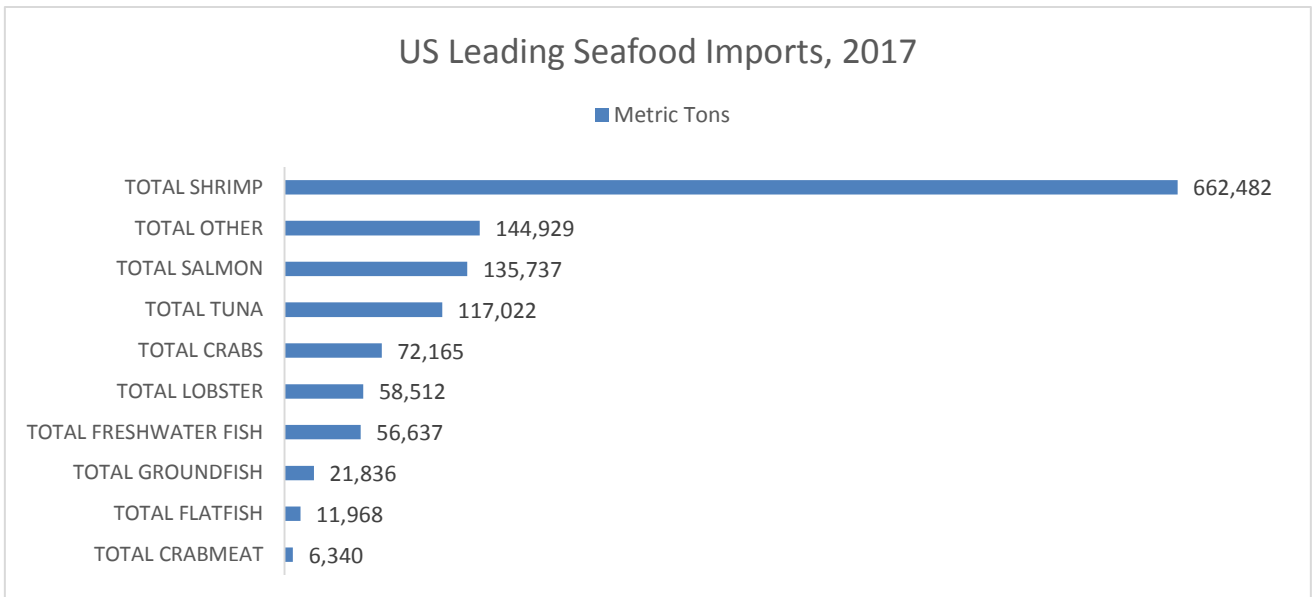
The National Oceanic and Atmospheric Administration (NOAA) reported the US imported a value of \$21.5 billion edible fishery products in 2017 (quantity of 2,687,409 metric tons), which is a 10.5% increase from 2016<sup>8</sup>. According to NOAA, the “US imports 90% (by value) of its seafood, more than half of which is grown via aquaculture in other countries, and Americans are the industry’s third largest consumer in the world”<sup>9</sup>.

<sup>7</sup> [https://www.census.gov/foreign-trade/Press-Release/current\\_press\\_release/ft900.pdf](https://www.census.gov/foreign-trade/Press-Release/current_press_release/ft900.pdf)

<sup>8</sup> <https://www.st.nmfs.noaa.gov/Assets/commercial/trade/Trade2017.pdf>

<sup>9</sup> <https://coast.noaa.gov/states/fast-facts/aquaculture.html>

The most imported seafood in 2017 was shrimp, a total value of \$6.5 billion, and accounted for 30.4% of the value of total edible imports <sup>10</sup>.



Source: NOAA

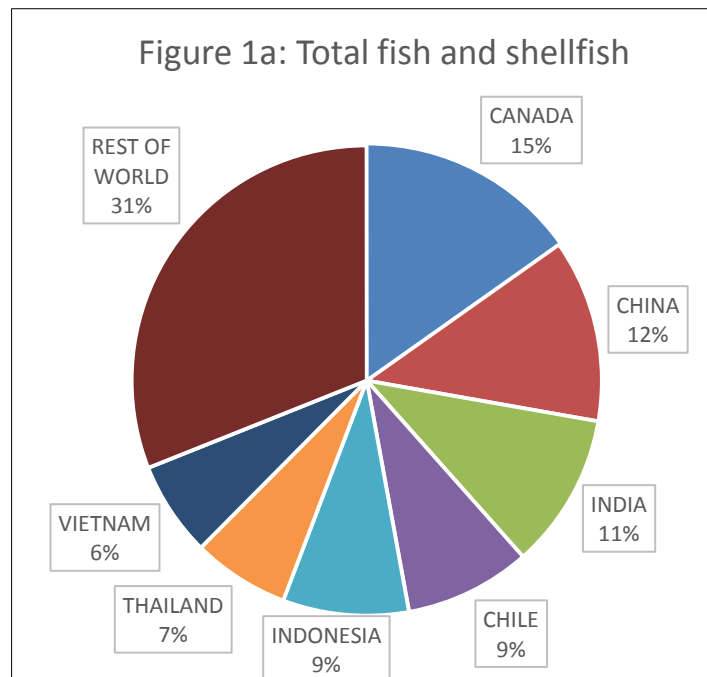
The IBISWorld report, *Fish & Seafood Markets in the US*, states that “US imports of prepared seafood have grown at a faster rate than exports over the past decade, with shrimp, salmon and crab facilitating the growth of imports”. In fact, the US is the world’s third-largest seafood importer behind the European Union and Japan, respectively.

<sup>10</sup> <https://www.st.nmfs.noaa.gov/Assets/commercial/trade/Trade2017.pdf>

The US Department of Agriculture (USDA), Economic Research Service categorizes seafood imports into four sections <sup>11</sup>:

1. Whole fish--fresh, chilled, or frozen (\$2.47 billion 2017 imports)
2. Fish fillets and mince (\$5.74 billion 2017 imports)
3. Shellfish, fresh or frozen (\$8.38 billion 2017 imports)
4. Prepared fish and shellfish (\$4.73 billion 2017 imports)

Canada, China, and India were the top 3 seafood importers, respectively, to the US in 2017. Of total amount of fish and shellfish, the US did not import from the UK a notable amount to be recognised as one of the top countries. Figure 1a shows the percentage of total seafood imports per country. Since the UK did not import a sufficient enough amount to be categorized as a top importer, it is included in the *Rest of World* group.



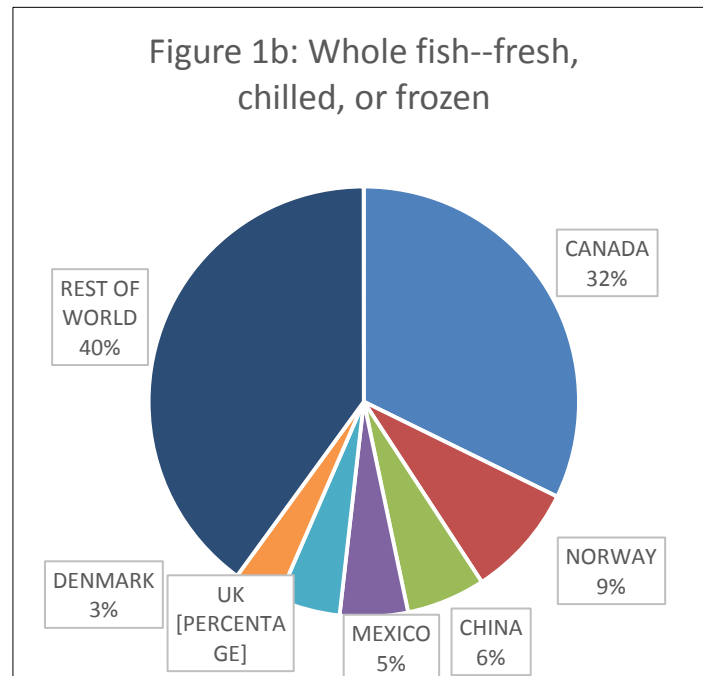
Source: US Department of Agriculture, Economic Research Service

<sup>11</sup> <https://www.ers.usda.gov/data-products/us-food-imports/>



Despite the United Kingdom not being recognised as a top US importer for total fish and shell fish, the US imported a significant increase of seafood from the UK compared to previous years. For total seafood, the US imported \$160.2 million worth of seafood from the UK in 2017, compared to \$115.3 million in 2016, a 38.9% increase.

In fact, the UK was the 5<sup>th</sup> top importer of the category whole fish--fresh, chilled, or frozen, importing a total of \$116.7 million in 2017, a 76.1% increase from the UK's whole fish--fresh, chilled, or frozen imports in 2016<sup>12</sup>.



Source: US Department of Agriculture, Economic Research Service

According to the Food and Agriculture Organization of the United Nations (FAO), salmon was a major player for the increase of amount of US seafood imports from the UK. Overall, global salmon prices decreased in 2017. The UK benefited from this primarily by the decline of the value of the pound as well. The FAO stated that “2017 has been a good year for UK salmon exporters as production rose in line with soaring prices and boosted by a depreciated currency, equating to something of a revenue windfall for the industry”<sup>13</sup>.

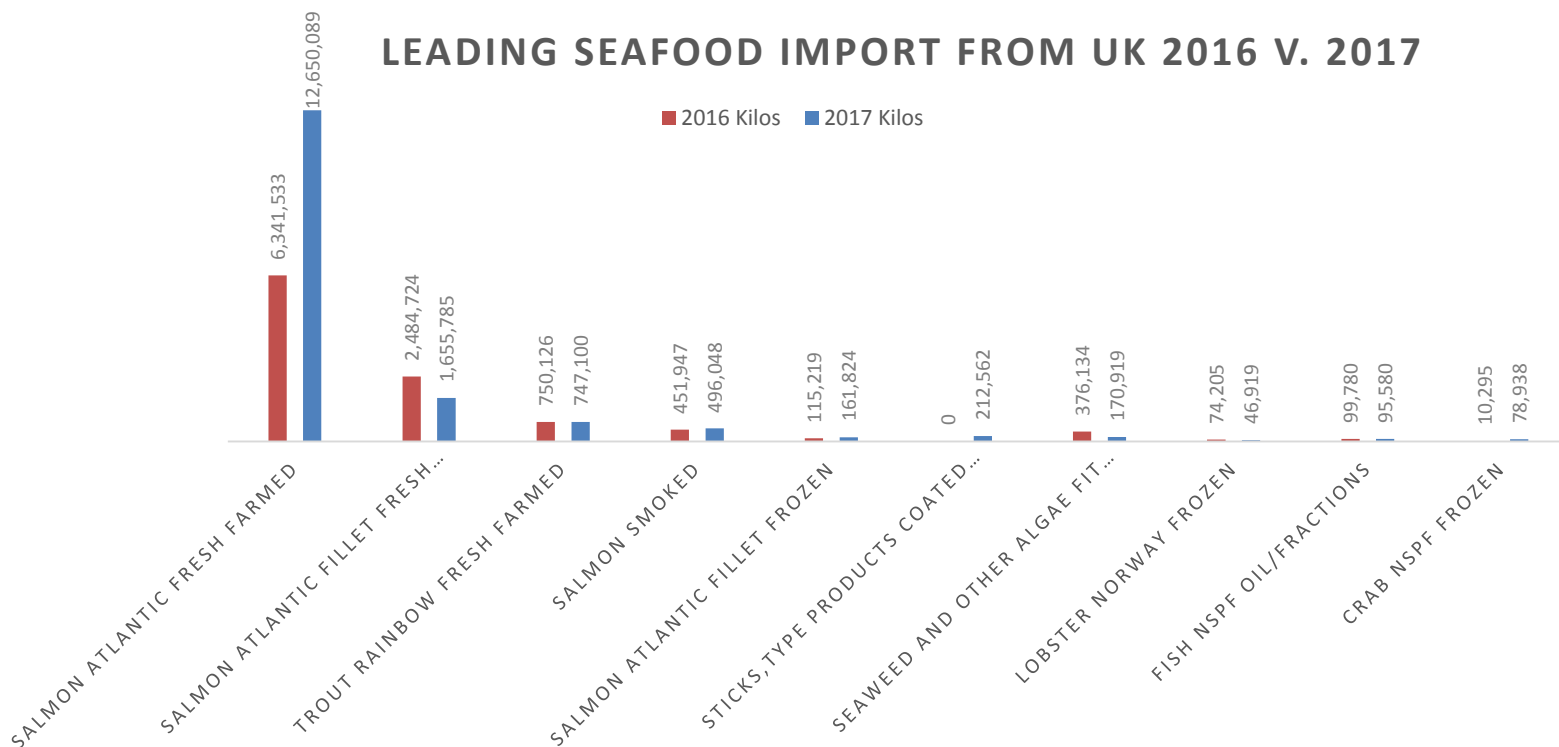
The positive growth of seafood imports from the UK proves to be prominent in the 38.9% increase of total US seafood imports from the UK, and particularly the 76.1% increase of UK whole fish--fresh, chilled, or frozen imported.

<sup>12</sup> <https://www.ers.usda.gov/data-products/us-food-imports/>

<sup>13</sup> <http://www.fao.org/in-action/globefish/market-reports/resource-detail/en/c/1110416/>

NOAA reported the most imported product from the United Kingdom in in 2017 was salmon, 86.6% of total UK seafood imported. As seen in the table below, roughly 12.65 million kilograms (\$108.1 million in value) of Salmon Atlantic Fresh farmed and 1.65 million kilograms (\$21.6 million in value) of Salmon Atlantic Fillet Fresh Farmed. Listed below is the top 10 products imported from the UK <sup>14</sup>.

Product	Volume (kg)	Value (USD)
SALMON ATLANTIC FRESH FARMED	12,650,089	\$108,088,820
SALMON ATLANTIC FILLET FRESH FARMED	1,655,785	\$21,610,182
TROUT RAINBOW FRESH FARMED	747,100	\$6,530,841
SALMON SMOKED	496,048	\$5,964,885
SALMON ATLANTIC FILLET FROZEN	161,824	\$1,793,938
STICKS,TYPE PRODUCTS COATED NOT COOKED NOT IN OIL NOT MINCED	212,562	\$1,567,679
SEAWEED AND OTHER ALGAE FIT FOR HUMAN CONSUMPTION	170,919	\$1,482,526
LOBSTER NORWAY FROZEN	46,919	\$1,007,546
FISH NSPF OIL/FRACTIONS	95,580	\$988,694
CRAB NSPF FROZEN	78,938	\$980,595



<sup>14</sup> <https://www.st.nmfs.noaa.gov/commercial-fisheries/foreign-trade/applications/trade-by-country>

## Key Ports of Entry

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The US has multiple ports of entry for all goods passing through the Customs and Border Protection.

US Customs collects data from each importer and import country. NOAA collects the data from US Customs for seafood being imported to the US. The following table outlines the top 15 ports of entry for seafood products imported from the UK in 2017<sup>15</sup>.

Location	Volume (kg)	Value (USD)
NEW YORK, NY	4,637,730	\$39,120,863
LOS ANGELES, CA	3,694,383	\$31,104,992
MIAMI, FL	2,327,358	\$20,106,969
BOSTON, MA	1,549,348	\$18,166,144
CHICAGO, IL	1,159,703	\$7,315,085
HOUSTON-GALVESTON, TX	642,295	\$5,746,355
GREAT FALLS, MT	625,776	\$5,690,057
SAN FRANCISCO, CA	596,157	\$4,775,968
SAVANNAH, GA	548,667	\$4,754,017
BALTIMORE, MD	462,832	\$2,724,226
PORTLAND, ME	449,154	\$2,770,123
TAMPA, FL	366,363	\$3,283,009
WASHINGTON, DC	358,245	\$4,420,534
DALLAS-FORT WORTH, TX	272,522	\$2,717,879
PHILADELPHIA, PA	241,234	\$2,540,549

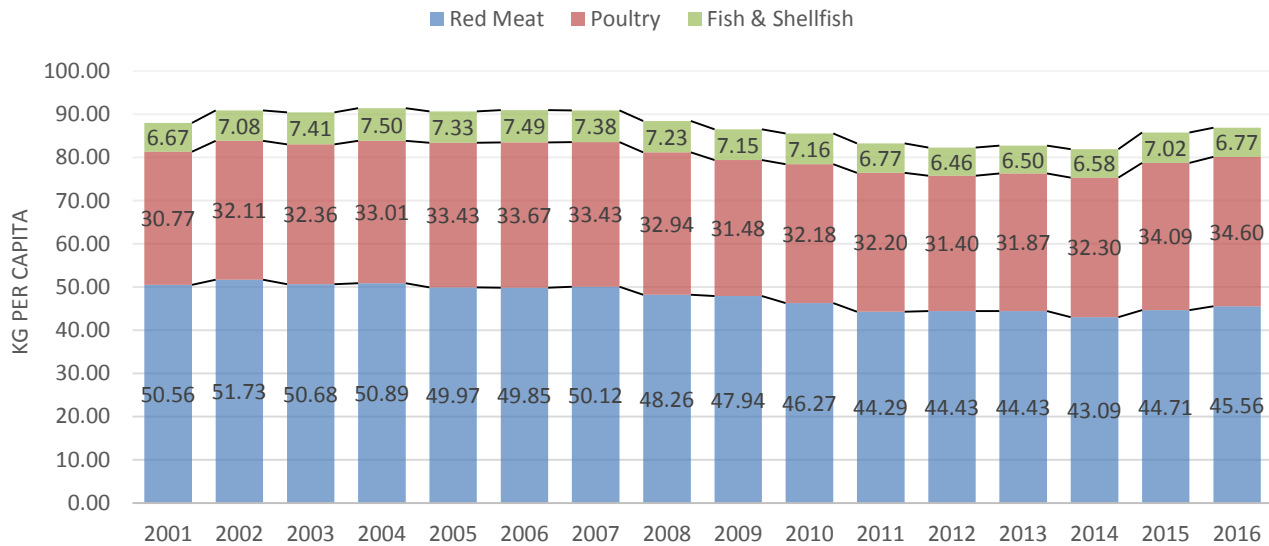
## US Consumption & Trends

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<sup>15</sup> <https://www.st.nmfs.noaa.gov/commercial-fisheries/foreign-trade/applications/annual-trade-through-all-us-customs-districts>

American’s food consumption has changed since 2000. According to ERS’s food availability data, the annual supply of total red meat (beef, pork, veal, and lamb), poultry (chicken and turkey), and fish/shellfish per capita available for consumption in the United States has fallen. Although an increase from 2015, the aggregate red meat, poultry, and fish/shellfish availability on a boneless, edible basis was 86.91 kg (191.6 pounds) per person in 2016<sup>16</sup>.

## MEAT AVAILABILITY PER CAPITA 2001-2016



Source: Source: US Department of Agriculture, Economic Research Service

According to USDA, multiple supply and demand factors have influenced trends in per capita availability of red meat, poultry, and fish. “On the supply side, high crop prices, which led to high feed costs and subsequently higher beef prices over the 2006-15 decade, are partly responsible for reduced red meat production. Efficiencies in chicken production have led to lower bird mortality rates and a higher average live weight per broiler, increasing chicken availability. On the demand side, beef and pork’s higher retail price compared to chicken and turkey might also have contributed to poultry’s growing popularity”.

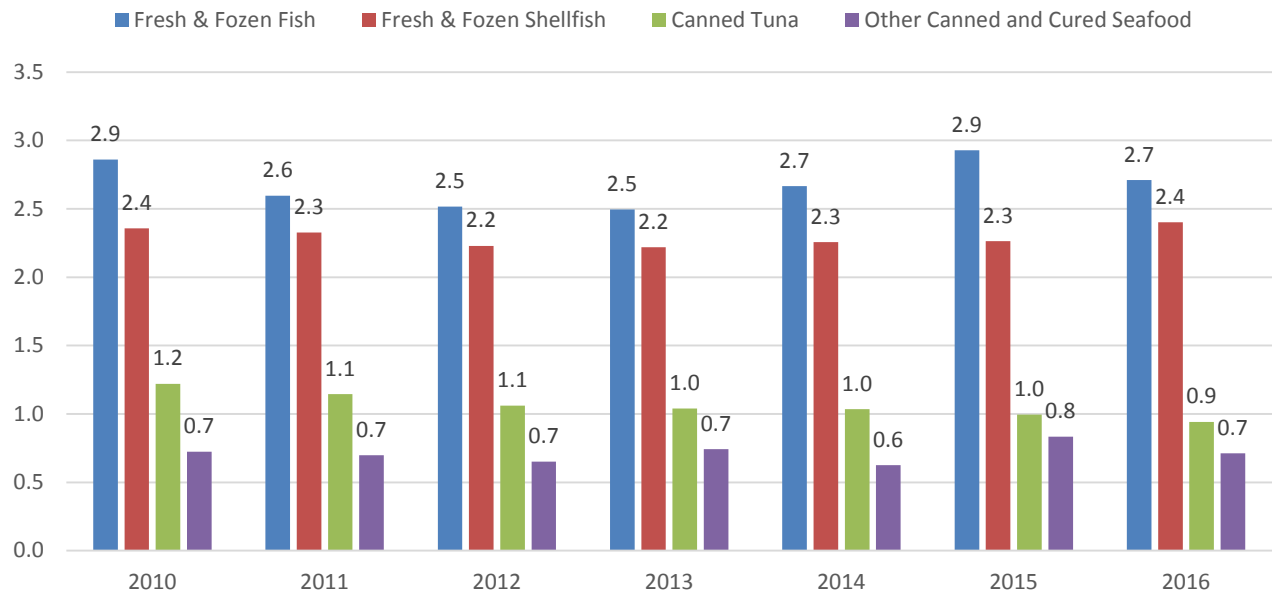
In contrast to the growing popularity of poultry, seafood is the least favorite source of protein among the Americans. In 2016 the average amount of Fish & Shellfish was 6.76 kg (14.9 pounds) per person, a 3.64% decrease compared to 2015. In fact, ERS food availability data suggest that Americans are eating less seafood that is recommended<sup>17</sup>.

<sup>16</sup> <https://www.ers.usda.gov/amber-waves/2017/januaryfebruary/us-per-capita-availability-of-red-meat-poultry-and-fish-lowest-since-1983/>

<sup>17</sup> <https://www.ers.usda.gov/amber-waves/2016/october/americans-seafood-consumption-below-recommendations/>

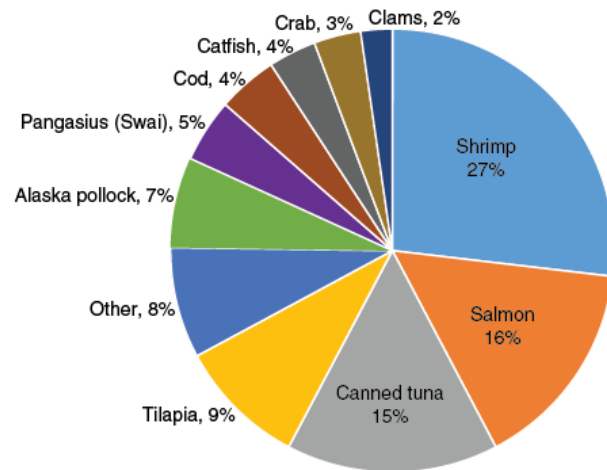
American consumers tend to eat more Fresh & Frozen Fish, rather than Fresh & Frozen Shellfish, Canned Tuna, or other canned and cured seafood. However, the pounds per capita of Fresh & Frozen fish decreased 0.2 kilograms (0.5 pounds) in 2016, while Fresh & Frozen shellfish increased 0.1 kilograms (0.3 pounds).

### Seafood Availability in Kilograms per Person



In General, the choice of seafood among American consumers is relatively limited. The Economic Research Service states, “five foods—shrimp, salmon, canned tuna, tilapia, and Alaska pollock—made up nearly three-quarters of total seafood consumption in 2014. Low-cost imports of farm-raised shrimp, salmon, and tilapia and the use of wild-caught Alaska pollock in fast-food fish sandwiches, frozen fish sticks, and imitation crab meat have largely driven the popularity of these four seafood species”.

**Shrimp, salmon, and canned tuna made up more than half of the seafood available for consumption in the United States in 2014**



Source: USDA, Economic Research Service using data from the National Fisheries Institute.

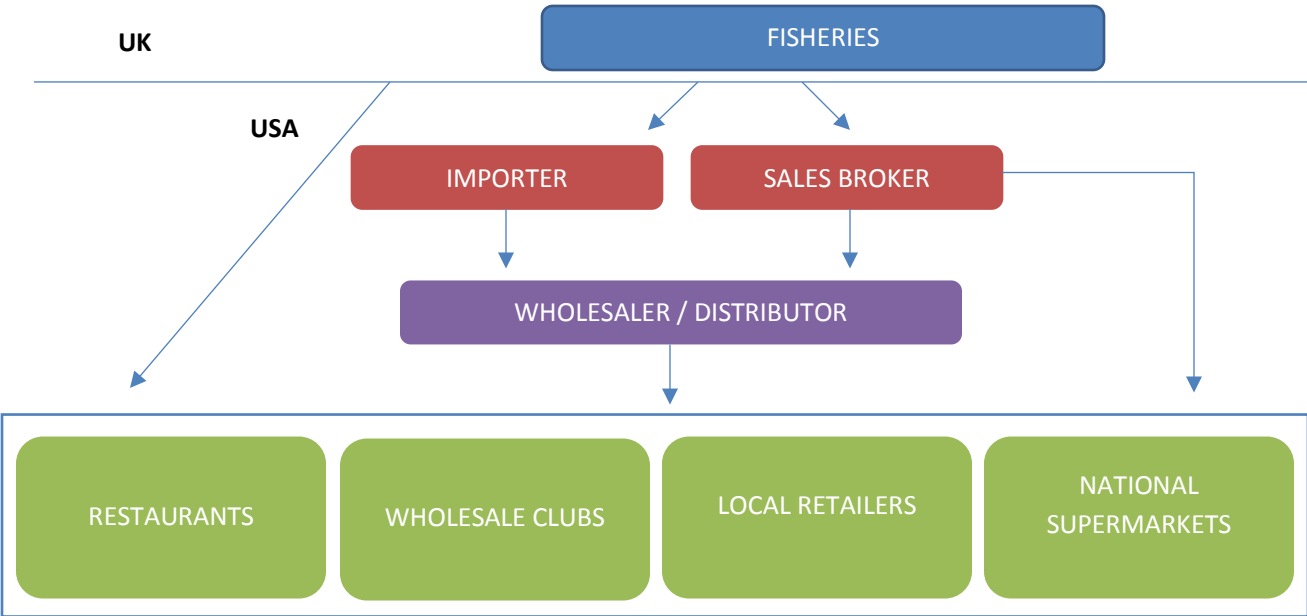
# Route to Market

## UK Export Opportunities

As stated in the previous section, the second most popular type of fish among consumers is salmon, which is also the fastest growing. Although the consumer has decreased the amount of fish intake, British fisheries can benefit from the consumers health trends and salmon eating trends. British seafood exporters can leverage the amount of salmon that the US imports from the UK, as well as the depreciated British currency. In addition, seafood exporters can also position themselves in the US market as a premium British product.

## Supply Structure

The US seafood industry is very dynamic and fragmented with the presence of importers, regional distributors, wholesalers and sales brokers who form the major actors in the supply chain. UK exporters entering the market for the first time might find this slightly challenging and even inefficient in comparison to the UK.



### Direct to Retailer

This method is best for either exceptionally small or exceptionally large product orders or private label businesses. With the former, a small exporter may have an opportunity to sell small quantities directly to the retailer. The retailer may manage all importing dealings and logistics to store; or may not. Larger companies may handle these details themselves. Thai Union Group, for example, bypasses wholesalers by operating its own manufacturers’ sales branches and offices (MSBOs). More businesses are deploying this strategy to cut on operating and ultimately retail costs.

### Importer/Distributor

Most companies use an importer to secure product within the US. The importers then sell these products (at a marked-up price) to a distributor, wholesaler, chain warehouse or foodservice distributor. The distributor

will sell product into retail outlets. Most distributors are specialized, as some deal with certain supermarket chains, independents, etc.

### Sales Broker

Food brokers are essentially sales people for hire. Given the huge number of US stores selling food, no company can afford an employed sales force that would cover more than a small fraction of the store universe. Brokers work on a commission basis, and may also charge retainers to work on introducing new products from smaller companies. Typical grocery commissions range from 2 to 5% of the product's wholesale price.

### Retail Chains

According to USDA, grocery stores, including supermarkets and smaller grocery stores (except convenience stores) accounted for the largest share of food store sales, 92.4%, in 2016 <sup>18</sup>. According to Statista, The Kroger Co. was the largest supermarket chain in the US with sales of \$105.1 billion <sup>19</sup>.

Store	Number of Locations	2017 Sales
<a href="#">The Kroger Co</a>	2,769	\$105.1 billion
<a href="#">Albertsons</a>	2,328	\$57.39 billion
<a href="#">Royal Ahold/Delhaize USA</a>	2,100	\$43.2 billion
<a href="#">Publix Super Markets</a>	1,231	\$34.56 billion
<a href="#">Aldi (doing business as Trade Joe's)</a>	474	\$25.86 billion
<a href="#">H-E-B Grocery Co.</a>	340	\$21.94 billion
<a href="#">Neighborhood Market / Marketside (Walmart)</a>	704	\$17.04 billion
<a href="#">Wakefern / Shoprite</a>	337	\$16.3 billion
<a href="#">Whole Foods Markets (Amazon)</a>	467	\$15.4 billion
<a href="#">Southeaster Grocers</a>	582	\$10.63 billion

The retail grocery stores are much different in the US compared to the UK. The US has a long list of large players in the supermarket industry, unlike the UK where the supermarkets are dominated by just a few firms. Many of the large players are known on a regional scale and not a national scale. For example, Kroger branded grocery stores are located in Midwestern and Southern states, Wakefern / Shoprite branded stores are located in Northeastern states, and supermarkets such as Whole Foods and Walmart are located nationwide.

Although there are some supermarkets that are national scale and located in every state, the management and buyers work on a regional level. Chains differentiate their products based on the regional location of the stores.

<sup>18</sup> <https://www.ers.usda.gov/topics/food-markets-prices/retailing-wholesaling/retail-trends/>

<sup>19</sup> <https://www.statista.com/statistics/197899/2010-sales-of-supermarket-chains-in-the-us/>

## Restaurants and Food Service

US consumers spend about two thirds of their annual expenditures on seafood in restaurants, cafeterias or other types of foodservice businesses <sup>20</sup>. According to the seafood health facts, “fish portions, breaded shrimp, clams and other items are served in a variety of chain restaurants because of their consistent cost and good value”. Restaurant Business rated the top 5 by seafood restaurant chains by sales as the following <sup>21</sup>:

Restaurant	Number of Locations	Sales 2017
<a href="#">Red Lobster</a>	705	\$2,380 million
<a href="#">Bonefish Grill</a>	215	\$630 million
<a href="#">Joe’s Crab Shack</a>	140	\$370 million
<a href="#">Pappadeaux Seafood Kitchen</a>	34	\$325 million
<a href="#">McCormick &amp; Schmick’s</a>	60	\$231.4 million

Common to retail chains, restaurant chains can be differentiated by a national scale and regional scale. By viewing the number of locations, it can be concluded that Red Lobster is a national restaurant, where Pappadeaux Seafood Kitchen is a regional restaurant; in fact, Pappadeaux is primarily located in the Southwest region of the US.

## Key Regulations & Tariffs

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Imported fish or seafood products cannot legally enter the US until the merchandise has been authorised by Customs and Border Protection (CBP) and the Food and Drug Administration (FDA), and estimated duties have been paid. It is the importer’s responsibility to arrange the examination and release of the goods.

### Food and Drug Administration (FDA) Requirements

All domestic and imported edible seafood products intended for consumption in the US market are subject to regulation and examination by the FDA. In practice, the FDA conducts only a small number of inspections on seafood imports, typically when there has been cause for concern, as the examinations are expensive.

All exporters will have to register their food facility with the FDA and get a registration number. Afterwards, importers of seafood must file the [Prior Notice](#) with the FDA before a shipment arrives in the US. Below is an overview of standards that will apply to UK food imports. More detailed information on FDA regulations and registration can be found on the agency’s [website](#).

### *Food Quality*

#### [Hazard Analysis Critical Control Point \(HACCP\) System](#)

The FDA authority of the US requires all seafood and related products that are being introduced in the US market for edible purposes to implement a Hazard Analysis Critical Control Point (HACCP) system for

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<sup>20</sup> <https://www.seafoodhealthfacts.org/seafood-choices/overview-seafood-industry>

<sup>21</sup> <https://www.restaurantbusinessonline.com/2017-top-500-seafood>



identification of significant food safety hazards and to maintain control measures for elimination, prevention and minimization of any plausible damage to public health. The responsibility of ensuring the compliance with the HACCP as well as with the sanitation standard operating procedures in the traded sea food commodity lies with the party initiating the market entry i.e. the importer is responsible for ensuring compliances associated with all the imported sea food products. These measures include foreign facility and importer inspections, seafood sampling, and domestic surveillance of imported products.

### [Bioterrorism Act](#)

The Bioterrorism Act or the Public Health Security and Bioterrorism Preparedness and Response Act of 2002 became effective on 12th December 2003. This act mandates all the handlers, manufacturers, processors and packagers of seafood and related products in the US to be registered with the FDA without which the right to entry in the US territory stands cancelled. The act also requires a prior notification to FDA about all the food products that are to be imported into the US territory. This ensures the track record of flow of edible goods into the country.

### [Food Safety Modernization](#)

The Food Safety Modernization Act requires importers to prove that their foreign suppliers have controls in place to ensure food safety; the certification can also be acquired from qualified third parties. Further, the FDA can deny entry of product into the US if they are denied access to the manufacturing facility.

### *Packaging and Labelling*

#### [Low Acid Canned Food and Acidified Food Regulations](#)

Low Acid Canned Food (LACF) compliance is based on the HACCP compliance put in by FDA, which requires all the processors of thermally processed low acid packaged foods in hermetically sealed containers or of acidified foods (AF) to register each processing plant. The products could only be imported and distributed in the US territory after submission and approval of the production process forms by the FDA.

#### [Country of Origin Labelling \(COOL\) Requirements](#)

This law requires retailers to label all unprocessed, fresh and frozen seafood products. Labels must declare country of origin and method of production, for example., 'wild' versus 'farm-raised.' Processed seafood, that is any that has been cooked, cured, or canned, and seafood that has been combined with other foods are exempt from this requirement. Specialty seafood stores and restaurants are also exempt.

## Food and Drug Administration Import Procedure

Below is an outline of the import procedure from the FDA website which highlights the relationship between the FDA and US Customs during the process. All fisheries would need to register their food facility before exporting product to the US. The following steps occur after you have a FDA number.

**Step 1:** Importer or agent need to file entry documents with US Customs Service within five working days of the date of arrival of a shipment at a port of entry.

**Step 2:** FDA is notified of an entry or a regulated food through:

- Duplicate copies of Customs Entry Documents (CF 3461, CF 3461 ALT, CF 7501 or alternative);
- Copy of commercial invoice; and
- Surety to cover potential duties, taxes and penalties.

**Step 3:** FDA reviews the entry documents received from Customs for all seafood entries. The Agency then decides whether to release, visually examine, or sample a given shipment.

**Step 4a:** If a decision is made not to collect a sample the FDA sends a 'May Proceed Notice' to US Customs and the importer of record. The shipment is released as far as FDA is concerned.

**Step 4b:** A decision to collect a sample based on:

- Nature of the product;
- FDA priorities; and
- Past history of the commodity

FDA sends a 'Notice of Sampling' to US Customs and the importer of record. The shipment must be held intact pending further notice. A sample is collected from the shipment. The importer of record may move the shipment from the airport to another port or warehouse.

**Step 5:** If FDA obtains a physical sample it is sent to an FDA district laboratory for analysis.

**Step 6a:** If analysis finds the sample in compliance with requirements the FDA sends a 'Release Notice' to US Customs and the importer of record.

**Step 6b:** If analysis determines that the sample 'appears to be in violation of the Food, Drug and Cosmetic Act and other Acts' the FDA sends US Customs and the importer a record of Notice of Detention and Hearing which

- Specifies the nature of violation(s); and
- Gives the importer of record 10 working days to introduce testimony as to the admissibility of the shipment. The hearing is the importer's only opportunity to present a defence of the importation and/or present evidence as to how the shipment may be made eligible for entry. The importer has the choice of reconditioning the product (i.e. bringing the article into compliance, if this can be done), destroying it or re-exporting it.

**Step 7:** If FDA approves the importers proposed reconditioning procedure, the reconditioning may then proceed under FDA supervision.

**Step 8:** If the reconditioning is successful, FDA may release the goods; if not, the goods must be re-exported or destroyed, under US Customs supervision.

## Customs and Border Protection Requirements

The US Customs and Border Protection's responsibilities include assessing and collecting duties, taxes and fees on imported merchandise, as well as providing documentation to the FDA for required testing.

The CBP advises consulting an import specialist at the desired port of entry to ensure that all regulations are being met. Importers also have the option to hire a Customs Brokers to file entry with CBP; this allows an expert to handle the complex details of importing food items. Lists of Customs Brokers can be found on each state's [port page](#).

## Species Protection

### [Shrimp Exporters/Importers Declaration](#)

The trade requirements for importing shrimps into the US requires all importers to have a DS 2031 form from the exporter testifying that the shrimp boats took necessary precautions to avoid harming sea turtles. This form is to be retained by the importer for three years after entry and must be made available to the CBP or the State Department upon request.

## US Fish and Wildlife Service Requirements

The US Fish and Wildlife Service regulates the import and export of living or dead wild shellfish and fish products. Non-living shellfish and finfish intended for human consumption are exempt from Service Import requirements as long as they are not considered injurious or endangered species. A comprehensive document can be found [here](#).

In addition, the Fish and Wildlife Service has requirements for importing commercial wildlife shipments. These requirements include importing to designated ports, declaration requirements, transit regulations, along with others. More information can be found on the Fish and Wildlife Service [website](#).

## Associations

### [National Marine Fisheries Services \(NOAA\)](#)

NOAA's National Marine Fisheries Service is the federal agency in the US which is responsible for the management, conservation and protection of living marine resources within the US Exclusive Economic Zone. It is a division of the Department of Commerce.

### [National Fisheries Institute](#)

It is an organisation which stands for the advocacy of the seafood industry in the US. Its horizon of operations spans across each element of the seafood supply chain in the country, and the organisation's directory is available for public view online. The National Fishers Institute has several councils representing major seafood markets, including shrimp, salmon, and tuna.

### [SeaShare](#)

SeaShare is a non-profit agency which was formed with the aim of linking the North Pacific seafood industry to food banks across the country in an effort to provide high quality seafood protein to needy people in the US.

### [National Restaurant Association](#)

The National Restaurant Association (NRA) is the largest foodservice trade association in the world by membership and supports over 500,000 restaurant businesses.

### [National Grocers Association](#)

The National Grocers Association (NGA) is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. NGA hosts an annual conference with over 300 exhibitors.

### [Seafood Products Association](#)

The Seafood Products Association provides resources on regulatory compliance, and conformance with customer requirements related to food safety, quality, and legality.

### [Seafood Nutrition Partnership](#)

The Seafood Nutrition Partnership is a non-profit that advocates for the health benefits of seafood consumption.

### [Seafood Industry Research Fund](#)

The Seafood Industry Research Fund is a non-profit fund for seafood-related research grants. All research reports are available on its website.

### [FishChoice](#)

FishChoice is a sustainable seafood directory of approximately over 450 suppliers, used by over 3,500 seafood professionals.

## Trade Shows

### [Aquaculture America Exposition](#)

An annual food & beverage trade show and event which is organized by The World Aquaculture Society and features aquaculture industry in US.

### [Seafood Expo/ Seafood Processing America](#)

The largest seafood related exposition, bringing together more than 20,000 buyers, suppliers, and other seafood industry professionals from over 100 countries.

## Conclusion

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The US imports a considerable amount of seafood; as stated by NOAA, the US imports 90%, by value, of its seafood. Importantly, there has been a significant increase of seafood imported from the UK.

The increase in seafood can be partially explained by the depreciation of the British currency as well as the rising health trends of seafood consumption by American consumers. British seafood exporters can benefit from the multiple opportunities the US market offers and routes to market, particularly within the salmon industry.

OCO Global can help with specific market research for British companies to identify market trends for multiple industries and sectors. OCO offers support by introducing companies to the right buyers and partners in the US market.

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