



*For immediate release*

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## **The National Aquaculture Association Announces Retail Education Program**

The National Aquaculture Association (NAA) is offering two-hour workshops to help retailers understand aquaculture production methods and products, answer consumer questions, and sell more U.S. farm-raised seafood. The “Selling U.S. Farm-Raised Finfish and Shellfish Quick Course” provides a great learning experience for seafood associates, managers, dietitians, and consumer advocates.

Each workshop participant receives a take home toolkit that can be used as a handy reference. Many of these materials have been developed specifically to address consumer concerns and questions.

The program is designed to fit into a 120 minute training slot and topics covered include:

- What is aquaculture?
- Production systems
- Aquaculture products
- Environmental impacts
- Sustainability
- Seafood and safety concerns
- Health benefits of increased seafood consumption
- Marketing and merchandising U.S. farm-raised finfish and shellfish

To sell more U.S. farm-raised seafood, it is critical to understand consumer attitudes, concerns, and needs. Consumers view the counter associate as the seafood expert and depend upon his or her knowledge to guide them through their seafood purchase. This program will arm retailers with the information that they need to make the sale.

A limited number of workshops will be offered to individual chains. For more information about scheduling a workshop for your stores, contact:

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