



Will Seafood Become Unaffordable?

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The drop in seafood consumption in the U.S. is puzzling, without easy explanations. From 2004 to 2012 it has dropped from 16.3 to 14.4 lbs/person. But if increased seafood consumption is being recommended by all authorities, what could cause this? Certainly, the presence of toxic compounds in larger fish is of concern to mothers and mothers to be. However, the majority of seafood does not have this problem and is better for health than other sources of animal protein. Also, the lack of sustainability/certification has been promoted as a reason to avoid certain types of seafood, but of little impact to date.

It is my contention that 1) the price of seafood is rising faster than that of other animal proteins and 2) quality is variable and thus confusing to the consumer. Both of these elements would reduce consumption and demand. Consumers key on price and will continue to. This trend is true worldwide. According to an Australian agronomist, seafood cost will rise by 70% compared with 14% rise of meat and 13% rise in cost of cereals over the next decades. Chicken is perhaps the closest competitor to seafood in taste and health aspects. Price of chicken has been relatively flat and quality consistent, thanks to factory farming

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