



A close-up photograph of three shrimp tacos on a light blue plate. The tacos are filled with large, cooked shrimp, diced tomatoes, avocado, and lettuce. A sprig of fresh cilantro is placed in the bottom left corner of the plate. The text 'GLOBAL SHRIMP COUNCIL UNITED WE GROW' is overlaid in white, bold, sans-serif font across the center of the image.

# GLOBAL SHRIMP COUNCIL UNITED WE GROW

# We have a Vision...



TOGETHER WE CAN SIGNIFICANTLY  
**TRANSFORM** OUR INDUSTRY

By creating the Global Shrimp Council, we can put a **marketing campaign in the US and around the world** to promote the superior characteristics of global shrimp.



THERE IS PLENTY OF ROOM FOR **GROWTH**  
IF WE DO IT RIGHT

Consumption per Capita is still low – Consumers need to know more about Shrimp as there is plenty of misinformation about it.



THE MOMENT IS **NOW**

The Health and Wellness trend makes a perfect opportunity to launch a successful awareness campaign to engage US consumers and trade players



# SHRIMP IS A HEALTHY AND TRENDY PRODUCT, IN A CONTEXT WHERE WELLNESS AND NUTRITIOUS CONSCIOUSNESS ARE IMPORTANT

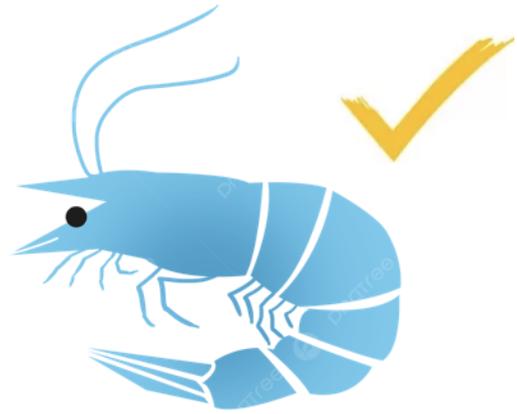
- This product has **multiple benefits**: excellent quality protein source, zero carb, very low in calories and fat, great source of vitamins and minerals.
- **Low carbon** print.
- Minimum **water consumption**.
- **Health & wellness** product attributes such as '**naturally healthy**' are expected to be the highest contributors to the growth of the health & wellness market in the US fish & seafood sector, during 2017-2022. Sales are expected to grow at a CAGR of 1.6% during the same period.



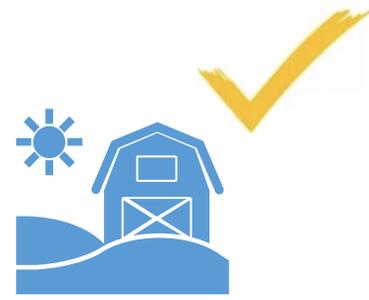
Country	Per Capita Consumption (kg/person/year)
China	4.6
Japan	3.6
Thailand	3.5
USA	2.7
France	2.5
Spain	2.2
Canada	1.3

WE ASKED CHATGPT TO PRODUCE A CHART OF SHRIMP PER CAPITA CONSUMPTION, AND THIS WAS THE IMMEDIATE RESPONSE.

# BUILD



**THE GLOBAL SHRIMP COUNCIL TO INCREASE THE SHRIMP PER CAPITA CONSUMPTION THROUGH STREITIGIC ROBUST MARKETING CAMPAING.**



**A MEMBERSHIP FOR FARMERS FROM AROUND THE WORLD TO PARTICIPATE AT THE GSC.**

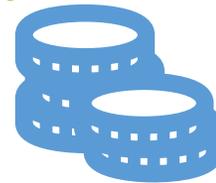


**AN ELECTED BOARD OF DIRECTORS IN THE COUNCIL THAT REPRESENTS GSC MEMBERS.**



**WORK UNDER THE NFI UMBRELLA AS A TRUSTED THIRD PARTY ENTITY, WHICH WILL MANAGE AND DISBURSE FUNDS COLLECTED.**

**We have 3 proposals ready for board review.**



**A FUNDING MECHANISM FOR MEMBERS (QUOTA PER KG) FOR THE MARKETING CAMPAING.**

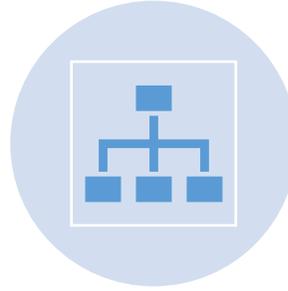


**ESTABLISH THE BASIS FOR PARTICIPATION (GSC STATUTES)**

# LAUNCH



ROBUST EFFECTIVE CAMPAIGNS  
TO INCREASE SHRIMP  
COMSUMPTION IMMEDIATELY



PR EFFORTS (INCLUDING CRISIS  
MANAGEMENT)



MEASURE KPI'S EVALUATED BY  
THIRD PARTIES

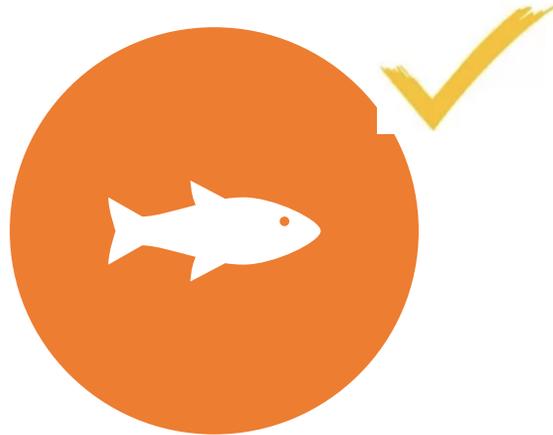
# EXPAND

FIRST  
GEOGRAPHICALLY  
WITHIN THE US

EXPAND TO  
OTHER STRATEGIC  
MARKETS

MEMBERSHIP  
AND  
PARTICIPATION

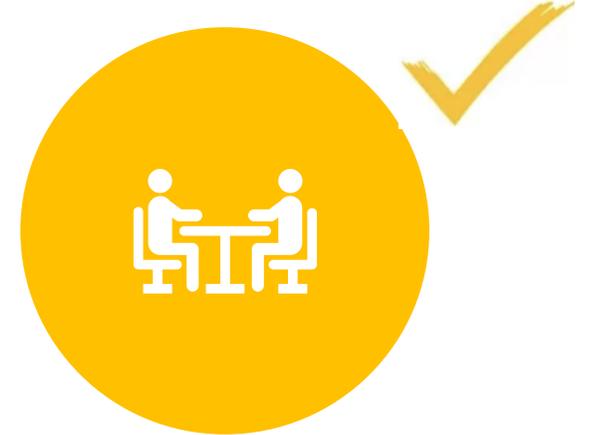
# ACHIEVEMENTS AND WHERE WE STAND NOW:



WE ARE PLANNING THE CREATION OF THE GLOBAL SHRIMP COUNCIL UNDER THE LEGAL STRUCTURE OF THE NFI.



HIRING MIGUEL BARCENAS AS THE STRATEGIC MARKETING ADVISOR, ONE OF THE ARCHITECTS BEHIND THE SUCCESSFUL AVOCADO MODEL.



GSF AGREED TO HOST THE FIRST MEETING.  
WE ELECTED BOARD MEMBERS.  
HAD OUR FIRST PRESENTIAL BOARD MEETING IN BARCELONA, SPAIN

# WHAT'S NEXT:



OFFICIALIZE THE COUNCIL  
AND ELECT THE BOARD  
MEMBERS IN A FOLLOW UP  
ZOOM MEETING.



RECEIVE AND REVIEW THE  
GOVERNANCE, ESTATUTES,  
AND REGULATIONS FOR  
FUTURE MEMBERS OF THE  
COUNCIL.



INVOLVE AS MANY  
PRODUCING COUNTRIES AS  
POSSIBLE IN THE NEXT 180  
DAYS.

BEGIN TO RAISING FUNDS,  
CHOSE AN AGENCY AND  
START INITIAL CAMPAINGS.

# Why the NFI?

We are exploring a partnership that establishes the Global Shrimp Council under the umbrella of the National Fisheries Institute (NFI) in the USA. The partnership with NFI provides a strong legal foundation and several invaluable advantages, including:

- Legal Structure: NFI ensures a robust legal framework for the operation of the Global Shrimp Council.
- Antitrust Compliance: NFI acts as a witness and guarantor, ensuring that antitrust laws are strictly adhered to.
- Fund Management: NFI, with its proven expertise, is capable of efficiently managing funds generated by the Global Shrimp Council.
- Media Crisis Management: NFI can provide valuable counsel and assistance in media crisis management.
- Lobbying and Government Relations: NFI possesses the experience and ability to engage in lobbying activities with the US government on behalf of the council.



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**NATIONAL  
FISHERIES  
INSTITUTE**

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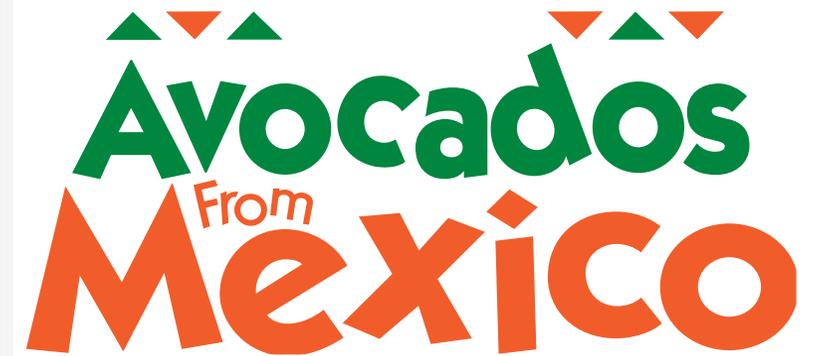
# GSC SUPPORTED BY ONE OF THE ARCHITECTS BEHIND THE SUCCESSFUL AVOCADO MODEL



Miguel Barcenas – CEO Another Point of View Consulting LLC

Marketing executive with 35+ years of experience in Fortune's 500 Corporations managing consumer Products and Brands in 4 categories; Beverages (PepsiCo), Cosmetics / OTC H&W products (Procter & Gamble), Pharmaceutical Products (Norwich Eaton Labs) and Fast Food Restaurants YUM! Brands, Arby's.

In most recent years - Mr. Barcenas has acted as strategy and marketing consultant for several companies and associations including 1) APEAM (Mexican Avocado Producers and Packers Association) responsible for the Avocados From Mexico TM in the USA, Canada, Japan and China; 2) Divine Flavor Produce USA, 3) Enza Zaden, 4) Mexican Grapes Growers Association (AALPUM), 5) "México Calidad Suprema" a Quality Seal from the Mexican Government; 6); ProPapaya Association, 7) Chocolatera Moctezuma, etc. among others.



# THE GLOBAL SHRIMP COUNCIL



# Thank you GSC Founding Members



# 2024 GSC Board Members



- **Jose Antonio Lince - Almar (Ecuador)**
- **Sandro Coglitore - Omarsa (Ecuador)**
- **Diego Puente - Santa Priscila (Ecuador)**
- **Jose Rincon - Grupo Lamar (Venezuela)**
- **Jessica Rodriguez - Mer Seafood (Honduras)**
- **Indra Kumar Alluri - Avanti Feeds (India)**
- **Choudary Karuturi - Apex Frozen Foods (India)**
- **Mahendra Yarlagadda - Devi Fisheries (India)**
- **Diego Illingworth - NAQUA (Suadi Arabia)**
- **Aris Utama - Bumi Menara Internusa (Indonesia)**
- **Kristin Veriga - eFishery (Indonesia)**
  
- **Gabriel Luna – David Castro (Chair and co Chair)**



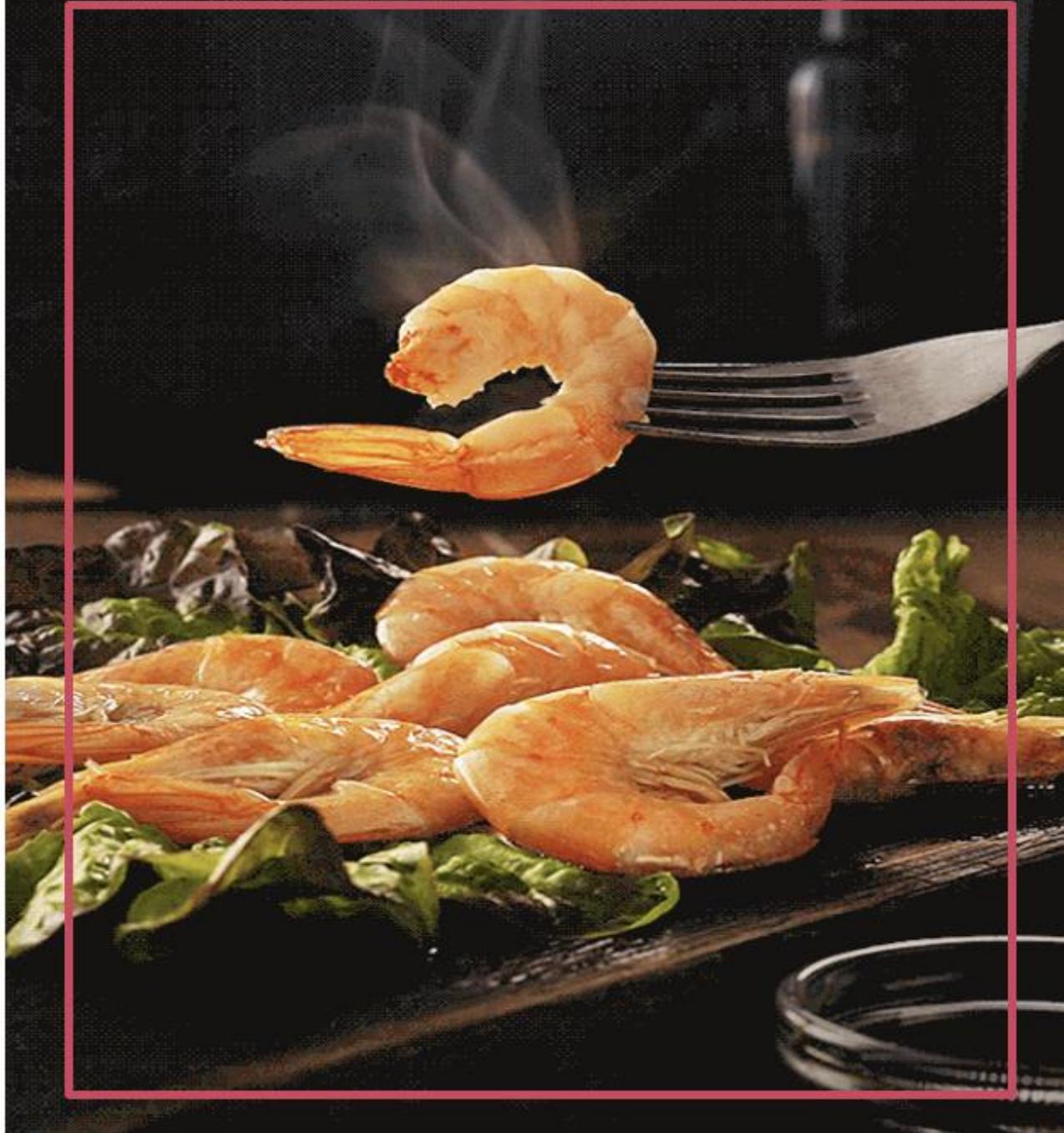


**We have a mission.**

**Not only to encourage  
people eat more shrimp ...**

**We want them  
To love it...**

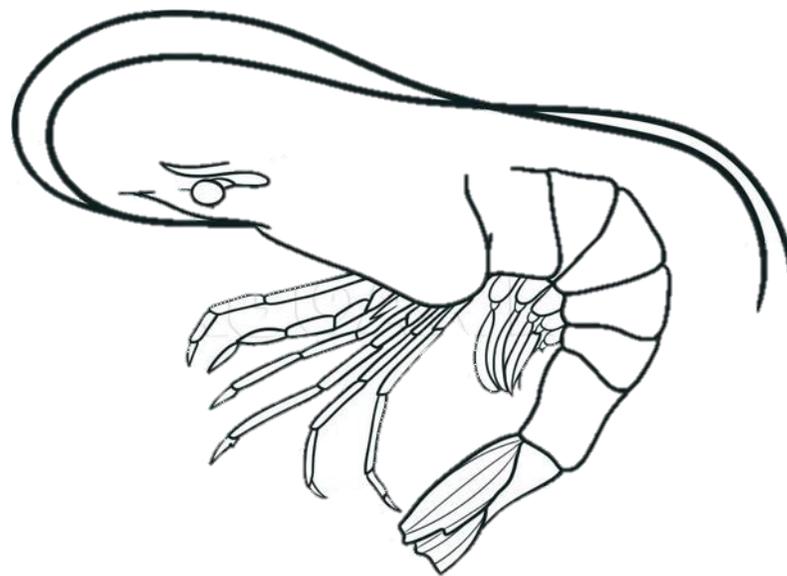
**10 initial goals for the GSC**





1

# OUR CAMPAIGN VISION



***WE'LL BUILD A BRAND IN A  
BRAND-LESS CATEGORY***



WHITE PRAN  
(LEANG PUTIH)  
NET WT 21.0627 3.94 0.270  
ESETAN  
RM10.77

TAISHO EBI  
PRAN (LAL)  
NET WT 21.0627 3.90 0.178  
ESETAN  
RM17.62

TAISHO EBI  
PRAN (LAL)  
NET WT 21.0627 3.90 0.178  
ESETAN  
RM17.48

WHITE PRAN  
(LEANG PUTIH)  
NET WT 21.0627 3.94 0.262  
ESETAN  
RM10.45

TAISHO EBI  
PRAN (LAL)  
NET WT 21.0627 3.90 0.178  
ESETAN  
RM14.00

TAISHO EBI  
PRAN (LAL)  
NET WT 21.0627 3.90 0.202  
ESETAN  
RM17.98

LEANG HATI PAU  
(TIGER PRAN)  
NET WT 21.0627 6.90 0.140  
ESETAN  
RM9.66

WHITE PRAN  
(LEANG PUTIH)  
NET WT 21.0627 3.94 0.252  
ESETAN  
RM10.05

PRAN (LAL)  
NET WT 21.0627 3.90 0.162  
ESETAN  
RM14.42

LEANG HATI PAU  
(TIGER PRAN)  
NET WT 21.0627 6.90 0.146  
ESETAN  
RM10.07



Organic

\$2.98

\$2.69

\$2.33

\$2.48

96¢

92¢

\$2.61

79¢

97¢

Low Price  
454-

88¢

\$1.18

Everyday Low Price

Rollback Was \$1.18

97¢

Rollback Was \$1.97

97¢

Rollback

Was 82¢

68¢

Rollback

68¢

Everyday Low Price

98¢

Everyday Low Price

\$1.42/lb

SEAFOOD

GROUND BEEF

All Natural

Premium

MUSIC CITY

GENERIC



**When it comes to any category but produce and seafood, she shops by BRAND**



# P&G



30+ YEARS  
MARKETING  
EXPERIENCE



# PEPSICO

INTERNATIONAL



2015



2016



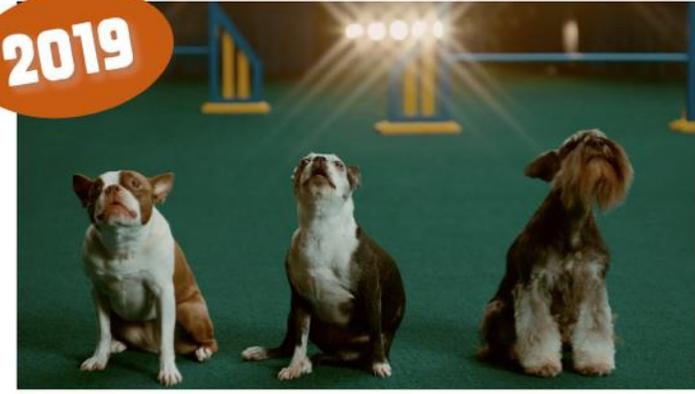
2017



2018



2019



2020



2022



2023

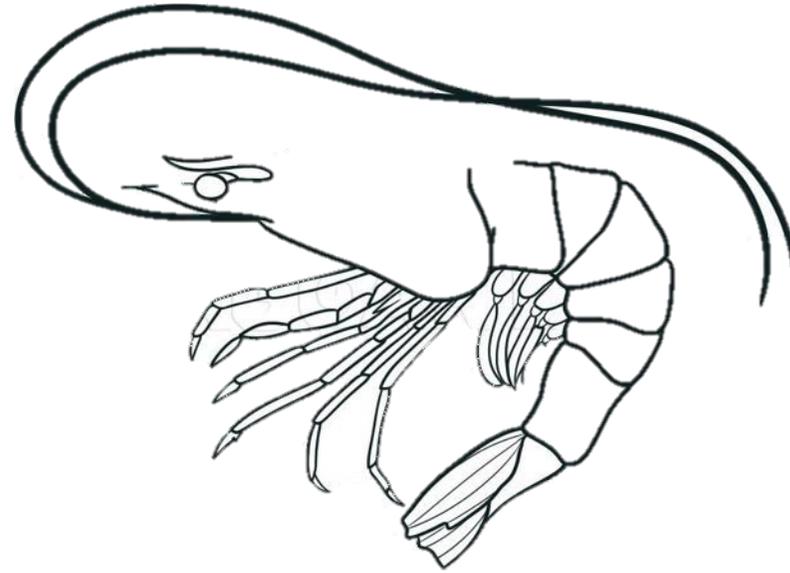


**+55 BILLION  
BRAND  
IMPRESSIONS**



2

# OUR CAMPAIGN VISION



***WE'LL SHOW SHRIMP  
IS GOOD FOR YOU***

# SHRIMP is the Best Kept Secret...

## Shrimp offers various nutritional benefits:

1. Great Source of Protein
2. Low in Calories and Carbohydrates
3. Low in Fat: particularly saturated fat.
4. The American Heart Association (AHA) list shrimp as a food that can lower cholesterol levels — just don't fry it.
5. Rich in Micronutrients, Vitamin B12, Selenium
8. Source of Antioxidants
9. Promotes Muscle Health



“It’s GREAT You just don't know about it ...

Shrimp is Good...

Really Good !

**Good source  
of proteins**

Diseños propiedad de APV



**Shrimp  
is Good...**

**Really Good!**



Diseños propiedad de APV

# GOOD FATS

AND A GOOD SOURCE OF FIBER



Avocados  
Mexico  
ALWAYS GOOD

**SUPERGOOD**

# GOOD FATS

AND NEARLY 20 VITAMINS AND MINERALS

[Learn More](#) →



Avocados  
Mexico  
ALWAYS GOOD

**SUPERGOOD**

# GOOD FATS

AND A GOOD SOURCE OF 5 ESSENTIAL NUTRIENTS



Avocados  
Mexico  
ALWAYS GOOD

**SUPERGOOD**

# GOOD FATS

AND NEARLY 20 VITAMINS AND MINERALS



Avocados  
Mexico  
ALWAYS GOOD

**SUPERGOOD**

# SUPERBUENO

Hispanic Market – Asian Target

**GRASAS BUENAS**  
Y CASI 20  
VITAMINAS  
Y MINERALES



**Avocados Mexico**  
SIEMPRE BUENO  
ALWAYS GOOD

**SUPERBUENO**

**GRASAS BUENAS**  
Y UNA BUENA FUENTE  
DE 5 NUTRIENTES  
ESENCIALES



**Avocados Mexico**  
SIEMPRE BUENO  
ALWAYS GOOD

**SUPERBUENO**

**GRASAS BUENAS**  
Y UNA BUENA  
FUENTE DE  
FIBRA



**Avocados Mexico**  
SIEMPRE BUENO  
ALWAYS GOOD

**SUPERBUENO**

**GRASAS BUENAS**  
Y CASI 20  
VITAMINAS  
Y MINERALES



**Avocados Mexico**  
SIEMPRE BUENO  
ALWAYS GOOD

**SUPERBUENO**



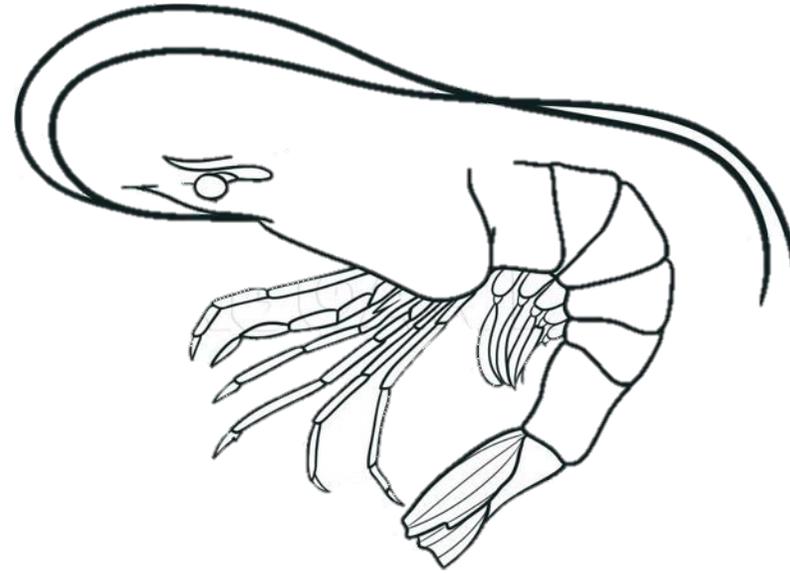
**GOOD  
FATS+**  
NEARLY  
20 VITAMINS  
AND MINERALS





3

# OUR CAMPAIGN VISION



***WE'LL REINVENT SEAFOOD  
SHOPPER MARKETING***

# Avocados moved “out” of its traditional in-store space

**Kroger**  
**AVOCADOS ARE HEART HEALTHY.**  
WORTH EVERY BITE.  
OptUP  
Heart Healthy | Good Fats | Nutrient Dense

**TACO NIGHT**  
**FOOD LION**

**HASS AVOCADOS LARGE**  
SCAN THE QR CODE

**Walmart**  
Learn how to pick, ripen and more!  
Text **AVOGURU** to 48-411 for expert advice and tips  
Powered by Avocados From Mexico

**OneSpace Walmart**

**ALDI**

**COSTCO WHOLESALE**

**H-E-B**  
MAKE ANY TIME A GOOD TIME  
Avocados From Mexico  
Avocado-Worthy EXPERIENCE

**Winn-Dixie**  
ONE-STOP GUAC SHOP

DELICIOUS ON everything

GRAB NOW. ENJOY LATER. MAKE IT JUST RIGHT. Bag it!

GRAB NOW. ENJOY LATER. MAKE IT LAST. Chill it!



# IN-STORE ACTIVATIONS

75K EQ  
DISPLAYS  
RECORD  
SELL IN



KEY FOODS



PRICE CHOICE



LA MICHOACANA



FOOD CITY  
K-VAT



SPROUTS



BROOKLYN  
HARVEST



WEIS



SAVE MART



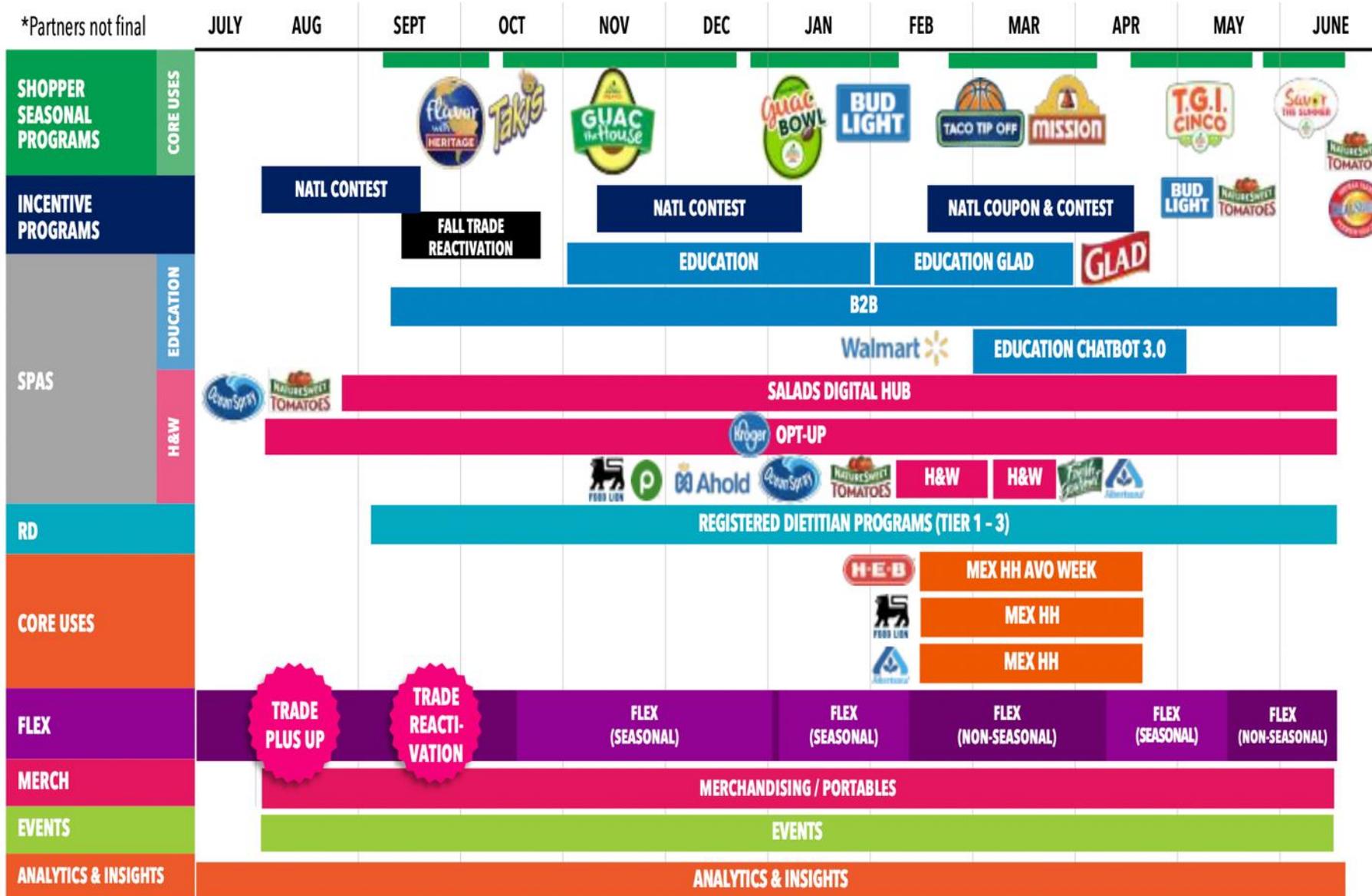
PRICE CHOPPER



TOPS

# Imagine a calendar filled w Shrimp activations year round

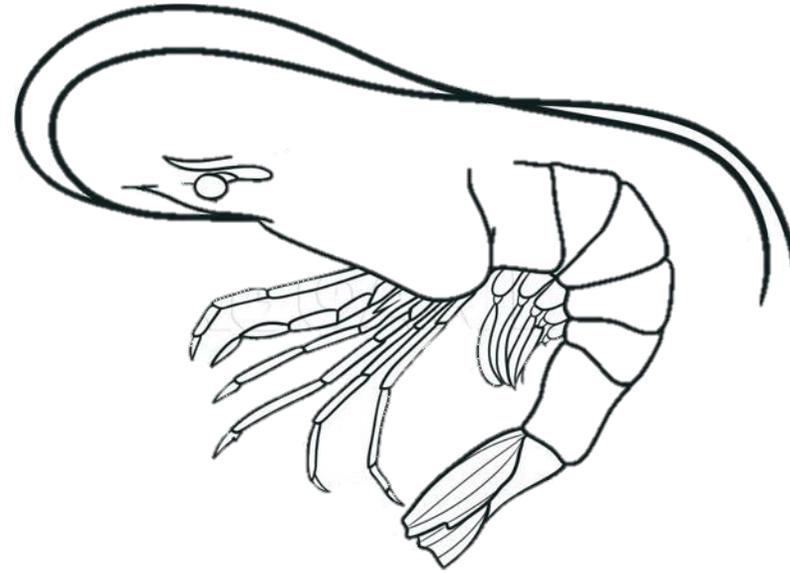
\*Partners not final





4

# OUR CAMPAIGN VISION



***WE'LL SHRIMP-EDUCATE  
CONSUMERS***

- **HOW TO'S**

- **HOW TO SELECT SHRIMP**
- **KEEP IT FRESH LONGER**
- **TO DEVEIN**
- **COOK**
- **PREPARE COCTAILS**
- **SNACK SHRIMP**
- **CELEBRATE WITH THEM**
  - **EASTER**
  - **5 DE MAYO**
  - **SUPER BOWL**
  - **HALLOWEEN**
  - **ETC.**

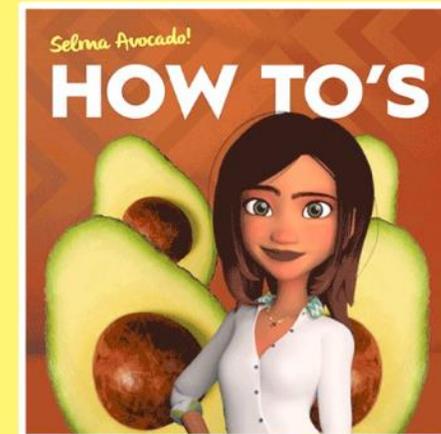


## WE AVO-EDUCATED THE U.S.



## • HOW TO'S

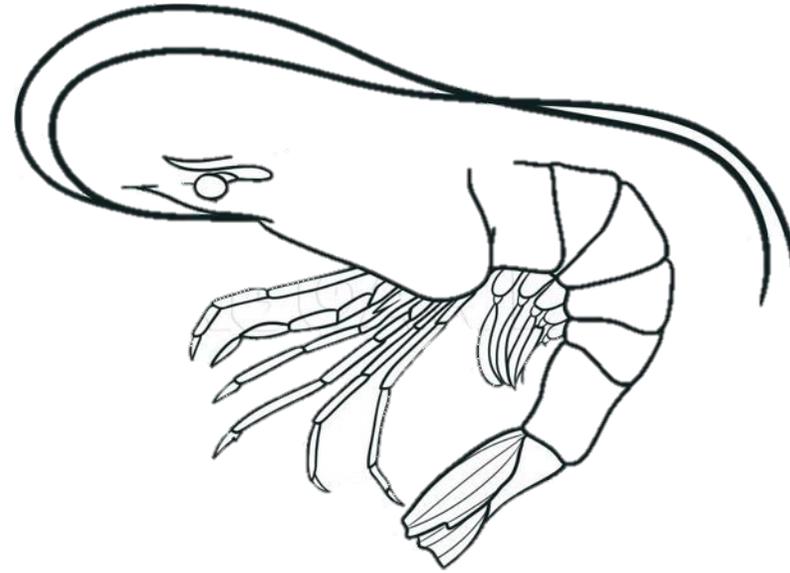
- SELECT AVOCADOS
- KEEP THEM FRESH LONGER
- TO RIPE THEM
- TO CUT THEM
- PREPARE THEM
- BREAKFAST (AVO TOAST)
- SNACK (GUACAMOLE)
- CELEBRATE WITH THEM
  - 5 DE MAYO
  - SUPER BOWL
  - HALLOWEEN
  - ETC.





5

# OUR CAMPAIGN VISION

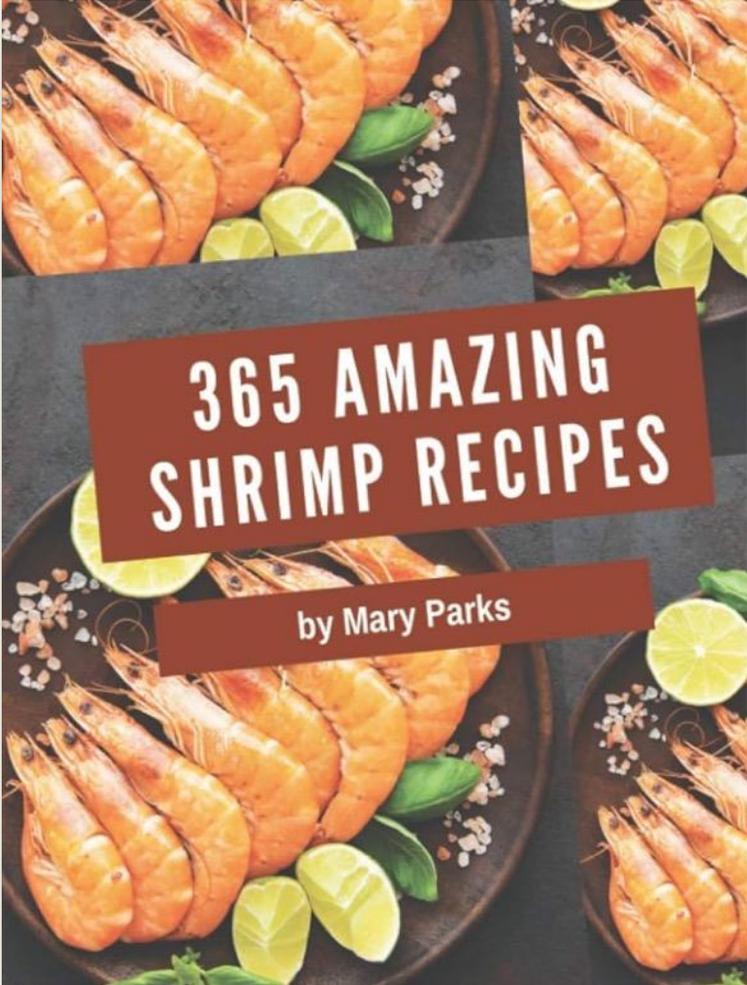


***WE'LL MAKE SHRIMP A  
CULINARY EXPERIENCE***

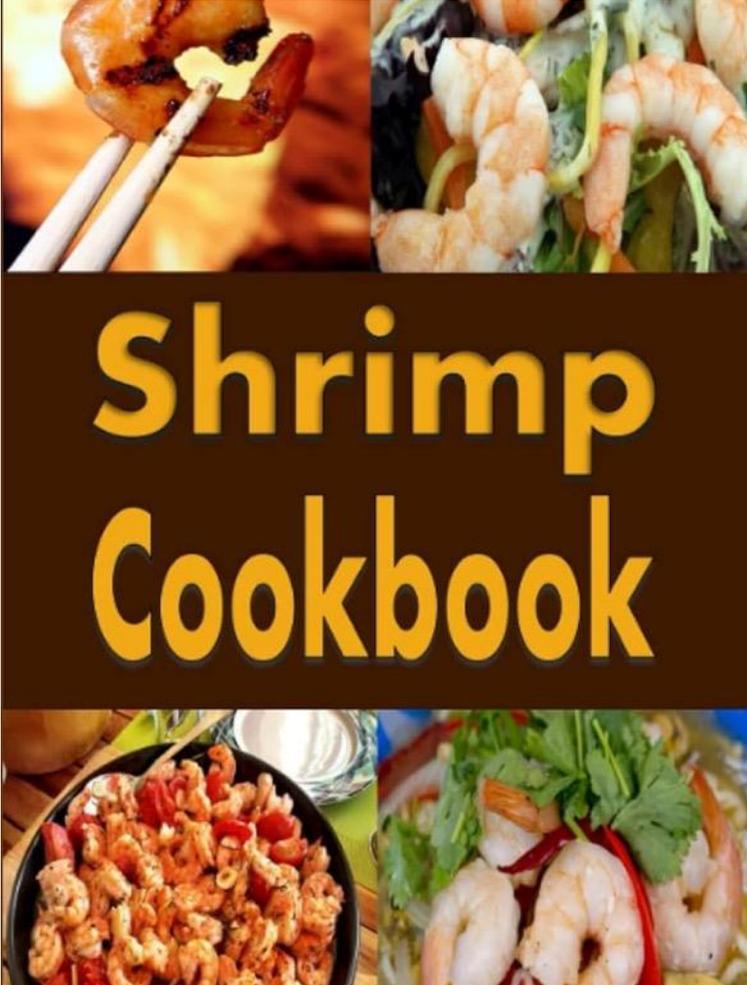
NOT ONLY NEW RECIPE IDEAS –



Healthy



everyday



Delicious ideas...

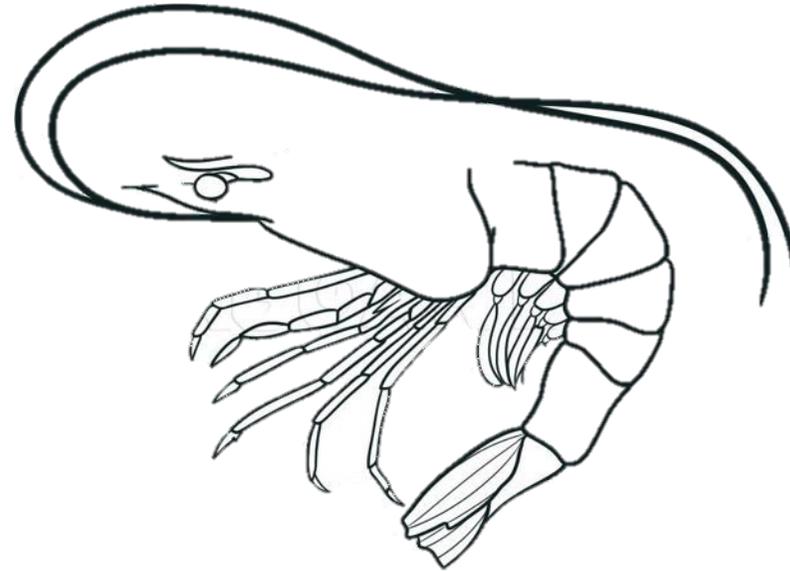
# and ALSO WIN-WIN CULINARY COLLABORATIONS





6

# OUR CAMPAIGN VISION



***WE'LL BUILD A DUAL NARRATIVE  
RETAILERS-CONSUMERS***

**B2B**



**B2C**



## Why buying Shrimp?

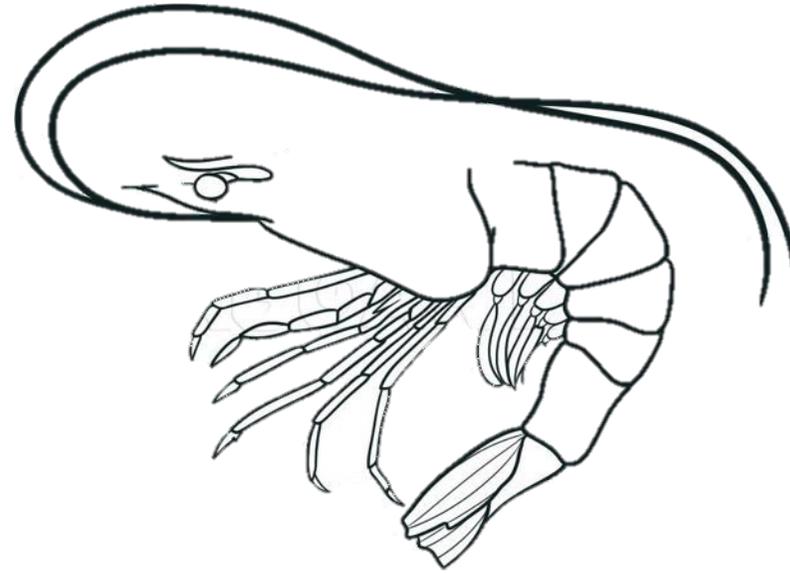
- Best Quality Shrimp
- Delicious
- Good for you
- Sustainable
- Versatile
- **I LOVE SHRIMP**





7

# OUR CAMPAIGN VISION



***WE'LL "SHRIMP UP"  
FOOD SERVICE MENUS***

**We'll encourage restaurants to  
add more Shrimp to their menus  
with more recipes, more seasonal "specials"  
activations year round**



**All You  
Can Eat**  
Every Saturday

**Shrimp**  
**SATURDAY**



**JOEY'S**  
RESTAURANTS

NOT VALID WITH ANY OTHER  
PROMOTION OR COUPONS.

**THE GOAT**

LASALLE & LAKESHORE

**ALL YOU CAN EAT**

**Shrimp**



**FEBRUARY 20TH & 27TH**

**AVAILABLE AFTER 5:00PM**



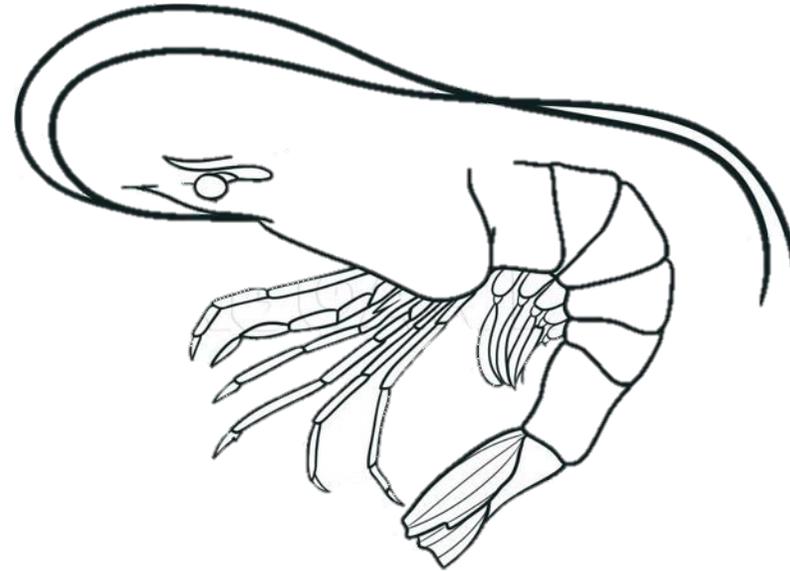
**+14,000** STORES HAVE PROMOTED FRESH AVOCADOS  
IN THE PAST DECADE





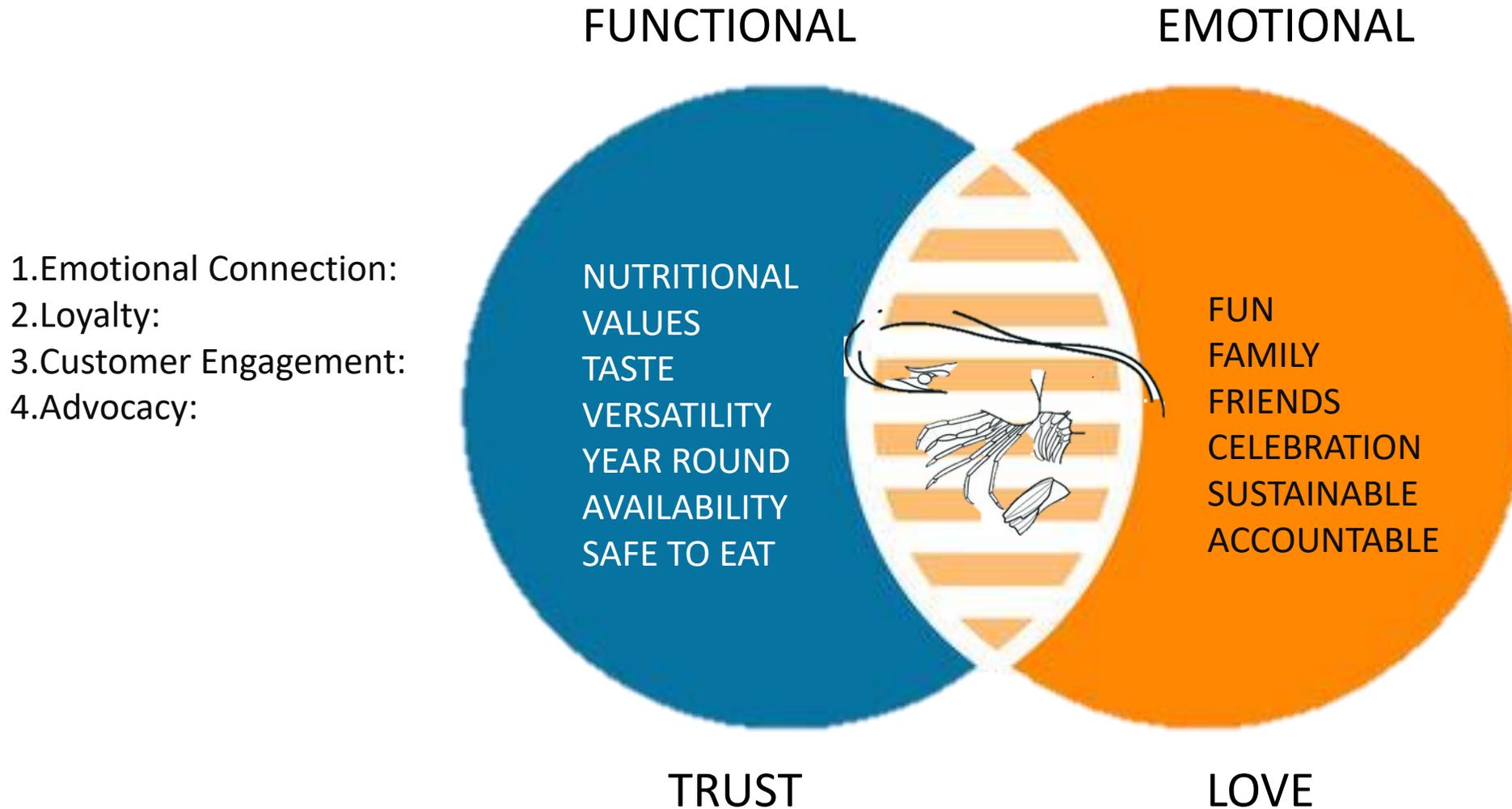
8

# OUR CAMPAIGN VISION



***WE'LL MAKE SHRIMP  
A LOVE BRAND***

A LOVE BRAND goes beyond mere recognition or preference. It evokes strong emotional connections and loyalty from its customers.

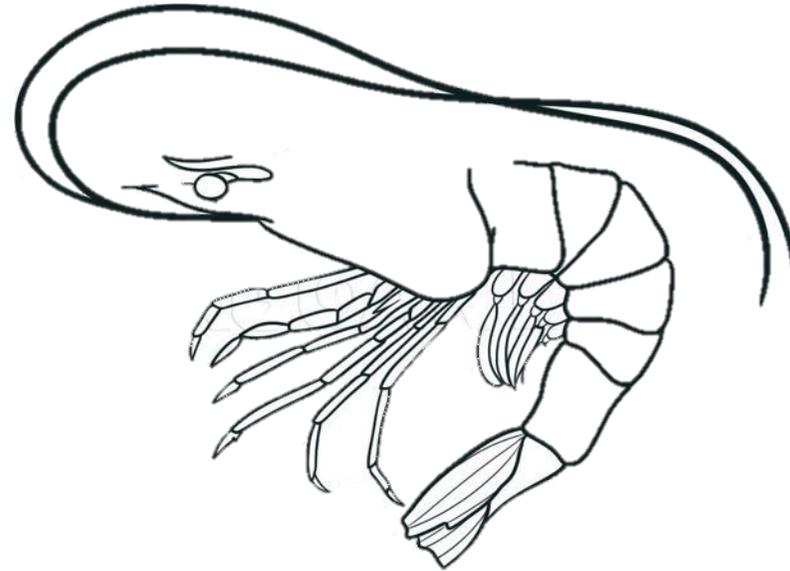




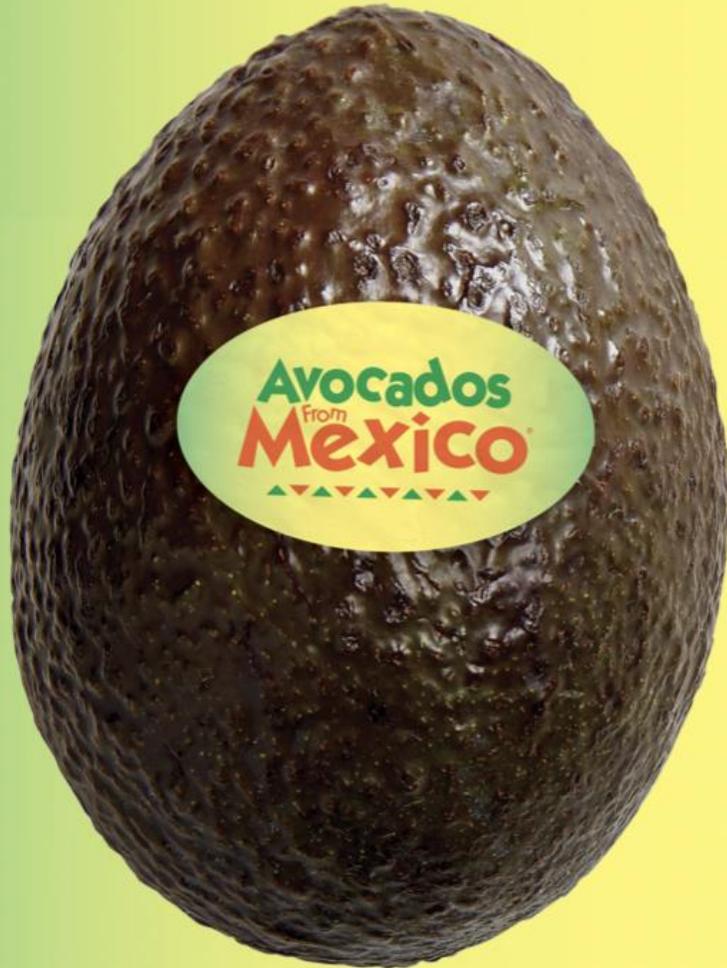


9

# OUR CAMPAIGN VISION

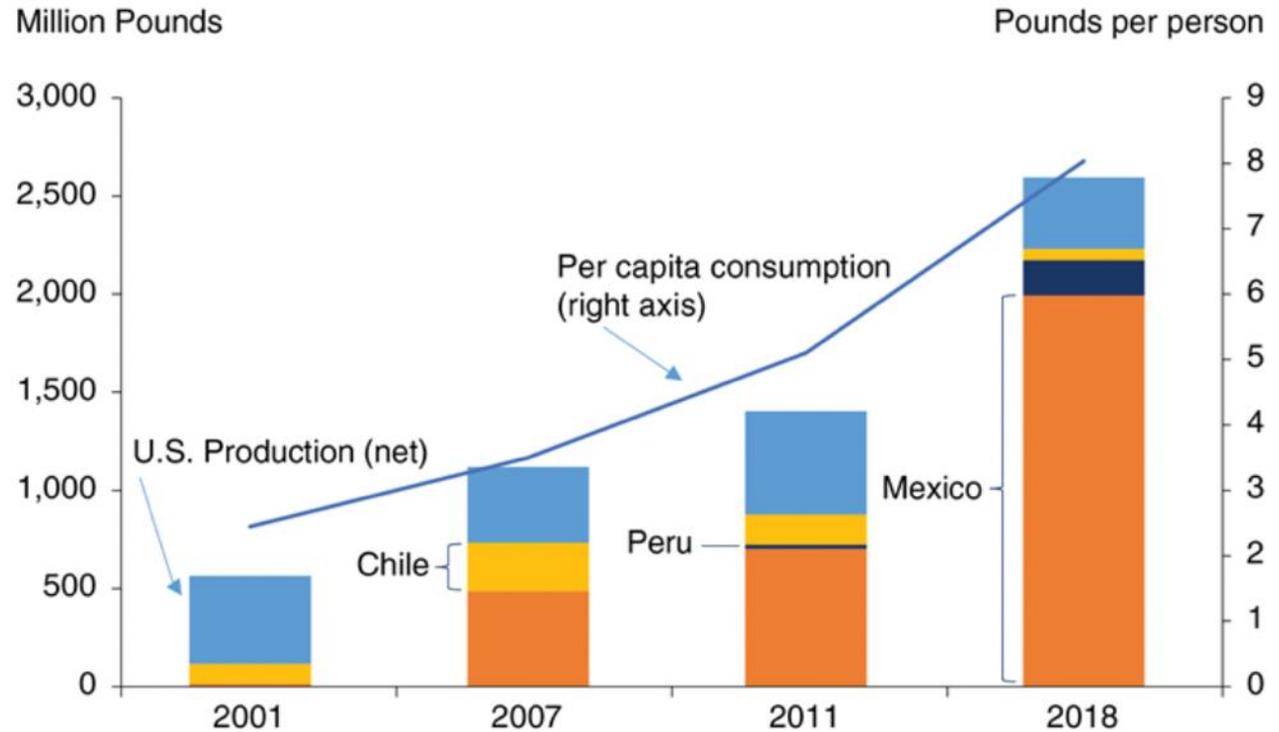


***WE'LL RISE THE TIDE  
FOR THE ENTIRE SHRIMP INDUSTRY***



# U.S. avocado demand is climbing steadily

U.S. avocado production (net), imports and consumption, 2001-2018



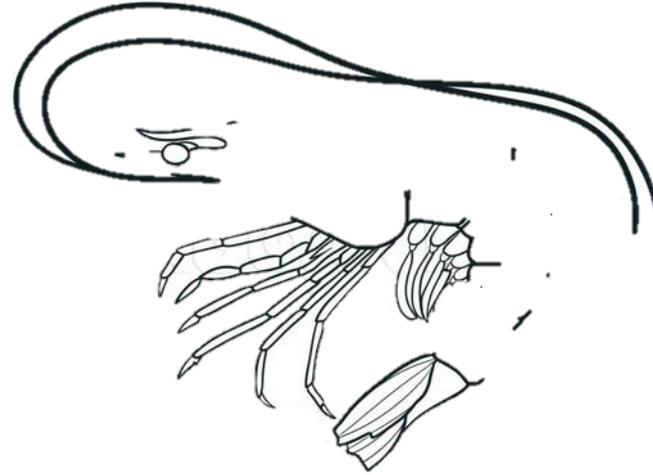
Notes: The bars give the sources of supply of avocados that are satisfying growing U.S. consumer demand: U.S. production and major foreign suppliers. U.S. production (net) is output minus exports, that is, U.S. production domestically consumed. The bars are in calendar years.

Source: USDA, Economic Research Service, Fruit and Tree Nut Data, and Trade Data Monitor.



10

# OUR CAMPAIGN VISION



***WE'LL MAKE THE SHRIMP  
INDUSTRY BIGGER AND BETTER***

# REALITY CHECK



Marketing Plan



Marketing Budget



Expected ROI