



## OUR MISSION

To create a space of open exchanges, resource sharing, and support for organizations and individuals dedicated to the current and future generations of commercial fishermen and women across all U.S. regions.

## OUR VISION

Imagine a future where the commercial fishing industry seamlessly bridges generational gaps, where domestic seafood demand flourishes, and where resilience and sustainability are at the heart of fishing practices and fisheries management.



## OUR VALUES

- We dedicate ourselves to shaping a better future for the next generation.
- We embrace diversity and foster an inclusive environment.
- We value everyone's voices and operate as equals for consensus building.
- We honor the cultural heritage from fishing and coastal communities.
- We support transparency in the seafood supply chain.
- We strive for high professionalism standards and a universal code of ethics.
- We lead with optimism, pragmatism, and a forward-thinking mentality.
- We commit to resilient and sustainable fisheries.

## OUR STRATEGIES

- **Empowering future generations:** By supporting local, regional, and national programs that focus on the personal and professional development of current and future young commercial fishermen.
- **Strengthening connectivity:** By creating spaces for individuals and organizations to exchange experiences and collaborate at the local, regional, and national levels.
- **Reframing deceptive narratives:** By proactively confronting the false dichotomy between supporting the fishing industry and preserving natural resources, addressing the environmental concerns of some fishing practices, embracing the sustainability framework, and advancing efforts in support of climate-resilient fisheries and oceans.
- **Destigmatizing the fishing industry:** By promoting the societal and economic benefits of commercial fishing, upholding the value of its cultural heritage, and embracing the career and lifestyle of fishermen.
- **Fostering domestic seafood demand:** By raising public awareness on the socioeconomic benefits of consuming domestic and on the overall value of a high-quality protein diet.