



ALLIANCE™

[.https://www.globalseafood.org](https://www.globalseafood.org)

Intelligence

Marketing pros launch 'Fed By Blue' initiative at SXSW

16 March 2022

By Responsible Seafood Advocate

Science-based communications initiative inspired by The Blue Food Assessment

A new science-based communications initiative dubbed "**Fed By Blue** (<http://www.fedbyblue.org>)" was launched at the SXSW conference in Austin, Texas, USA, this week by three veterans in the culinary, marine conservation and strategic communications space.

Jennifer Bushman (Kvaroy Arctic), Jill Kauffman Johnson (Corbion) and Katherine Bryar (BioMar) will lean on the extensive research undertaken by The Blue Food Assessment, a joint initiative of the Stockholm Resilience Centre at Stockholm University, the Center for Ocean Solutions and Center on Food Security and the Environment at Stanford University, and EAT involving more than 100 scientists from leading institutions around the world.

"It's time to tell the stories of the inspiring visionaries, the water farmers, fishers, scientists and activists that are already creating pathways to restore abundance to our oceans," stated 13-time Emmy award-winning producer and writer David E. Kelley, who spoke during a panel discussion at SXSW. Kelley is co-owner of the U.S. trout producer **Riverence** (<https://www.globalseafood.org/advocate/from-the-hollywood-hills-to-the-raceways-of-riverence/>).



A new communications initiative dubbed “Fed by Blue” was launched at the SXSW conference to promote the nutritious and diverse foods that come from streams, rivers, lakes, wetlands, seas and oceans. Courtesy photo.

Kelley and four-time James Beard award and Emmy award winner, **Andrew Zimmern** (<https://www.globalseafood.org/advocate/bizarre-foods-star-andrew-zimmern-aquaculture-helps-save-our-planet/>), will be executive producers in an upcoming docuseries that explores the abundance of innovative opportunities to restore our world’s oceans while responsibly producing food.

The banner features the ADM logo on the left, which consists of a green leaf-like shape next to the letters 'ADM' in blue. To the right of the logo, the text 'Early life nutrition for future growth success.' is written in white on a dark blue background. On the far right, there is a small image of a shrimp-like aquatic organism, and below it, a green button with the text 'LEARN MORE' in white.

(<https://www.global.admanimalnutrition.com/activities/aquaculture/>).

“We can save the seas and nourish the world!” said Zimmern.



Andrew Zimmern, Jill Kauffman Johnson, David E. Kelley and Jennifer Bushman speak at the 2022 SXSW conference in Austin, Texas, USA.

Blue foods are the nutritious and diverse foods that come from our planet's bodies of water – streams, rivers, lakes, wetlands, seas and oceans, including aquatic animals, plants and algae.

“How did we come to this place of the consumptive entitlement of wild ocean resources when we farm everything else in our food system? Fed By Blue aims to reimagine and transform blue food systems through demand for transparency and empowering people to make responsible blue food choices,” said Bushman.

The initiative aims to increase transparency and access to responsibly produced blue food while educating people about the nutritional, economic and environmental benefits.

“The mission of Fed By Blue is to provide and inspire visionaries, thought leaders, ocean lovers, activists, early adopters, foodies, and consumers with the knowledge and materials to help protect and participate in a responsible blue food system. We are working to enrich the existing conversations with valuable, eye-opening educational resources,” added Bushman.

Follow the *Advocate* on Twitter @GSA_Advocate (https://twitter.com/GSA_Advocate)

Author



RESPONSIBLE SEAFOOD ADVOCATE

editor@globalseafood.org (<mailto:editor@globalseafood.org>).

Copyright © 2022 Global Seafood Alliance

All rights reserved.