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Intelligence

Sunnyvale Seafood CEO and GSA board member Sedacca to retire

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By Responsible Seafood Advocate

Jeff Sedacca, whose seafood career spans 50 years, will continue to advise on aquaculture development

Jeff Sedacca, the CEO of Sunnyvale Seafood, a division of Zhanjiang Guolian Aquatic Products, will retire at the end of this year to focus on aquaculture development in his home country of the United States of America.

Sedacca, a member of the Global Seafood Alliance's board of directors, will celebrate 50 years in the seafood industry in 2022. He has been CEO of Sunnyvale since 2019, and president of the company for the four years prior. He has also previously owned Lumar, a shrimp producer in Guatemala, and held executive positions at several companies, including National Fish and Seafood.

In a prepared statement, Sedacca said he is "very appreciative of the many opportunities to work both with and for the company." He is also an active member of the National Fisheries Institute and the Mote Marine Research Committee and will be joining the boards of The Gulf Shellfish Institute and Sterling Caviar.

At Sterling, Sedacca will help to expand the company's caviar, sturgeon and other finfish aquaculture production and market access. Sterling plans to expand its aquaculture production by diversifying into other species and by acquiring other certified-sustainable aquaculture production facilities, he noted.

“I am committed to American aquaculture finally getting some traction,” he told the *Advocate*.

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Jeff Sedacca.

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