

APPENDIX B:
SURVEY MECHANISMS, DEMOGRAPHICS, AND MESSAGE
TESTING RESULTS FOR CHAPTER 3

File B1. Marine Aquaculture (MA) Survey Questions

GENERAL VIEWS

1. How concerned are you with each of the following issues using a five-point scale where “5” is very concerned and “1” is not at all concerned?
[RANDOMIZE]
 - a. Climate change or global warming
 - b. The declining health of the ocean and ocean ecosystems
 - c. Access to safe and secure sources of food and water
 - d. Meeting the food and energy demands of the growing population
 - e. Protecting wildlife
 - f. The safety of food imported from other countries

2. How often do you eat each of the following either at home or in a restaurant?
[RANDOMIZE]
 - a. Beef
 - b. Chicken
 - c. Seafood
 - i. Daily
 - ii. Not daily but weekly
 - iii. Not weekly but monthly
 - iv. Just occasionally
 - v. Never

3. The following is a list of factors you may consider when making decisions about what food to purchase either at the store or in a restaurant. Please select the **two** which you consider most important.

4. [Top two choices removed] The following is a list of factors you may consider when making decisions about what food to purchase either at the store or in a restaurant. Please select the **two** which you consider least important.
 - a. Whether the food is in season
 - b. Sustainability of the food source
 - c. The environmental impact of producing the food
 - d. Health benefits of the food

- e. Price of the food
 - f. Quality of the food
5. As you may know, much of the seafood that we eat is caught in lakes and oceans through commercial fishing. But some seafood is farmed in the ocean, like livestock are raised on land.

In your opinion, which of the following phrases best describes this type of food production?

[RANDOMIZE]

- a. Marine aquaculture
- b. Marine farming
- c. Aqua-farming
- d. Farming the sea
- e. Ocean farming
- f. Seafood farming
- g. Not sure

PRE-VIDEO TEST

6. As you may know, much of the seafood that we eat is caught in lakes and oceans through commercial fishing. But some seafood is farmed in the water, like livestock are raised on land. Farming in the ocean is often known as **marine aquaculture**.

Based on this description and anything else you may know, would you say you have a favorable or unfavorable view of marine aquaculture?

- a. Very favorable view of marine aquaculture
 - b. Somewhat favorable view of marine aquaculture
 - c. Neither favorable nor unfavorable
 - d. Somewhat unfavorable view of marine aquaculture
 - e. Very unfavorable view of marine aquaculture
 - f. Not sure
7. Based on this description and anything else you may know, would you be more likely or less likely to support the growth and expansion of marine aquaculture in the U.S.?
- a. Much more likely
 - b. Somewhat more likely
 - c. It makes no difference
 - d. Somewhat less likely
 - e. Much less likely
8. Assuming the two seafood products below were identical in quality, which would you choose? **[SKIP IF RESPONDED NEVER SEAFOOD]**

[Rotate a and b]

- a. A product that was caught in the wild
- b. A product that was produced through marine aquaculture
- c. No preference

9. Please indicate whether you agree or disagree with the following statement.

[SPLIT SAMPLE]

Seafood produced through marine aquaculture can help support a sustainable food supply for the whole world.

Seafood produced through marine aquaculture can help support a sustainable food supply for the U.S.

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree
- f. Not sure

M3 MESSAGE TESTING

M3 Intro screen:

On each of the following eight screens you will see reasons to support the growth and expansion of marine aquaculture in the U.S. On each screen, please read the reasons carefully and then select:

- the single **STRONGEST** reason to support the growth and expansion of marine aquaculture in the U.S.; and
- the single **WEAKEST** reason.

Remember: Select the strongest reason and the weakest reason for each screen. Each reason will repeat several times across the eight screens.

- I. Expanding marine aquaculture in the U.S. could create jobs and support the economies of coastal communities.
- II. The U.S. imports more seafood than any other nation, and about half of this seafood is produced by marine aquaculture overseas. We could be producing this seafood in the U.S.
- III. Expanding marine aquaculture will help the U.S. reduce our trade deficit.

- IV. Global and domestic seafood demand is expected to grow, which means expanding marine aquaculture in the U.S. is good for consumers and good for the economy.
- V. Strict U.S. laws ensure that the marine aquaculture industry in the U.S. is among the safest in the world.
- VI. Marine aquaculture is much better for the environment than producing land-based food such as beef or pork.
- VII. Producing more seafood domestically can decrease the likelihood of seafood mislabeling and fraud that occurs in some other countries.
- VIII. Farming seafood in the U.S. is better than producing it in countries with no regulation or less stringent regulation to protect ecosystems and wildlife.
- IX. Expanding marine aquaculture in the U.S. will lower the cost of seafood, making this healthy food source more accessible to those with lower incomes.
- X. Expanding marine aquaculture can provide a long-term sustainable alternative to wild fisheries, many of which are severely depleted.

10. [M3ANCHOR]: Below are two of the reasons you rated in the earlier exercise. How persuasive is each as a reason for expanding the growth and expansion of marine aquaculture in the U.S.?

- a. [#1 Factor from M3 exercise]
- b. [#10 Factor from M3 exercise]
 - i. 5 (Very persuasive)
 - ii. 4
 - iii. 3
 - iv. 2
 - v. 1 (Not at all persuasive)

VIDEO TEST

On the next screen you will be shown a video about marine aquaculture. Before clicking on the [next arrow] below, please make sure the sound on your computer or device is turned up. You will not be able to advance to the following screens until you have viewed the video.

[SPLIT SAMPLE – SHOW ONE OF SIX VIDEOS]

[VIDEO SCREEN]

- 11. What would you say is the main point of the video you just watched? (open-end)
- 12. Do you have a positive or negative opinion of the video you just watched?
 - a. Very positive
 - b. Somewhat positive
 - c. Neither positive nor negative
 - d. Somewhat negative

- e. Very negative
13. Why do you have a [INSERT RESPONSE FROM ABOVE] opinion of the video?
(open-end)
14. Based on this video, would you be more likely or less likely to support the growth and expansion of marine aquaculture in the U.S.?
- a. Much more likely
 - b. Somewhat more likely
 - c. It makes no difference
 - d. Somewhat less likely
 - e. Much less likely
15. Based on this video, would you be more likely or less likely to purchase a seafood product that was produced through marine aquaculture?
- a. Much more likely
 - b. Somewhat more likely
 - c. It would make no difference
 - d. Somewhat less likely
 - e. Much less likely

POST-VIDEO TEST

The following are a few questions from earlier in the survey.

[REPEAT PRE-TEST QUESTIONS ABOVE]

[Respondents receive the same version of split sample questions.]

- 16.
- 17.
- 18.

OTHER ISSUES

19. If you received information from each of the following organizations or individuals concerning the **environmental sustainability of the food** that you and your family eat, how much would you trust that information to be accurate and fair on a five-point scale where 5 means “trust completely” and 1 means “not trust at all”.

[Randomize]

- a. Scientists
- b. Nongovernment organizations (NGOs)

- c. Government organizations
- d. Professional chefs
- e. Farmers
- f. Your local grocery store
- g. Food companies
 - i. 5 – trust completely
 - ii. 4
 - iii. 3
 - iv. 2
 - v. 1 – not trust at all
 - vi. Not sure

20. How likely are you to take the following actions related to the **environmental sustainability of the food** that you and your family eat?

- a. Research online to find out more information about the issues
- b. Write a letter or send an email to your elected officials
- c. Talk with friends and family about the issues
- d. Make a donation to organizations that are working on environmentally-friendly food production
- e. Consider the environment when making food choices for you and your family
 - i. 5 – Very likely
 - ii. 4
 - iii. 3
 - iv. 2
 - v. 1 – Not at all likely
 - vi. Not sure

DEMOGRAPHICS

These last few questions are for classification purposes only.

21. When was the last time that you ate seafood at home or at a restaurant?

- a. Today
- b. Yesterday
- c. 2 days ago
- d. Within the last week
- e. Within the last month
- f. More than a month ago
- g. Never
- h. Can't remember

22. Do you live in a city or urban area, a suburban area next to a city, or in a small town or rural area?
- Urban area
 - Suburban area
 - Rural area
23. Age [18-100]
24. [Marital] Which of the following best describes your marital status?
- Single
 - Married
 - Divorced
 - Separated
 - Widowed
 - Other (please specify)
25. [Children] Do you have children under the age of 18?
- Yes
 - No
26. [Education] What is the last grade that you completed in school?
- Grade school
 - Some high school
 - High school graduate
 - Some college, no degree
 - Vocational training/2-year college
 - 4-year college/bachelor's degree
 - Some postgraduate work, no degree
 - 2 or 3 years' postgraduate work/master's degree
 - Doctoral/law degree
27. [Religion] Which one of these best describes your religious preferences:
- Evangelical Christian
 - Protestant
 - Catholic
 - Mormon
 - Jewish
 - Muslim
 - Buddhist
 - Atheist
 - Agnostic
 - Secular Humanist
 - No religious preference

- l. Other (please specify)
 - m. Prefer not to answer
28. [Hisp] Do you consider yourself to be of Latino or Hispanic ancestry, or not?
- a. Yes
 - b. No
 - c. Don't know
 - d. Prefer not to answer
29. [Race] What do you consider your race or ethnic background?
- a. White
 - b. African American
 - c. Asian
 - d. Mixed
 - e. Other (please specify)
30. [Zip] What is your home zip code?
[00000-99999]
31. [Income] Which of the following comes closest to your total annual household income?
- a. Less than \$25,000
 - b. \$25,000 - \$49,999
 - c. \$50,000 - \$74,999
 - d. \$75,000 - \$99,999
 - e. \$100,000 - \$124,999
 - f. \$125,000 - \$149,999
 - g. \$150,000 - \$199,999
 - h. \$200,000 or more
 - i. Prefer not to answer
32. [Sex] Are you:
- a. Male
 - b. Female
 - c. Transgender male
 - d. Transgender female
 - e. Gender variant / non-conforming
 - f. Prefer not to answer
33. [Last] Is there anything else you would like to add? (open-end)

File B2. Seaweed Farming (SW) Survey Questions

SCREENING QUESTIONS

The survey should take approximately 15 minutes to complete. If you are using a mobile device to take this survey, please position the device in landscape mode (horizontally, on its side) for a better user experience.

1. In what county do you live?
 - a. [Provide coastal county list]
 - b. Other [**TERMINATE** if not from one of the coastal counties]

2. Approximately how far is your home from the ocean coast?
 - a. Less than five miles
 - b. Five to ten miles
 - c. Ten to twenty miles
 - d. More than twenty miles
 - e. Not sure

GENERAL VIEWS

3. How concerned are you personally about each of the following environmental issues?
[RANDOMIZE]
 - a. Climate change
 - b. Clean air and water
 - c. Sustainable supplies of healthy foods
 - d. Endangered species
 - e. The condition of our oceans
 - f. Plastic trash
 - i. Very concerned
 - ii. Somewhat concerned
 - iii. Not very concerned
 - iv. Not at all concerned
 - v. Not sure

4. How important are each of the following factors when choosing the food that you eat?
[RANDOMIZE]

- a. That it does not come from animals such as beef, pork, or chicken
 - b. That it come only from vegetables
 - c. That it come from sustainable sources
 - d. That the production of it not harm the environment
 - e. That it is affordable
 - f. That it is local
 - g. That is healthy
 - i. Very important
 - ii. Somewhat important
 - iii. Not very important
 - iv. Not at all important
 - v. Not sure
5. What do you think are the main benefits that the ocean provides to all of us? (open end)
6. How great a threat to the oceans do you think each of the following is using a scale of one to five where “1” is no threat and “5” is a very great threat?
[RANDOMIZE]
- a. Climate change
 - b. Oil and gas exploration
 - c. Pollution including plastics
 - d. Overfishing
 - e. Aquaculture or seafood farming
 - f. Windfarms
 - g. Agricultural runoff from farming
 - h. Species extinction and loss of biodiversity
 - i. 5 – very great threat
 - ii. 4
 - iii. 3
 - iv. 2
 - v. 1 – no threat
 - vi. Not sure
7. Which of the following ocean activities do you personally engage in?
[RANDOMIZE]
- a. Swimming and recreation
 - b. Boating
 - c. Diving/snorkeling
 - d. Fishing
 - e. Other (please specify)
8. Does any part of your family’s work or livelihood depend upon the ocean?

- a. Yes (please explain)
- b. No

PRE-VIDEO TEST

9. How familiar are you with **aquaculture** – sometimes called seafood farming?
- a. Very familiar
 - b. Somewhat familiar
 - c. Heard of it but know little about it
 - d. Never heard of it

[If a, b, or c]

10. Is your opinion of aquaculture favorable or unfavorable?
- a. Very favorable
 - b. Somewhat favorable
 - c. Neither favorable nor unfavorable
 - d. Somewhat unfavorable
 - e. Very unfavorable
 - f. Not sure

11. How familiar are you with **seaweed farming**?
- a. Very familiar
 - b. Somewhat familiar
 - c. Heard of it but know little about it
 - d. Never heard of it

[If a, b, or c]

12. Is your opinion of seaweed farming favorable or unfavorable?
- a. Very favorable
 - b. Somewhat favorable
 - c. Neither favorable nor unfavorable
 - d. Somewhat unfavorable
 - e. Very unfavorable
 - f. Not sure

13. Seaweed farming is the practice of cultivating and harvesting seaweed.

- Some people say that **seaweed farming does more good** than harm for coastal communities because it provides good jobs and additional income opportunities for

fishermen and it is good for the environment because it requires no pesticides, no fresh water, and no land.

- Other people say **seaweed farming does more harm** than good for coastal communities because the nets and buoys can be an eyesore and may interfere with boating and other recreational activity.

Which is closer to your own view?

[ROTATE]

- a. Seaweed farming does **more good** for coastal communities
- b. Seaweed farming does **more harm** for coastal communities
- c. Not sure

Please watch this short two-and-a-half-minute video about seaweed farming and the answer a few questions about it.

[\[SHORTENED CBS VIDEO\]](#)

POST-VIDEO TEST

14. Having watched the video, is your opinion of **seaweed farming** favorable or unfavorable?
- a. Very favorable
 - b. Somewhat favorable
 - c. Neither favorable nor unfavorable
 - d. Somewhat unfavorable
 - e. Very unfavorable
 - f. Not sure

15. What is the main reason you have that opinion of seaweed farming? (open end)

M3 MESSAGE TESTING

On the next eight screens you will see reasons that some people give for supporting seaweed farming.

On each screen, please select:

- The reason for supporting seaweed farming you find **strongest**; and
- The reason you find **weakest**.

Remember, please select the **strongest** and the **weakest** reason on each screen.

Please note that by design, the reasons will repeat multiple times across the eight screens.

- i. Producing healthy seaweed food requires no pesticides, no fresh water, no fertilizers and no land which makes it much more environmentally friendly than producing food from animals or land-based vegetables.
- ii. Seaweed farms actually improve the quality of water around them by absorbing pollution from waters such as nitrogen fertilizers from urban and agriculture runoff.
- iii. Seaweed farming emits far fewer greenhouse gases than other sources of food production and may contribute to carbon offsetting by absorbing carbon dioxide. It can play an important role in combatting climate change.
- iv. Seaweed and other seafood farming can provide opportunities for fishermen to diversify their income streams and support more stable incomes as ocean waters are overfished and stocks are declining.
- v. Seaweed is packed with protein, iron, calcium, and vitamins A, B, and C making it a very natural and healthy food source.
- vi. North America lags far behind other parts of the world, in seaweed production. Encouraging more seaweed farming can begin to close that gap, reduce imports, and create good local jobs.
- vii. President Biden has announced that he wants to create 10 million environmentally-friendly “green” jobs to support the U.S. economy while combating climate change. Seafood farming can be an important source of green jobs.
- viii. Using science-based tools, seafood farms can be located in areas to maximize economic and environmental benefits while minimizing interactions with other ocean-based activities and risks to local ecosystems.
- ix. Seaweed can be an efficient source of clean, renewable energy. Seaweed farming in the U.S. has the potential to produce 500 million tons of red and brown algae per year, which is equivalent to 23 billion gallons of gasoline.
- x. Seaweed farming is a reliable, domestic food source that can help support a more sustainable and resilient food supply.

16. [M3 ANCHOR] Below are two of the reasons you rated in the previous exercise. Please rate each one as a reason to support seaweed farming, using the scale below.

- a. [#1 Factor from M3 exercise]
- b. [#10 Factor from M3 exercise]
 - I. Very strong reason to support seaweed farming
 - II. Somewhat strong
 - III. Neutral
 - IV. Somewhat weak
 - V. Very weak reason to support seaweed farming

17. Having learned more about seaweed farming do you think it does more good than harm for coastal communities or does it do more harm than good for those communities?

[ROTATE]

- a. Seaweed farming does **more good** for coastal communities
- b. Seaweed farming does **more harm** for coastal communities
- c. Not sure

18. How likely would you be to support expanded seaweed farming in your coastal community?

- a. Very likely
- b. Somewhat likely
- c. Somewhat unlikely
- d. Very unlikely
- e. Not sure

OTHER ISSUES

19. If you received information from each of the following organizations or individuals concerning **seaweed farming**, how much would you trust that information to be accurate and fair on a five-point scale where 5 means “trust completely” and 1 means “not trust at all”.

[RANDOMIZE]

- a. Scientists
- b. Nongovernment organizations (NGOs)
- c. Aquariums and museums
- d. Government organizations
- e. Professional chefs
- f. Fishermen
- g. Seafood farmer
- h. Grocer or fish monger
 - i. 5 – trust completely
 - ii. 4
 - iii. 3
 - iv. 2
 - v. 1 – not trust at all
 - vi. Not sure

20. How likely are you to take the following actions related to the **seaweed farming**?

[RANDOMIZE]

- a. Research online to find out more information about the issue
- b. Write a letter or send an email to your elected official
- c. Talk with friends and family about the issue
- d. Participate in discussion about the development of seaweed farming in my community
 - i. 5 – Very likely

- ii. 4
- iii. 3
- iv. 2
- v. 1 – Not at all likely
- vi. Not sure

DEMOGRAPHICS

These last few questions are for classification purposes only.

- 21. What is your age? [18-100]

- 22. What do you consider your racial and ethnic origin identity (select all that apply)?
 - a. American Indian and Alaska Native
 - b. Asian
 - c. Black or African American
 - d. Hispanic, Latino, or Spanish Origin
 - e. Middle Eastern or North African
 - f. Native Hawaiian and Other Pacific Islander
 - g. White
 - h. Multiracial
 - i. Other (please specify)
 - j. Prefer not to Answer / Don't Wish to Self-Identify

- 28. What is your current occupation and job title?

- 29. Are you registered to vote at your current address?
 - a. Yes
 - b. No

- 30. Are you a homeowner, or not?
 - a. Yes
 - b. No

- 31. Which of the following best describes your marital status?
 - a. Single
 - b. Married
 - c. Divorced
 - d. Separated
 - e. Widowed
 - f. Other (please specify)

32. Do you have children under the age of 18?
- Yes
 - No
33. What is the last grade that you completed in school?
- Some high school
 - High school graduate
 - Some college, no degree
 - Vocational training/2-year college
 - 4-year college/bachelor's degree
 - Some postgraduate work, no degree
 - 2 or 3 years' postgraduate work/master's degree
 - Doctoral/law degree
34. Are you?
- Male
 - Female
 - Other
 - Prefer not to Answer / Don't Wish to Self-Identify
35. [LAST] Is there anything else you would like to add? (open-ended)

Tables.

Table B1. Sociodemographics of study participants for the MA (n = 154) and SW surveys (n = 706).

Variables	MA survey percentage (n)	SW survey percentage (n)
<i>Age (years)</i>		
18 to 29	24.7% (38)	22.7% (160)
30 to 39	13% (20)	20.7% (146)
40 to 49	24% (37)	16.1% (114)
50 to 59	14.3% (22)	10.6% (75)
60 to 69	17.5% (27)	16% (113)
70+	6.5% (10)	13.9% (98)
<i>Gender</i>		
Female	44.2% (68)	53.4% (377)
Male	53.9% (83)	45.6% (322)
Other	0.5% (1)	0.4% (3)
Prefer not to answer	0.5% (1)	0.6% (4)
<i>Race/ethnicity</i>		
African American/Black	5.2% (8)	5.8% (41)
American Indian and Alaska Native	---	6.1% (43)
Asian	8.4% (13)	7.4% (52)
Hispanic	---	15% (106)
Multiracial	5.8% (9)	1.7% (12)
Native Hawaiian and Other Pacific Islander	---	0.4% (3)
White	71.4% (110)	62.5% (441)
Other/No answer	7.8% (12)	1.1% (8)
<i>U.S. Region</i>		
Alaska	---	9.2% (65)
California	59.1% (91)	33% (234)
New England	23.4% (36)	28.3% (200)
Pacific Northwest	17.5% (27)	29.3% (207)
<i>Highest level of education</i>		
≤ High school diploma	17.5% (27)	19.1% (135)
Some college, vocational training, or bachelor's degree	66.9% (103)	58.5% (413)
Graduate work of any kind	14.9% (23)	22.4% (158)

Table B2. Ranking frequencies and descriptive statistics from a binary logistic regression on MA survey messages. Messages are arranged from top-to-bottom in the same order as their corresponding heat map (Fig. 3a). A “weak” message is one that ranked 1-4 in MaxDiff rankings, and “strong” is ranked 7-10. Data includes all complete responses for a total sample size of 153. Odds ratios (OR) are presented with 95% confidence (CI).

MA Survey messages	Message rank (observed counts)		Descriptive statistics	
	Weak	Strong	OR	95% CI
Expanding marine aquaculture can provide a long-term sustainable alternative to wild fisheries, many of which are severely depleted. <i>Environmental</i>	33	96	1.0	<i>reference group</i>
Farming seafood in the U.S. is better than producing it in countries with no regulation or less stringent regulation to protect ecosystems and wildlife. <i>Environmental</i>	45	79	0.58	0.27 – 1.22
Marine aquaculture is much better for the environment than producing land-based food such as beef or pork. <i>Environmental</i>	92	37	0.11	0.05 – 0.25
Producing more seafood domestically can decrease the likelihood of seafood mislabeling and fraud that occurs in some other countries. <i>Social and Environmental</i>	71	50	0.28	0.13 – 0.59
Strict U.S. laws ensure that the marine aquaculture industry in the U.S. is among the safest in the world. <i>Social</i>	38	79	0.77	0.35 – 1.70
Expanding marine aquaculture in the U.S. will lower the cost of seafood, making this healthy food source more accessible to those with lower incomes. <i>Social</i>	52	70	0.71	0.33 – 1.54
Global and domestic seafood demand is expected to grow, which means expanding marine aquaculture in the U.S. is good for consumers and good for the economy. <i>Social and Economic</i>	57	64	0.74	0.34 – 1.58
Expanding marine aquaculture in the U.S. could create jobs and support the economies of coastal communities. <i>Economic</i>	51	64	0.57	0.26 – 1.23
The U.S. imports more seafood than any other nation, and about half of this seafood is produced by marine aquaculture overseas. We could be producing this seafood in the U.S. <i>Economic</i>	54	59	0.66	0.30 – 1.45
Expanding marine aquaculture will help the U.S. reduce our trade deficit. <i>Economic</i>	119	14	0.05	0.02 – 0.13

Table B3. Ranking frequencies and descriptive statistics from a binary logistic regression on SW survey messages. Messages are arranged from top-to-bottom in the same order as their corresponding heat map (Fig. 3b). A “weak” message is one that ranked 1-4 in MaxDiff rankings, and “strong” is ranked 7-10. Data includes all complete responses for a total sample size of 706. Odds ratios (OR) are presented with 95% confidence (CI).

SW Survey Messages	Message rank (observed counts)		Descriptive Statistic	
	Weak	Strong	OR	95% CI
Producing healthy seaweed food requires no pesticides, no fresh water, no fertilizers, and no land which makes it much more environmentally friendly than producing food from animals or land-based vegetables. <i>Environmental</i>	75	530	1.0	<i>reference group</i>
Seaweed farms actually improve the quality of water around them by absorbing pollution from waters such as nitrogen fertilizers from urban and agricultural runoff. <i>Environmental</i>	145	396	0.39	0.28 – 0.52
Seaweed farming emits far fewer greenhouse gases than other sources of food production and may contribute to carbon offsetting by absorbing carbon dioxide. It can play an important role in combating climate change. <i>Environmental</i>	196	369	0.27	0.20 – 0.36
Seaweed can be an efficient source of clean, renewable energy. Seaweed farming in the U.S. has the potential to produce 500 million tons of red and brown algae per year, which is equivalent to 23 billion gallons of gasoline. <i>Environmental</i>	208	355	0.24	0.18 – 0.32
Using science-based tools, seafood farms can be located in areas to maximize economic and environmental benefits while minimizing interactions with other ocean-based activities and risks to local ecosystems. <i>Economic and Environmental</i>	308	188	0.08	0.06 – 0.12
Seaweed is packed with protein, iron, calcium, and vitamins A, B, and C making it a very natural and healthy food source. <i>Social</i>	270	298	0.06	0.12 – 0.21
Seaweed farming is a reliable, domestic food source that can help support a more sustainable and resilient food supply. <i>Social</i>	311	188	0.09	0.06 – 0.12
Seaweed and other seafood farming can provide opportunities for fishermen to diversify their income streams and support more stable incomes as ocean waters are overfished and stocks are declining. <i>Economic</i>	266	268	0.14	0.11 – 0.19
President Biden has announced that he wants to create 10 million environmentally-friendly “green” jobs to support the U.S. economy while combating climate change. Seafood farming can be an important source of green jobs. <i>Economic</i>	463	153	0.05	0.03 – 0.06