

## 2022 Seafood, Spring Session

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Tuesday, April 12, 2022

New Vendor Webcast - Frozen, Deli Dairy Bakery, Private Label, Meat, Seafood, Produce, Valentine's Day Candy

**60 minutes**

Welcome new vendors to our ECRM virtual programs! In this discussion we will talk about how to best prepare for your meetings, the preparation information that needs to be completed, and what to expect from virtual meetings.

## Meeting the Growing Demand for Sustainable Products Through Consumer Engagement Campaigns

There is a rise in eco-conscious consumers in the US that want to shop their values and support brands that are making a positive difference. In this session, the MSC will share key learnings and consumers insights from their public engagement campaigns, sharing case studies from their work with retailers and brands. The MSC will share the momentum they're seeing in the market with nonprofits and industry joining together to educate the public.

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## Finding MSC Certified Products on RangeMe

A brief demo for seafood buyers on how to locate MSC certified products on RangeMe for their seafood portfolio. For seafood suppliers – how to earn your MSC badge on RangeMe.

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## The Latest Consumer Trends – The Connection Between Human & Planetary Health

New research shows that the pandemic has fueled a wave of environmentalism, as Americans connect their own health with that of the planet. In this session, the MSC team will share insights that help you connect with the conscious consumer.

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## Little Labels, Big Impact: How Certifications Protect People and Planet

More and more shoppers want to know how the food they buy affects people and our planet, including how it was grown, harvested, and produced. That's where third-party certification comes in. When you see little labels by independent third-party certifiers on your food, you know that product underwent a rigorous evaluation to ensure it met a set of strict standards.

MSC has partnered with Fairtrade America and the Non-GMO Project to celebrate Good Food Month in October and encourage shoppers to make the switch to third-party certified products year round. Hear results from the 2021 campaign and plans for the future, including how and why to shine a spotlight on third party labeled products in the future.

Wednesday, May 4, 2022

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**60 minutes**

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11 AM – 12 PM EST

Kristen Stevens & Jackie Marks

Thursday, May 5, 2022

## Sharing Experiences with Developing a Sustainable Seafood Sourcing Policy

**30 minutes**

Overview of how to develop and implement a sustainable sourcing policy for businesses in six realistic steps. The focus will be on sustainable seafood, however, the methodology can be used for any products or raw material that a company wants to commit to sourcing sustainably. The round table style discussion will allow participants to share lessons learned from their own sourcing journeys in all categories.

11:30 AM - 12 PM EST

Angelina Skowronski, Commercial Manager, Western US, MSC US

