Modern Consumers & Sustainability

Do Americans really care about sustainability?
63% hope businesses will take the lead to drive social & environmental change
87% claim they will buy a product because brand advocated for an issue they cared about
76% will refuse to buy from a brand that contributed to an issue contrary to their beliefs
Source: Cone Communications

Who is today’s modern consumer?

Millennials - 92M (15y/o → 35y/o)
- most diverse demographic
- digital natives
- grew up during a time of technological change, globalization, environmental awareness, economic disruption
- most "sustainable" generation to date

Generation X - 61M (36y/o → 50y/o)

Baby Boomers - 77M (51y/o → 70y/o)
Source: Goldman Sachs

[Millenials]
- About 30% identify as outright environmentalists
- More likely to support strict environmental policies & regulations
- 80% prefer to work for sustainable employer
- On average willing to pay more for sustainable products
- Evaluate product’s potential environmental impacts when making purchasing decision and forming loyalties
Source: Pew Research Center

- About 50% believe brands “say something” about how they fit onto this world as a whole
- 2/3 are willing to pay more for a brand that portrays the right image
Source: The Nielsen Global Online Study

News spread fast these days:
- 7 in 10 Americans use social media
- About 70% of US adults use Facebook
- 75% of Facebook users visit the site at least daily
- Youtube reaches more Millennials and Generation X than all cable networks in the US
Source: Pew Research Center
What are some of the potential risks posed by whale entanglement issue to the industry?

- Reputation damage
- Negative consumer perception (environmental impacts, unethical sourcing practices)
- Weakening product marketability (undesirable pressures on retailers)
- Shrinkage or loss of market share
- Ex-vessel price fall
- Larger scale involvement of the environmental groups
- New stringent regulations (increasing costs)
- Deteriorating access to a supply
- Long-term profitability, reliability and feasibility of the industry
- Potential industry shut down

[San Diego Purses-Seiners - dolphin bycatch]

[Oregon Timber industry - Spotted Owl]

Challenge, yet the Opportunity

- Re-introduce Oregon Dungeness crab to new consumer demographics
- Connect with their values and beliefs
- Open new markets/channels
- Increase value to the fleet
- Bring more visibility to Oregon fishermen (great marketing opportunity!)
- Prepare the industry to be relevant and successful with the “green” Millennials, whose buying power will eventually become the primary economic driver in the US economy

Please feel free to reach out if any questions.

Yelena Nowak
ynowak@oda.state.or.us
(503) 329-9178