

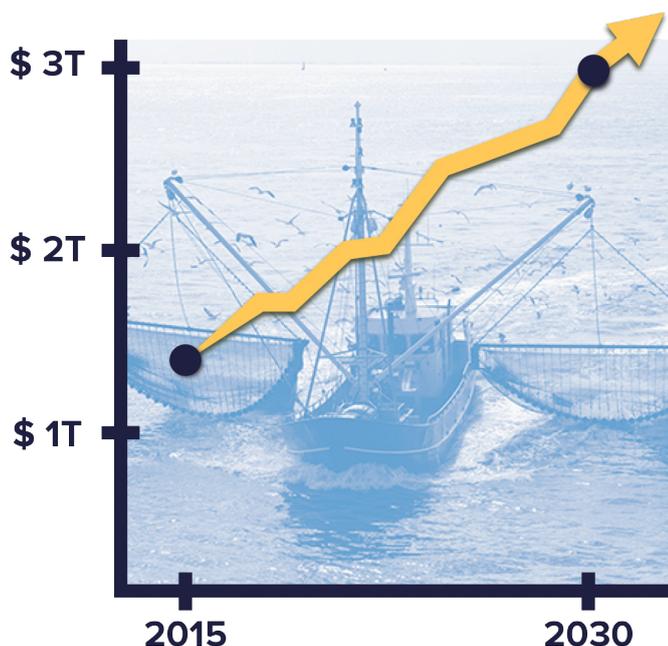


Leadership to Power the American Blue Economy



American prosperity in the Blue Economy relies on NOAA's leadership in achieving its ambitious goals in five key areas

By 2030 the global ocean economy will **DOUBLE** in value to **\$3 trillion**



Source: OECD (2016) The Ocean Economy in 2030

SEAFOOD PRODUCTION



Triple domestic marine aquaculture production and maximize sustainable commercial fishing by streamlining regulations.

TOURISM & RECREATION



Promote sustainable tourism and recreation in U.S. coastal areas and Great Lakes by strengthening national marine sanctuaries.

OCEAN EXPLORATION



Expand ocean exploration by making available seafloor maps and data of the entire U.S. exclusive economic zone.

MARINE TRANSPORTATION



Strengthen maritime commerce by increasing vessel transit safety and efficiency at major U.S. seaports to reduce shipping costs.

COASTAL RESILIENCE



Reduce coastal risks, including damages and losses from hazards, in all U.S. coastal states and territories.

NOAA seeks targeted investments to grow the American Blue Economy by:

- Accelerating transition of our cutting-edge science and technology research;
- Strengthening our collaboration with public-private partners; and
- Employing transformative technologies, such as genomics, unmanned systems, and artificial intelligence.



SEAFOOD PRODUCTION

Reduce barriers to expand U.S. seafood production through streamlined aquaculture permitting and cutting-edge R&D, regulatory reform to maximize sustainable commercial fishing, and continued enforcement of seafood import restrictions.



TOURISM & RECREATION

Increase sustainable tourism and recreational opportunities by expanding NOAA marine sanctuaries, improving weather and ocean forecasts, and restoring and protecting coasts, estuaries, coral reefs, and sea life.



OCEAN EXPLORATION

Dedicate funding, including for the National Oceanographic Partnership Program, to improve our understanding of U.S. deep waters and expand seafloor mapping to identify energy sources, minerals, and pharmaceuticals vital to U.S. industries, human health, and national security.



MARINE TRANSPORTATION

Resource NOAA's world-class navigation services, developed through close consultation with America's leading ports, to safeguard \$5.4 trillion in annual economic activity generated by U.S. seaports.



COASTAL RESILIENCE

Engage and train coastal communities with science-based prevention and preparedness tools to assist with planning and decision support to reduce damages and recover more quickly from extreme weather impacts and varying coastal water levels.



For more on NOAA's leadership in the American Blue Economy, see a recent interview with Deputy NOAA Administrator, RDML Tim Gallaudet, Ph.D., USN Ret., for Marine Technology Society at <https://bit.ly/2MxWUoG>.

JUNE 2019