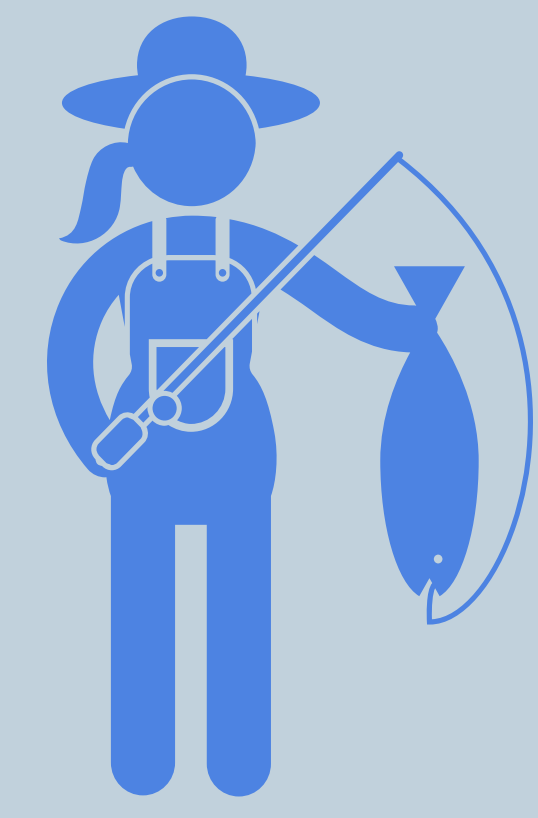


Ocean Data In Action

The fishing industry in the Gulf of Mexico (the Gulf) and the Atlantic Ocean makes a significant contribution to the U.S. economy. NOAA's National Centers for Environmental Information (NCEI) data products help industry users understand ocean conditions to make informed management decisions and optimize catches

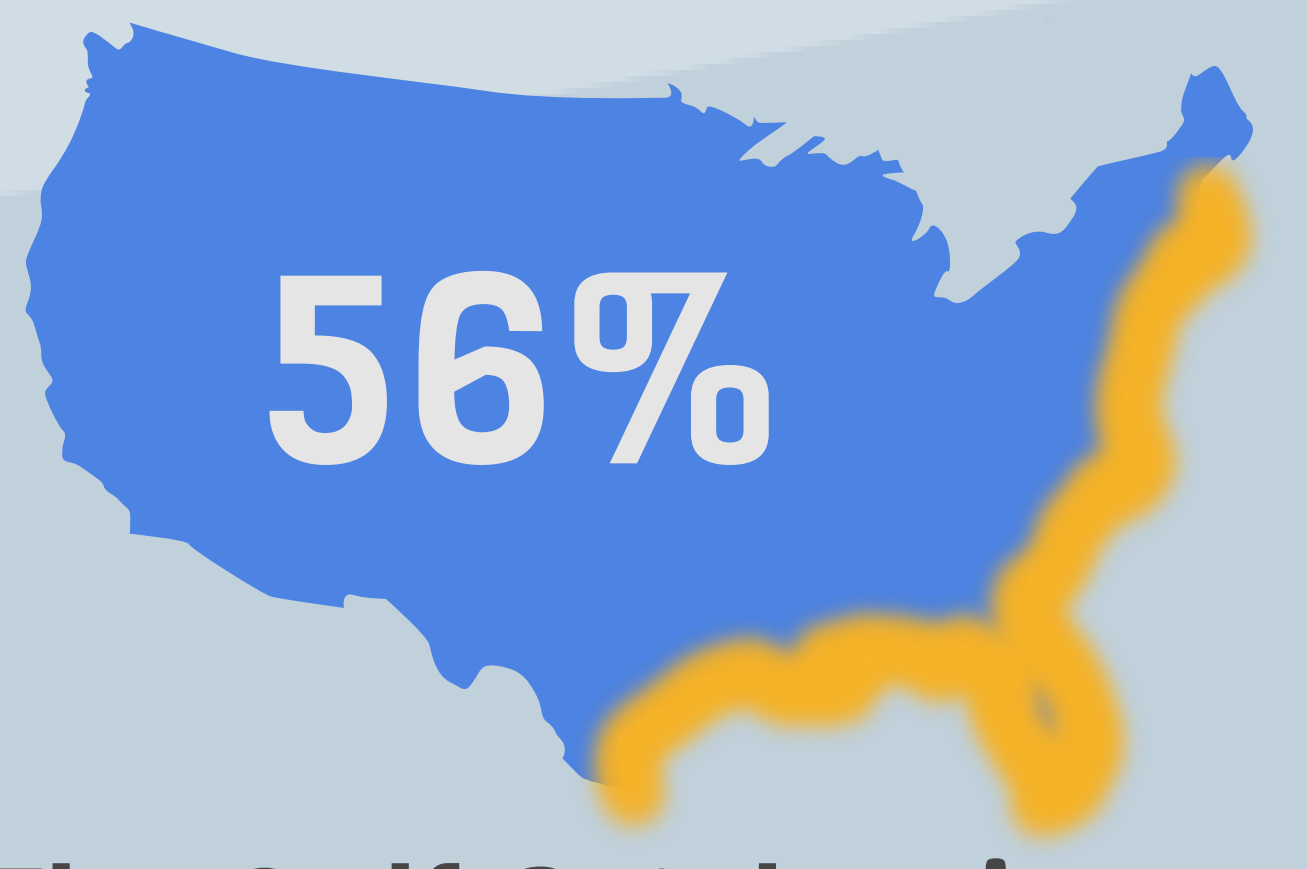
1/3

The Gulf and Atlantic provide approximately 1/3 of total fish caught annually in the U.S.



Commercial and recreational fishing in the Gulf & Atlantic employs about 630,000 people per year

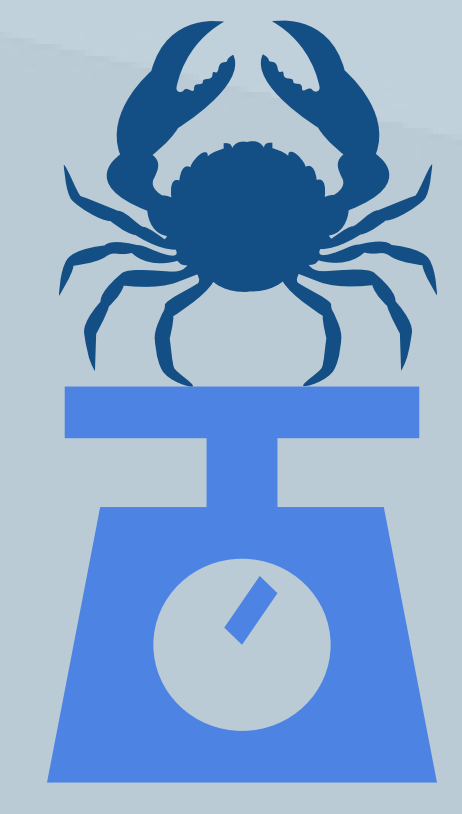
This generates \$53 billion in income! (2015)



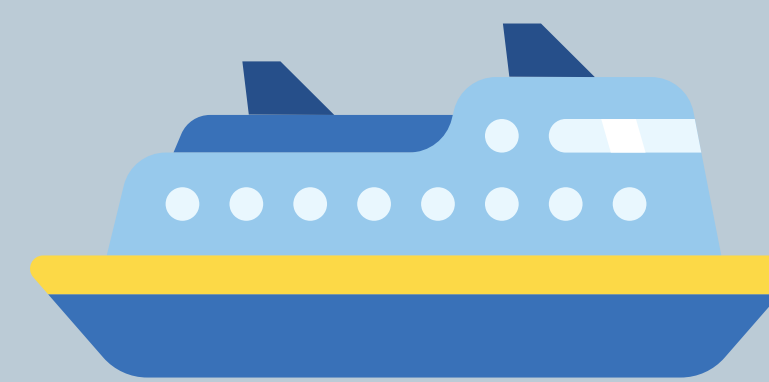
The Gulf & Atlantic account for about 56% of the total commercial fishery revenue in the U.S.



Gulf fisheries contribute to economic development in Texas, Louisiana, Mississippi, Alabama, and west Florida



Commercial fisheries in the Gulf & Atlantic catch over 3 billion pounds of finfish and shellfish a year (2016)



That's the weight of 55 cruise ships!



That's approximately \$3 billion each year!

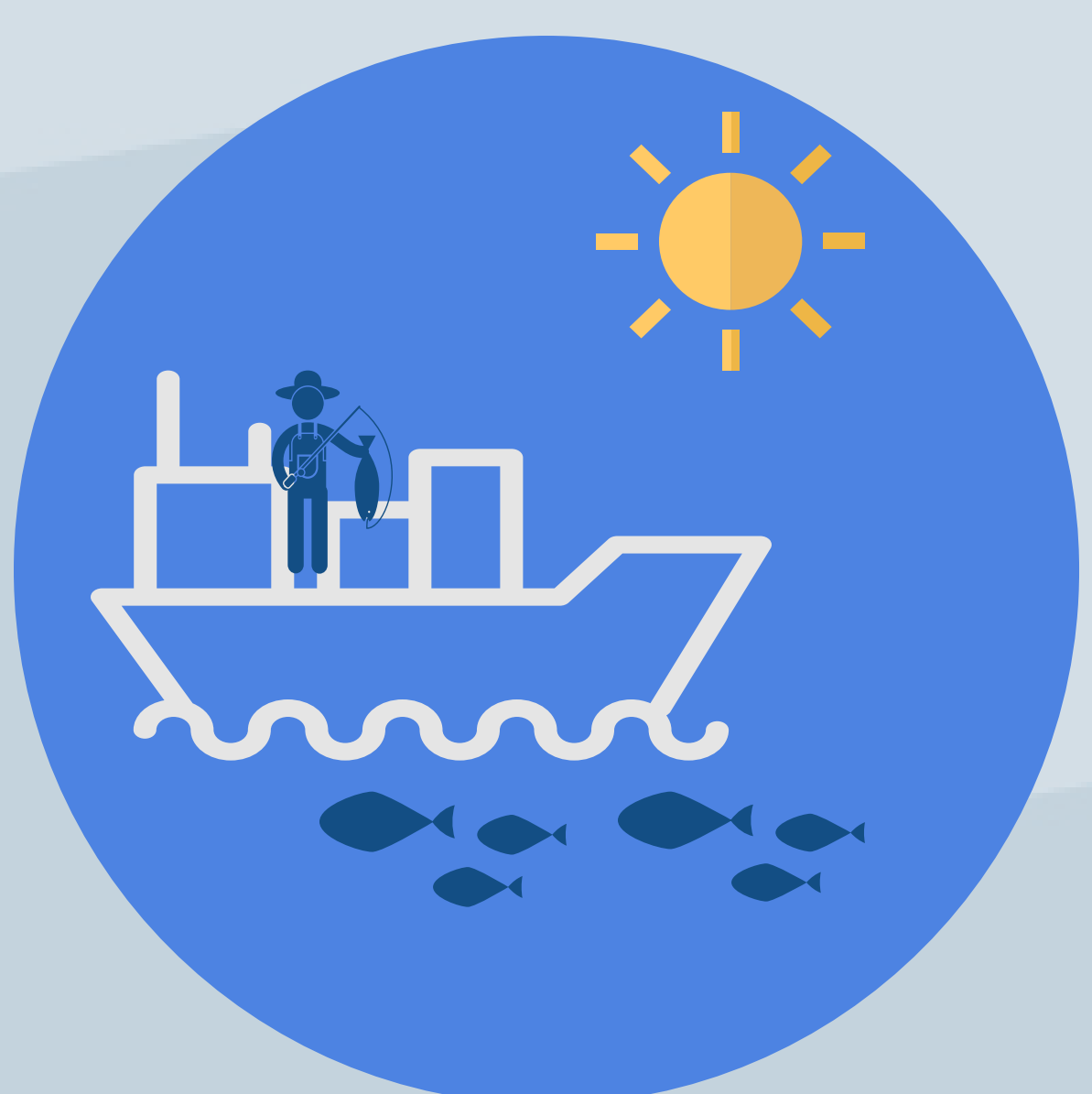
NOAA NCEI provides data products that are used extensively by the fishing industry. These include the Gulf of Mexico Data Atlas, Bathymetry and Global Relief, Coastal Water Temperature Guide, and Gulf of Mexico Regional Climatology



Value-added service providers use NCEI and other NOAA data to develop fishing forecast products



Fishers use these products to pinpoint prime fishing locations for species or yield



This information allows fishers to optimize their route while saving fuel and time



Gulf and Atlantic fish and shellfish serve domestic and international demand for seafood

NCEI information benefits public entities, value-added service providers, and fishers in numerous ways

Value of NCEI data

Public Benefit



NCEI data provide policy makers and academics with free and publicly available information to inform research and decision making



Tens of millions of users access NCEI's data and information each year

Service Providers

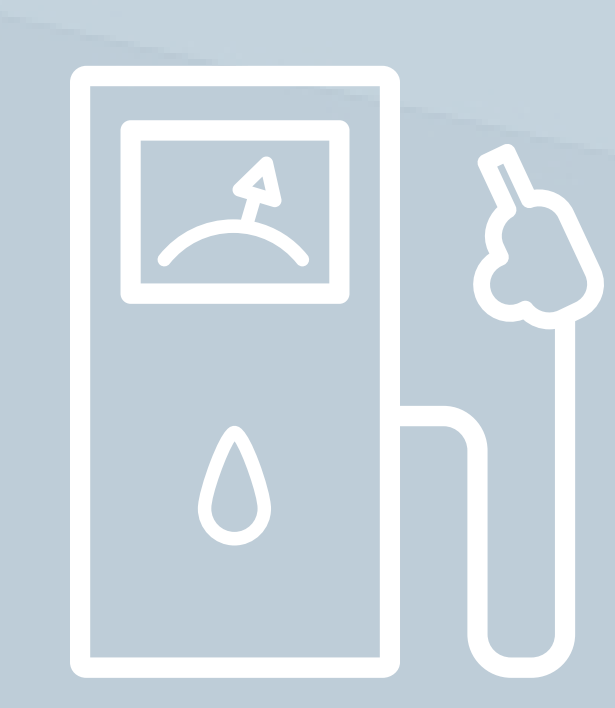


Value-added service providers depend on free and publicly available access to NCEI and NOAA information



One fisheries forecast company in the Gulf & Atlantic reports a \$500,000 value-added benefit from using NCEI and NOAA data

Fishers



Fishing forecast products save fishers time and fuel costs and improve catches, making for a more successful fishing trip



One Atlantic fisher reports an annual revenue increase of \$1.2 million from using value-added products