MALLOWS BAY-POTOMAC RIVER
YOUR NATIONAL MARINE SANCTUARY
NOAA S&T Strategies
J. Craig Venter Institute
Ocean Infinity
COASTAL INTELLIGENCE

Helping decision makers along the coast make the best choices for their communities.

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The 21st Century
“Weather Gauge”
The Ocean
“High Ground”
**Blue Economy**

**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:

- **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**
  - Support smarter coastal zone planning and more resilient economies 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 streamlining 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, sea restorations 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**

Use the Ocean/River's tool and other data portals to provide actionable information to coastal communities, help enable transportation, and reduce offloading costs.

**COASTAL RESILIENCE**

Resources NOAA’s world-class navigational services, developed through close collaboration with America’s leading ports, to safeguard $5.4 trillion in annual economic activity generated by U.S. seaports.

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*For more information on these important initiatives, see the FY12 budget request testimony of NOAA Administrator, John Adams, at [http://www.noaa.gov](http://www.noaa.gov). For more on NOAA’s leadership in the American Blue Economy, see a recent interview with Deputy NOAA Administrator, Ernie F. Jim Houghton, P.E., OSA, in Marine Technology Society at [https://www.noaa.gov](https://www.noaa.gov).*
Thank you!