

Global Shrimp Council to expand “Happy Protein” campaign to France and Spain after successful US launch

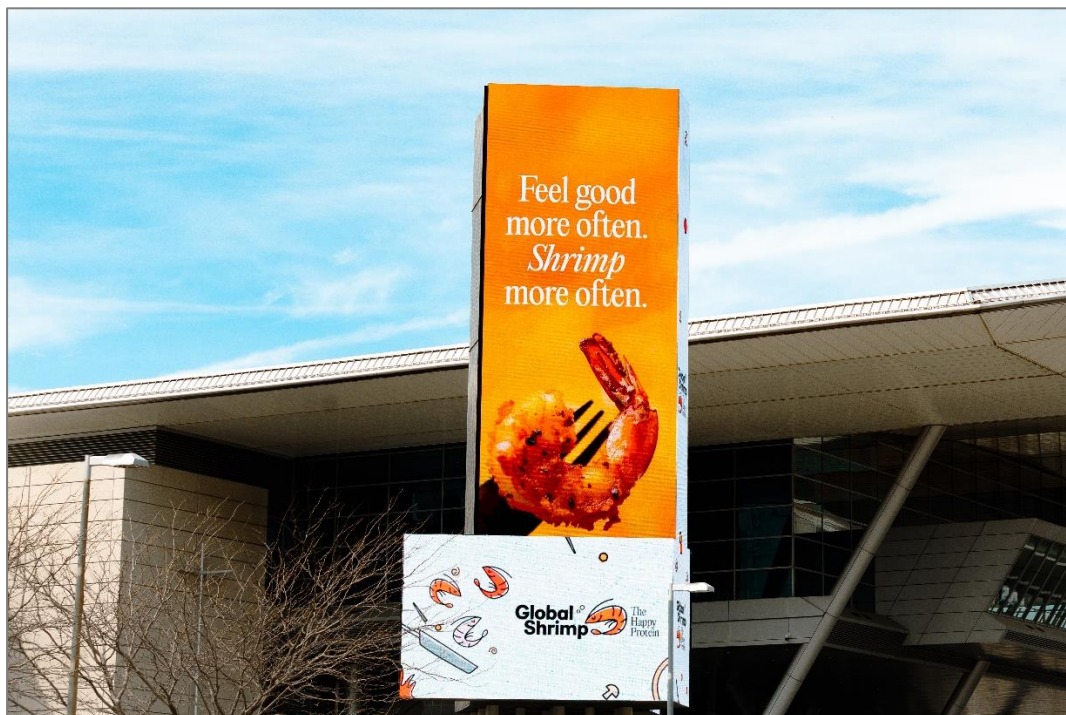


BARCELONA, SPAIN – MAY 15, 2025 – Building on the momentum of its successful “Happy Protein Campaign” launch in the U.S. at the SENA Boston Seafood Show this past March, the Global Shrimp Council (GSC) has officially announced the roll out of the campaign into Europe. The campaign in France and Spain will begin in June 2025, featuring a digital strategy including influencers and GSC’s own social media channels.

The announcement to expand the campaign into France and Spain was made last week at the Seafood Expo Global in Barcelona, marking a major step forward in the Council’s mission to promote shrimp as a globally recognized, healthy protein.

GSC co-founders and co-chairs, David Castro and Gabriel Luna, shared their enthusiasm following the campaign’s unanimous approval by the Board of Directors. “We are truly thrilled to see the campaign going global,” said David Castro. Gabriel Luna thanked the 44 original founding members for their support and welcomed 25 new international members, including producers, exporters, importers, and industry suppliers.

“A unified industry is the best approach to navigate today’s market and its uncertainties,” said Lisa W. Pickard, President and CEO of the National Fisheries Institute. “This global campaign will elevate and empower the collective shrimp industry.”



The Happy Protein Campaign launched March 2025 at SENA Boston Seafood Show

The campaign's European rollout will begin in Spain and France in June 2025, while also strengthening efforts in the U.S. The campaign aims to position shrimp as a top-of-mind, healthy protein choice.

The GSC's vision is to unite stakeholders across the global shrimp value chain, regardless of origin, species, or production method under one cohesive brand. Through powerful marketing efforts, the Council is committed to driving shrimp consumption and appreciation around the world.



Global Shrimp Council Member Meeting in Barcelona



About the Global Shrimp Council

The Global Shrimp Council (GSC) is an independent international organization comprised of shrimp industry members. The Council was established as a non-profit organization in Washington DC, with support from the National Fisheries Institute (NFI) and the Global Shrimp Forum (GSF). The Council's mission is to elevate shrimp as a top-of-mind, healthy protein option through consumer education.

About the Happy Protein Campaign

"Global Shrimp: The Happy Protein" is a campaign to celebrate shrimp as a delicious, better-for-you protein that brings a smile to every table. The Global Shrimp Council officially presented the Happy Protein Campaign at the Global Shrimp Forum in Utrecht (Netherlands) in 2024. Its marketing strategy is based on over 800 interviews as well as global and local analyses of consumer trends in the USA.

ShrimpHappyProtein.com | [Instagram](#) | [Facebook](#) | [LinkedIn](#) | [YouTube](#)