



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Office of Commissioner
Alvaro M. Bedoya

October 1, 2024

[REDACTED]

Many Americans are willing to pay a premium for wild-caught, American seafood. Those customers deserve to know when they are being offered the genuine article – and when they are being offered something else.

To that end, I am writing to relay recent guidance from Federal Trade Commission staff regarding restaurants' obligations to ensure that they are not giving consumers the wrong impression – specifically, that they are serving wild-caught, American seafood when they are actually serving foreign, farm-raised imports. The guidance, from the FTC Business Blog, is dated September 18, 2024, and is enclosed.

Note that this is not a warning letter, a Notice of Penalty Offense letter, nor is it notice of a law enforcement investigation into your business or marketing; identical letters are being sent to all ten of the highest grossing seafood restaurants in the country. That said, I will not hesitate to request a law enforcement investigation if I am presented with credible evidence of a law violation.

Sincerely,

A handwritten signature in black ink, appearing to read "AM Bedoya", followed by a horizontal line.

Alvaro M. Bedoya