

Shrimp-a-thon 2025: An initiative to raise domestic shrimp consumption in India

Bhavana Reddy, Strategic Marketing Lead, Skretting India

Shrimp-a-thon 2025 concluded successfully marking a significant step in promoting domestic shrimp consumption and highlighted shrimp's role in nutrition and India's aquaculture sector. Held in the heart of India's aquaculture belt Bhimavaram, Andhra Pradesh on May 4, 2025 the event brought together a diverse group of over 500 participants, including farmers, dealers, fisheries students, health professionals, chefs, policymakers, opinion makers and educators showcased the importance of supporting local shrimp consumption and embracing a healthier lifestyle through # Shrimp For Health campaign.

The morning kicked off with energizing 3km and 5km runs, which saw strong participation and high spirits. The run symbolized a collective stride toward nutritional awareness, sustainable food choices and a stronger domestic

aquaculture ecosystem. Event concluded with delicious shrimps dishes sponsored by farmers turning the experience into a celebration of both health and locally produced superfood.

The event highlighted a critical paradox: while India is one of the world's leading shrimp producers, more than 90% of its shrimp is exported, even as protein deficiency continues to affect a large portion of the population. This became the central theme of the event emphasizing the urgent need to bridge the gap between production and consumption locally.

Dr. Saurabh Shekhar, General Manager, Nutreco South Asia, addressed the audience and debunked common myths surrounding shrimp consumption. He emphasized shrimp's nutritional profile high-quality protein, low fat, and essential micronutrients and stressed its potential to become a mainstream protein source for Indian households. Initiatives like this acts as a trigger for a sustained, concentrated effort to build long-term awareness and boost domestic consumption.

Mr. Ravi Kumar Yellanki, President of the All India Shrimp Hatcheries Association, cited the opportunity to grow local consumption, comparing India's potential to China's 25-fold growth in 15 years. **Dr. Manoj Sharma** of Zhingalala emphasized shrimp's nutritional value and supported efforts to promote locally produced protein. Chandrasekar S of USSEC and Right To Protein aid shrimp is important to India's economy and protein goals.



Beyond the run, the event featured interactive stalls such as the Protein-o-Meter and Live Shrimp Counter, enriching the experience. It not only positioned shrimp as a powerful superfood but also showcased the strength of collaboration within the aquaculture industry.

A collective effort: Thanks to our valued co-sponsors

The success of Shrimp-A-Thon 2025 was made possible by the strong support of more than 17 co-sponsors and partners, all integral to the aquaculture value chain. United by a common goal, we worked together to promote a healthier, protein-rich India and a more sustainable aquaculture industry. Their commitment to the cause played a vital role in making the event a remarkable success.

A strong foundation for the future

Shrimp-A-Thon 2025 was more than just a run it was a powerful initiative to change perceptions, encourage local shrimp consumption, and create a lasting impact. With exceptional participation and collective support, this initiative has set a strong foundation for future campaigns focused on raising awareness about domestic shrimp, enhancing food security for sustainably feeding the future.

As we move forward, the momentum created here will continue to build bridges between **producers and consumers**, inspire more informed dietary choices, and strengthen India's position as not just a leading shrimp exporter but also a nation that values and consumes what it grows.

