



# The Commonwealth of Massachusetts

## Division of Marine Fisheries

251 Causeway Street, Suite 400, Boston, MA 02114

p: (617) 626-1520 | f: (617) 626-1509

[www.mass.gov/marinefisheries](http://www.mass.gov/marinefisheries)



CHARLES D. BAKER

Governor

KARYN E. POLITO

Lt. Governor

KATHLEEN A.  
THEOHARIDES

Secretary

RONALD S. AMIDON

Commissioner

DANIEL J.  
MCKIERNAN

Director

---

### SEAFOOD MARKETING PROGRAM STEERING COMMITTEE MEETING AGENDA

2:00 – 3:15 PM

NOVEMBER 3, 2021

Held Virtually Via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/84041302931?pwd=Sms2dnllbDYxYlFvSGYwM1l6MW9sdz09>

Meeting ID: 840 4130 2931

Passcode: 275943

One tap mobile

+13126266799,,84041302931#,,, \*275943# US (Chicago)

+16465588656,,84041302931#,,, \*275943# US (New York)

1. Introduction by Chair, DMF Director Dan McKiernan (2:00-2:10)
2. Seafood Marketing Program update (2:10-2:40) by Wendy Mainardi
  - Grant Program with Woods Hole Sea Grant, Seafood Expo North America
  - USDA Block Grant update by Story Reed
  - Retail Survey Presentation by Charlotte Burlingame
3. Industry roundtable and wrap-up (2:40-3:15)
  - Moderated by Chair, DMF Director Dan McKiernan