



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



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

1:00-2:30 PM

May 16, 2022

Held Virtually Via Zoom

Zoom Meeting Web Link:

<https://us02web.zoom.us/j/85224157161?pwd=WkpiS0hWK2dINFJDSWVoY1BNZnhndz09>

Meeting ID: 852 2415 7161

Passcode: 966209

Mobile: 3017158592 85224157161# *966209#

1. Introduction and welcome (1:00-1:10) by Dan McKiernan
 - Commercial adjustments
2. Ex-vessel value trend (1:10-1:15) by Story Reed
3. Seafood Marketing Program update (1:15-1:30) by Wendy Mainardi
 - Events, grant programs, billboard, etc.
4. "A School of Fish: Infusing Sustainable Seafood into Culinary Arts Programs & the Public Palate." (1:30-1:35) by Laura Orleans, Director, New Bedford Fishing Heritage Center
 - Seafood Marketing Grant Program awardee presentation
5. Power of Seafood 2021 (1:35-1:40) by Wendy Mainardi
 - Insights on report by FMI
6. Seafood4Health Action Coalition Introduction and Q&A (1:40-1:50) by Andrea Albersheim, Director of Communications, Seafood Nutrition Partnership
 - Introduction to the Seafood4Health Action Coalition and National Seafood Marketing Campaign
7. Budget and industry discussion (1:50-2:30) by Director Dan McKiernan
 - *Fish and Men* documentary, radio advertising