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