



The Commonwealth of Massachusetts

Division of Marine Fisheries

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Lt. Governor

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Secretary

RONALD S. AMIDON
Commissioner

DANIEL J. MCKIERNAN
Director

SEAFOOD MARKETING PROGRAM STEERING COMMITTEE MEETING AGENDA

10:30 AM – 12:00 PM

OCTOBER 14, 2020

Held Virtually Via Zoom

Zoom meeting link: <https://us02web.zoom.us/j/83147476118>

Dial in by phone: (646) 558-8656

Meeting ID: 831 4747 6118

Passcode: 457 907

1. Welcome (10:30-10:35) by Chair, Director Dan McKiernan
 - Review of previous meeting (April 20) summary
2. Seafood Marketing Program update (10:35-10:50) by Wendy Mainardi
 - Press release, new video content available, Chef Series, etc.
3. Haddock research presentation (10:50-11:00) by Josh Weirsma
 - *Assessing Massachusetts Consumer Preferences to Purchase Local and Fully Traceable Seafood*
4. Massachusetts Seafood Collaborative (11:00-11:05) by Mark Decristoforo or Angela Sanfilippo
 - Introduction to this new industry association
5. Food Security Infrastructure Grant (11:05-11:10) by Wendy Mainardi
 - Insights on the ongoing grant process
6. CARES ACT (11:10-11:15) by Story Reed
 - Update on relief program
7. Discussion (11:15-12:00), Moderated by Chair, Director Dan McKiernan
 - Activities and spending priorities for the remainder of this fiscal year – (Through June 30, 2021)