



David E. Pierce
Director

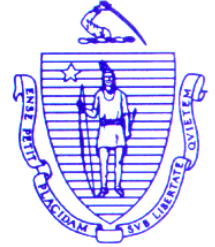
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Seafood Marketing Program Steering Committee Meeting Summary December 7, 2016

Steering Committee Attendees: Representative Gifford, Representative Schmid, Commissioner Peterson, Deputy Commissioner King, Director Pierce (Chair), Laura Foley Ramsden, Bonita Oehlke (designee of Commissioner Lebeaux), Ron Smolowitz, Frank Mirarchi, Beth Casoni, Tory Bramante, Richard Canastra, Bob Colbert, Nancy Civetta

DMF Staff: Wendy Mainardi, Story Reed, Dan McKiernan, Kevin Creighton, Erin Burke, Samantha Andrews

Public attendees: Chris Basille (Boston Fisheries Foundation), Mike Carroll (Vertex), Karen Schwalbe (SEMAP), Rebecca Yavner-Westgate (Buy Local Cape Cod), Michael McGuire (Cape Cod Cooperative Extension), Ed Doherty (industry member), Elizabeth Colbert (Fisherman's View)

Guest Speaker: Ed Anthes-Washburn, Executive Director, New Bedford Harbor Development Commission

David's Opening Remarks

- Thank you for being here, and for joining us on the tour of the New Bedford Fishing Heritage Center. They have similar goals as this Seafood Marketing Program such as educating people about the commercial fishing industry, and I encourage you all to work with them in the future as I'm sure we will.
- This program officially launched in August, and so in many ways is still being formed. Today we hope to continue to hone the direction of the program and especially figure out how to leverage the new "Massachusetts seafood" brand toolkit into more seafood meals served.
- The purpose of the program is to increase awareness and demand for Massachusetts seafood products and the steering committee – according to the legislation – is to aid in

“the areas of strategic planning, financial management, prioritization of programmatic initiatives and in pursuing funding for program activities from outside sources such as governments, nongovernmental organizations, industry stakeholders and other private parties.”

- We are in New Bedford today, because this meeting will rotate.

Wendy's Presentation

- The logo has been widely accepted. It invokes a sense of pride and history, and is a non-proprietary communication and education tool. It was mailed out to over 1,500 industry members, some of who have reached out and will be working with me on material in 2017.
- The program launched at the Boston Seafood Festival (August 7th) main stage the same weekend we sponsored a chef at the Great American Seafood Cook-off who took 3rd place!
- DMF has taken the Massachusetts Seafood educational material around the state at these events this fall: Boston Seafood Festival, The Big E, Massachusetts Day & Harvest New England, Boston Local Food Festival, Wellfleet Oysterfest, Topsfield Fair
- Our Mass. Farm to School Partnership has been made official, and it has three approaches: Institutional food service demonstrations, Harvest of the Month, and the Farm & Sea to Cafeteria Conference sponsorship that Story Reed attended. Over 200 service providers were in attendance, and it felt like seafood was a central part of the conversation at the conference.
- Our Pilot Grant Program is open to enhance the viability and stabilize the economic environment for local commercial fishing and seafood industries and communities by direct or supportive marketing. We are giving away \$60,000, up to \$25,000 per project. There is a January 6, 2017 deadline.
- There was no sickness after shellfish closure, and this program can be flexible to responding to things like this in the future. Consumers and dealers are still cautious, and we can email restaurateurs through the Massachusetts Restaurant Association to inform restaurants as an immediate action.
- Boston Seafood Expo, what role should this program have? Last year I facilitated a meeting with other state seafood marketing programs in 2016. Food Export Northeast and MDAR lead a New Bedford tour, buyer introductions, educational programs, and I was hoping that there would be potential to collaborate in 2017.
- I am collaborating more with MDAR with the Buy Local groups, and continue Food Policy Council work. Commissioner Lebeaux just advocated for fisheries representation on the Council.
- On the horizon is the NOAA Fish Fry in June 2017. We would partner with Seagrant as an opportunity to highlight Massachusetts seafood products. But is this the right audience for us?
- With the steering committee's blessing, we are now seriously considering Squid Week

- Petite oysters are now being sold, and we welcome additional industry driven regulatory recommendations

Ed's Presentation on New Bedford

- There are many jobs and industry related jobs in New Bedford therefore infrastructure projects are important (and are why the port is so important)
- 3x amount landed here is trucked in for processing
- The dredging project is very important to keep up with the infrastructure projects
- Wind farm, land use planning is dependent on what's going on in the ocean, fisheries development ideas, offshore/international waters
- New Bedford is in the process of creating a brand for itself by reworking the old 'Port of New Bedford' logos or building off of our 'Massachusetts Seafood' logo.

Key Takeaways

Shellfish

- Educate the public on shellfish closures and testing and why shellfish is safe
- Collaboration with the other New England states, Maine is a good example
- Op-ed in the paper regarding oysters: have one ready for next time (don't bring up this issue right after it has passed out of the public's mind)

Seafood Marketing Video

- A production made available to retailers
- There are many different ways to approach, maybe we have a subcommittee of steering committee
- The Fisherman's View has TVs with footage of their own boats working

Institutional purchasing

- Using different species, or at least exploring/bringing new options to institutions such as schools (ie: redfish under 9" go directly to bait, pollock, small haddock, and whiting). This is somewhat outside of our partnership with Farm to School, but there is potential for projects.

Boston Seafood EXPO

- We need a large presence to make an impact at the show (larger than we can afford)
- Can we do off-site events such as boat (or non-boat) tours for prospective buyers/satellite program at the fish pier?

Additional

- Work with large retail stores
- Consistency of supply is a problem
- Billboard options are being researched
- Educating the public about the condition of the resource especially US management vs foreign countries (use voice of the regulator)
- Massachusetts Seafood Day at the State House interest, we should at least be at Ag Day

- Brand identity: be cautionary about how it is being used