

Maryland Seafood Marketing Program

Noreen L. Eberly

Director

Seafood Marketing & Aquaculture Development



Seafood Marketing & Aquaculture Development Program of MDA

Established by law in 2005.

Mission: to encourage the development of the Maryland aquaculture industry and support the economic viability of the Maryland seafood industry.

Vision: a state that supports growth in the aquaculture industry and promotes prosperity in the seafood industry.

Staff: Anna Goins, Administrative Assistant, Karl Roscher, Aquaculture Coordinator, and Noreen Eberly.

Seafood Marketing Advisory Commission

ion: A prosperous seafood industry that provides high quality
food products commercially caught, grown, processed, or sold in
the state of Maryland while maintaining sustainable resources and
contributing to employment and economic development.



Funding Sources

General Funds from the state

Advertising and promotional funds generated from a \$10 surcharge on commercial seafood and processing licenses.

Grant funds from NMFS administered by DNR for Blue Crab Fishery Disaster Relief (until fall of 2012)



Marketing Activities

Advertising

Promotions

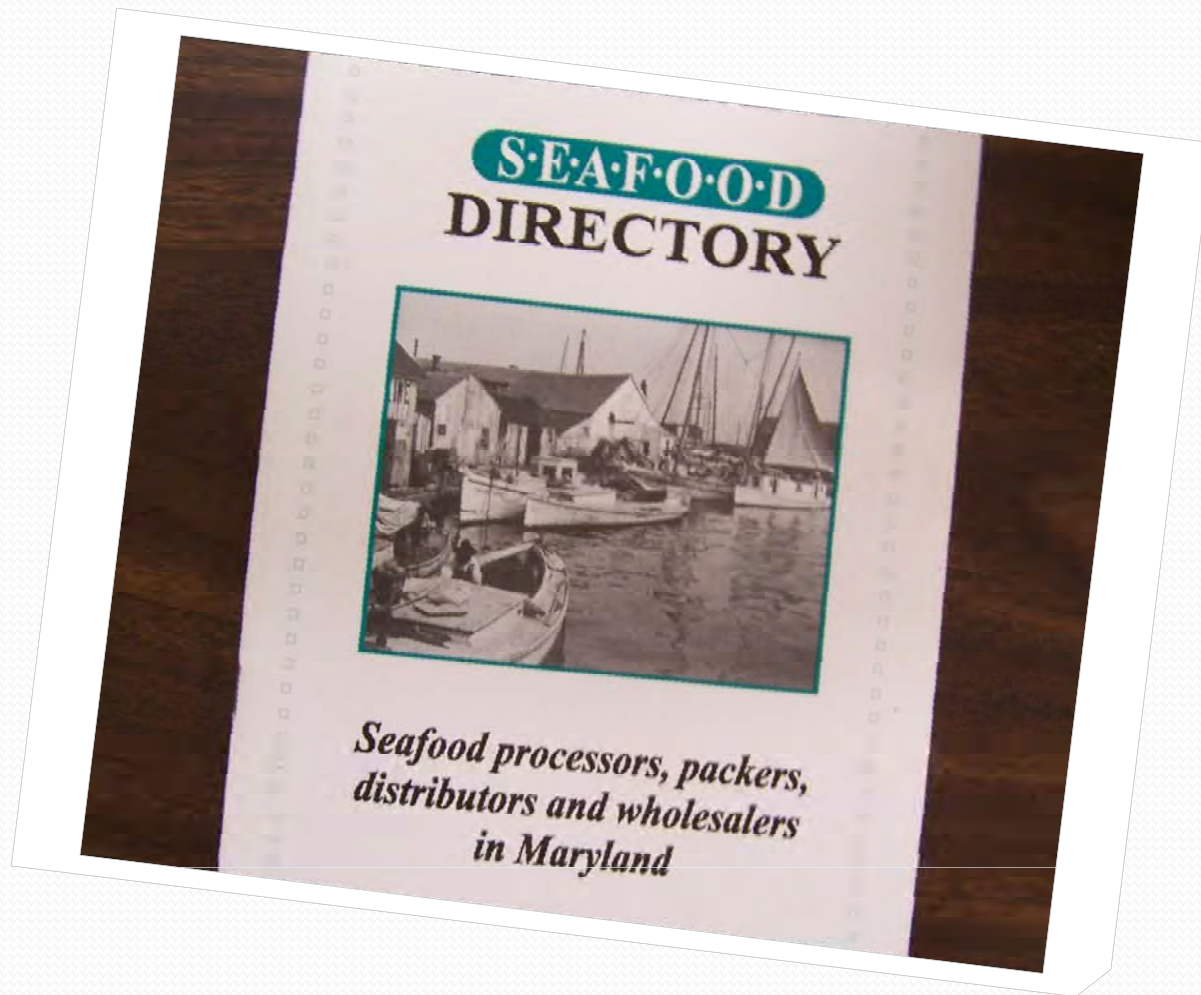
Trade Shows

Consumer Education

Industry Support

Maryland Seafood Directory

Put your company in the
Maryland Seafood Directory





MARYLAND Seafood & Aquaculture

Welcome to the Maryland Seafood & Aquaculture Web Site

There are 70 processing plants employing 1,217 people and over 6,000 watermen who work the Chesapeake Bay. In 2009, 55.8 million pounds of seafood was landed at a dockside value of over \$67.3 million.

Festivals & Fee Fishing



Enjoy a bounty of seafood festivals scattered throughout the state, on both the eastern and western shores. From crabs to oysters, there is a festival for all tastes and ages. Visit a fee fishing pond. Take the family to catch fish and have your own fish fry!

Recipe Brochures



Download a PDF version of our recipe brochures or fill out an order form to receive by mail. Brochures feature the best of

Contests

Do you have an award winning seafood recipe? The Maryland Seafood Marketing & Aquaculture Development Program is involved in various seafood recipe contests. Learn how to enter; deadlines; and; delicious award-winning recipes!



Cookbooks

Order World-Famous Maryland Seafood Cookbooks. Three volumes include: I Traditional Tidewater Recipes; II Chefs Favorites; and III Modern



What's New

Featured Links

- Nov 04, 2010
▶ [Junior Rockfish Contest](#)
- Oct 20, 2010
▶ [California World National Oyster Conference](#)
Michaela Rosenthal
Woodland Hills, Cali
- Oct 15, 2010
▶ [Maryland Aquaculture Conference Schedule](#)
- Oct 15, 2010
▶ [Maryland Aquaculture Conference](#)



www.marylandseafood.org

Searchable Data Base for Wholesalers/Retailers

Create a special page for Farm-Raised Oyster
Companies

List of places that sell Farm-Raised Oysters
(restaurants and markets)

Generic Advertising

de Magazines
wspapers
ectories

MDA06-018 Oysters ad SB:layout 1 2/19/07 2:53 PM Page 1

Fresh turns heads.

Today's fashion is delicate, distinctive flavor when you serve seafood from Maryland. It's as good as it looks. Get the Maryland Seafood Directory: marylandseafood.org/fresh

MARYLAND
SEAFOOD

Trade Shows

Exhibit at the
International Boston Seafood
Show



Promotions





Press Releases

Typically a story sent out to announce “news”

Trade show attendance

New aquaculture ventures

Opening of a harvest season

Announcement of harvest data



Promoting Your Product

Get on the “Local” bandwagon

Farm-Raised Oysters are Sustainable

Web site for your company, social networking

Partner with other growers to increase supply

Participate in trade shows, festivals, farmers markets





Sell Your Product

Clean shells, not muddy

High Quality, single oysters

Sustainable resource

Locality, use the location of growing as the selling
feature



“Local”

The Maryland Secretary of Agriculture has legislative authority to define agricultural products as Local or Locally Grown.

Any agricultural product that is advertised as local or locally grown must include the state of origin where the product was originally grown or raised, or in the case of seafood, where the product was raised or landed.

"Local" Seafood Promotions

...s
...ws releases
...vernor's Kick-off
...mpaign



WHY BUY LOCAL?

ENVIRONMENTAL: Maryland's seafood is harvested from local waters, which are protected by the state's strict environmental regulations. This means that the seafood you buy is fresher and healthier than seafood that has been shipped from other states.

ECONOMIC: Purchasing Maryland seafood supports local businesses, creates jobs, and keeps money in the local economy. This means that the seafood you buy is fresher and healthier than seafood that has been shipped from other states.

QUALITY: From the open ocean, our Maryland seafood is caught up to date and fresh. This means that the seafood you buy is fresher and healthier than seafood that has been shipped from other states.

For the latest information on Maryland seafood, visit us at www.marylandseafood.org.

Choose smart. Choose fresh. Choose Maryland!

MARYLAND SEAFOOD AVAILABILITY

Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Blue Crab (live)	+	+	+	+	+	+	+	+	+	+	+	+
Blue Crab (frozen)	+	+	+	+	+	+	+	+	+	+	+	+
Striped Bass (live)	+	+	+	+	+	+	+	+	+	+	+	+
Striped Bass (frozen)	+	+	+	+	+	+	+	+	+	+	+	+
Clam (live)	+	+	+	+	+	+	+	+	+	+	+	+
Clam (frozen)	+	+	+	+	+	+	+	+	+	+	+	+
Shrimp (live)	+	+	+	+	+	+	+	+	+	+	+	+
Shrimp (frozen)	+	+	+	+	+	+	+	+	+	+	+	+
Crab Cake	+	+	+	+	+	+	+	+	+	+	+	+
Crab Meat	+	+	+	+	+	+	+	+	+	+	+	+
Crab Legs	+	+	+	+	+	+	+	+	+	+	+	+
Crab Puffs	+	+	+	+	+	+	+	+	+	+	+	+
Crab Sticks	+	+	+	+	+	+	+	+	+	+	+	+
Crab Tails	+	+	+	+	+	+	+	+	+	+	+	+
Crab Burgers	+	+	+	+	+	+	+	+	+	+	+	+
Crab Cakes	+	+	+	+	+	+	+	+	+	+	+	+
Crab Meatballs	+	+	+	+	+	+	+	+	+	+	+	+
Crab Pasta	+	+	+	+	+	+	+	+	+	+	+	+
Crab Sandwiches	+	+	+	+	+	+	+	+	+	+	+	+
Crab Soups	+	+	+	+	+	+	+	+	+	+	+	+
Crab Chowder	+	+	+	+	+	+	+	+	+	+	+	+
Crab Casseroles	+	+	+	+	+	+	+	+	+	+	+	+
Crab Stews	+	+	+	+	+	+	+	+	+	+	+	+
Crab Burgers	+	+	+	+	+	+	+	+	+	+	+	+
Crab Sandwiches	+	+	+	+	+	+	+	+	+	+	+	+
Crab Soups	+	+	+	+	+	+	+	+	+	+	+	+
Crab Chowder	+	+	+	+	+	+	+	+	+	+	+	+
Crab Casseroles	+	+	+	+	+	+	+	+	+	+	+	+
Crab Stews	+	+	+	+	+	+	+	+	+	+	+	+





Sustainability

What is sustainable seafood?

- Seafood is sustainable when the population of that species of fish is managed in a way that provides for today's needs without damaging the ability of the species to reproduce and be available for future generations.



How is Seafood Deemed Sustainable?

In the U.S., the Sustainable Fisheries Act defines sustainable practices through national standards. The National Oceanic and Atmospheric Administration (NOAA) has created Fish Watch to help guide people to sustainable seafood choices.

Nonprofit groups addressing seafood sustainability include: Marine Stewardship Council, World Wildlife Federation and others.

www.fishwatch.gov

Species that are deemed sustainable by NOAA.

- Farm-Raised Oysters



**OYSTERS
ARE**

BACK!

