

Lobster Tales

News of the industry from the Maine Lobster Promotion Council



2010 Vol. 1

The Pursuit of Prosperity

Marketing 2010 Full Speed Ahead



The MLPC brought in a guest speaker, Ed Flanagan – President of Wyman’s, the largest grower, packer and producer of wild blueberries – who presented information about the value of the Wild Blueberry Association of North America, a generic marketing organization dedicated to marketing wild blueberries from Maine and Canada. The organization offers many similarities to the lobster industry. The audience was impressed by the benefit generic marketing had had for the wild blueberry industry.

The MLPC hosted an important Leadership Forum in Portland on March 25, with more than 50 leaders in the lobster industry from Maine, New England and Canada attending. Dane Somers presented information about the state of the Lobster Industry and proposed a strategic marketing program to raise demand for the whole category to achieve economic prosperity for the Maine Lobster industry. The impressive group of industry leaders overwhelmingly agreed that cooperative generic marketing to build demand in the marketplace would be very beneficial to the lobster industry and should be pursued aggressively.

Based on input from Maine Lobstermen’s Association (MLA), Downeast Lobstermen’s Association (DELA), the Maine Dealer’s Association (MIELDA) and others, the MLPC plans to hold a number of informational meetings to communicate the benefits of this marketing strategy to the industry. Dane Somers presented this information at the DELA Board meeting May 13th. Check www.lobsterfrommaine.com for information about other dates and times.



Maine Lobster Promotion Council Board of Directors

Harvesters

Clive Farrin, *Boothbay Harbor*
John Jordan, *Chebeague Island*
Nick Lemieux, *Cutler*

Dealers

Emily Lane, *Claw Island*
Mike Cote, *Bar Harbor Foods*

Public

Dick Grotton, *ME Restaurant Assoc.*
Cathy Billings, *Lobster Institute*

DMR representative

George Lapointe, *Commissioner*

CHEF AMBASSADORS PROMOTE MAINE LOBSTER NATIONWIDE

The MLPC sponsors chefs throughout the year to promote Maine Lobster at key culinary events. The program has proven effective in keeping the Maine Lobster brand at the forefront. The MLPC provides Maine Lobster and promotional materials while the Chef Ambassadors prepare the lobster and promote it to event attendees. Through this program, MLPC was able to participate in the following events:

- **Maine Tourism Conference** in Augusta on February 1 with Mackenzie Arrington.
- **American Culinary Federation** Northeast Regional Convention in Hershey, PA on March 15 with Chef Wilfred Beriau
- **Pebble Beach Food & Wine** event on April 8-11 with Chefs Mark Gaier and Clark Frasier
- **Monterey Bay Aquarium's Cooking for Solutions** sustainable seafood event in Monterey, CA on May 20-21 with Chef Dory Ford
- The **Smithsonian's "Savoring Sustainable Seafood"** event at the National Museum of Natural History in Washington DC on June 11-12 with Chef Tracy O'Grady
- **Great Chefs Event** in Philadelphia, PA on June 15 with Chefs Mark Gaier and Clark Frasier



NATIONAL SEAFOOD MARKETING COALITION -- \$100 MILLION PLEASE!

The Alaska Seafood Marketing Board has taken the initiative to form a National Seafood Marketing Coalition designed to capture federal funding to support United States fisheries with marketing funds. Dane Somers was selected to be on the Steering Committee for this new organization that has the potential to provide much-needed marketing funds for the Maine Lobster industry. To date, 20 organizations nationwide have signed resolutions supporting the

effort, including the MLPC, DELA, and the MLA. Dane Somers presented this proposal along with an industry overview to the Joint Standing Committee on Marine Resources in March.

In addition to working on this Coalition, the MLPC continues to pursue all funding options that support our long-term strategic plan to provide economic prosperity to the industry.



The Maine Senate and House recently signed a joint resolution in support of the National Seafood Marketing Coalition initiative.



THE MAINE LOBSTER PROMOTION COUNCIL HAS A MISSION...

The Maine Lobster Promotion Council's mission is to provide professional support, guidance, and leadership for members of the Maine Lobster industry in areas of marketing, advertising, public relations and promotional efforts to assist in developing long-term market value and economic stability for the industry.

Keeping Maine Lobster Top of Mind

The MLPC participates in many events during the year in order to share information about the MLPC, its support programs, and to promote Maine Lobster



INTERNATIONAL LOBSTERMENS' TOWN MEETING

"THE BEST MEETING I'VE SEEN IN YEARS!"

Dane Somers served on a panel with Geoff Irvine, the new Executive Director of the Lobster Council of Canada who spoke about their new organization, patterned after the MLPC. Dane spoke about the importance of cooperative generic marketing to drive demand and benefit the industry, which was again met with enthusiasm by the audience composed of harvesters, dealers and industry members from New England and Canada.

INTERNATIONAL BOSTON SEAFOOD SHOW

Once again, the MLPC staffed a booth at the International Boston Seafood Show to generically promote Maine Lobster to buyers from the United States and around the world. Buyers from Germany, Korea, China, Russia, France, and the Netherlands, among others, were able to search the MLPC's database of Maine Lobster suppliers in the booth and received information and printed brochures from MLPC staff.

FISHERMEN'S FORUM

The MLPC staffed an informational booth at the Fishermen's Forum held in Rockland March 4-7. Staff distributed copies of the annual report and samples of promotional materials produced by the Council throughout the year.

MAINE RESTAURANT & LODGING EXPO

MAINE LOBSTER ON THE MENU!

The MLPC staffed a booth at the Maine Restaurant and Lodging Expo on March 31. Staff encouraged submissions for the Maine Lobster Chef of the Year competition and presented lobster marketing materials and programs available to Maine restaurants.

MAINE MEDIA MARKETPLACE

MAINE LOBSTER IN THE NEWS!

Dane Somers participated in this event in Manhattan, NYC, along with the Maine Tourism Association, the Office of Tourism and several representatives of the Maine Lobster industry and met with writers, travel editors of major magazines and other media outlets, and media reps from many organizations including the Food Network and the Today Show to whom the MLPC will be presenting proposals for media coverage.



2010 Maine Lobster Passport Program

The Maine Lobster Passport is now available in Visitors Centers throughout the State, as well as by direct request to the MLPC. This brochure is a proven favorite with consumers and provides all the information they need about lobsters – where to eat, how to eat, how to cook, lobster activities and more.



Harvester Spotlight

CLIVE FARRIN



By now, everyone has probably seen Clive Farrin as the voice and face of the Maine Lobster Industry. The MLPC selected Clive to star in our Fall 2009 television campaign, where he performed admirably. Clive serves on the board of the MLPC and the board of the Downeast Lobstermen's Association. In addition to fishing, Clive offers lobster boat tours out of Boothbay Harbor in the summer. Thanks for all the great marketing support, Clive!



The MLPC is now accepting entries for the Maine Lobster Chef of the Year Competition.

Chefs, Get Crackin'!

In October, MLPC will once again host our famous Maine Lobster Chef of the Year Competition in conjunction with the Harvest on the Harbor event in Portland. MLPC is accepting recipe submissions until June 30. Any chef in Maine is eligible to enter, and we encourage everyone to spread the word. The rewards are great, with publicity for the chef and his/her establishment and \$1000 in prize money for the winner.

Marine Stewardship Council - Update

Moody Marine, the certifier for Maine Lobster, completed their information gathering, stakeholder meetings and scoring for the Maine Lobster industry. They presented their draft assessment report to the Maine Lobster MSC group in January for 'client review'. The group agreed that the results looked promising, with no requirements that looked too onerous. The next step in the process is to put the assessment out for peer review, followed by the public review of the draft assessment report.



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