Maryland Seafood Marketing Program

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Director
Seafood Marketing & Aquaculture Development
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.
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

Seafood processors, packers, distributors and wholesalers in Maryland
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 Maryland seafood.

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 Chef's Favorites; and III Modern Maryland Seafood Recipes.
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)
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.

Fresh turns heads.
Trade Shows

We exhibit at the International Boston Seafood Show
Promotions
Press Releases

- Press releases are 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

News releases
Governor’s Kick-off Campaign
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

- Farm-Raised Oysters

This species that are deemed sustainable by NOAA.
Oysters Are Back!