

Maryland Seafood Marketing Advisory Commission
Minutes from May 16, 2024 Meeting

Commissioners in Attendance: Stephanie Pazzaglia, Stephan Abel, Bill Sieling, George O'Donnell, Stephen Howard, Kyle Gilbert, Cassie Shirk, Laura Moreno-Davis, Troy Wilkins

Commissioners Absent: Jason Ruth, Talmage Petty

Other Attendees: Matthew Scales, Mark Powell, Kristin Hanna, Audrey Broomfield, Stone Slade, Donna Hill, Sandra Spriggs, Jon Webster, Bill Hubbard, Aubrey Vincent, and Cathay Liu

Opening Remarks - Stephanie Pazzaglia opened the meeting by welcoming everyone. Stephanie welcomed our newest commissioner, Troy Wilkins, commercial Maryland watermen. Minutes from the previous meeting (05/16/24) were reviewed and approved.

Presentations:

- Jon Webster, CEO, presented on Sea2Asia's capabilities for the Maryland commercial industry and how they can assist the state, especially with wild-caught Chesapeake blue catfish.
- Aubrey Vincent, President of Lindy's Seafood, Voluntary Crab Quality Assurance Program - Background on the program, the benefits of the program, involvement of the Chesapeake Bay Seafood Industry Association (CBSIA) and UME testing the crab meat. Recapping surveys through CBSIA and SeaGrant. Suggestions from industry logo on packaging and promoting the program
- Stephanie Pazzaglia, chair of the Maryland Seafood Marketing Advisory Commission and with J.J. McDonnell on FSMA rule 204

Marketing Updates

Matthew presented. Maryland led via Google trends on wild-caught Chesapeake blue catfish as the most talked about. Recapped earned media with NBC4 oyster farming, Food & Wine Magazine on Maryland blue crabs, radio and podcasts coverage as well.

Recapped website and social media stats.

Recapped Maryland Restaurant Association Golden Ticket Competition, using wild-caught Chesapeake blue catfish, North America Seafood Expo, DC on the Half Shell, Japanese Embassy Night, and RMC Maryland Day.

Seafood Marketing Strategy

Connect, partner and educate in order to make the Maryland Seafood Marketing budget stretch, which is roughly \$170,000. Eat Like a Marylander, billboards, programmatic, OTT and movie ads with a total spend of \$50,000, \$20,000 was from the seafood budget.

Seafood, Eat Food pass uses a web-based platform to build up points to earn prizes from Maryland's Best, with a total spend of \$15,000.

Maryland's Best working with more retailers to get locally-sourced seafood into stores with POS materials.

FY25 implementation and strategy, upcoming events activating at National Restaurant Association/Taste of States, Taste of Harford. True Blue Baltimore Sun campaign, with earned media on True Blue , activations at Jimmy's Famous Seafood TailGOATS, chefs tours and National Oyster Week in August.

In the fall, the 32nd farmer's market seafood saturday, Maryland Catfish Trail, and Thanksgiving boxes to include seafood product.

Meeting adjourned at 4:59pm.