

Maryland Seafood Marketing Advisory Commission
Minutes from October 24, 2024 Meeting

Commissioners in Attendance: Stephanie Pazzaglia, Stephan Abel, George O'Donnell, Stephen Howard, Cassie Shirk, Laura Moreno-Davis, Jason Ruth

Commissioners Absent: Talmage Petty, Troy Wilkins, Bill Sieling

Other Attendees: Matthew Scales, Mark Powell, Kristin Hanna, Audrey Broomfield, Stone Slade, Donna Hill, Kay Megan Washington

Opening Remarks - Stephanie Pazzaglia opened the meeting by welcoming everyone. Minutes from the previous meeting (05/16/24) were reviewed and approved.

Marketing Updates

Presented on True Blue, Baltimore Sun campaign, our Eat Like a Marylander Campaign, with combining agriculture and seafood budget, marketing to consumers to eat local in the summer. Provided final results of the campaign. Recapped the Maryland's Best Seafood, Eat Food pass, Maryland Catfish Trail, the earned media that MDA marketing received, from coverage on True Blue, Chesapeake Channa, blue catfish, National Oyster Week, and National Seafood Month.

Presented on MarylandsBest.net website analytics, showcasing "Eat Like a Marylander" was the third most visited landing page, followed by "True Blue" and "Seafood, Eat Food." Presented on Maryland's Best social media results. Reported on event activations of Maryland's Best, from Jimmy's Famous Seafood TailGOATS, Maryland State Fair, Maryland Seafood Festival, ORP's World is Your Oyster, Annapolis Powerboat Show, 32nd Farmer's Market Seafood Saturday, Governor's Buy Local Cookout, National Oyster Week, Maryland Fleet Week Crab Soup Cookoff, Homegrown School Lunch Week (blue catfish sliders). Attended National Restaurant Show: Taste of the States, and three chef tours.

Presented upcoming initiatives and campaigns that include, Eat Like a Marylander Thanksgiving boxes, focus groups on blue catfish, in partnership with DNR, blue catfish at the Maryland School Nutrition Association Conference, Give the Very Maryland's Best Holiday Guide, and Shuck & Stout.

Proposed True Blue program expansion, using hard and soft shell crabs, single items on menu eligible for True Blue. Commissioners expressed concerns on seasonality, auditing practices of hard/soft shell.

Presentations:

- Adam Friedlander, FDA, presenting on FSMA rule 204.
- George O'Donnell, update from the Maryland Department of Natural Resources on oysters, crabs and fisheries.

- Kay-Megan Washington, Maryland Department of Agriculture on the new mitigation program for aquaculture.

Final comments from the commission- A list of events that Maryland's Best is at, so commissioners can support and attend.

The Crab Quality Assurance Program was funded with \$15,000 towards the program from the seafood marketing budget.

The meeting adjourned at 4:52 pm.