SEAFOOD MARKETING AT MDA
BUILDING ON SUCCESS
MARYLAND’S BEST - SEAFOOD

GOALS

MDA Marketing added Maryland seafood to products promoted

Strategy includes advertising to consumers, wholesale buyers, chef trips, Bay to School, building value of Maryland branded seafood
BUILDING ON SUCCESS
MARYLAND’S BEST PROGRAM

• Strategy is simple, use already present preference for local and build demand with advertising, PR, social media, buyer-grower meetings

• Web site is key, push consumers to platform where ‘conversation’ on buying local and seafood/ag
ACTIVITIES JULY-DECEMBER

• Promote Maryland seafood through press releases, advertising, Web site, participation in consumer shows and shows reaching out to buyers.

Maryland Seafood Festival, Sandy Point State Park, 2017, Sept. 9-11
FESTIVALS AND TRADE SHOWS

• Drink Maryland, Centreville, Crab cake Competition Judging, June 23
• National Hard Crab Derby, Crisfield, Aug. 31-Sept. 3
• Maryland State Fair, Aug. 25-Sept. 4, Timonium. Sept. 4, Labor Day, was Seafood Day
• Maryland Seafood Festival, Sept. 8-10, Sandy Point State Park, Anne Arundel County
• Mermaid’s Kiss, Oyster Recovery Project celebration, Baltimore, Sept. 21
• U.S. Oyster Festival, St. Mary’s County Fairgrounds, Oct. 21-22
SEAFOOD FESTIVAL

- MDA Seafood Marketing sponsored chef demos showcasing Blue Catfish recipes
- Distributed 1,000 seafood cookbooks, 2,500 Seafood Marketing fans with seasonality charts, 3,000 Blue Catfish flyers
- Interviews on WNAV promoting Maryland seafood
- Crowd was about 25,000
MARYLAND STATE FAIR

• Seafood promoted throughout the fair at MDA booth

• Labor Day, seafood highlighted with demos of crab picking and oyster shucking

• 7,500 Maryland’s Best Seafood fans distributed from booth, 1,500 cookbooks distributed, 30,000 visited the booth during the fair
GOVERNOR HOGAN’S BUY LOCAL COOKOUT

The 2017 Governor’s Cookout stepped up the emphasis on Maryland seafood.

New Seafood Marketing Logo on all materials
FARM TO SCHOOL

This year, seafood emphasized in annual Farm to School promotion of local food in schools.

Caroline County included crabs, oysters and Blue Catfish on menu at Lockerman Middle School event introducing kids to seafood.

MDA is beginning work with MSDE and local schools to look for markets for Blue Catfish.
RESTAURANT TRADE SHOW

MDA Seafood and Ag Marketing staff worked together to exhibit at Maryland’s annual Restaurant and Foodservice Show in September.

Distributed 1,000 Koozies, 500 fans, lists of seafood processors and distributors.

Chef Matt Milani showcased recipes for Blue Catfish for the audience of chefs.

Reached audience of 2,500 chefs and foodservice buyers
SEAFOOD TRAIL

• MDA Seafood Marketing, Communications Office worked with Maryland Commerce Department’s tourism initiative to promote Maryland seafood restaurants.

• Gov. Hogan announced trail in trip to Canada with Virginia Governor earlier this month.
MEDIA

• MDA’s Communications Office has sent out press releases statewide on October – Seafood Month, Oyster promotion, Crab promotion. Press releases picked up statewide

• Staff have appeared on WNAV Radio, WMAR TV, Bay Journal, Annapolis Capital, Capital News Network

• WYPR (Baltimore) started including Maryland seafood as part its Radio Kitchen program

• Maryland Public Television is including seafood in Season 5 of Maryland Farm & Harvest. MDA is co-producers with MPT of show

WMAR TV reporter Catherine Hawley interviewing Bryan McComas of Ryleigh’s Oyster.
ADVERTISING

- WYPR Radio Baltimore and Eastern Shore – messages promoting Maryland seafood and website reach 256,000 weekly. Audience is 61% women, 59% earn more than $75,000 annually
- WAMU, D.C., advertising, will reach 800,000 in D.C., Md., Northern Virginia
- Facebook advertising started in November: Christmas did promotion of Oyster Stew as a family tradition
- Billboards in greater Baltimore region – reaching 5.1 million people at least 7 times. One ad on digital billboards ran in July. Two ads start running next week on static billboards
- Ads in What’s Up Annapolis and Eastern Shore magazines
- Magazines targeting chefs, buyers
SOCIAL MEDIA

• Seafood Marketing Twitter account rebranded in August. Reached 38,000 people from August to October. Reached 149,000 in November – Jan. 10.

• Facebook reached 69,380 since August.

• Maryland’s Best web site had 63,006 users from July to December.
CHEF TOURS

• Chef tours continue as a marketing strategy from DNR.

• One tour since July, traveled from Southern Maryland to Hooper’s Island.

• Participants included Steve Vilnit, Chef Bryan Voltaggio, Chefs from Gertrude’s, O’Donnell’s, Hyatt, Ritz Carlton, Aida, Bluestone, Local Oyster, Lib’s Grill, P.J. Mulligan’s, Westin Annapolis, Vito’s, Wine Market Bistro
COMING UP

• Buyer Grower Expo is January 24 at Navy-Marine Corps Football Stadium. Four seafood companies replied to email saying they plan on participating.

• Building contacts with seafood buyers at grocery stores etc.

• Recruitment is open for inbound mission of Canadian seafood buyers coming in June 2017

• Boston Seafood Show
BOSTON SEAFOOD SHOW

MARYLAND'S BEST SEAFOOD!

www.marylandsbest.net

Visit MARYLAND'S BEST booth (#1004) to find out more about these Maryland companies and sample delicious Maryland Oysters!
PROMOTING MARYLAND SEAFOOD IN 2018

- More advertising
- Will be promoting True Blue with Flying Dog Brewery and McCormick Spice
- Focused advertising promoting oysters through Social Media, print and radio to boost market
CONTACTS

• Ron Buckhalt, Seafood Marketing Director, Ron.Buckhalt@Maryland.gov, 410-841-5838
• Mark Powell, Chief of Marketing, Mark.Powell@Maryland.gov, 410-841-5775
• Steve Connelly, Assistant Secretary, Steve.Connelly@Maryland.gov, 410-841-5786
• Stone Slade, Maryland’s Best, Stone.Slade@Maryland.gov
• Karen Fedor, Farm to School, Karen.Fedor@Maryland.gov
• Theresa Brophy, International Marketing Director, Theresa.Brophy@Maryland.gov
• Jason Schellhardt, Director of Communications, Jason.Schellhardt@Maryland.gov