Program Goals

✔ Increase sales for Maryland seafood products
✔ Increase consumer demand for Maryland seafood
✔ Increase market share for Maryland seafood
• Strengthen & Utilize Key Partnerships: DNR, ORP, RAM, CBSIA, U of MD, USDA, NOAA and more.

• Heavily Promote Restaurants: Restaurants selling Maryland seafood.

• Focus on Core Products: Crabs, Crabmeat, oysters, rockfish, blue catfish and some lesser species.

• Cooking at Home: Chef demonstrations and easy recipes.

• Targeted Advertising: – Focus on social media advertising, while utilizing other strategic media outlets.
Annapolis Oyster Festival

- Downtown Annapolis Promo
- March 1st – 21st 2021
- Over 20 Participating Restaurants
- Advertising, PR and social media support
- Consistently sold out of oysters
WTMD Virtual First Thursday Concert Series

- WTMD Radio Virtual Concert Series
- May – October 2021
- Radio ads, video promos and on air promos
- Average 5,000 viewers
- Key demographic
In total 14 episodes feature Maryland seafood stories

Products covered include crabs, blue catfish, rockfish and lots of oyster operations

Over 10 million viewers have tuned in to watch Maryland Farm & Harvest
Events & Promos - Web Site

Over 25,000 Consumers

KEEP CALM AND CARRY OUT

Over 25,000 Consumers
Consumer Friendly Recipes

BLACKENED BLUE CATFISH & GRITS

CATFISH INGREDIENTS
- 1 pound - Catfish
- 2 each - Garlic Cloves, Minced
- Raw Wild Caught Catfish
- ½ cup - Blackening Seasoning

CATFISH DIRECTIONS
- Combine in a mixing bowl and let marinate for at least 1 hour.
- Cook in a cast iron skillet to blacken until just cooked through.

GRITS INGREDIENTS
- 2 cups - Herbs, Thick Grits
- 4 cups - Amy Stock
- ½ cup - Tomatoes, Diced
- 2 cups - White Onion, Minced

GRITS DIRECTIONS
- Sauté onions, tomatoes, and garlic.
- Pour in the stock and bring to a boil.
- Add the grits and stir well. Bring back to a boil and then reduce to a simmer.
- Cook until grits are tender. Pick out the thyme stems. Stir in butter and season to taste.
- Serve grits in a bowl, top with a dollop of room temperature mascarpone and the blackened blue catfish.

CHICKEN FRIED SNAKEHEAD

AN INVASIVE SPECIES THAT IS DOWNRIGHT TASTY!

INGREDIENTS
- 1 cup AP Flour
- 1 tsp Paprika
- 1 tsp Dry Thyme
- ½ tsp Cayenne Pepper
- ½ tsp Kosher Salt
- 4 tsp fillets of Snakehead fish
- 4 Tbsp Blackening Seasoning
- 1 Tbsp Buttermilk
- 1 Tbsp Vegetable Oil

DIRECTIONS
- Mix together the first 6 ingredients to make Cajun Flour.
- Season each fillet with 1 tsp of Blackening Seasoning and let sit.
- In a large skillet, heat oil until 350 degrees.
- Coat each fillet in Cajun flour, then buttermilk, then again in Cajun flour.
- Gently drop all fillets into the oil, maintaining 350 degrees. Cook until golden brown and pat dry.

GAZPACHO WITH CRAB MEAT

A SPANISH-STYLE SOUP WITH A MARYLAND TWIST!

INGREDIENTS
- 2 slices cubes, crustless, day old bread
- 1/2 cup mince fresh garlic
- 1 Tbsp white wine
- 1 tsp white vinegar
- 1 tsp sherry vinegar
- 1/2 cup extra virgin olive oil
- 1 cup cold water

DIRECTIONS
- Soak bread cubes in water for 15 minutes.
- Squeeze excess water from bread and add to food processor along with all other ingredients except oil and water.
- Puree until smooth. With food processor on, gradually add oil into gazpacho by adding in a slow steady stream.
- Blend in water.
- Chill overnight and serve topped with a dash of old bay and fresh, local crab.

BLUE CATFISH CEVICHE

AN INVASIVE SPECIES THAT IS DOWNRIGHT TASTY!

INGREDIENTS
- 1 ½ Grapefruit, juiced
- Zest of ½ Grapefruit
- 3 limes, juiced
- Zest of 1 lime
- 1 Tbsp granulated sugar
- 1 Tbsp Chopped cilantro
- 1 scallion, thinly sliced
- 1 ½ cups of Fresh Blue Catfish available

DIRECTIONS
- Combine all ingredients in a glass bowl and refrigerate 4 hours.
- Shake to combine.
- Cut Catfish into 1” thick cubes.
- Marinade for exactly 4 hours.
- Cut a cube in half to determine doneness.
- Catfish is fully cooked when gently opaque throughout.

Over 5,000 recipes downloaded from the website!
Crab Tower
with Chef Jasmine Norton

Blue Catfish
with Chef Brian Cieslak
Farm & Bay to Table – Cooking Series

with Chef John Shields

Marylanders love a good picnic and know how to do it right! This virtual program showcases easy homemade lemon ice cream with Kate Dallam from Harford County’s very own Bloom’s Broom Dairy.

Then we’ll join Mary Hastler and Chef John live from his kitchen to prepare fresh tomatoes every which way, along with Miss Lorraine’s Barbecued Chicken, and Corn, Crab, & Red Pepper Salad. We’ve got it all- including lemons with peppermint sticks!

PICNIC FOOD ACROSS MARYLAND
Thursday, July 8  7-8 pm

Thousands of views of each episode!
Maryland’s Best Seafood - Promos

- US Oyster Festival
- Crab Cooking Contest
- Governor’s Buy Local Challenge
- Keep Calm & Carryout
- Direct to Consumer GIS Map
- Producer & Chef Video Series
Advertising

- Maryland Crabs
- Oysters
- Blue Catfish
- Rockfish
- Lesser Species

- Radio – WYPR, WTMD, WRNR
- Billboards – DC & Baltimore Metro
- MPT Promotions
- Print – Trade & Consumer publications
- Social Media
Advertising – Social Media

Oysters
Reach = 25,168

Crabmeat
Reach = 20,124

MD Seafood
Reach = 40,552

Average Reach of 10,000 Consumers Per Week!
Whatcha Got Cooking Wednesday

Special program on WTMD radio to feature chefs and recipes for the seafood products we are promoting in spring.

Radio Copy

Show your support for Maryland's watermen and iconic seafood industry this month and celebrate Buy Local Seafood Days. Our state's watermen offer the freshest, best tasting products available including blue crabs, Chesapeake Bay blue catfish, oysters, rockfish and more. For more information and to find local seafood products visit the Maryland Department of Agriculture's Maryland's Best Seafood web site at www.marylandsbest.net.
# Advertising Breakdown

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Product</th>
<th>Location</th>
<th>Impressions</th>
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<tbody>
<tr>
<td>WTMD Radio</td>
<td>Seasonal Products</td>
<td>Baltimore Metro</td>
<td>420,000</td>
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<tr>
<td>WYPR Radio</td>
<td>Seasonal Products</td>
<td>Baltimore Metro</td>
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<td>WRNR Radio</td>
<td>Seasonal Products</td>
<td>AA Co. and surrounding areas</td>
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<td>Seasonal Products</td>
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<td>Blue Catfish</td>
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<tr>
<td>Social Media</td>
<td>Seasonal Products</td>
<td>Maryland</td>
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</tbody>
</table>

**Impressions = 14,875,800 Consumers Reached**

*Seasonal Products include crabs, oysters, blue catfish, rockfish & lesser species*
Maryland’s Best Website

- 72,394 visitors
- 49,029 searched for seafood info
- 4,103 searched for list of True Blue restaurants
- 4,509 downloaded recipe for crab imperial
- 2,827 downloaded recipe for grilled rockfish
Activities Moving Forward
Strategic Plans

- Redevelop Web Site – User friendly
- Marketing Materials – Create new (blue catfish, oysters, etc.)
- True Blue Program
- Maryland’s Best Expo
- Seafood Expo North America
- Maryland’s Best Oyster Pledge
Activities Moving Forward

• Seafood Promo in Canada
• Develop New Promo & Cooking Videos

• Continue Social Media Campaigns
• Study of Blue Catfish Name Change
Maryland Oysters
https://youtu.be/kFnpjBepKBI

Maryland Crabmeat
https://youtu.be/YgUnKb0anzc
Stone Slade
Director of Seafood Marketing
Stone.slade@Maryland.gov
410-841-5779

Questions