



Maryland Seafood Marketing

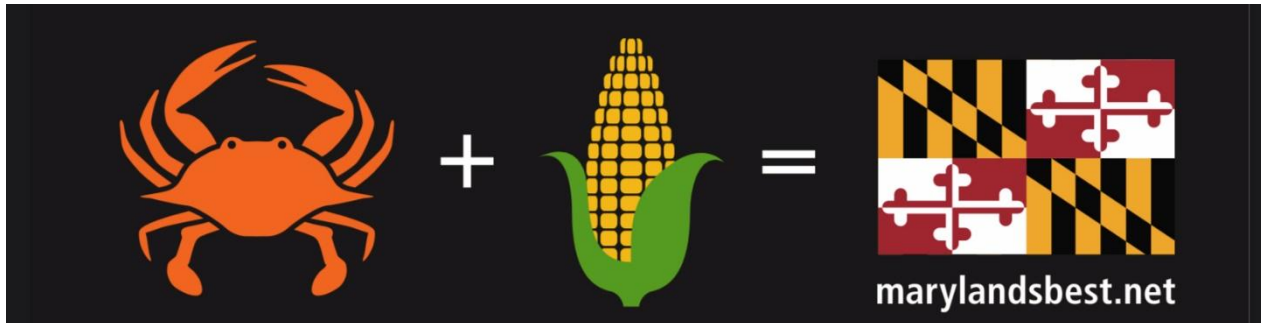
Rural Summit

Stone Slade
December 1, 2021



Program Goals

- ✓ Increase sales for Maryland seafood products
- ✓ Increase consumer demand for Maryland seafood
- ✓ Increase market share for Maryland seafood



Marketing Strategy – 2020/2021



- **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.

Strategic Promotions & Advertising Review



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**

MPT – Farm & Harvest



- 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

**KEEP
CALM
AND
CARRY
OUT**






Over 25,000 Consumers

BUY LOCAL DURING STAY AT HOME ORDER



Over 25,000 Consumers

Consumer Friendly Recipes



BLACKENED BLUE CATFISH & GRITS

CATFISH INGREDIENTS

- 1 pound - Catfish,
- 2 each - Garlic Cloves, Minced
- Raw Cut into 3" Strips
- 3 tablespoons - Olive Oil
- ¼ cup - Blackening
- Salt & Black Pepper to taste
- Cajun 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 - Heirloom, Thick Grits
- 4 tablespoons - Butter, Unsalted
- 4 cups - Any Stock
- Salt and Black
- ¼ pound - Tasso or smoked ham diced
- Pepper to taste
- ¼ pound - Andouille, Diced
- ¼ cups - Mascarpone
- 3 sprigs - Thyme
- 1 each - Lemon, Whole
- .5 each -White Onion, Minced
- Cooking Oil

CATFISH DIRECTIONS

- Sauté onions, thyme, tasso, and andouille
- 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 is 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.



CHESAPEAKE
CHEF SERVICE





CHICKEN FRIED SNAKEHEAD

AN INVASIVE SPECIES THAT IS DOWNRIGHT TASTY!

INGREDIENTS


- 1 qt AP flour
- 1 Tbsp Smoked Paprika
- 1 Tbsp Dry Thyme
- 1 Tbsp Rubbed Sage
- ½ Tbsp Cayenne Pepper
- 1 Tbsp Kosher Salt
- 4- 6oz fillets of Snakehead fish
- 4 Tbsp. Blackening Seasoning
- 1 qt Buttermilk
- 1 qt Vegetable Oil


DIRECTIONS

- Mix together the first 6 ingredients to make Cajun Flour
- Season each fillet with 1 Tbsp of Blackening Seasoning and let sit
- In a large skillet, heat oil until 365 degrees.
- Coat each fillet in Cajun flour, then buttermilk, then again in Cajun flour.
- Gently drop all fillets into the oil, maintaining 365 degrees.
- Cook until golden brown and pat dry.



FOR MORE INFORMATION VISIT
WWW.MARYLANDSBEST.NET





GAZPACHO WITH CRAB MEAT



A SPANISH-STYLE SOUP WITH A MARYLAND TWIST!

INGREDIENTS

- 2 slices cubes, crust-less, day old bread
- 1/2 Tbsp minced fresh garlic
- 1 Tbsp salt
- 2 Beefsteak Tomatoes
- 1/4 green pepper, diced
- 4" section of seeded, peeled cucumber
- 1/2 Tbsp red wine vinegar
- 1 Tbsp 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 reserving oil and water.
- Puree until smooth.
- With food processor on, emulsify 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.



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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, thin sliced
- 1 lb of the freshest Blue Catfish available.

Method

- -Combine all ingredients in a gallon sized resealable bag.
- -Shake to combine.
- -Cut Catfish into 1" thick cubes.
- -Marinate for exactly 4 hours.
- -Cut a cube in half to determine doneness.
- -Catfish is fully cooked when evenly opaque throughout.

FOR MORE INFORMATION VISIT WWW.MARYLANDSBEST.NET

Over 5,000 recipes downloaded from the website!

Events & Promos - Cooking Videos



**Crab Tower
with Chef Jasmine Norton**



**Blue Catfish
with Chef Brian Cieslak**

Farm & Bay to Table – Cooking Series



The graphic is a promotional poster for a cooking series. It features a circular logo on the left with a yellow corn cob and a red crab above the text "FARM & BAY to Table". To the right of the logo, the text "with Chef John Shields" is displayed. Below this, a small photo of Chef John Shields is shown. Further down, two paragraphs of text describe the program's focus on Maryland picnic food and the specific episode's menu. At the bottom, a red banner contains the text "PICNIC FOOD ACROSS MARYLAND" and "Thursday, July 8 7-8 pm".

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

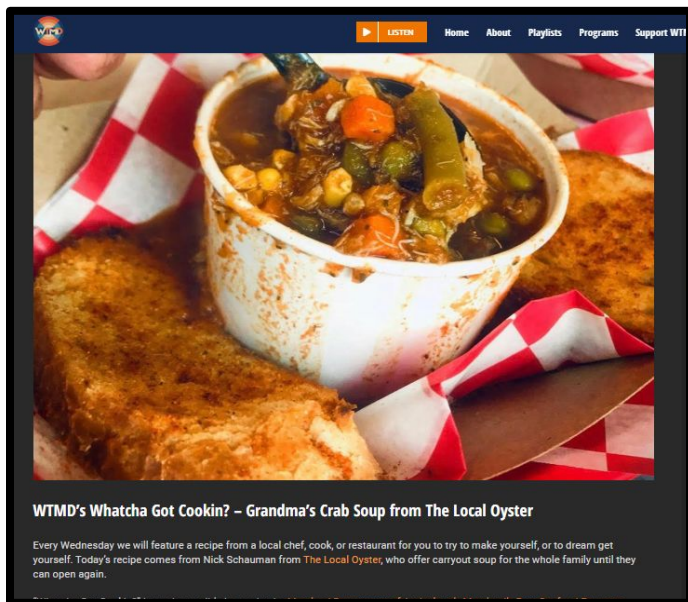
MD Seafood



Reach =
40,552

Average Reach of 10,000 Consumers Per Week!

Advertising - Radio



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

Advertising	Product	Location	Impressions
WTMD Radio	Seasonal Products	Baltimore Metro	420,000
WYPR Radio	Seasonal Products	Baltimore Metro	2,640,000
WRNR Radio	Seasonal Products	AA Co. and surrounding areas	400,000
MD Farm & Harvest - MPT	Seasonal Products	Maryland	10,800,000
FishTalk Magazine	Blue Catfish	Maryland	75,000
Social Media	Seasonal Products	Maryland	540,800
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**
- **Continue Social Media Campaigns**
- **Develop New Promo & Cooking Videos**
- **Study of Blue Catfish Name Change**

Seafood Marketing Videos

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