Gulf Seafood Marketing Coalition

YEAR THREE

The Gulf & South Atlantic Fisheries Foundation, Inc. is coordinating the Gulf Seafood Marketing Coalition through funding provided by the Gulf States Marine Fisheries Commission’s (NOAA Award NA10NMF4770481)
› 5 State Association/Processors/Wholesalers (one from each Gulf State)
› 1 Executive Chef
› 1 Retail Grocery Chain
› 1 Independent Seafood Market
› 5 State Marketing Executives (one from each Gulf State)
› 1 Restaurant
› 1 Sea Grant Representative
› 1 Charter/For Hire Boat
› 1 Tourism Official
› 1 Gulf State Marine Fisheries Commission – Ad Hoc Member
› 1 Ex Officio Member, Fisheries Disaster Recovery Program, Gulf State Marine Fisheries Commission
Goals

- To provide cohesive vision and overarching initiatives to showcase Gulf Coast Seafood.
- Become the ultimate media source for up-to-date information about the Gulf.
- Increase support and demand for Gulf Coast Seafood.

Expand market share for wild seafood from the Gulf of Mexico.
Seafoodies ate nearly half of all seafood meals eaten by the total sample.

- The first bar to the right is a breakdown of sample by group (see previous page).
- The second bar is the proportion of NUMBER OF SEAFOOD MEALS consumed in 90 days.
- The key finding: when proportioned, it emerged that seafoodies (20% of the total sample) ate nearly half (46%) of all seafood meals eaten by the total sample.
The five most important attributes (all at least 89% important): freshness, healthy, texture, tenderness and cost.

*Higher in importance among Gulf residents.

Please rate the following attributes on their importance in your choice of seafood.
With don’t know omitted, 52% rated Gulf of Mexico seafood as Excellent or Very Good-good for 5th and significantly behind Alaskan, Maine, Atlantic Northeast and Pacific.

What is your impression of the quality of the seafood from each area?
Consumer Research: Psychographics on Seafoodie

- Makes them happy!
  - Vacation
  - Romantic
  - Memories

- Healthy!
  - Good for you
  - Fits diet
  - High protein and low carb

- Will cook it at home (not a barrier)

- Delicious!
  - Variety
  - Robust flavors

- Cost not a barrier
  - Not a luxury, but a staple
  - Higher income

More likely college graduates

“Foodies”

More likely higher incomes
Who We are Engaging

Consumers

Foodservice Industry

Retail Industry Buyers

Influencers and Media
GET MORE AT EATGULFSEAFOOD.COM

FRESHEST ON THE COAST
Our Tactics

‣ Retail/Foodservice Partnerships

‣ Website/Social Media

‣ Public Relations
Retail/Foodservice Programs

GULF SEAFOOD TRACE
Your seafood has a story.
Form programs with national/regional retailers & foodservice operators to increase sales of Gulf Coast Seafood
Always delicious and exceptionally flavorful, Gulf Coast Shrimp have a distinctive taste and firm texture. Plus, they’re always grown naturally and harvested with sustainable practices.
Website/Social
Gulf Coast Seafood.

Stories from the Gulf. Amazing seafood and amazingly good times. Join us as we explore the region, sample the culture, and sit down with a cast of lively characters to discuss what makes Gulf Coast Seafood the best-tasting seafood in the world.
Video Vignettes
Talent Sampling

Martha Foose, MS
Winner of the James Beard Award for American Cooking, Martha captivates audiences with her warm personality and invitation to share not only her recipes, but the landscapes, people and traditions of the American South.

Chris Hastings, AL
Owner and executive chef of Hot & Hot Fish Club, an award-winning restaurant in Birmingham, Alabama, Hastings was twice a finalist for the James Beard Award “Best Chef in the South” award.

John Currence, MS
New Orleans native, John Currence is the owner of City Grocery in Oxford, Mississippi, as well as a contributing editor for Garden & Gun.

Tucker Fitzhugh, LA
For a fresh perspective on the Gulf Coast, we spend time with this talented painter and chef living in New Orleans, LA.

Duke Bardwell, FL
Well known, much beloved musician and Baton Rouge native, Duke has played with all the greats, most notably, Elvis Presley.

Tony Reisinger, TX
Marine biologist and Gyotaku artist, Tony is a lively personality and a big-hearted Texan deeply committed to protecting coastal habitats and ecosystems, but it is his 26 years of “fish painting” that truly demands an audience.
Recipes

Blue Crab Cakes with Tangy Butter Sauce

Blue Crab Croissant

Blue Crab Fritters

Blue Crab Imperial

Blue Crab Panini

Blue Crab Portabella
Find It

Baked, broiled, blackened, bronzed – When it comes to Gulf Coast Seafood it seems as if there are as many ways to prepare it as there are ways to find it. Whether grabbing a quick lunch, planning a dinner date or out for a special occasion, make sure the restaurant you choose serves Gulf Coast Seafood. To find our delicious seafood products in stores, ask your local grocer if they carry Gulf Coast Seafood. For the latest listing of retail stores, restaurants, and wholesalers that carry your favorite Gulf Coast Seafood, use the search below:

Search Locations by:

Select State: [Select City] or [Zip]

Category:
- [ ] Restaurant
- [ ] Retail
- [ ] Wholesale

Species:
- [ ] Crab
- [ ] Crawfish
- [ ] Finfish
- [ ] Oysters
- [ ] Shrimp

Find It

Subject to Availability

Add to the list

Help us complete our list by [adding a restaurant, retailer or wholesaler here].
Email Marketing

› Building Database
› Social Channels/Giveaways
› Highlight States & Partners
› 5 Deployments
Influential Tweets

@Brian_Robison A friend of Gulf Seafood is a friend of ours... We'll be rooting for you this year! Go Vikes!

4:53pm · 5 Sep 13 · TweetDeck

1 RETWEET

Reply to @EatGulfSeafood @Brian_Robison

Brian Robison @Brian_Robison 45d
@EatGulfSeafood thanks y'all

@Adolfo Garcia mentioned you
Adolfo Garcia @ChefAdolfo 43d
@chrishastings00 @dulynoting @EatGulfSeafood @HotnHotFishClub just what i was gonna say. But nicer. A+ job chef. Great choice of venue too.

Details

South Walton retweeted
Gulf Coast Seafood @EatGulf... 27d
Beautiful @SouthWalton sunset! We can't wait for #30aThrowdown tomorrow @Pandorasa30A! Who's coming out? #FreshFromFL pic.twitter.com/GDYd7JFzq9

Details

TEDxBirmingham retweeted
Gulf Coast Seafood @EatGulf... 50d
We met with Chef @chrishastings00 of @HotnHotFishClub to see why Gulf Seafood's flavor is superior to all others! -> youtu.be/ue7zVnZkIHi

Details
Instagram Highlights

October 2013

September 2013
Seafood Business
Print Ad

- October Insertion
- Increase in Mobile App downloads Oct. 7-20

Our "Gulf Coast Seafood Finder" mobile app gives you a competitive advantage with today's savvy customers. Make it easy for them to locate you by signing up for your free listing as a dealer of premium Gulf Coast Seafood today. Along with easy to use search options, the app also curates great tips and original recipes.
Public Relations

- New York City Media Tour
- PR & Social Media Agency Summit
- Ongoing Media Relations
- Crisis Communications
- Boston Seafood Show
- National Restaurant Association Show
NYC Media Tour

- Met with influential reporters and freelancers
  - ilovefc.com, AskMen.com, Martha Stewart Radio, Southern Living, Food Network, Bloomberg, Good Housekeeping, Redbook, Wine Enthusiast and others

- Four videos with eHow.com
Ongoing Media Relations

- FAM Tour
  - Media Target: National trade, business, consumer and broadcast
  - Tentative Agenda:
    - Seafood processor plant tour
    - Chef experience
    - Boat tour
    - Roundtable discussion
Crisis Communications

- Gulf Seafood Safety
  - FDA/Dr. Dickey interview with *Houston Chronicle* reporter regarding Gulf Seafood safety

- Vibriosis
  - Educational Fact Sheet
  - Statement for website
  - No proactive media action at this point

- Ongoing Media Monitor
  - Weekly media monitor reports
Questions

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