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Maine Seafood Marketing Initiative

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Maine Seafood Marketing Initiative

An Introduction to the Pilot Program

Presented by Nick Branchina

A Coastal Enterprises presentation for Maine Aquaculture Research,
Development and Education Summit





What is the Maine Seafood Marketing Initiative?

The Maine Seafood Marketing Initiative (MSMI) aims to **stimulate market development** by ultimately creating an organizational identity which **utilizes experts to explore target markets** and represent industry with the **intent of introducing buyers to products** while **expanding awareness within unexplored markets** for wild-catch and farmed Maine seafood.



WHY THE MSMI?



In a September 2018 unpublished report conducted by Janine Bisailon-Cary of the Montserrat Group (under contract to FocusMaine) a SWOT (Strengths, Weaknesses, Opportunities & Threats) Analysis was conducted to assess attracting new aquaculture businesses to Maine.

Nearly all stakeholders interviewed indicated that the lack of a seafood marketing group that promoted all Maine products was a “weakness” to development and growth.



WHY THE MSMI?



While the **Maine Lobster Marketing Collaborative** exists to support the national promotion of our lobster products - and many of our seafood-producing neighbors have state-funded seafood marketing programs - **Maine has no such marketing entity to help expand markets beyond this region and promote all of our seafood species and products domestically.**



Goals of the **MSMI**

Introducing
new buyers to
Maine's
seafood
products

Expanding
awareness
within
unexplored
domestic
markets for
wild and
farmed
seafood

Maintain the
vibrancy and
functionality of
our shrinking
working
waterfronts

Support
fisheries
diversity away
from a reliance
on any one
single species

Reinvigorate
interest in
promotions for
"seafood from
Maine."



Six-Month **Pilot** Program

The Pilot Project will forge institutional partnerships and focus the many economic and training resources in our state to help industry access underutilized domestic target markets outside of our immediate New England region.

Our initial work includes 4 key components:

- EXECUTE MARKET SURVEY AMONG INDUSTRY
- CREATE A MARKET DEVELOPMENT PLAN
- BUILD A BEST MARKET PROSPECTS OVERVIEW
- DEVELOP A BUSINESS MODEL FOR EARLY STAGE EXECUTION



ANTICIPATED IMPACTS

Measurably increase
sale/revenue growth
in the Maine seafood
sector

Create/maintain seafood
industry jobs in Maine

Stimulate “Outside” investment

Build National Recognition of the
quality of Maine’s seafood products



NEXT STEPS

CEI is continuing to seek funding to advance this project into a “Phase 1 & Phase 2” initiative that will build upon the Pilot Business Model and further mature the Initiative into a turn-key, functional entity.

CEI



QUESTIONS?

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Questions welcome!

CEI