



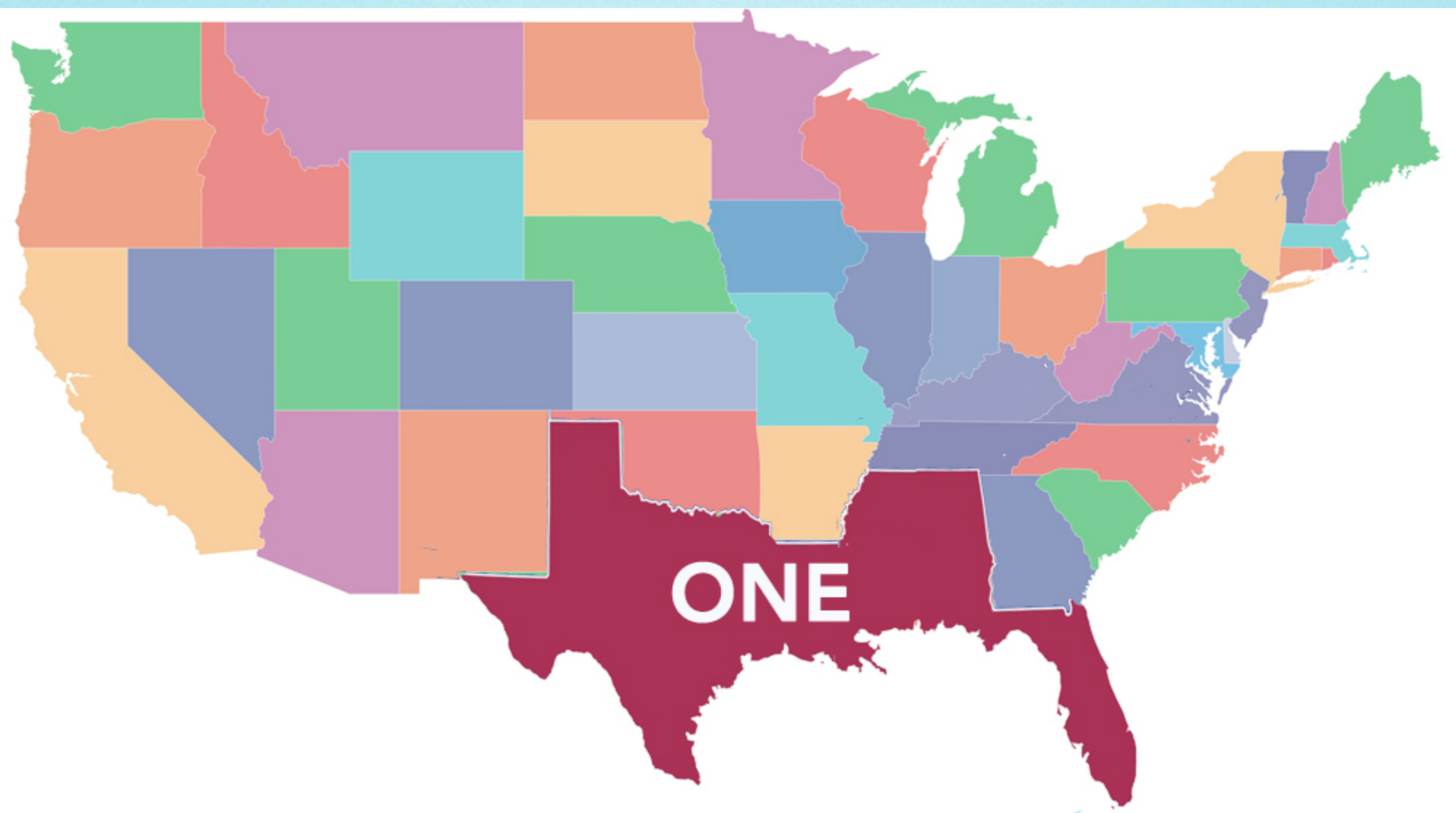
Gulf Seafood Marketing Coalition

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)



Flavor. Full.





- ▶ 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

Expand market share for wild seafood from the Gulf of Mexico.

To provide cohesive vision and overarching initiatives to showcase Gulf Coast Seafood.

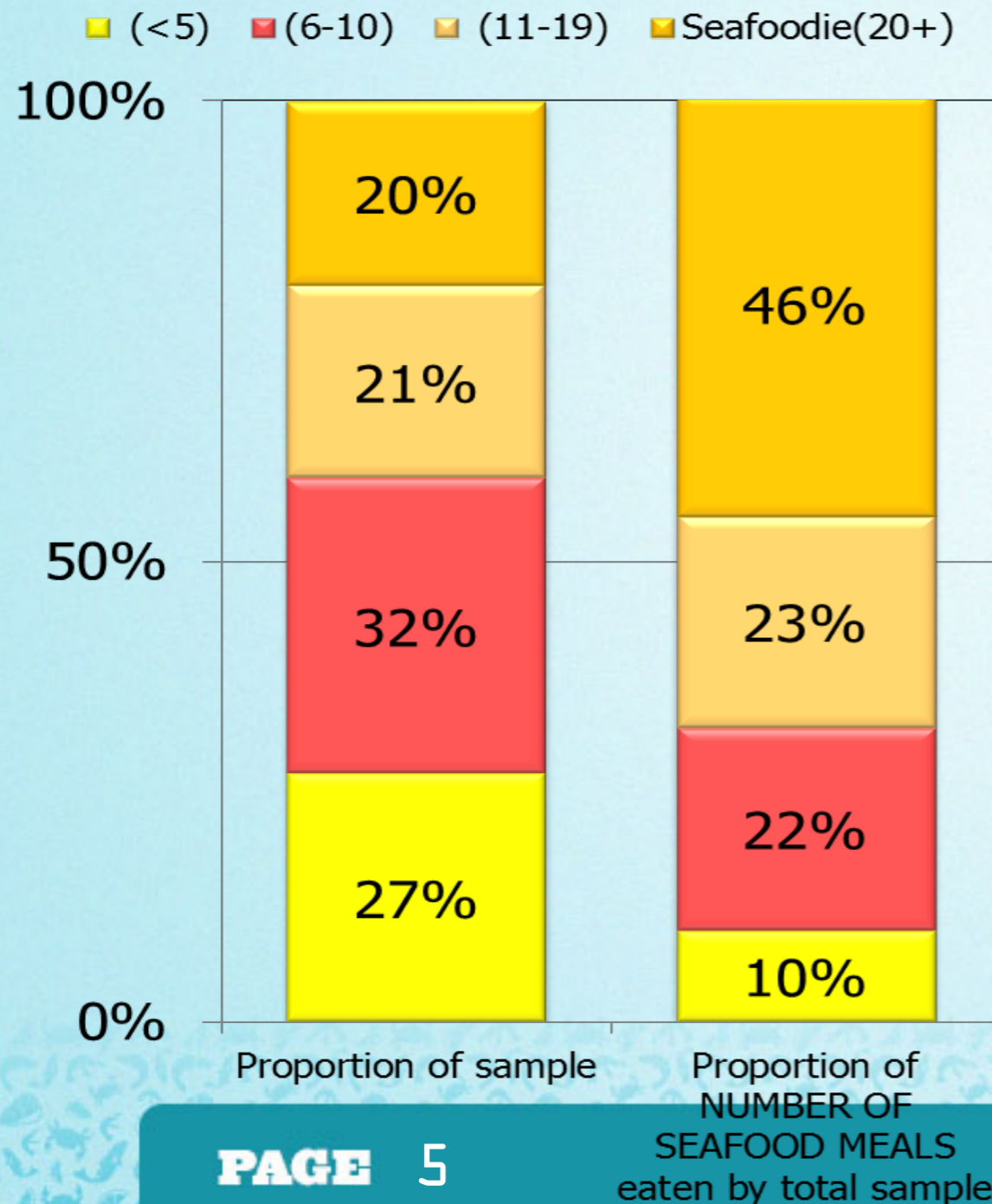
Become the ultimate media source for up-to-date information about the Gulf.

Increase support and demand for Gulf Coast Seafood.





Seafoodies ate nearly half of all seafood meals eaten by the total sample.



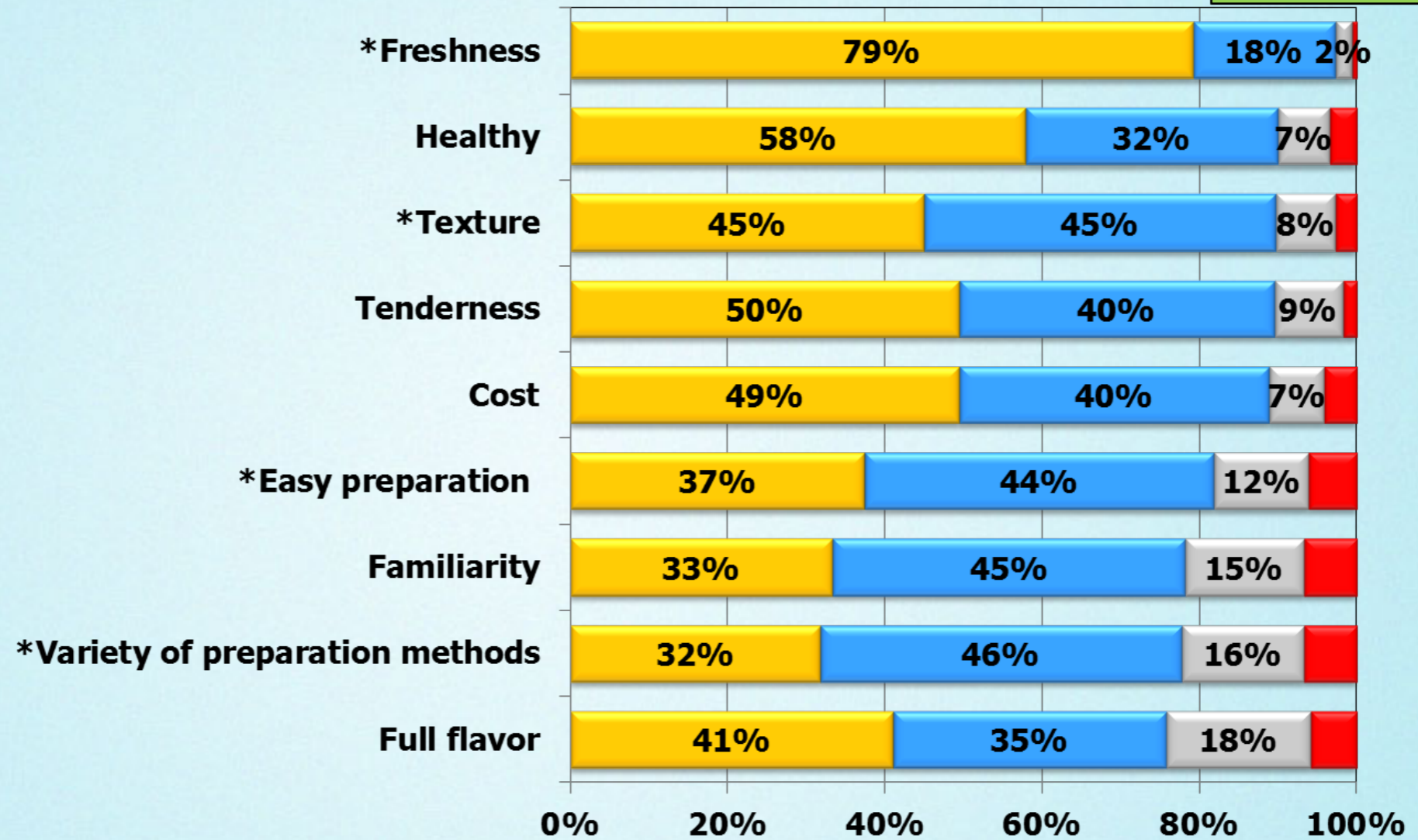
- The first bar to the right is a breakdown of sample by group (see previous page).
- The second bar is the proportion of NUMBER OF SEAFOOD MEALS consumed in 90 days
- The key finding: when proportioned, it emerged that seafoodies (20% of the total sample) ate nearly half (46%) of all seafood meals eaten by the total sample.



The five most important attributes (all at least 89% important): freshness, healthy, texture, tenderness and cost.

Very important Sw important Neither Not important

***Higher in importance among Gulf residents.**

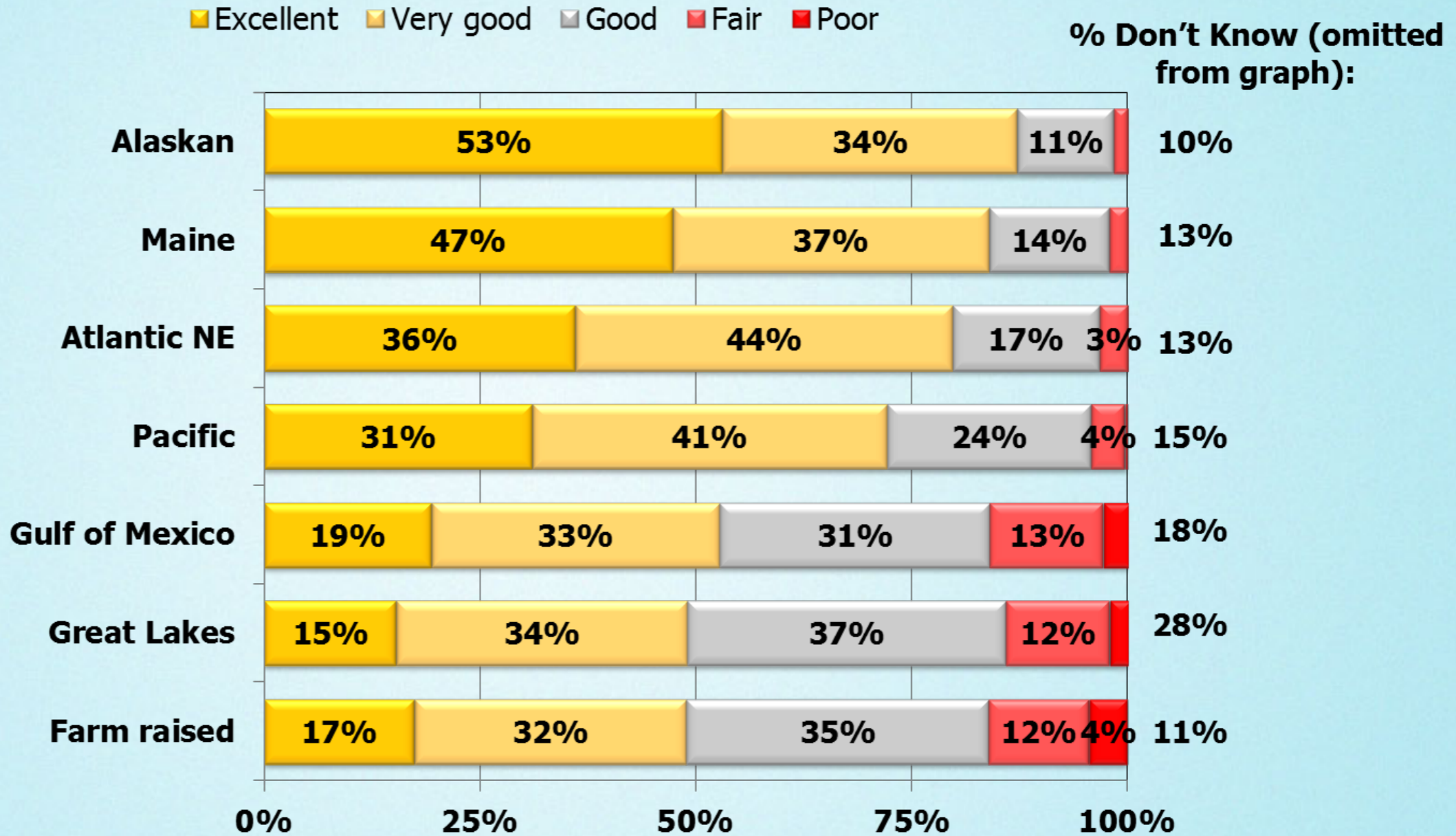


Please rate the following attributes on their importance in your choice of seafood.





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

More likely college graduates



- Will cook it at home (not a barrier)



- Delicious!
 - Variety
 - Robust flavors



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

“Foodies”

More likely higher incomes



Who We are Engaging





GET MORE AT EATGULFSEAFOOD.COM





Our Tactics

- ▶ Retail/Foodservice Partnerships
- ▶ Website/Social Media
- ▶ Public Relations





Retail/Foodservice Programs

GULF 
SEAFOOD
T R A C E

Your seafood has a story.



Form programs with national/regional retailers & foodservice operators to increase sales of Gulf Coast Seafood



LIVE LIFE TO THE FRESHEST

 **GULF COAST SEAFOOD**
eatgulfseafood.com

Product of the U.S.A. 

ALABAMA • MISSISSIPPI • TEXAS • FLORIDA • LOUISIANA

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Produced by the Gulf & South Atlantic Fisheries Foundation, Inc. with funding provided by the Gulf States Marine Fisheries Commission (NOAA Award #NA10NMF4770481)



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OUR BOATS TO YOUR PLATE

166 Marine Fisheries Commission (NOAA Award #NA10NMF4770481)

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also Marine Fisheries Commission (NOAA Award #NA10NMF4770481)

GULF COAST SEAFOOD SPECIES CHART

SPECIES	FLAVOR	TEXTURE	COOKING	SIMILAR SPECIES	SEASONS / STATES
BLUE CRAB	Mild, sweet	Delicate, tender	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Stone Crab, Spiny Lobster, Shrimp	AL, FL, LA, MS, TX, VA
BLUE CRAB, SOFT SHELL	Mild, sweet	Delicate, tender	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Stone Crab, Spiny Lobster, Shrimp	AL, FL, LA, MS, TX, VA
DRUM, BLACK	Mild, sweet	Firm flesh, tender large, moist and meaty flakes	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Grouper, Red Drum	AL, FL, LA, MS, TX, VA
DRUM, RED*	Mild, sweet	Firm, moist and flaky	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Grouper, Snapper	AL, FL, LA, MS, TX, VA
CLAM	Rich, sweet to slightly salty	Firm	Grill, roast, steam	Oyster	AL, FL, LA, MS, TX, VA
CRAWFISH	Rich and succulent	Tender, semi-firm	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	N/A	AL, FL, LA, MS, TX, VA
FLOUNDER*	Mild	Lean, delicate and flaky	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Parrotfish	AL, FL, LA, MS, TX, VA
GROUPE*	Mild, sweet	Extra lean, firm, moist and flaky	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Multi-Male (Dolphinfish), Snapper	AL, FL, LA, MS, TX, VA
KING MACKEREL*	Rich, savory	Firm, moist and flaky	Bake, broil, deep fry, poach	Mullet, Swordfish, Tuna	AL, FL, LA, MS, TX, VA
MAHI-MAHI (DOLPHINFISH)	Mild, slightly sweet	Extra lean, firm, moist and flaky	Bake, broil, boil, broil, deep fry, grill, sauté, steam	Grouper, Snapper	AL, FL, LA, MS, TX, VA
MULLET	Mild	Firm, light flake	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Mackerel, Swordfish, Tuna	AL, FL, LA, MS, TX, VA
OYSTER	Rich, with a touch of salt	Tender to firm	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Clam	AL, FL, LA, MS, TX, VA
PARROT*	Mild, sweet	Extra lean, firm, moist, small flake	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Flounder, Mahi-Mahi (Dolphinfish), Snapper	AL, FL, LA, MS, TX, VA
SHEEPSHEAD	Mild, sweet	Firm	Boil, deep fry, grill, sauté	Black Drum, Grouper, Red Drum	AL, FL, LA, MS, TX, VA
SHRIMP, BROWN	Strong, slightly salty, with a hint of natural sweetness	Firm—meat strings or meaty	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Blue Crab, Pink Shrimp, Rock Shrimp, White Shrimp, Spiny Lobster	AL, FL, LA, MS, TX, VA
SHRIMP, PINK	Mild, sweet	Firm, tender	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Blue Crab, Brown Shrimp, Rock Shrimp, White Shrimp, Spiny Lobster	AL, FL, LA, MS, TX, VA
SHRIMP, ROCK	Sweet	Firm, lobster-like	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Blue Crab, Pink Shrimp, Brown Shrimp, White Shrimp, Spiny Lobster	AL, FL, LA, MS, TX, VA
SHRIMP, WHITE	Mild, with a slightly sweet, mild flavor	Slightly more tender than other shrimp, with shells that are easier to peel	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Blue Crab, Pink Shrimp, Brown Shrimp, Rock Shrimp, Spiny Lobster	AL, FL, LA, MS, TX, VA
SNAPPER*	Delicately sweet, mild flake	Extra lean and moist, semi-firm	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Grouper, Multi-Male (Dolphinfish)	AL, FL, LA, MS, TX, VA
SNAPPER, YELLOWTAIL	Delicately sweet, mild flake	Extra lean and moist, semi-firm	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Grouper, Multi-Male (Dolphinfish)	AL, FL, LA, MS, TX, VA
SPANISH MACKEREL*	Rich, savory	Firm, moist and flaky	Bake, broil, deep fry, poach	Mullet, Swordfish, Tuna	AL, FL, LA, MS, TX, VA
SPINY LOBSTER	Rich, sweet and distinctive	Lean, firm bite, coarse	Boil, grill	Blue Crab, Stone Crab, Shrimp	AL, FL, LA, MS, TX, VA
SPOTTED SEA TROUT*	Mild, sweet	Delicate	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	Grouper, Red Snapper	AL, FL, LA, MS, TX, VA
STONE CRAB	Sweet	Firm	Pre-cooked	Blue Crab	AL, FL, LA, MS, TX, VA
SWORDFISH	Powerful, slightly sweet	Firm, meaty and moist	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	King Mackerel, Yellowfin Tuna	AL, FL, LA, MS, TX, VA
YELLOWFIN TUNA	Mild and meaty	Extra lean, very firm and moist, creating large flavorful flakes	Bake, broil, boil, broil, deep fry, grill, sauté, steam, sear	King Mackerel, Mahi-Mahi (Dolphinfish), Swordfish	AL, FL, LA, MS, TX, VA

PEAK SEASON
IN SEASON

Availability: Can be affected by weather and other conditions, as well as quota limits. All species available frozen year round. *Subject to quota closures. **Dolphinfish artwork used with permission © 2012 Jonathan Higgins. ***NOAA FishWatch.gov. Produced by the Gulf & South Atlantic Fisheries Foundation, Inc. with funding provided by the Gulf States Marine Fisheries Commission (NOAA Award #NA10NMF4770481)

 **GULF COAST SEAFOOD**
eatgulfseafood.com

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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.



Trace Your Seafood from Sea to Plate



© 2013 Gulf Coast Seafood



Website/Social





SPECIES

RECIPES

FIND IT

EXPERIENCE

NEWS

ABOUT

DOWNLOAD OUR SEAFOOD FINDER **APP**

TOP 100 SEAFOOD BLOGGER

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.

Gulf Coast Seafood - The Catch - Duke Bardwell



Mobile App.



Find Gulf Seafood.

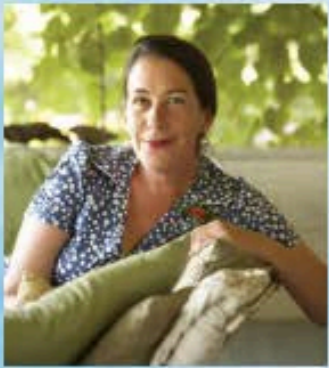


Recipe of the Week.





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

[Like](#) [Tweet](#) [Pin it](#) [Share](#)

Filter: Crab Crawfish Finfish Oysters Shrimp

All Courses

All Prep Times

All Prep Types

or Keyword search: i.e. almondine, rockefeller, gratin

Search

Blue Crab Cakes with Tangy Butter Sauce



🍴 4 ⌚ 60min 🍳 pan-cook

Blue Crab Croissant



🍴 4 ⌚ 30min 🥶 cold prep

Blue Crab Fritters



🍴 6 ⌚ 30min 🍳 fry

Blue Crab Imperial



🍴 8 ⌚ 45min 🍳 bake

Blue Crab Panini



🍴 4 ⌚ 25min 🍳 bake

Blue Crab Portabella



🍴 4 ⌚ 20min 🍳 bake



Add It **Know It**

DOWNLOAD OUR SEAFOOD FINDER **APP**

TOP 100 SEAFOOD BLOGGER

Find It

Like Tweet PinIt Share 1

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.](#)

Seasonality Chart

	October				
	AL	FL	LA	MS	TX
Crab	In Season	In Season	In Season	In Season	In Season
Crawfish		Peak Season			
Finfish	Peak Season	Peak Season	In Season	In Season	In Season
Oyster	Peak Season	Peak Season	Peak Season	Peak Season	Peak Season
Shrimp	In Season	In Season	In Season	In Season	In Season

● Peak Season ● In Season

[VIEW FULL CHART >](#)

Recipe of the Week.





Email Marketing

- ▶ Building Database
- ▶ Social Channels/Giveaways
- ▶ Highlight States & Partners
- ▶ 5 Deployments

Fresh on your Phone.
Find it fresh with the Gulf Seafood Finder.

Shrimp Celebration
Find your favorite Mississippi Restaurants promoting traceable Gulf Shrimp.

Flavor. Full. Recipes.
Dig into Blue Crab Nachos. [See the recipe](#).

The Gulf Comes to Life
Watch the second installment of "Experience the Gulf."

From dockside to fine dining, make sure the restaurant you choose serves Gulf Coast Seafood.

[Find It >](#)

Seafood Solutions.
Cooking For Solutions @ Monterey Bay
[Read about it here >](#)

Flavor. Full. Fare.
Savor Summer with Pulled BBQ Shrimp.
[See the recipe >](#)

Catch & Share
Summertime, and The Gulf is Breezy.
Share your piece with #catchgulfseafood

GULF SEAFOOD GIVEAWAY
Enter to Win!
Enter to Win 5 Pounds of Premium Alabama Blue Crab [Click here to enter >](#)

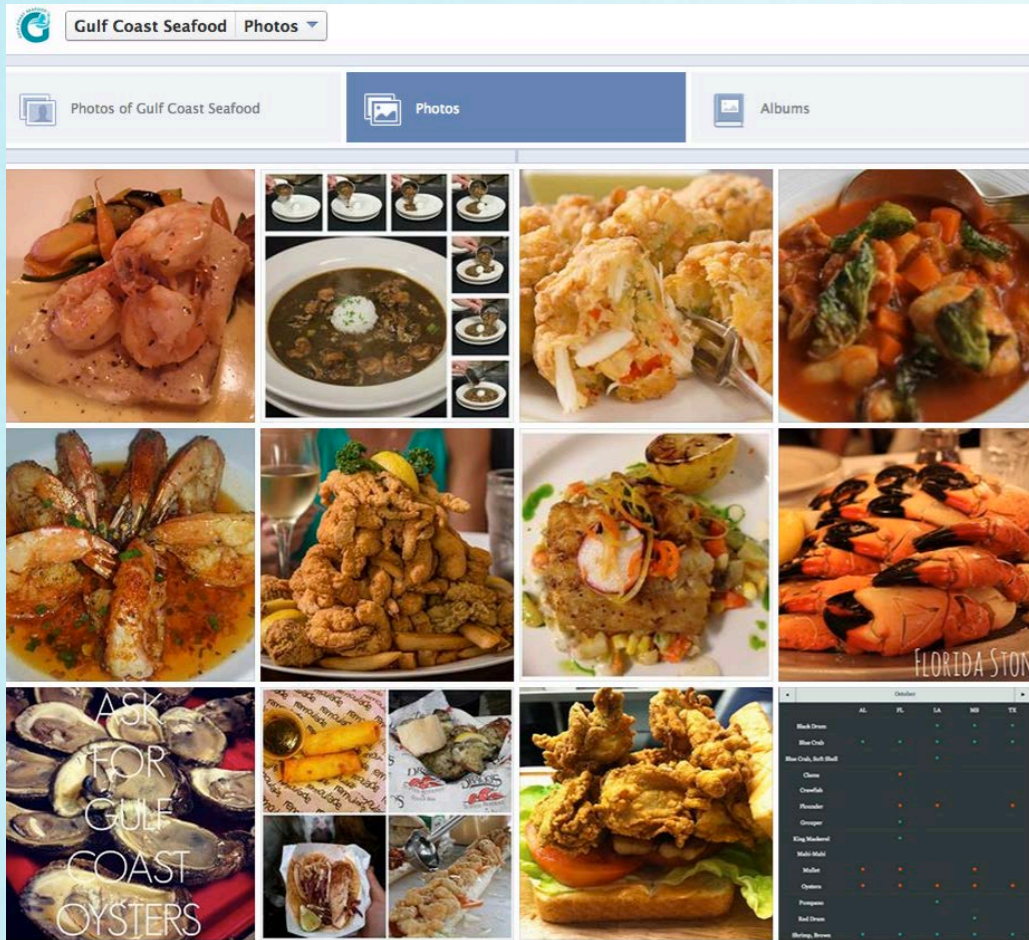
Nominate Now.
There's still time. Cast Your Vote.
[Nominate your favorite here >](#)

Virtual Road Trip

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Facebook Highlights



Gulf Coast Seafood

4,161 likes · 2,560 talking about this

✓ Liked Message

Food/Beverages
Showcasing and supporting the vibrant industry and fresh flavors of wild caught Gulf Coast Seafood. Visit us at www.eatgulfseafood.com and follow us on Twitter @eatgulfseafood.

About - Suggest an Edit



Photos



Blog Nominations



Likes





Influential Tweets

Brian Robison @Brian_Robison 50d
@EatGulfSeafood cheers
Conversation

Gulf Coast Seafood @EatGulfSeafood

@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_Ro...

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

travelinggal retweeted

Gulf Coast Seafood @EatGulf... 26d
Congrats to chef Dan of #Seagars for winning people's choice & chef David of @VSeagrove for winning ...
tmi.me/19QyTI

Details

Relish Magazine retweeted

Gulf Coast Seafood @EatGulf... 28d
Need some dinner inspiration? How about 10 "shrimptastic" recipes from @RelishMagazine! bit.ly/19rXSoR

Details

@ **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.

Conversation

South Walton retweeted

Gulf Coast Seafood @EatGulf... 27d
Beautiful @SouthWalton sunset! We can't wait for #30aThrowdown tomorrow @Pandoras30A! 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/uksVnZkIHhI



Details



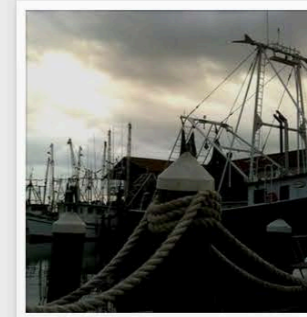
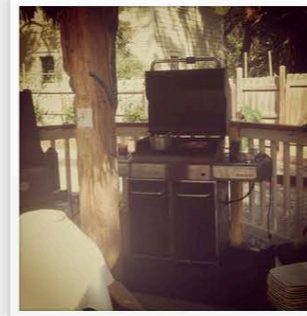


Instagram Highlights

October 2013



September 2013





Pinterest Highlights

Pinterest Molly

Gulf Coast Seafood
 Showcasing the fresh flavors and vibrant industry of wild Gulf Coast Seafood
 The Beautiful Gulf Coast · eatgulfseafood.com

Repins from:
 SouthWalton
 Mississippi Seafood
 Louisiana Life Magazine

18 Boards 522 Pins 24 Likes **Follow All** 464 Followers 177 Following

Food Finder (415 pins) **Follow**

Gulf Coast Seafood Recipes (255 pins) **Unfollow**

Beautiful Beaches (148 pins) **Unfollow**

Fish Recipes (56 pins) **Unfollow**

Festivals (25 pins) **Unfollow**

Crab Recipes (55 pins) **Follow**

Gulf Coast (42 pins) **Unfollow**

Shrimp Recipes (143 pins) **Unfollow**

Oyster Recipes (35 pins) **Unfollow**

Alabama (21 pins) **Unfollow**

Florida (31 pins) **Unfollow**

Louisiana (23 pins) **Unfollow**





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 serves up great tips and original recipes.

Learn more about our custom retail & restaurant promotions: eatgulfseafood.com/buyers

Produced by the Gulf & South Atlantic Fisheries Foundation, Inc. with funding provided by the Gulf States Marine Fisheries Commission (NOAA Award #NA10NMP4770481)





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

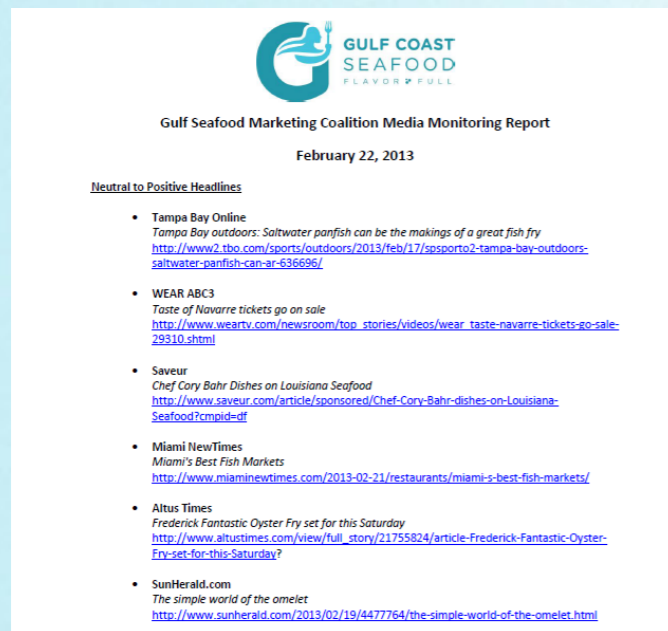
- FAM Tour
 - Media Target: National trade, business, consumer and broadcast
 - Tentative Agenda:
 - Seafood processor plant tour
 - Chef experience
 - Boat tour
 - Roundtable discussion





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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