



#### MARKETING CAMPAIGN

A multi-year campaign to raise the profile of Louisiana's commercial fishing and promote its premium seafood products made headway in FY2012.

Story on p. 2



#### SEAFOOD SUPPLY PORTALS

Commercial buyers and sellers of Louisiana seafood connect on trade web portal.

Story on p. 10



#### VIEW FROM THE HILL

Louisiana Seafood Board continues to forge strong relationships with key policymakers, educating legislators and administrators on issues that directly affect the seafood community.

Story on p. 9

## LOUISIANA SEAFOOD

# THE CURRENT



LOUISIANA SEAFOOD PROMOTION AND MARKETING BOARD

FISCAL YEAR 2012 ANNUAL REPORT

## Seafood Board Maximizes ROI With Strategic Business Partners



GCR's Dan Austin (l) works closely with Louisiana Seafood's executive director Ewell Smith and assistant executive director Kristin McLaren.

**T**ough times bring hard questions. Such was the case for the Louisiana Seafood Promotion and Marketing Board following the Deepwater Horizon event in April 2010.

At the time, the board faced two daunting challenges:

- How to restore a well-known industry brand after it suffered a major setback that drew worldwide attention.
- And how to best support the businesses within the Louisiana seafood community that lost market share as a result.

"Our immediate concern was for the safety of those who were onboard the oil platform," said Ewell Smith, the board's executive director.

"As the crisis unfolded, our state and federal agency partners immediately implemented an aggressive testing protocol to reassure customers that our seafood was safe, and our staff worked to manage consumer perception and the adverse impacts on the markets and fishermen we represent."

#### Understanding the Challenges

Soon after the event began, BP provided the Louisiana Seafood Board \$2 million to aid in crisis communications and to study the effect of the oil spill on consumer perceptions of Louisiana seafood products.

The board found a high level of concern regarding seafood safety, ranging from 88 percent in early weeks to 91 percent in July of that year. They found a similar pattern portrayed in the escalation of media reports surrounding the use of chemical dispersants in clean-up efforts.

According to the National Oceanic and Atmospheric Administration (NOAA), Louisiana commercial fisheries showed a 35 percent decrease in total pounds of seafood landings in 2010, compared to the previous year. That resulted in a direct loss of more than \$55 million.

Rebuilding the Louisiana seafood brand and its industry segments became top priority for the board. "We are a promotion and marketing agency, with a commitment and allegiance to Louisiana's commercial fishing community," said Smith. "Whether it's working to reassure consumers, open new markets or support existing markets, everything we do is with the fishermen in mind."

The board represents commercial saltwater and freshwater fishermen, shrimpers, oyster farmers/harvesters, and alligator, crab and crawfish industries – as well as seafood processors, wholesalers, retailers and restaurateurs.

#### Ensuring Best ROI

Based on initial findings, the board made a strong case to BP for additional funds and was awarded \$30 million that fall, with the first disbursement received in

#### WORKING FOR CONSTITUENTS

## Moving at the Speed of Seafood in Support of the Business Cycle



Johnny Dupre prepares to deliver fresh shrimp to the public off the docks at Delcambre.

**P**erhaps, the Louisiana Seafood Promotion and Marketing Board is misnamed.

Because beyond the important work of promoting and marketing, it does much more for the seafood community – especially the heavy lifting that makes things happen.

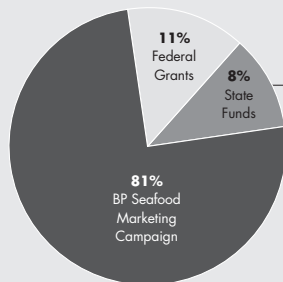
In fact, the board acts as an advocate for commercial fishermen – hearing concerns, making their case and creating a well-recognized public face.

This organization represents the diverse and dynamic interests of Louisiana's \$2.4 billion seafood industry, the equivalent of a FORTUNE 1000 company.

In one way or another, the business of seafood provides jobs for one out of 70 in the state – jobs from the waterfront to storefronts and many places in-between.

See **LA SEAFOOD BOARD** page 15

See **SPEED OF SEAFOOD** page 4



**T**he Louisiana Seafood Board represents 12,000+ fishermen, while supporting \$1.8 billion of retail sales annually to consumers. It helps commercial fishing promote products, develop markets and maximize its economic viability and sustainability. The board's operating budget is derived from license sales to Louisiana commercial fishermen and seafood wholesalers and retailers, as well as state and federal grants. This chart shows funding sources for fiscal year 2013.

## FY 2013 State Revenue by Source



#### General Fund 46.7%

\$5 from sale of commercial fishing, wholesale/retail dealer and transport licenses, interest



#### Shrimp 14.6%

Annual fee of \$10 for residents and \$40 for nonresidents for any commercial fisherman who purchases any gear for the taking of shrimp



#### Crab 7.4%

Annual fee of \$5 for residents and \$20 for nonresidents for any commercial fisherman who purchases a crab trap gear license, plus \$90 of \$100 Wholesale and Retail out-of-state crab shipping license



#### Oyster 24.1%

\$0.05 fee per oyster tag



#### Alligator 7.3%

A portion of the alligator tag fees, shipping label fees, severance tax on skins and alligator hunting license fees as determined by the Louisiana Department of Wildlife and Fisheries

## Louisiana Seafood Wired

### Connecting with Consumers Online

**B**y its nature, the web engages consumers 24/7. You could even say that consumers are consumed by it.

Given that, Louisiana Seafood wants to be there for them. Its websites always are being updated to better connect with key audiences, continuing the dialogue with them – click by click, around the clock.

Driven by monthly analytics and reporting, enhancements are performed on LouisianaSeafood.com,

LouisianaSeafoodNews.com, LouisianaSeafoodforLife.com and LouisianaSeafoodCookoff.com.

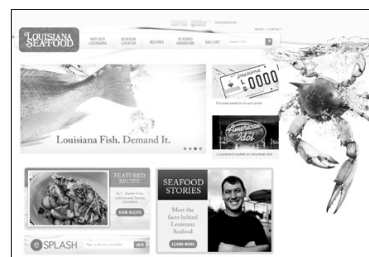
New functionality and updates are added all across the sites. They include featured promotions, sponsorship applications, recipe entries and sharing, and content updates.

Careful tracking through Google Analytics is maintained to evaluate online performance every month – including unique visits, total visits, page views and average time spent on a site.

Since re-activating LouisianaSeafoodNews.com, the site has told the stories of the Louisiana seafood community to a worldwide audience.

On average, tens of thousands of consumers click on one of Louisiana Seafood's websites each month. They spend nearly two minutes online and visit more than 32,000 web pages each month. Numbers on all sites

are strong, attracting both new and returning visitors who crave that unique Louisiana seafood experience.



# General Seafood

CAPITALIZING ON NEW OPPORTUNITIES – NEAR AND FAR

### DIRECTLY IMPACTING THE SEAFOOD SUPPLY CHAIN

## Seafood Marketing Campaign Makes Headway in FY 2012

**T**he Louisiana Seafood Board has spent nearly \$7 million in BP funds so far on a multi-year marketing campaign to raise the profile of its commercial fishing community and promote its premium products.

Fiscal year 2012 spending launched supply-chain services for fishermen, expanded Louisiana seafood's brand into new markets, and engaged hundreds of thousands of consumers in person, print and online.

Expenditures of \$6.9 million represent a little less than half of \$15 million that BP funded for the board's marketing campaign. This campaign is intended to help seafood markets and supporting industries overcome the negative effects of the 2010 Deepwater Horizon oil spill.

### Funding Mechanism

To ensure complete fiscal responsibility and accountability, the Louisiana Wildlife and Fisheries Foundation acts as custodian of all BP funds granted to the Louisiana Seafood Board for its marketing efforts.

BP provides funding to the Louisiana Seafood Board on a reimbursable basis. The board invoices BP for reimbursement on expenditures covered under the agreement. To date, BP has released to the state \$15 million of its \$30 million commitment.

The Louisiana Seafood Board has engaged GCR & Associates, Inc. to oversee BP funding, including the majority of the approved board expenditures to third-party suppliers and agencies. Upon completion of a project, the board is billed and the invoice follows the state approval process before going to the foundation for payment.

Quarterly reports are submitted to BP accounting for all activity and funds disbursed during the period for various campaigns.

The Louisiana Seafood Board, therefore, does not have any BP funds at its disposal until it is obligated to pay board-approved expenditures.

### Ensuring Due Diligence

Kristin McLaren, the board's assistant executive director, understands the need for due diligence. She said the procurement process – even when involving BP funds – must adhere to Louisiana state laws, and can take months to accomplish.

"To comply with state rules and regulations, often times the staff must work through a myriad of processes before spending the funds, which can result in delays," said McLaren. "These processes, while cumbersome, are necessary to ensure proper oversight of spending."

The Louisiana Seafood Board recognizes its duty as a public entity to maintain transparency.

Capitalizing on technology, the board's records are readily accessible to the public without having to leave home. In addition to publishing an annual report, all campaign documentation can be accessed online at <http://GCRdata.com/lspmb>.

### \$30 Million Committed

In all, BP has committed \$30 million in total funds for the entire campaign, which will be spent over several years.

Of the \$15 million funded to date by BP, as of June 30 this year a cash balance of approximately \$8 million is being held in an account at the Louisiana Wildlife and Fisheries Foundation. That money carries over to fiscal year 2013 for the Louisiana Seafood Board, McLaren said.

The breakdown of BP funds spent through the end of fiscal year 2012 (June 30), including all committed dollars for current projects, is as follows:

- 13 percent for GCR, acting as the campaign's fiscal manager.
- 51 percent for The Food Group, running the trade and industry-related marketing campaign.
- 33 percent for Graham Group, handling the consumer-related campaign.
- 3 percent for professional services.

## BP Funds Spent

### As of June 30, 2012 (end of fiscal year):

BP has paid \$15 million of its \$30 million commitment.

GCR & Associates, Inc. has been paid \$800,013.13 to conduct research and perform as the campaign's fiscal agent.

Graham Group has been paid \$2,015,140.81 for a consumer-related marketing campaign.

The Food Group has been paid \$2,861,395.51 for a trade and industry-related marketing campaign.

### Accumulated expenses related to the overall Seafood Marketing Campaign are \$2,914,568.21.

\$6,901,428.72 was spent.

\$8,098,571.28 is the cash balance of BP funds in the spending account.

Those funds carry over to fiscal year 2013.

There is an additional \$15 million that BP has not funded yet – and will be subject to reimbursement of all approved expenditures.

## BP Funding Schedule

<b>May 24, 2011</b>	BP funded \$1 million
<b>June 10, 2011</b>	BP funded \$4 million
<b>February 1, 2012</b>	BP funded \$5 million
<b>June 1, 2012</b>	BP funded \$5 million
<b>December 1, 2012</b>	BP is scheduled to fund \$5 million
<b>March 1, 2013</b>	BP is scheduled to fund \$5 million
<b>July 1, 2013</b>	BP is scheduled to fund \$5 million

"These percentages illustrate the emphasis of the campaign is on trade-related programming, which directly

impacts the seafood supply chain," said McLaren.



# The Science of Seafood Marketing

## By-the-Numbers Approach to Build Consumer Confidence



**S**urveying about 1,000 seafood consumers from every region of the nation – from Boston to San Francisco and Minneapolis to the Florida Keys – the Louisiana Seafood Board has turned marketing into a science by annually measuring end-user responses.

Consumer opinion factors heavily into the board's ongoing actions to position and promote Louisiana seafood as a premium brand worldwide.

The board commissioned three surveys in response to the 2010 Deepwater Horizon oil spill to determine its impact on consumers' attitudes and behaviors. Results from these studies now serve as the foundation of the \$15 million Seafood Marketing Campaign.

BP provided funding of \$2 million to implement a series of studies to track consumer perception. All the surveys were conducted by Louisiana State University, with the first being done

in December 2010. A second study followed in April 2011 and a third in March 2012.

Findings show that concern regarding seafood remains elevated. In 2010, 80 percent of consumers expressed concern about the effects of the oil spill and dispersants. In early 2012, 76 percent still had concerns, showing a drop of a mere 4 percentage points.

### Effect on Consumption

In 2012, 29 percent of national consumers indicated they changed their seafood consumption as a result of the oil spill and concern about its potential effect on seafood safety. This latest number is up from 2010 (23.4 percent) and 2011 (23.1 percent).

Of consumers who changed their seafood consumption, 22 percent shifted away from either all Gulf seafood or certain types of Gulf seafood completely. These consumers say they are more likely to switch to other sources – such as Alaska, the Atlantic or Pacific Ocean, freshwater species or imported seafood.

Consumers also have changed their seafood consumption habits, with 90 percent saying it is critical to see the product to determine freshness before buying it.

### Message Testing

Approximately half of the seafood consumers surveyed indicate they got

their news on the oil spill from television. Online information, however, has been responsible for a majority of those who have changed their seafood consumption behavior.

The board's surveying tested a variety of seafood messages to determine how they would best be received by the general public.

Results show the most important message for consumers after an event such as the oil spill is: "Fishing waters are only opened to fishing after the seafood from that area is tested and deemed safe."

### Action Plan

Tracking consumer perceptions, the board has concentrated its efforts to promote Louisiana seafood in major metropolitan markets across the nation.

Graham Group, the advertising agency hired to promote Louisiana seafood to consumers, based the "Demand It" campaign on these findings.

Consumers were targeted through television and online campaigns to ask for Louisiana seafood. The ads, highlighting the fishermen and harvesters of seafood, targeted consumers to change their consumption behavior, while enticing restaurants and retail stores into making it readily available.

Elevating the profile of Louisiana seafood products is in the hands of The Food Group, the agency charged with

promoting the state's seafood through the supply chain.

Seafood buyers and chefs are exposed to messaging that positions Louisiana seafood as a premium product – and, as consumers "Demand It" – they are equipped with access to the product itself.

### Certified Louisiana Seafood

Studies show the origin of seafood is important to buyers, chefs and consumers. A strong preference has been shown by all groups to know where shellfish is harvested and finfish is landed.

Of the consumers changing their seafood consumption, 76 percent want to know where the product was caught. Of those who have not changed consumption habits, 57 percent want to know where the product was caught.

The Louisiana Seafood Board, working closely with the Louisiana Department of Wildlife and Fisheries, listened to the concerns of seafood buyers – and acted on their behalf and the state's commercial fishing community.

The new Louisiana Certified Seafood Program is a multi-agency, origin-based certification program aimed at establishing a unified brand to attract consumers, foodservice and seafood distribution buyers. It gives consumers the confidence to know the seafood they are eating was "caught, landed and processed" in Louisiana.



## LA Seafood's Layup For Success with New Orleans Hornets

**H**ow do you dunk more than 22,000 pounds of seafood in a small net? A basketball net, that is.

You put pounds – or points, rather – on the board through Louisiana Seafood's sponsorship of the New Orleans Hornets.

Louisiana Seafood moved well up and down the court, promoting premium-quality and great-tasting seafood to fans in state – as well as in cities cross-country, where the team traveled for away games.

The sponsorship included courtside digital signage, on-court promotions, in-game radio and signage throughout the entire New Orleans arena. There even

was a Louisiana Seafood Market concession stand, funded by a grant from the Louisiana Department of Wildlife and Fisheries, that offered attendees a true taste of the state's seafood.

Was the sponsorship worth it? Ask the tens of thousands of fans who filled the New Orleans arena and enjoyed net action on the floor and from the seafood concession stand.

In all, sponsorship netted a 3-to-1 return on investment. It was the only professional sports venue in the nation to exclusively serve domestic Gulf seafood.

The sponsorship resulted in an additional 22,685 pounds of Louisiana seafood being sold to hungry fans compared to the previous year. That's good for the fishermen, processors, wholesalers, and of course, the fans.

Louisiana seafood scored big with the Hornets, especially in the hearts and stomachs of their fans.

## Meet the Staff Behind Seafood

### Louisiana Seafood Promotion and Marketing Board

#### Ewell Smith



For the past 12 years as executive director, Ewell Smith has led market development, promotional activities and educational outreach for all of Louisiana's seafood products.

He serves as a legislative liaison among industry, state and federal officials, acting as a spokesperson for the industry. Smith manages the board's annual budget and strategic marketing plan.

He also serves as producer of the Great American Seafood Cook-Off, which began in 2004 and airs nationally on Food Network and PBS.

Smith holds a Master's Degree in Business Administration from the University of New Orleans and a Bachelor's Degree in Science from Louisiana State University.

#### Kristin McLaren



Kristin McLaren serves as the Seafood Board's assistant executive director, handling federal funding and governmental compliance. She joined the organization in 2011, first working as special projects director before assuming her current leadership role.

McLaren's primary focus is organizational operations in support of the executive director. Her responsibilities include: preparation of the board's annual budget, administration of federal grants, and the board's compliance with state and federal laws.

She holds a Bachelor's Degree in Journalism from Tulane University and is a member of the Louisiana State University AgCenter's Leadership and Development class.

#### Ashley Roth



As communications manager, Ashley Roth has directed the organization's public relations and communications through a series of high-profile events – some of which made headlines around the world.

Joining the board in 2008, Roth was recognized three years later by *PR News* as one of the "Nation's Top 15 PR People to Watch."

She holds a Bachelor's Degree in Journalism from the University of Southern Mississippi.

#### Krystal Cox



As administrative assistant, Krystal Cox began her Louisiana Seafood work in 2011. Her work includes: handling accounts receivable and payable, travel coordination, and other administrative affairs for the promotion and marketing board.

Cox holds a Bachelor's Degree in Journalism from Southeastern Louisiana University, where she is pursuing a Master of Arts Degree in History.

In 1984, the State of Louisiana created the Louisiana Seafood Promotion and Marketing Board to support Louisiana's world-class commercial fisheries industry and respond to changes in the marketplace and in the environment.



## GENERAL SEAFOOD

## MOVING AT THE SPEED OF SEAFOOD

Continued from page 1

The board works to benefit all constituents throughout the seafood business cycle, which involves:

- Partnering with officials to ensure safe, productive habitats for fresh and saltwater wildlife.
- Cultivating and harvesting a wide variety of products, including finfish, shrimp, oysters, crabs, crawfish and alligators.
- Processing and distributing the Louisiana seafood brand throughout the state, across the country and around the world.
- Increasing sales of products to wholesalers, small businesses, restaurants and seafood lovers alike.

Month in and month out, the board goes to where the business of seafood gets done – from the marshlands to the bays to the docks ... and from local parishes to the state house to Washington, D.C.

And at the end of the day, the Louisiana Seafood Board becomes a voice for shared concerns and common interests, working through problems and maximizing the economic viability of this diverse industry.

"We are committed to not only developing new areas for Louisiana seafood, but elevating business in current markets as well. And, there's plenty to go around," said Ewell Smith, the board's executive director.

"Our calling card is Louisiana's cuisine, culture and heritage. With that in hand, we are dedicated to protecting Louisiana's wildlife and fisheries, supporting those whose livelihoods depend on seafood – and, of course, promoting the growth of a commercial seafood community that's an economic engine for this state."



Vui Nguyen, of Vui Nguyen's Gulf South, Inc. at Intracoastal City – located about 30 miles southeast of Delcambre.

## ON THE OPEN ROAD

## Promoting Louisiana Seafood Nationwide at Special Events



**H**itting the highways for Louisiana Seafood, a fleet of 53-foot-long, refrigerated and branded trailers now travel regularly scheduled routes through large populated U.S. markets – wrapped with Louisiana Seafood messages, promoting all species.

In addition, Louisiana Seafood partnered with Drago's Seafood to bring the message of Louisiana seafood to special events in an exciting tie-in. Colorful creative execution and coordination of brand-building signage and advertising were placed on Drago's trucks, as well

as on 10 18-wheelers that hit the road across the country at various events, promoting Louisiana seafood.

At the Memphis sampling event held in conjunction with the Hornets vs. Grizzlies NBA game, the fleet was on the ground – providing Louisiana seafood samples to more than 1,000 fans.

Louisiana Seafood and Louisiana Office of Tourism partnered on this event at the FedExForum to bring the exciting message of Louisiana seafood to Tennessee.



## Stay Informed With a Splash In Your Inbox

**E**SPLASH, Louisiana Seafood's consumer e-mail newsletter, has been redesigned to promote the state's diverse seafood community.

The existing Louisiana Seafood consumer/stakeholder database was used for the initial eSPLASH. After the first monthly e-mail was sent, the database was scrubbed – based on opt-in/out permissions – and new opt-ins added to the list. This operation continues after each eSPLASH.

It currently has more than 10,000 opt-in subscribers.

## The e-mail engages consumers by:

- Raising awareness of various promotions and giveaways.
- Providing Louisiana seafood recipes and healthy tips.
- Highlighting important news and stories about the industry.

Visit [www.louisianaseafood.com](http://www.louisianaseafood.com) to sign up for the monthly newsletter – eSPLASH.

# Culinary Competitions Bring Out The Best

Great American Seafood and Louisiana Seafood Cook-Offs

**F**or the first time in its nine-year history, a chef outside of the Gulf Coast region won the annual Great American Seafood Cook-Off, sponsored by the National Oceanic and Atmospheric Administration (NOAA) and hosted by Louisiana Seafood.

Chef Gregory Gourdet from Departure Restaurant in Portland, Oregon, impressed a discriminating panel of judges. The Oregon chef's winning entry was a dish of slow-cooked Oregon Chinook salmon – with butter clams, bacon dashi, pickled porcini, roasted heirloom tomatoes and crisped sea greens.

Louisiana's own Seafood King and Queen, Chef Keith and Chef Nealy Frenz of Lola in Covington, took second prize – with a dish of Louisiana black drum, Gulf shrimp, braised collards, pickled black-eyed peas and Steen's cane vinaigrette.

Third place went to Chef Jack Gilmore of Jack Allen's Kitchen in Austin, Texas.

"This year, we had more chefs participate than ever before, raising the competition to a whole new level," said Ewell Smith, the Cook-Off's executive producer and Louisiana Seafood Board's executive director.

"Chef Gourdet secured an extraordinary win, and we're proud to have him join previous winners in serving as an ambassador for domestic and sustainable seafood."

Judges of the 2012 competition were: Chef Jean Joho of Everest and Paris Club in Chicago, Brasserie Jo in Boston and Eiffel Tower in Las Vegas; Chef Johnny Nunn, executive chef of Bras-

serie Montmartre in Portland, Oregon; Liz Grossman, managing editor of *Plate* magazine; Ron Ruggless, bureau chief at *Nation's Restaurant News*; Vicki Wellington, vice president and publisher of *Food Network Magazine*; and Sam Rauch, assistant administrator for Fisheries at NOAA.

Competition was fierce, with the highest number of chef entries in history. More than 20 chefs applied to participate for the 16 spots. Chefs convened in New Orleans from all across the country to compete with domestic, sustainable seafood from their home states.

The cook-off annually brings tourists from around the U.S. to New Orleans, as well as an increased exposure for the taste of wild-caught Louisiana seafood. It was covered by local, national and trade press, and filmed by Louisiana Public Broadcasting to be aired on PBS in the spring of 2013.

"Whether win, lose or place, the Great American Seafood Cook-off showcases Louisiana hospitality and its world-class seafood to a national audience," said Smith.

Husband-and-wife team, Chef Keith and Chef Nealy Frenz of Lola, earlier won the rights to compete in Great American Seafood Cook-Off by winning the 5th Annual Louisiana Seafood Cook-Off, held at the New Orleans Wine and Food Experience.

The Louisiana contest featured 10 chefs from across the state. The King and Queen of Louisiana Seafood impressed the judges the most with their TABASCO®-spiced Friday Lunch



Ewell Smith, Louisiana Seafood Board's executive producer, presents the first-place trophy to Chef Gregory Gourdet of Departure Restaurant in Portland, Oregon.

Special – a cornmeal-dusted wild Des Allemands catfish, Camellia red bean and local crawfish succotash, braised collards, and house-made tartar sauce.

The Lighter Side of Seafood was the theme for the Great American Seafood Cook-Off: 4-H Edition 2012.

The event was held the following day and featured high school 4-H teams from South Carolina, Arkansas, Mississippi, Oklahoma and Louisiana that competed with plated dishes, timed bouts of cooking and serious judging.

Louisiana Department of Agriculture's

Commissioner Mike Strain gave the closing remarks. Judges included Katy Coba, director of Oregon Department of Agriculture; Stephen Barr, founder and chairman of Osborn Barr; David Epstein, principal with J.H. Chapman Group, LLC; and Jennifer Sirangelo, executive vice president, 4-H Council.

The winners were a 4-H team from Louisiana's Pointe Coupee Parish: Katie LaCour, Annie Gosserand, Natalie Hardy and Grant Jourdan – with the winning dish, a Louisiana seafood appetizer medley.

## CREATING A GREATER INDUSTRY VOICE

# Louisiana Seafood Launches Newsroom To Inform Stakeholders



**D**uring the final phases of drilling the exploratory well at Macondo, a geyser of seawater erupted from the Deepwater Horizon drilling oil rig a little before 10 p.m. on April 20, 2010.

With the first news of the disaster in the Gulf of Mexico, Ewell Smith, executive director of the Louisiana Seafood Promotion and Marketing Board, knew his industry had a potential problem.

When the oil rig sank into the Gulf waters, he realized they had a full-blown crisis on their hands.

"We needed to inform the public about the safety of our seafood, as well as the potential dangers the spill could have on the Louisiana seafood industry," said Smith.

The Louisiana Seafood Board received numerous inquiries from PR firms and communications agencies, all offering to help.

One stood out from the rest: The initiation of an online newsroom that would enable the seafood industry to tell the story from its own unique perspective

– reaching many audiences. With that thought, LouisianaSeafoodNews.com was launched.

Fast-forward two years and four months later. Hurricane Isaac swept around the southern tip of Florida on a collision course with the Louisiana coast. Smith realized his industry, which had started recovering, once again could be in harm's way.

Louisiana Seafood News, which proved valuable during the oil spill, was in need of a fresh look and new energy. "Our crisis communications team felt that Isaac posed a big enough threat to the industry to re-activate the site," Smith said.

Working with Newsroom Ink, Smith quickly got the new Louisiana Seafood News running at full speed. As the storm slowed to a crawl just hours offshore, the newsroom posted its first story.

With Isaac pounding New Orleans and eastern Louisiana, the newsroom continued its coverage about the fishermen, processors, restaurant owners and other businesses impacted by it.

During the oil spill, Smith said the newsroom became a valuable source for reporters and people inside – as well as outside – the seafood industry.

He now sees its greater potential as a dynamic communications platform and business tool to lay out Louisiana Seafood's strategic agenda, which includes:

- Ensuring public confidence by fostering better cooperation among different groups and agencies. This way, constituents know Louisiana Seafood, industry leaders and officials are working together to help them survive, whatever the crisis.

And, consumers know everything that's being done to ensure Louisiana seafood is available and safe.

- Forming strategic partnerships by collaborating with organizations such as the National Oceanic and Atmospheric Administration (NOAA), Louisiana Restaurant Association, Louisiana Department of Culture and Recreation, and the Louisiana Department of Wildlife and Fisheries.
- Promoting Louisiana seafood as a recognized and valued brand worldwide. Louisiana Seafood continues to explore with fishermen, processors and restaurant owners innovative ways to put a distinct mark on the seafood produced here.

Newsroom stories follow the seafood business cycle – from protecting habitats, to harvesting fish, crabs, shrimp, oysters, crawfish and alligators ... to processing the products and finally, marketing and selling them to markets in Louisiana, nationally and worldwide.

The newsroom staff sends updates to local and national media when original stories post, as well as regularly informs members of Louisiana's legislature and representatives on Capitol Hill of important articles.

By creating valid news stories, "we fill the vacuum so the media does not continue to rehash the same story over and over again," said Smith. "It allows us to get the stories out that we need told."

"The newsroom is a forum to address business and industry issues, highlight our expertise and tell our stories. It gives us a greater voice and a place to be heard – loud and clear."

## GENERAL SEAFOOD

## License to Love Louisiana Seafood

**B**rand-building efforts to grow support and loyalty for Louisiana seafood take to the open road.

A prestige license plate, touting "I Love Louisiana Seafood," was created for residents – thanks to State Representative Simone Champagne, who introduced the bill for Governor Bobby Jindal's approval.

Act 97 of the 2011 Louisiana Legislature passed with no opposition.

Artwork for the license plate was developed and supplied to the Department of Motor Vehicles for production. Based on the approved Louisiana Seafood prestige design, an outdoor billboard promotion was launched to generate awareness about the new plates.

"Put Your Passion on Your Plate" is the call to action on the outdoor posting along the LaPlace/Gonzales I-10 corridor. The billboard results in more than 500,000 impressions each month from passing motorists.



To order your plate, please:

1. Go to [www.ExpressLane.org](http://www.ExpressLane.org)
2. Click on Vehicle Services and select Special Plates.
3. Enter your current license plate number.
4. Click on Special Interest and scroll through the list. Click on Louisiana Seafood.
5. Next, click on Ordering Details and follow the instructions on the form.
6. You will need to print out the form and remit payment as noted. (No online submission.)

Be sure to enclose a copy of your vehicle registration and proof of insurance.

### CRISIS COMMUNICATIONS AND PREPAREDNESS

## In and Out of Harm's Way

Seafood Board Turns Mayhem Into Expertise to Benefit Many



The head of a six-foot alligator sits on the desk during a meeting between the Seafood Board and Japanese business and economic leaders from the east coast of Japan, which was decimated by an earthquake and resulting tsunami.

**L**arge-scale crisis communications. High-profile issues management. Post-disaster rebranding.

The Louisiana Seafood Board never set out to acquire such hard-won expertise. But in recent years, the board sure has earned it. Crisis after crisis – delivered by the hand of God and man alike.

Hurricanes Katrina, Rita, Gustav,

Ike, Isaac and the Deepwater Horizon spill compelled the board to expand its mission and scope – making it an even stronger advocate for the Louisiana seafood community.

The board, like the 12,000+ commercial fishermen it represents, knows how to dig out and move on – time and time again – after surviving seemingly impos-

sible odds. That kind of moxie gets you a go-to reputation all around the world.

Its expertise on crisis communications is sought out by dozens of government officials, industry leaders, business people – and on occasion, even royalty. Sometimes, they travel thousands of miles to Louisiana Seafood's offices on Lake Pontchartrain to learn firsthand.

### Post-Tsunami Japan

For instance, take Akio Ono, president of Ono Foods Co., Ltd. In 2011, his seafood plant in Kamaishi City sustained heavy damage from a tsunami caused by one of the most powerful earthquakes to hit Japan.

With other Japanese leaders, Ono visited America to provide post-tsunami updates to U.S. agencies, and learn how similar disasters were handled here. As part of an effort to revitalize the seafood industry and spur economic development of Kamaishi City, they came to Louisiana to get the board's insight.

Before Katrina, market development and product promotion were the board's two main missions. Afterward, communicating about the viability of Louisiana's seafood community became paramount, a problem currently facing the Japanese seafood industry.

No one was prepared for Katrina, said Ewell Smith, the board's executive director. "Not the state government, not the federal government. We had over 3,000 fishing vessels washed up on land, and three of the largest fishing docks in the U.S. were completely destroyed."

Louisiana sustained more than a

billion dollars in damage to its seafood community. "So, we told our story to anyone who would listen."

Smith told the Japanese leaders the board's efforts today include:

- Certifying its seafood so buyers know products are caught, landed and processed – all in Louisiana.
- Fostering better cooperation among government agencies, business groups and local communities – creating shared interest and understanding.
- Covering issues, trends and the seafood community in its online newsroom, Louisiana Seafood News – giving the board a greater industry voice.

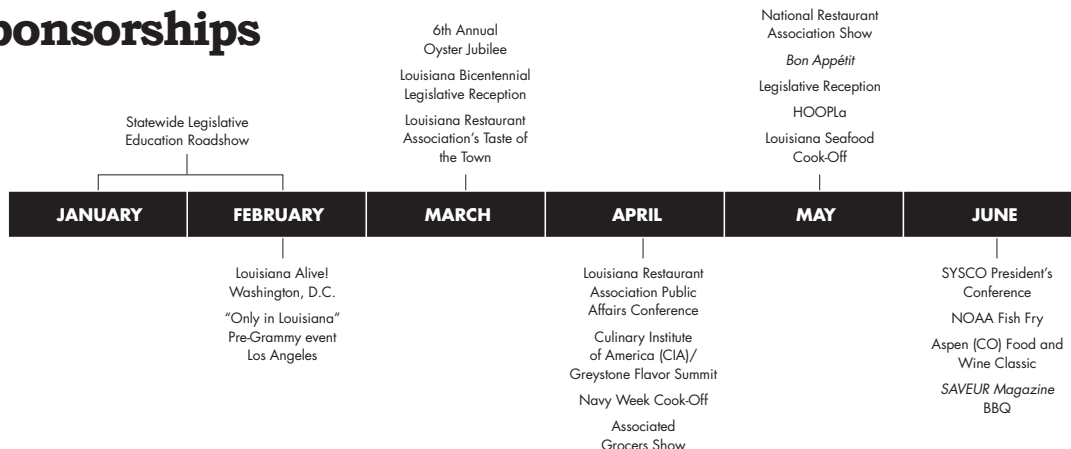
Ono said: "Listening to your story has given us inspiration that we can do something more."

No sooner had the Japanese leaders left when a Chinese delegation, with public and private sector representatives, arrived at Louisiana Seafood – again seeking its crisis management expertise.

And if that wasn't enough, the board's experience with Deepwater Horizon brought a visit from the Prince of Monaco. An oil rig was being proposed off shore of the principality and the prince wanted the board's thoughts about such an operation.

Whether it's counseling royalty, elected officials or business leaders, Smith said their interest "shows that the Louisiana Seafood Board is a well-respected, industry source in crisis communications and preparedness."

## Event Sponsorships





## GENERAL SEAFOOD

# Louisiana Seafood Worth Celebrating Throughout the Year

**M**arketing seafood has evolved far beyond traditional advertising and point-of-sale material. To succeed today, you have to connect with your audiences – be it online, in person or with business partners.

The Louisiana Seafood Promotion and Marketing Board has a long tradition of working closely with government agencies, trade associations and publications, as well as with special event organizers.

In December of last year, the board changed its policies and procedures on how it connects through business partners for event sponsorship requests. All requests are now made online at



<http://sponsorship.louisianaseafood.com> and adhere to a strict guideline for consideration.

During fiscal year 2012, Louisiana Seafood allotted nearly \$300,000 to build stronger ties with its partners through marketing and sponsorship funding. The board successfully brought the state's seafood brand to marketing and sponsorships events from Washington, D.C. to Los Angeles to the mountains of Colorado.

## SPONSORED EVENTS



### Louisiana Cookin' 2011 Chefs to Watch

Celebrating the top Louisiana chefs and the state's seafood, the sponsorship of this event by the Louisiana Seafood Board provided a five-course, seafood dinner for more than 400 diners. Event recipes were celebrated in the August edition of *Louisiana Cookin'*, a publication distributed to more than 300,000 food enthusiasts.



### Toronto Food and Wine

Louisiana Seafood King, Chef Cory Bahr, provided a cooking demonstration on the Food Network Stage. With seafood serving as the central theme, the collaborative partnership between the Louisiana Office of Tourism and the Lt. Governor's Office garnered significant visibility and media coverage.



### National Seafood Marketing Coalition

Following the 2011 Louisiana Legislature's lead (HCR No. 142), Louisiana Seafood entered into a one-year agreement with the National Seafood Marketing Coalition to promote domestic seafood. Cost for the ongoing promotion was \$50,000.



### 200 Years of Louisiana Seafood – Louisiana Bicentennial Celebration

Louisiana Seafood took center stage at the reception honoring our state's bicentennial. Working with Louisiana Tourism and the Lt. Governor's Office, the board brought the region's best chefs and restaurants to participate in the celebration.



### CIA Greystone Flavor Summit

The CIA Greystone Flavor Summit is an invitational leadership retreat for more than 50 key culinary decision-makers. The summit included food and beverage executives, as well as corporate and executive chefs. It facilitated valuable networking opportunities, while providing exposure for Louisiana seafood as a premium product.



### Oysters Jubilee

In March, a crowd of thousands of hungry locals and tourists gathered in the French Quarter around a Louisiana po'boy, stretching 340 feet and piled high with more than 5,500 Louisiana oysters. The Louisiana Oyster Jubilee, now in its fifth year, had more than 20 restaurant participants.



### International Boston Seafood Show

The International Boston Seafood Show is North America's largest seafood event targeted toward industry buyers. Before the show, banner ads were created for online trade sites to drive traffic to Louisiana Seafood. At the show, the Louisiana Seafood team met with hundreds of foodservice professionals and cooked up delicious southern fare, courtesy of Chef Steve Uliss of Firefly's, Bodacious Bar-B-Que & Beyond.



### "Only in Louisiana" Grammy Celebration

"Only In Louisiana" has become one of the most popular events in Los Angeles. On the evening leading up to the Grammys, leaders in the music and film industries joined Chef John Besh at the historic Millennium Biltmore Hotel in downtown Los Angeles for a pre-Grammy brunch of Louisiana seafood and to hear music from Louisiana bands.



### SAVEUR Summer BBQ

The annual *SAVEUR* Magazine Summer BBQ took place this year at The Boat Basin in New York City. *SAVEUR* selected more than 10 of the nation's hottest chefs to come together and share their favorite summertime grilling dishes. The BBQ provides exclusive access to many of the nation's most esteemed chefs. The event gave Louisiana seafood prime exposure as a premium product.



### National Restaurant Association Show

Louisiana Seafood solidified its presence in the foodservice arena in 2012 by attending the National Restaurant Association Show. This industry's top annual event attracted 61,000 foodservice professionals from all 50 states and more than 100 countries. Louisiana Seafood distributed informational materials and collected 275 sales leads in the foodservice and hospitality industries.



### Aspen Food and Wine Classic

Held high in the Rocky Mountains, Louisiana Seafood sponsored this three-day event, offering demonstrations from some of the biggest names in food, seminars from industry experts, and comprehensive wine education and sampling opportunities. Louisiana Seafood sponsored the famous Publisher's Party atop Aspen Mountain, where chefs John Besh and Emeril Lagasse highlighted Louisiana seafood recipes.



### Ahoy Louisiana Seafood – New Orleans Navy Week

In conjunction with New Orleans Navy Week, Louisiana Seafood hosted a Louisiana Seafood Cook-Off. Using Louisiana seafood as the primary ingredient, 11 Louisiana chefs were paired with culinary specialists from each of the visiting ships in port to participate in the cook-off, held at Woldenberg Park on the riverfront in New Orleans.



### Vegas Uncork'd by Bon Appétit

This world-class food, wine and spirits festival attracted renowned chefs, top *Bon Appétit* editors, master sommeliers, cutting-edge mixologists and culinary enthusiasts. More than 200 restaurants, 85 celebrity chefs and 26 innovative events were represented. Louisiana seafood garnered valuable exposure to more than 2,500 top chefs and food industry insiders.



### Annual Louisiana Foodservice and Hospitality Expo

The Louisiana Foodservice & Hospitality EXPO, the premier foodservice event for the Gulf Coast, drew more than 11,000 people shopping nearly 500 booths. At the three-day event, the Louisiana Seafood booth showcased a cooking demonstration, and rolled out the newly developed retail and foodservice point-of-sale materials.





Mike Voisin (right), a member of the Louisiana Department of Wildlife and Fisheries commission, meets with a Capitol Hill legislative aide during one of Louisiana Seafood's "walk the Hill" visits.

Several times a year, members of the Louisiana Seafood Board travel to Washington, D.C. to "walk the Hill." They also hold deskside briefings to keep reporters and leaders informed. In Baton Rouge, the annual Legislative Day reception offers an opportunity to educate state lawmakers. All this is done so the state's commercial fishing community has its story continuously in front of Louisiana's and the nation's lawmakers.

# Regulatory Roundup

ENSURING OUR SEAFOOD COMMUNITY IS HEARD



## H-2B WORKERS

### New Guest Worker Rules Threaten Livelihood of Seafood Processors



Gulf Crown Seafood H-2B workers inspect Vermilion Bay white shrimp to ensure the highest quality. The guest worker program is essential for Gulf Coast seafood.

Many, if not most, of the seafood processors in Louisiana depend on foreign guest workers to help operate their businesses and meet demand for their products.

Louisiana's crab fishery, oyster fishery, shrimp fishery – and even its alligator farms – rely on those who will travel to and work in the United States by way of an H-2B visa. Each visa is a one-time pass to fill a seasonal job vacancy that cannot be filled by an American worker.

Businesses in the seafood community believe they wouldn't survive without these guest workers. That's because, they say, it's hard to find local people willing to do this kind of demanding work, such as standing for hours picking crabmeat or peeling shrimp.

Though the program has worked well for years, there's growing concern among Louisiana business owners over new regulations established by the

U.S. Department of Labor (DOL) since January 2011.

#### What It All Means Today

The new rules, which are in various stages of delay, include hundreds of pages of complicated guidelines employers must follow to qualify, as well as a new method of calculating wages that sharply increases what employers will pay.

Among some of the most burdensome rules, businesses will have to:

- Pay workers' transportation and subsistence costs to and from the workplace.
- Guarantee 75 percent of workers' full-time pay, even if there is no work to perform due to unforeseen circumstances.
- Use a new wage calculation methodology that would result in an average wage increase of 32 percent

across all Louisiana industries using H-2B workers.

Taken together, many believe these regulations stand to cripple Louisiana's seafood industry, driving some out of business and further reducing overall economic activity in the region.

"It's unfair to employers who need seasonal workers to have a significantly higher wage increase imposed on them," said Louisiana Agriculture and Forestry Commissioner Mike Strain. "What business could absorb a wage increase at the stroke of a pen?"

Strain said the national guest worker policy must be revamped. "Employers across the nation who use H-2B labor demand a streamlined process that will allow producers to pay foreign guest workers a fair wage to fill job vacancies that aren't being taken by American workers."

#### Educating Congress

Harlon Pearce, chairman of the Louisiana Seafood Promotion and Marketing Board and owner of Harlon's LA Fish and Seafood, and Mike Voisin, a member of the Louisiana Wildlife and Fisheries commission and owner of Motivait Seafood, organized a visit by congressional staffers from five Gulf states to see the industry firsthand during the summer of 2012.

*"Employers across the nation who use H-2B labor demand a streamlined process that will allow producers to pay foreign guest workers a fair wage to fill job vacancies that aren't being taken by American workers."*

"Nobody has ever taken them by the hand to show them what we do. Nobody has ever explained to them how the H-2B workers really work for us and their importance to our industry," said Pearce.

Pearce believes that with a clear understanding of how integral H-2B workers are to the seafood industry, Congress will see why the new DOL regulations are harmful to business and could deliver a death blow to those already suffering from a downturned economy.

#### A System that Works for All

Edward Hayes, an attorney working for Leake & Andersson, has helped take up the plight of seafood processors. He said these businesses would like nothing more than to employ American workers, but find it hard to do.

So, instead, they have relied on seasonal workers for many years, a number of whom are now second-generation. He believes they keep returning because they're paid fairly, provided with decent accommodations and generally treated well.

As it stands now, "businesses get the labor they need and the workers make a decent wage – a win for all."



## Lt. Governor and Seafood Board Provide Crawfish to American Idol Contestant

American Idol contestant Joshua Ledet, a native of Westlake, Louisiana, received a special delivery in Hollywood courtesy of his home state – crawfish.

On stage with American Idol judge Randy Jackson, Ledet talked about Louisiana's great food and mentioned how much he missed boiled crawfish.

Knowing that, Lt. Gov. Jay Dardenne organized a shipment for the Louisiana star in what he deemed a "Feed the Dream" effort. Teaming with the Louisiana Seafood Promotion and Marketing Board, about 60 pounds of boiled crawfish were sent to Hollywood to keep the boy well fed with original Louisiana seafood.

The boiled crawfish were presented to Ledet as a surprise on the March 14th episode, while more than 18 million national viewers watched. Network coverage the next day resulted in an additional 16 million viewers being exposed to the star's craving for Louisiana seafood.

Louisiana Seafood received more than \$3.5 million in

national television exposure, reaching a wide demographic audience.

In New Orleans, as well as around the state, numerous stations carried segments of the event. "We had no idea how much of a spotlight would be placed on the crawfish," Dardenne said. "It was very exciting, and everybody was talking about it. It was a great boost for Louisiana."

In a video interview posted on the American Idol website – [www.americanidol.com](http://www.americanidol.com) – the 19-year-old student, who grew up singing in his family's church, explained life in Los Angeles had been a big adjustment.

"It's totally different than Louisiana," he said. "It's so fast here, and the food is so different, the clothes are different, everything about it is different. It's kind of hard adapting to this lifestyle from the slow lifestyle, but it's so much fun, and I'm having a blast."

The Louisiana lieutenant governor's office and the Seafood Board successfully teamed up for two other



events during the past fiscal year to further promote tourism and seafood – the Toronto (Canada) Gourmet Food and Wine Show and a special event in Memphis, Tennessee, held in conjunction with a New Orleans Hornets basketball game.

## View from the Hill



### Board Members Champion Louisiana Seafood Community

Several times a year, year after year, members of the Louisiana Seafood Board have traveled to Washington, D.C. to "walk the Hill."

There, for the last 15 years, they have forged strong relationships with key policymakers, educating federal legislators and administrators on issues that directly affect the welfare of the Louisiana seafood community – and as a result, those they serve.

Issues run the gamut, including the need to:

- Rebuild the fishing community following a crisis.
- Boost consumer confidence in Gulf Coast seafood as a healthy food choice.
- Develop a streamlined and fair H-2B visa guest worker program.

- Modernize data collection on fisheries to avoid unnecessarily low-catch limits.
- Keep access to the Gulf open to fishermen, while managing conservation.

These are a few of the messages the board continues to drive home, whether in face-to-face meetings with the Gulf Coast Congressional delegation or key Administration officials in Washington – such as the Environmental Protection Agency (EPA), U.S. Department of Agriculture (USDA), and the National Oceanic and Atmospheric Administration (NOAA).

### Legislation on Hold

The fall 2012 elections put many key pieces of legislation affecting the Louisiana seafood community – for better or worse – on hold.

Emergency funding for Hurricane Isaac, for example, gave way to fiscal conservatism. Before recessing, however, Congress passed a six-month continuing resolution that prohibits the Department of Labor from implementing the new wage rule under the H-2B visa program until March 27, 2013 – a rule that would inflict economic hardship on employers who use guest workers.

Headway has been made with the USDA, with seafood receiving increased representation as part of a healthy diet in the new ChooseMyPlate.gov program, which replaces the original Food Guide Pyramid.

Another opportunity for the Louisiana seafood community might come when the new 113th Congress convenes in 2013. There is a strong possibility Congress will reauthorize the Magnuson-Stevens Fishery Conservation and Management Act, the primary fishing law that provides for the conservation and management of the fisheries.

Such action likely would provide the opportunity to educate legislators about the need for better funding and methods of fishery data collection.

### Educational Efforts

During the last year, the board has increased its government educational efforts by:

- Spearheading multiple Congressional briefings on Capitol Hill.
- Hosting a four-day Congressional Delegation trip to New Orleans.
- Testifying before Congress during committee hearings.
- Submitting written comments on federal policy matters and more.

"After more than a decade of working on and around Capitol Hill, the Louisiana seafood community has developed one of the strongest education programs in Washington," said Mike Voisin, CEO, Motivaitit Seafood.

"The relationships they have built over the years ensure that their voice will be heard, whenever challenging circumstances arise."

## Improving Media Relations – Desk by Desk

To keep reporters and leaders "in the know," Louisiana Seafood Board held desk-side, industry briefings with six Washington, D.C. and Capitol Hill media outlets – as well as U.S. Senator Mary Landrieu's office.

Meetings with journalists covered the H-2B migrant worker issue and the importance of this labor force for Louisiana's seafood industry. The contacted media included *The Washington Examiner*, *CQ Roll Call* and other news bureaus.

During the annual trip to Washington, D.C. with the oyster industry, Louisiana Seafood had two, TV- cooking demonstrations and interviews with Louisiana chefs and industry members on CBS and NBC affiliates.

In addition, Louisiana Seafood sponsored a seafood giveaway at the Cajunator Food Truck, which media covered.

**The Examiner**  
WASHINGTON  
[washingtonexaminer.com](http://washingtonexaminer.com)

**CQ  
ROLL  
CALL**

**The Washington Post**



## Louisiana Legislative Day A Place to Meet, Eat and Learn

A key responsibility of the Louisiana Seafood Board is to ensure that issues important to the seafood community are top of mind with state legislators.

Board members and staff are always at the ready to educate state leaders on how legislation might affect the state's \$2.4 billion seafood industry and provide updates throughout the year.

Central to these efforts is Legislative Day, an annual reception hosted by the board in Baton Rouge that features Louisiana seafood cooked by some of the best chefs from across the state.

The event offers a great opportunity for seafood industry leaders to meet in an informal setting with legislators – including new members, their staffs and other state agency leaders.

Developing close working relationships with elected state leadership is vital in representing the Louisiana seafood community.

## Louisiana's Waters Bring Flavor to Life



The luscious taste and texture of Louisiana seafood come from its nutrient-rich waters. In short, it's where flavor comes to life.

With that in mind, Louisiana Seafood launched a full-line species ad across key trade publications in March 2012, including: *Restaurant Hospitality*, *Nation's Restaurant News*, *Seafood Business*, *Plate*, *Food Arts* and *Grocery Headquarters*.

This trade-advertising campaign showcased each species, while highlighting Louisiana's unique, nutrient-rich waters and the exceptional flavor of its seafood. It successfully portrayed Louisiana seafood as a premium product – coming from a place where flavor comes to life.

Louisiana shrimp and crabs are sweeter here because they feast where the river meets the sea. Oysters and

finfish are heartier due to their slow, natural maturation. And crawfish and gators are as full of exquisite flavor as they are in exotic appeal.

Louisiana's waters give its seafood exceptional flavor. And, the unique flavor of its trade advertising has resulted in more than 6,950,000 unique impressions though effective use of online and print media for a cost of slightly more than \$520,000 – or approximately \$.075 per impression.

Research efforts continue as a priority of the Louisiana Seafood Board. A Louisiana Seafood Task Force survey is being drafted to disseminate past and existing advertising and marketing efforts.

# Trade

STRENGTHENING THE SUPPLY CHAIN – UP AND DOWN THE LINE



## INCREASING CONSUMER CONFIDENCE

## Louisiana Seafood Certification Takes Branding to New Level

Fresh Louisiana seafood is something special. To let consumers know they're getting the highest quality seafood available, the Louisiana Wild Seafood Certification Program is now in place.

Seafood with the "certified authentic" logo lets consumers know the products they're about to enjoy were caught by a Louisiana licensed fisherman, landed in the state and processed by a local processor.

The program – introduced by the Louisiana Seafood Board in conjunction with the Louisiana Department of Wildlife and Fisheries and other agencies – is labeled "Certified Authentic Louisiana Wild Seafood."

The goals of the program are to increase consumer confidence, while building a unified brand that guarantees seafood products are from Louisiana.

It will assist commercial fishermen and processors in receiving premium prices for their products, and ensure Louisiana's seafood industry is able to compete in today's constantly changing, global marketplace.

Louisiana is taking the lead in listening to seafood consumers as they pay closer attention to their seafood choices. It directly addresses their demand for

transparency on point of origin. Certification is the key strategy to rebranding Louisiana seafood as the quality product of choice for the discriminating seafood buyer.

### Educating the Public

The certification program is a new tool in the state's effort to raise awareness of the quality, freshness, safety and unique taste of wild Louisiana seafood.

It will be integrated into all phases of the board's current marketing efforts, including such events as the recent Louisiana Seafood Festival.

The Louisiana Seafood Festival celebrates the state's rich culinary heritage and culture. Held on the banks of the Mississippi River in New Orleans, the festival is on its way to becoming a multi-million dollar economic driver for the tourism industry, local restaurants and the seafood community.

In addition to tastings from some of the best restaurants and vendors, the event offers seafood educational sessions and culinary demonstrations by renowned chefs.

"The festival is a great example of how the new certification program can be integrated into our current marketing efforts," said Ewell Smith, execu-

tive director of the Louisiana Seafood Promotion and Marketing Board.

"There is so much that is unique about our festival. It's not about your typical festival foods like funnel cakes and hot dogs. It's about seafood from some of the best restaurants," he said.

"The certification program can be integrated into seafood educational sessions and culinary demonstrations, reaching our target audience – discriminating 'foodies' who flock to events like this."



Susan Ford, publisher of *Louisiana Kitchen & Culture* magazine, said the key is to get people to try a bite of Louisiana seafood. This way, she said, "we can prove to them how much better it tastes than imported seafood."

The certification program will give consumers across the country confidence they are buying Louisiana-landed seafood, not imported.

"We signed festival-goers up for our weekly e-mail newsletter and at the end

of the weekend, almost 50 percent were from outside the state," she said. "That means a lot of people got their first introduction to Louisiana seafood, and they'll never forget it."

She emphasized: "It is important to have this certification program so consumers know the seafood bought at their local markets – be it in Chicago or Baltimore – will have the same great taste they experienced at the festival."

### Chefs Council at Work

Louisiana Seafood Chefs Council is comprised of nationally renowned chefs, who serve as ambassadors and advocates of fresh, wild Louisiana seafood.

Working with the Louisiana seafood community, council members participate in events on behalf of Louisiana seafood and make special appearances to tout its premium quality, freshness and taste.

The new certification program will be integrated into the presentations and messaging of participating chefs, reaching audiences across the U.S. who demand quality and point-of-origin certification in the seafood they purchase.

Louisiana has long served a bounty of fresh seafood from its rich waters and the Gulf. With its new program, the shrimp, crawfish, oysters and other seafood harvested here will be "certified authentic" from the Bayou State.

That's a win-win for consumers and the Louisiana seafood industry.

**JOINING THE CERTIFICATION PROGRAM**  
See related story on page 15.

## Web Portals Better Connect Trade Members with Suppliers

Launched as an informational interface to connect key trade industry members to product supply, [Buy.LouisianaSeafood.com](http://Buy.LouisianaSeafood.com) contains information and marketing materials from Louisiana Seafood vital for buyers.

The "Find a Supplier" function is one of the most innovative and valuable components. This page enables professional buyers to directly submit product inquiries and requests, using a custom-built entry form. This tool allows Louisiana Seafood to interact personally and directly with its foodservice audience.

The site garnered valuable exposure through print and digital advertising initiatives in trade and consumer outlets.

These placements further reinforced recognition and demand for premium Louisiana seafood.

Print media for the buy site ran in numerous outlets, directing foodservice buyers to the trade web portals. Publications included *Food Arts Magazine*, *Seafood Business*, *Nations Restaurant News*, as well as *Restaurant Hospitality* and *Plate*. More than 63 million impressions were created on the target audience.

An additional 3.5 million impressions for the buy portal were created through digital banners on e-newsletters and websites.

The site also offers comprehensive species information, including flavor

profiles, nutritional information, menu ideas, and purchasing and storage information. Site visitors can view the "Why Louisiana" video and "Fishermen and Cooking" demonstration videos.

News and events sections, as well as marketing support materials, are also available for download. These materials – such as species-specific recipe cards and brochures – can be printed or e-mailed for easy sharing.

Selling the freshest, best-tasting seafood in the country also is now easier. The [Sell.LouisianaSeafood.com](http://Sell.LouisianaSeafood.com) web portal was created by Louisiana Seafood to distribute foodservice product inquiries to Louisiana seafood suppliers.

Suppliers log in to access product inquiries submitted through the Louisiana Seafood trade web portal, [Buy.LouisianaSeafood.com](http://Buy.LouisianaSeafood.com). The site allows them to view, save, download and respond directly to inquiries.

The system compiles a daily digest, e-mailing new leads to participating suppliers. The supplier web portal is updated continuously, providing members with timely, relevant industry news and Louisiana Seafood Board meeting documents.

The site also affords access to sales resources, including marketing materials and custom support, and information about the Louisiana Wild Seafood Certification Program and Gulf Seafood Trace.

## Chefs Council



John Besh  
New Orleans, LA

### Capitalizing on Culinary Expertise To Influence Nation's Restaurateurs

Comprised of nationally renowned chefs, the Louisiana Seafood Chefs Council serves as ambassadors for fresh, wild Louisiana seafood. The council was created as a valuable avenue to reach and influence restaurant operators across the country.

Council members participate in special events on behalf of Louisiana Seafood, making selected appearances throughout the year to tout Louisiana seafood's premium quality, freshness and taste.

Their involvement sends a powerful message to the foodservice community through highly respected, well-known and much-admired peers.

To maximize the talent and name recognition of these chefs, a video featuring council members provides testimonials, supporting what makes Louisiana's seafood premium. These videos will be used in strategic markets for advertising and the promotion of personal and television appearances. The chefs will also be featured in key trade publications.

In addition, the video will be used on Louisiana Seafood websites, and made available for events, presentations and meetings.



Chef José Andrés  
Washington, D.C.



Paul Kahan  
Chicago, IL



Richard Reddington  
Yountville, CA



Cory Bahr  
Monroe, LA



Donald Link  
New Orleans, LA



Greg Reggio  
New Orleans, LA



Ann Cashion  
Washington, D.C.



Nancy Oakes  
San Francisco, CA



Susan Spicer  
New Orleans, LA



Robert Del Grande  
Houston, TX



David Pasternack  
New York, NY



Frank Stitt  
Birmingham, AL



Tenney Flynn  
New Orleans, LA



Charles Phan  
San Francisco, CA



Craig Stoll  
San Francisco, CA



Holly Goetting  
Lafayette, LA



Ben Pollinger  
New York, NY



Steve Uliss  
Marlborough, MA

## Food Network Magazine Campaign Makes a Big Splash

Got a particular appetite? Finfish, crawfish, crab, shrimp, oysters or alligator? Well then, Louisiana Seafood has oh-so-delicious advertising to match your taste. The "Splash" print advertising campaign featured each of the species represented by Louisiana Seafood. Mouth-watering dishes were the focal point of each print ad, while the live versions swam. It was featured in numerous statewide publications, with total circulation of more than 200,000 and a readership of nearly 600,000.

During November 2011, Louisiana Seafood teamed with *Food Network Magazine*, a 1.3 million-circulation publication, in a key brand-building partnership – featuring a daily sweepstakes calendar targeted at its four million readers.

Prizes were given away daily from partners of Louisiana Seafood, inclusive of a grand-prize trip to New Orleans for a culinary experience. A total of 59,396 entries from all 50 states were submitted in the sweepstakes. These entries gave Louisiana Seafood access to loyal consumers, as well as an e-mail marketing base for the campaign.

Next to the sweepstakes calendar, a full-page, brand-building print ad appeared – giving Louisiana Seafood essentially a two-page spread in the magazine. The sweepstakes was promoted through *Food Network Magazine* social media efforts as well. A unique e-mail blast also went to nearly 30,000 *Food Network Magazine* e-mail subscribers, of which 2,306 individuals clicked-through.

As a direct result of the *Food Network* campaign, the sweepstakes calendar resulted in more than 10,000 entries from all over the country.

With a tremendous first-year response, the Seafood Board partnered with Louisiana Department of Culture, Recreation and Tourism, under the office of Lt. Governor Jay Dardenne, to again sponsor the 2012 program.

The campaign served two purposes. The first was a tasty reminder of the premium qualities of the state's seafood. The second was a call to action, directing consumers to the Louisiana Seafood website for more information and recipes.

The creative ad campaign took seafood out of the box – and back into the water.



## Fresh From The Dock

### LA Shrimp Direct to Chefs, Consumers in New York City



New York chefs and foodies were given the opportunity to experience numerous tasty treats when Louisiana Seafood kicked off the first-ever "Fresh From the Dock" Louisiana Shrimp Week in the Big Apple in June 2012.

A custom-landing page – FreshFromTheDock.com – was created to detail the Direct to Chef event dates, participating restaurants and specialty Louisiana seafood dishes being served. Targeted outreach was conducted to top media outlets in the New York metro area to garner coverage.

A full-page color advertorial appeared in *Metro New York*, a daily newspaper with a readership of 637,152.

Partnering with a number of the city's finest restaurants and chefs, specially crafted signature dishes were prepared by top chefs at 22 of New York City's finest restaurants, including David Burke Kitchen, Fishtail by David Burke, Oceana and Ditch Plains.

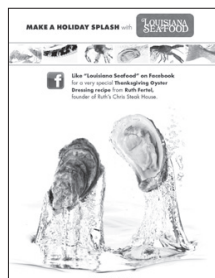
Response was overwhelmingly positive.

"I was thrilled to have Oceana (a top New York seafood restaurant) participate in Louisiana Shrimp Week," said Chef Ben Pollinger after the event. "It is so important to support the Gulf seafood industry in their recovery efforts. But the bottom line is that the product speaks for itself – it's fresh, pristine and tastes great. I had three different Louisiana shrimp dishes that sold out nearly every night!"

Chef Michael Cressotti, of The Mermaid Inn and Mermaid Oyster Bar, agreed: "As a chef, working with the Louisiana fresh shrimp was an absolute delight. The product was above and beyond both my own and my guests' expectations: fresh, firm and delicious. I will go to the extreme to carry Louisiana fresh shrimp whenever possible. Our guests appreciate that The Mermaid Inn puts forth great effort in selecting a quality product."

The results of the New York City pilot event confirmed the potential of the program and the demand for an extended tour in additional targeted cities across the U.S.





## Media Placements Raise Awareness

Online media placements were done to raise awareness among consumers for Louisiana oysters, shrimp and crawfish in their respective seasons.

Online banner ads were geo-targeted to Louisiana food enthusiasts on FoodNetwork.com and AllRecipes.com – as well as Facebook.

Placement also was negotiated across Entercom New Orleans platforms – such as online banner ads on WWL.com and the use of its e-mail database.



# Consumer

EXPANDING INTO EXISTING AND NEW MARKETS WITH A STRONGER BRAND

## LOUISIANA SEAFOOD MARKETING

## Building Our Global Brand: Bigger and Better Than Ever



**L**aunched in 2011, the Louisiana Seafood Board's landmark marketing initiative aims to improve pricing, expand markets and gain consumer mind share for the state's seafood community.

As part of a three-year strategy, the \$15 million campaign funded by BP is designed to mitigate the impacts of the Deepwater Horizon spill and build a bigger, better brand – increasing market share and margins for Louisiana fishermen, processors, wholesalers, retailers and restaurateurs.

The campaign was funded by the \$30 million commitment the Louisiana Seafood Board received from BP in November 2010.

"The Louisiana seafood industry has been through some challenging times," said Ashley Roth, communications manager for the board.

"But we have been presented with a tremendous opportunity to set ourselves apart as a source for premium seafood and to increase demand for our products."

### Behind the Campaign

After a rigorous RFP process that follows state guidelines, the board selected GCR & Associates, Inc., as the fiscal agent and project manager of the \$15 million campaign. The Food Group was chosen to lead the campaign's marketing efforts to the trade, which includes distributors, suppliers and restaurant buyers. The Graham Group was named to lead the campaign's marketing efforts to consumers.

The three overarching strategies of the marketing action plan are to:

- Improve pricing.
- Increase market share.
- Manage the message.

### Improve Pricing

The key to price improvement is the creation of a premium brand. The Food Group has taken the lead in defining the Louisiana seafood brand. It is leveraging existing relationships with food industry journalists, as well as its national trade media pitching expertise to unlock new coverage opportunities.

The marketing-and-communications agency has developed a trade media plan that provides for:

- Print placement to influence decision-makers within key trade segments.
- Online placements with major foodservice publishers to maximize reach and capitalize on mutually relevant content.

Included in its work are distribution sales kits that tell the story of Louisiana seafood, as well as product attributes and suggested recipes.

The Graham Group secured advertisements for the newly developed brand and established a cooperative between the board and New Orleans Tourism Marketing. The cooperative centered around Andrew Evans, National Geographic Traveler's contributing editor, who spent a month in Louisiana experiencing its seafood and culture. The *Geographic Traveler* cooperative generated more than 2,592,960 online impressions.

In addition to the *National Geographic* work, the Graham Group pushed a statewide image, TV campaign that featured chefs and fishermen, reinforcing the "Demand It" seafood message.

### Increase Market Share

Increasing market share is about establishing strong relationships with existing and new customers. Attending trades shows to establish contacts and generate leads is key to this effort.

The board participated in the following major trade shows this year:

- International Boston Seafood Show – North America's largest seafood event, featuring more than 800 exhibits.
- National Restaurant Association – Here, industry professionals from the U.S. and 100+ countries test products from 1,800 exhibitors and attend education sessions.

A trade web portal was implemented by The Food Group to connect commercial seafood buyers with sellers. It is also working with retailers to develop signage, circulars and in-store promotions that highlight Louisiana seafood.

Working in parallel with this effort, the Graham Group has created a multimedia campaign themed "Demand It" as a call to action to consumers to embrace the



Louisiana seafood brand. It speaks to the quality, taste and originality of Louisiana seafood, while telling the story of the people who bring it all to life.

### Manage the Message

The message is that Louisiana seafood is a premium, safe and highly sought-after product. New certification efforts will prove invaluable in gaining increased consumer preference for the brand.

The Seafood Marketing Campaign has actively promoted the message that Louisiana seafood is a premium, safe product that should be purchased confidently by consumers.

During the fiscal year, the Louisiana Seafood Board conducted a study to track consumers' attitudes, beliefs and consumption behavior associated with Gulf and Louisiana seafood after the 2010 Deepwater Horizon event.

The survey, completed in June 2012, found that 29 percent of seafood consumers say they have changed their seafood consumption since 2010. General concern regarding Deepwater Horizon's effect on seafood safety remains at about 70 percent.

The board is getting out the message about the great benefits of Louisiana seafood through social media, e-mail blasts and on the Louisiana Seafood News website, where insightful and informative stories about the state's seafood community appear.

## Impressive Numbers

**102,475,953 total impressions**

### Consumer

**Placements January through June 2012:**

Print	3,430,446 impressions
Outdoor	11,141,960 impressions
TV	49,906,963 impressions
Online	23,134,635 impressions
Radio	9,931,000 impressions
Database	247,448 impressions

### Trade

**Placements March through June 2012:**

Print	3,326,598 impressions
Online	1,356,903 impressions

## National Geographic Partnership Draws Huge Consumer Response



Through a partnership with the New Orleans Tourism Marketing Corporation and *National Geographic*, Louisiana Seafood participated in a highly successful, multifaceted “way of life” marketing campaign.

Because of it, hundreds of thousands of consumers became digitally engaged in local culture and cuisine – opening the door to new awareness, appreciation and commerce.

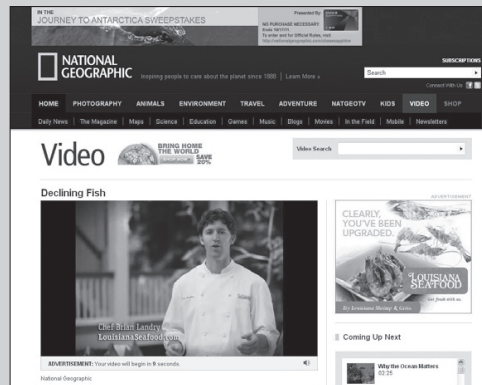
*National Geographic Traveler*’s contributing editor, Andrew Evans, traveled to coastal Louisiana communities in October and November. He spent four weeks there, visiting seafood and processing facilities and learning the Louisiana “way of life.”

Experiences were shared through social media outlets, engaging 150,000 *National Geographic Traveler* Facebook fans and 289,000 *National Geographic Traveler* Twitter followers in the Louisiana seafood lifestyle.

The program also provided extensive online exposure on select sections of NationalGeographic.com. These included online ad placements and videos on its homepage and microsites: *National Geographic Traveler*, *Adventure*, *Travel & Cultures*, and *Travel Marketplace*.

A total of 11,229,898 online impressions were delivered, generating 11,649 clicks. The promotion delivered 698,787 impressions beyond the original commitment, resulting in *National Geographic* providing \$12,182 worth of added value exposure to Louisiana Seafood.

A sweepstakes allowed individuals to register to win a trip to New Orleans for a Louisiana seafood culinary experience. More than 98,000 entries were entered, with a total of 1,598 also opting-in to receive the Louisiana Seafood eSPLASH newsletter.



## LOUISIANA SEAFOOD. DEMAND IT.



## “Demand It”

### Call to Action Puts a “Face” On Our Seafood Community

It's not enough to simply ask for Louisiana seafood. Consumers, knowing the quality that's there, should actually “Demand It.”

That two-word message headlined a creative campaign, featuring the people behind harvesting, process-

ing and preparing Louisiana's great seafood.

Graham Group, a Louisiana company rooted in our state's culture, spearheaded the integrated campaign. TV commercials, print advertisements, online marketing and radio advertising all celebrated the tradition and heritage of Louisiana's commercial fishing industry.

It encouraged brand loyalty by positioning Louisiana seafood as a premium, quality product.

It's hard not to “demand” Louisiana Seafood, with the campaign hitting airwaves and social media.

Fishermen and chefs were profiled on billboards

across the state to build confidence and loyalty among Louisianans by putting a “face” on our seafood community. When buying products, a call to action asked residents to “Demand It.” The outdoor campaign had more than 11 million impressions – from Slidell to Lake Charles to Shreveport.

“Demand It” Louisiana seafood ads were placed in 20 print publications, reaching more than 3.4 million readers. Online media, including Facebook, created more than 23 million advertising impressions on seafood web surfers.



## Fitness and Health Challenge Leads to LA Seafood for Life

Louisiana seafood and good health go together. With that in mind, the Louisiana Seafood Fitness and Health Challenge was created, promoting seafood as an essential part of a healthy diet.

The 90-day challenge educated consumers about the nutritious benefits of seafood – and its relative importance in the USDA's newly released Dietary Guidelines for Americans.

The fitness-and-health challenge was featured through New Orleans' radio station WWL and its Entercom resources. WWL co-hosts Bobby Hebert and Deke Bellevia personally engaged in the event.

A recipe contest through *Louisiana Cookin'*, media in print publications across the state and statewide news releases all highlighted the challenge – as well as all Louisiana Seafood social media channels.

Judges at the event held at the Louisiana Culinary Institute included:

- Holly Clegg (author and Louisiana chef)
- Daniel Schumacher (editor of *Louisiana Cookin'*)
- Jay Ducote (food writer/blogger/radio show host)
- Beth Colvin (assistant food editor with *The Advocate*)

As a direct result of the Louisiana Seafood Fitness and Health Challenge, a new site was launched to help consumers lead a healthier lifestyle by eating nutritious Louisiana seafood – LouisianaSeafoodForLife.com.

Rich in protein, vitamins and minerals, but low in saturated fat, Louisiana seafood is the natural choice for a healthy meal.

## Louisiana Seafood Advertising Campaign



### Print Advertising



### Outdoor Advertising



Commercial buyers and sellers can connect on two new websites designed to streamline and accelerate the business of Louisiana seafood. Visit **Buy.LouisianaSeafood.com** & **Sell.LouisianaSeafood.com** to learn more.





## LA SEAFOOD BOARD

*Continued from page 1*

May 2011. The funds were to be used over a three-year period set to expire in November 2013. With new capital in hand, the board put out a formal request for proposals last year, allocating \$15 million of its grant to a multi-year, Seafood Marketing Campaign contract.

The board selected GCR, known for its strategic work with government agencies, as the prime contractor to manage the campaign, provide detailed oversight of the funds and ensure the greatest possible return on its investment.

"Overnight, they went from an operating budget of less than \$1 million a year to more than \$10 million a year," said Dan Austin, GCR consultant and project manager, who oversees the contract.

"Our job was to help develop a strategic plan around their marketing campaign and implement policies and procedures to effectively manage the funds."

To that end, Greg Rigamer, one of the founders and directors of GCR, facilitated a series of strategic planning sessions for the board to identify key issues and goals. Other participants included the oyster, shrimp and crab task forces, and leaders from the crawfish and alligator industries.

The strategic plan that emerged from those sessions is intended to: 1) improve board practices, 2) expand research initiatives, 3) improve marketing efforts, 4) increase pricing and 5) enhance the economics of the industry. In accordance with BP's funding terms, these key tenets and the plan were approved by the board; Louisiana Lt. Governor Jay Dardenne; Robert Barham, Secretary of the Louisiana Department of Wildlife and Fisheries; and BP.

### Promoting Louisiana Seafood

A marketing framework tied to key objectives of the plan was developed and the board, with GCR, engaged The Food Group and Graham Group to execute its advertising and public relations campaign.

"Our goal is to build recognition of Louisiana seafood as a quality, premium product and position it as a highly sought brand," said Smith. "And along with a highly energized brand, provide industry participants the sales tools to improve the price of seafood at the dock."

To do that, the board had to address two major issues: One, how to unite and represent the collective strengths of a highly fragmented seafood community; and two, how to further facilitate business-to-business transactions leading to the end consumer.

### Marketing Tools that Work

One sales tool the marketing campaign has produced is a pair of websites that help fishermen and processors acquire new customers.

Commercial buyers can go on the "buy" website at <http://buy.louisianaseafood.com> to select products of interest and leave contact information. Any of the certified sellers can retrieve that information on the "sell" website at <http://sell.louisianaseafood.com> and develop the leads.

Other marketing efforts aim at strengthening the overall Louisiana seafood brand and include the development of the national Louisiana Seafood Chefs Council; major chef-driven and consumer events such as the Louisiana Seafood Festival, which drew 150,000 attendees from international, national, regional and local areas to celebrate our seafood; as well as TV food shows that feature guest appearances from Louisiana chefs.

Since the campaign kicked off, the industry overall is trending higher prices for its products. For example, white shrimp garnered an average of \$1.87 per pound at the dock in 2011, which is a 10-year high. Similarly, dockside value on oysters reached \$3.73 per pound in 2011, also a 10-year high.

### Providing Good Stewardship

While the board opted to have GCR serve as a fiscal agent for the entire \$30 million, the consulting company's direct involvement currently relates to only half of that for the marketing campaign.

"There are three signatures needed for every dollar of spending within the \$15-million campaign," said Austin. "Mine, as the project manager, Ewell Smith's as the executive director, and the subcontractor being tasked with a specific job."

The board budgeted the remaining \$15 million of BP's grant to support its regular state funds.

In addition to financial oversight, GCR has implemented best practices for managing the board's business more efficiently. For example, GCR administered consumer preference surveys to monitor attitudes about Louisiana seafood during the last two years. Another survey conducted by GCR polled the seafood community to gauge satisfaction with the marketing campaign and determine which out-of-state markets would be the most beneficial targets to promote the brand.

GCR also is looking to the future to help Louisiana Seafood develop funding sources beyond BP.

"GCR is one of the strongest resources available to the Seafood Board since we came into existence 28 years ago," said Smith. "With their expert oversight and strategic guidance, we can rebuild the brand of Louisiana seafood, open new markets and showcase our products in ways previously not possible."

## BENEFITS OF JOINING THE PROGRAM

# Industry Veterans See Value in Louisiana Seafood Certification

Consumers, fishermen and processors all benefit with a "certified authentic" logo on Louisiana seafood.

For consumers, this stamp of approval from the Louisiana Wild Seafood Certification Program confirms they're about to enjoy Louisiana seafood that is certified, wild and authentic.

For commercial fishermen and processors, it helps to differentiate their products in the marketplace to capitalize on the "buy local" trend.

Gulf Crown Seafood, a major employer in Delcambre, is one of the first processors to sign up for the new program. An innovative company dedicated to quality with customers across the U.S., management sees the new certification as an important step in assuring consumers that the Louisiana seafood brand is synonymous with quality.

Third-generation fisherman Lance Nacio, of Anna Maria Shrimp, also has received certification. His family-owned Lafourche Parish seafood business sells to wholesalers, as well as direct to the public.

"I pride myself on keeping seafood a sustainable product," he said. "The new certification program is a natural fit so my customers know my shrimp, crab and finfish come from the best waters in the Gulf."

The certified Louisiana logo ensures the seafood was caught in the Gulf of Mexico or Gulf Coast state waters by Louisiana licensed fishermen, landed in the state, and processed and packaged right here. Showcasing the Louisiana brand will help the state's seafood communities compete in the global marketplace.

All commercially licensed fishermen automatically qualify for the program. Application is voluntary for docks, processors, dealers, grocers and restaurants. Fresh product dealers, docks and processors must complete online training before certification.

Participants in the program also may be featured on the newly launched Certified Louisiana Seafood website. For more information about online training, visit [Certified.LouisianaSeafood.com](http://Certified.LouisianaSeafood.com).



Gulf Crown Seafood of Delcambre is one of the first Louisiana processors to join the certification program.



**“Put Your Passion  
on Your Plate!”**

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This public document is published at a total cost of \$28,520.75. 17,500 copies of this public document were published in this first printing at a cost of \$6,790.75. The total cost of all printings of this document, including reprints, is \$6,790.75. This document was published by the Louisiana Seafood Promotion and Marketing Board to provide an annual report to the industry and stakeholders under authority of La. R.S. 56:578.1, et seq. This material was printed in accordance with standards for printing by state agencies established pursuant to La. R.S. 43:31. Printing of this material was purchased in accordance with the provisions of Title 43 of the Louisiana Revised Statutes.

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### Social Media Makes An Impression – Millions of Them

For social media to work well, it needs a strategy that's aligned with the business.

Louisiana Seafood's well-structured, social media strategy is carried out across multiple platforms that include Facebook,

Twitter, YouTube and Pinterest.

Posts and responses to followers are made on Louisiana Seafood pages, as well as on outside profiles related to the seafood industry. Louisiana Seafood social media is currently followed by more than 29,000 on Facebook, as well as additional 5,000 Twitter followers.

"Not only do we have all these followers, but they are very active," said Kristin McLaren, assistant executive director

of the Louisiana Seafood Promotion and Marketing Board. "Posted articles and photos are immediately liked and actively shared."

Analytics are collected regularly – with Facebook performing as the greatest social media tool. During the last fiscal year, the social media tool delivered more than 9.3 million impressions.

That's certainly a thumbs-up for seafood.



YouTube

Pinterest