

Tidal Fish Advisory Commission

February 7, 2013





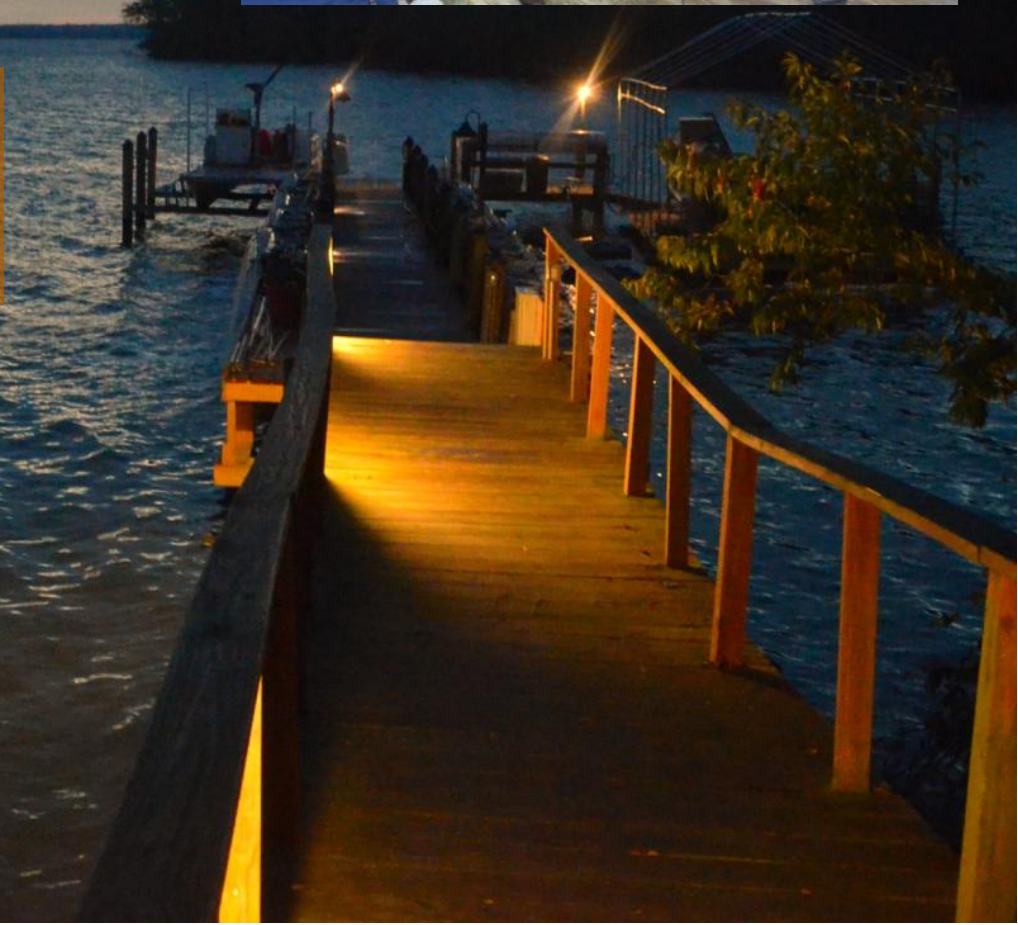
Chef Education Trips

*Over 375 foodservice professionals
Education about Wild & Farmed Oysters
Crabs & Crab Processing
Gear Types*





Fox 5 News DC
6 Live spots from Hollywood Oyster Farm





From the Bay, For the Bay

Reduced number of participants this year (197 vs 113)

\$15,639 with 50% of the restaurants contributions sent in.

Kickoff party at the aquarium raised over \$10,000

Coverage by local news networks and newspapers.

Mentions on the Orioles radio network

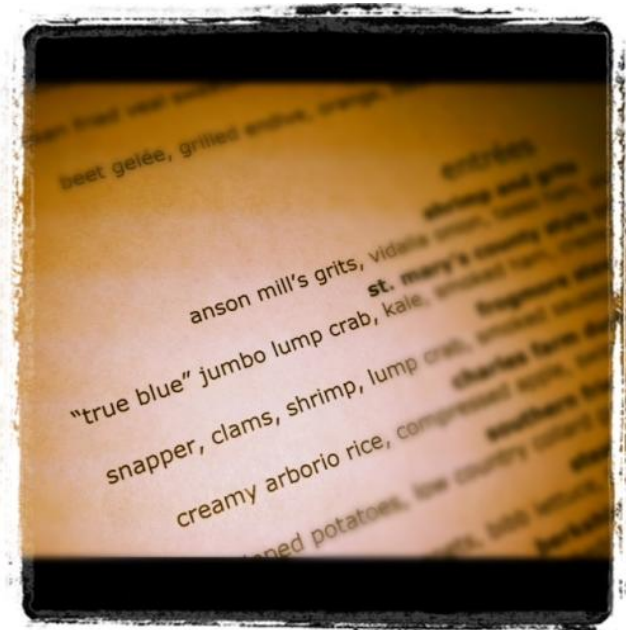
True Blue Maryland Crabs Program

Over 140 restaurants, retailers, caterers, hospitals, and schools involved.

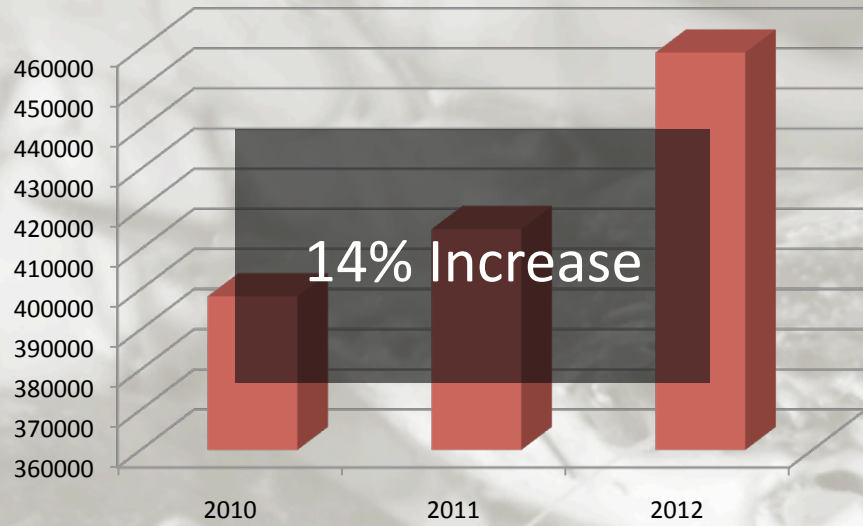
Current claimed usage of over 12,000lbs of crabmeat per week from True Blue partners.

News stories in over 40 media outlets.

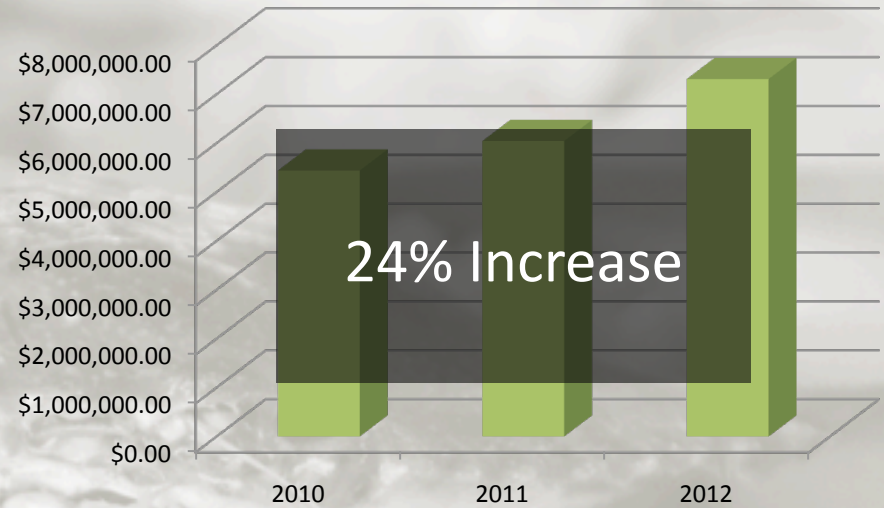
Processors have reported increased business.



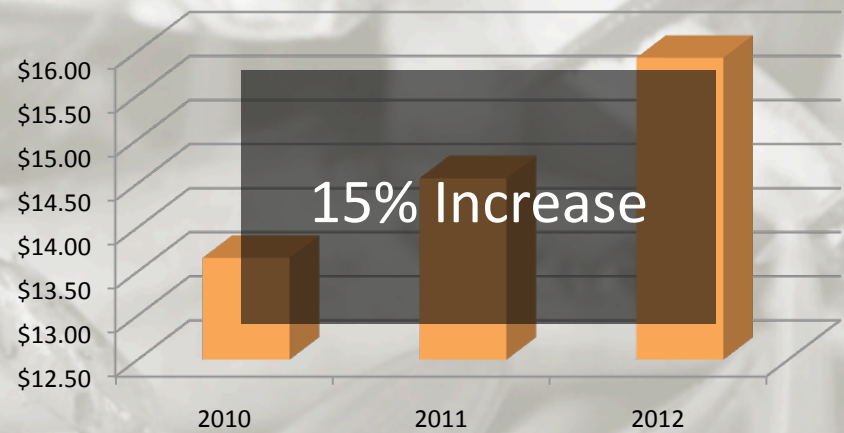
Total Pounds Processed




Total Value of Processed Crabs



Average Price Per Pound





“Locally rooted programs such as True Blue build an interest based on quality product and responsibly managed fisheries. This instills a loyalty from the end user to producers and their products.”

Loyalty

Promoting

“As a wholesale distributor it is rare to get a call from new customer, but programs like True Blue have made these inquiries a regular occurrence.

This builds a bond between all parties involved which we have never experienced. Fisheries management, waterman, distributors, Chefs, and the public all with one goal. Consuming, promoting, and harvesting local seafood responsibly year round. “



MARYLAND SEAFOOD

Program managed by the Maryland Department of Natural Resources 

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Welcome



[Get the recipe](#)

Maryland and Chesapeake Bay may now best be known for its iconic crustaceans, *Callinectes sapidus*, or more simply, the blue crab but that has not always been the case.

Chesapeake Bay is a Native American term meaning "great shellfish growing water" and although the landscape has changed since colonial times when the local Indian tribes and then the first settlers made their homes along the banks of this vast estuary, the Bay is still home to many species of fish, shellfish and the iconic blue crab that is enjoyed by people around the world.

Maryland is proud of the culture and traditions that have derived from this Bay and the delicious seafood that comes from it as well.

Learn About Maryland Seafood History

Meet Waterman Rocky Rice
Lifelong Waterman and farmer, Billy started working on the water when he was just 12 years old. Billy, from Charles County, works the Potomac River and the Maryland Tributaries of the Potomac. He is a 3rd generation waterman, crab potting, seeling, and gill netting for Striped Bass. [Learn more...](#)



Find a Restaurant

Is your Maryland crab cake 'True Blue'?

Only a small number of restaurants in Maryland reliably make their crab cakes from local crabmeat and the state does not require restaurants to identify the specific source of the meat. It's time to stand behind our crab cakes and crab meat and proudly support this local luxury. [Learn more...](#)



 [Find a Place Near YOU!](#)



Events

 1/18:
[39th Annual East Coast Commercial Fisherman's and Aquaculture Trade Exposition](#)

News

-  November 1:
[Baltimore Chef Wins National Oyster Cook-Off](#)
-  September 26:
[From the Bay, For the Bay Dine Out is Back! October 6-13](#)
-  August 29:
[DNR Holds True Blue Contest for Mermald's Kiss Oysterfest Passes](#)
-  August 14:
[DNR Announces Seafood Marketing Logo Contest Winner](#)

For questions or comments contact Steve Wilini - Marketing Director @ swilini@dnr.state.md.us 410-260-2408
MD DNR Marketing Service 580 Taylor Avenue, Floor 5-2 Annapolis, MD 21403





Overview Likes Reach Talking About This Check-Ins

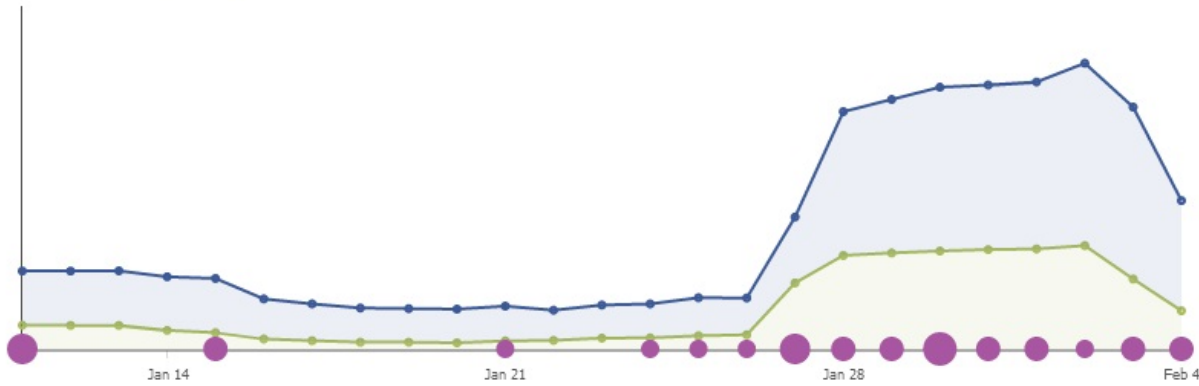
All dates and times are in Pacific Time

Export Data

Total Likes? Friends of Fans? People Talking About This? Weekly Total Reach?

653 ↑3.16% **248,869** ↑9.91% **133** ↓-77.07% **2,181** ↓-46.56%

Posts? People Talking About This? Weekly Total Reach?



Maryland Seafood
 @md_seafood
 Official page of the MD Department of Natural Resources Fisheries Marketing Program.
 Annapolis, MD · <http://marylandseafood.org>

267 TWEETS 564 FOLLOWING 463 FOLLOWERS



Budget Update

Travel – Smith Island Tour	\$176.61
Chef Education Trip (Ben Parks)	\$750.00
Chef Education Trip (Joey Sadler)	\$935.00
Washington Post Demo	\$149.00
National Hard Crab Derby	\$1000.00
National Oyster Cookoff	\$2000.00
True Blue Hats	\$1900.00
Chef Education Trip (Ben Parks)	\$750.00
SMAC Meeting	\$576.31
Maryland Life Magazine Ad	\$1250.00
Crab Mallets (Seafood Festival)	\$300.00
True Blue Restaurant Cards	\$280.15
Chef Tour Crab Meat Sample	\$57.00
UPC Renewal for Cookbooks	\$158.00
Food Service Monthly Ad	\$475.00
NFI Membership Directory	\$169.50
Chef Education Trip (Tom Ireland)	\$750.00
Chef Education Trip (Simon Dean)	\$750.00
Chef Education Trip (Tommy Zinn)	\$200.00
WBAL Spot	\$1800.00
True Blue Clings	\$150.00
FTB Clings	\$532.00
Crabs for 'Crabby Bill'	\$60.00
Chef Education Trip (Ben Parks)	\$750.00
Chef Education Trip (Ben Parks)	\$750.00
Aweber (Email Marketing)	\$20.00
Chef Education Trip (Rick Morlock)	\$200.00
Oyster Cook Off Supplies	\$415.38
Seafood Festival Supplies	\$334.55
Maryland Seafood Hats	\$1750.00

Total Expenses

Travel & Meeting Expenses	\$752.92
Chef Education Trips	\$6585.00
Products for Demos/Events	\$600.55
Promotional Products	\$2050.00
National Hard Crab Derby	\$1000.00
National Oyster Festival	\$2000.00
True Blue Expenses	\$2258.15
From the Bay, For the Bay	\$4057.00
Misc (NFI Listing, etc)	\$347.50
Total -	\$20,066.50

Additional Income

Cookbooks	\$575
Hats	\$75

Final Total **\$19,416.50**





INTERNATIONAL
BOSTON
SEAFOOD SHOW



MARYLAND SEAFOOD

HISTORY & TRADITION

BOUGHT AND SOLD

MARYLAND SEAFOOD

HISTORY & TRADITION

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Speaking of the International Boston Seafood Show



This year we have raised the participation fee to \$1,500 to help recover costs.

We currently have six companies that would like to participate and we have room for four:

Angelina's Crab Cakes
Barren Island Oysters
Chesapeake Gold Oysters
Chesapeake Gourmet
JM Clayton
Tulkoff Sauce Company