

Commercial Fisheries Outreach & Marketing

Tidal Fisheries Advisory Commission Update

Seafood Shows -

Ocean City - Seafood Marketing staff helped to organize and staff a seafood demo booth at the recent Ocean City Hotel and Restaurant Association show. Regional chefs provided demonstrations of various Maryland seafood items to restaurant owners and chefs from Maryland, Virginia, DC, Pennsylvania, and Delaware.

Boston - This year's Boston seafood show was the biggest yet for Maryland. We had 6 seafood companies represented in the booth including two of our new aquaculture farms. The new location and booth design helped to contribute to a considerable amount of traffic for the exhibitors.



Aquaculture Conference - Seafood marketing staff helped to organize and present at the annual aquaculture conference in Annapolis. This year's presentation focused on preparing oysters the attendees exactly what the market is looking for in their oysters.

MPT Show - Seafood Marketing staff is working with Maryland Public Television to develop a three part series that will show the general public the work that goes into getting their fish from the bay to their plate. The first episode will show a waterman harvesting striped bass from a pound net. The second episode will show the product being delivered and processed by a wholesaler. The third will feature a local chef and the preparation of the product for their clientele.

Community Supported Fishery - A Community Supported Fishery (CSF) is a way for watermen to sell directly to the end user and potentially realize more profit for a percentage of their catch. This year we will be trying a pilot CSF here at the department. If we can turn this into a viable, profitable model we will turn over all of our information and work to the county associations so that they may attempt to duplicate this model.

Current Projects

- Redevelopment of the MarylandSeafood.org website.
- Promotion of Maryland Seafood products at various food shows.
- Development of a Community Supported Fishery program.
- Public outreach through various social media platforms