

Commercial Fisheries Outreach & Marketing

Tidal Fish Advisory Commission Update

Over the past couple of months we have made great strides in reconnecting the food-service industry with the watermen. We have helped to develop a better appreciation of the hard work that goes into harvesting seafood from Maryland waters. Along with this appreciation comes a sense of value and a better opportunity for watermen to make a living. All of the metrics listed below have been accomplished using very little money, but will create tremendous value now, and into the future.



A group of chefs learning about crabs from Jack Brooks at JM Clayton on Thursday July, 14th

Current Projects

- **Transition of the Department of Agriculture Seafood Marketing Program to DNR.**
 - Noreen Eberly and Anna Goings are expected to start within the next two weeks
- **Development of a fishery for snakeheads and blue catfish**
 - Help to reduce the population of an invasive species as well as development of economic benefits for watermen
- **Continued outreach with the restaurant community to improve value for Maryland seafood.**
 - Trips on commercial boats
 - Tours of processing facilities
 - In restaurant training for wait staff
 - Updates to the chefs via email and social Media.
- **Development of programs to create additional markets for Maryland Watermen.**
 - i.e Sea to Table / Trace & Trust
- **Outreach to both culinary schools to educate the students about Maryland seafood before they reach the workforce.**
- **Development of the “From the Bay, For the Bay Dine Out”**
 - Over 200 restaurants participating
 - Creates a greatly increased demand and awareness for Maryland Seafood.
 - Raises money for the Oyster Recovery Partnership to fund their efforts in the Chesapeake.

Metrics:

Culinary students that have received an education about Maryland fisheries - 79

Foodservice professionals that have toured a crab processing facility, been out to see commercial harvesting, or have otherwise been taught about Maryland seafood on site - 72

Foodservice professionals that receive a weekly “market update” about Maryland seafood - 1123

Wholesale Distributor sales staff that have received additional education about Maryland seafood - 34

Watermen that have received marketing training through the apprenticeship program - 128