



North Carolina Sea Grant Extension Program

UNCW Center for Marine Science, 5600 Marvin Moss Lane,
Wilmington, NC 28409

January 6, 2009

Dear NC seafood buyers and sellers:

Are you interested in attracting new consumers and growing your business? Discover how to diversify your marketing and think like a consumer by attending North Carolina Sea Grant's two-day (noon-to-noon) seafood marketing workshop specifically for commercial fishermen and seafood dealers. At this workshop, you will hear about market factors and drivers affecting the seafood industry and learn from other small business owners who have used these market conditions in their favor. The workshop program will include presentations from successful seafood business owners (see attachment for details), Sea Grant staff, NC Division of Marine Fisheries, and university faculty. There will be ample time for discussion and networking at the social hour. The workshop agenda, speaker profiles and directions to the workshop are attached.

- What:** NC Seafood Marketing Workshop
- Where:** NOAA Fisheries Auditorium
101 Pivers Island Road
Beaufort, NC 28516
- When:** Tuesday, Feb 3, 12p.m. – 5p.m. and Wednesday, Feb 4, 8a.m. – 12:30p.m.
- Cost:** Free (!) but registration is required.
- Registration:** Call the NC Sea Grant office at 910-962-2490 by Friday, January 23 or fill out and return the postage paid postcard by January 23.

We look forward to hearing from you and hope to see you at the workshop in February.

Sincerely,

M. Scott Baker, Jr.
N.C. Sea Grant
Wilmington

Barry Nash
N.C. Sea Grant
Morehead City

Sara Mirabilio
N.C. Sea Grant
Manteo

Brian Efland
N.C. Sea Grant
Morehead City

North Carolina Seafood Marketing Workshop Agenda

NOAA Fisheries Auditorium
101 Pivers Island Road
Beaufort, NC 28516

Day One (Tuesday, February 3)		
Time	Activity	Presenter
12:00	Registration	
12:30	Welcome, Introduction and Workshop Overview	Scott Baker
12:45	Market Analysis ---Consumer demand for seafood is increasing nationally and in NC	Barry Nash
1:15	Market Analysis ---Economic opportunities for the NC seafood industry	Scott Crosson (NCDMF)
1:30	Case Study and Discussion --- <i>SurfinSeafood.com</i>	Tina Montgomery
2:15	Break	
2:30	Methods of Establishing and Maintaining Connections to Customers and the Importance of Business Partnerships	Rob Handfield (NCSU)
3:30	Case Study and Discussion --- <i>Seaview Crab Company</i>	Joe Romano
4:15	Case Study and Discussion --- <i>Shrimp Connection</i>	Landon Wilder
5:00	End of First Day	
5:15	Networking Social	

Day Two (Wednesday, February 4)		
Time	Activity	Presenter
8:00	Registration	
8:30	Market Analysis Activity ---Using the Internet to identify local and regional seafood consumers	Sara Mirabilio
9:00	Market Strategy ---Developing a brand identity for your seafood business	Barry Nash
9:30	Community Supported Fisheries (CSF): A Model for Selling More Seafood Locally?	Susan Andreatta
10:00	Case Study and Discussion --- <i>Midcoast Fishermen's Cooperative</i>	Laura Kramar
10:45	Break	
11:00	Market Strategy ---Advertising for free on the web	Sara Mirabilio
11:30	Market Strategy ---Financial analysis of your business idea / adjustment	Brian Efland
12:00	NC Department of Agriculture's "Freshness From NC Waters" Marketing Assistance Program	William Small
12:30	Exit Evaluation and Adjourn	Sara Mirabilio

Case studies to be presented at this workshop:

Surfin Seafood. (www.surfinseafood.com) Co-owners **Tina Montgomery** and Jennifer Hanseler deliver fresh, sustainable, gourmet-quality, ready-to-prepare seafood each month to the homes of individuals and families throughout the Seattle, Washington area. By delivering individually packaged and frozen seafood directly to customers, the service provides an easy and convenient way to eat healthy and to enjoy some of the world's best seafood including salmon, halibut, cod, tuna, mahi-mahi and shellfish to name just a few.

Seaview Crab Company. Fishermen **Joe Romano**, Sam Romano, Nathan King operate a roadside seafood stand in Southeastern North Carolina. In addition, they have recently launched an auction service and website called www.yourpriceseafood.com where individual fishermen and seafood dealers can offer fresh seafood to web-based consumers.

The Shrimp Connection. (<http://shrimpconnect.com>). For the past seven years, **Landon Wilder** has made weekly trips to the North Carolina coast to bring back fresh seafood to customers in the Piedmont Triad area of the state. Landon has predetermined locations and times where he delivers seafood to his customer base. Regular customers are kept informed of his activities by his email newsletter, "ShrimpNotes." Depending on the season, customers pre-order or show-up to see what is available at the stand. The business was recently featured in *Our State* magazine <http://shrimpconnect.com/images/our-state-magazine.pdf>.

Port Clyde Fresh Catch. (www.portclydefreshcatch.com). Members of the Midcoast Fishermen's Association are utilizing the Community Supported Fisheries (CSF) approach to increase profits and connect to consumers who care about both quality seafood and sustainable fishing practices. The individuals and restaurants that participate in the program pay for their shares at the beginning of the season and pick them up at a specific time and place each week. The industry-consumer partnership focuses on shrimp in the winter and groundfish in the summer. **Laura Kramar**, marketing cooperative coordinator for fisherman's association, will speak on this and other association marketing activities.

Directions to the NOAA/NERR Auditorium on Pivers Island in Beaufort: From HWY 70 W: proceed through Morehead City downtown (20 mile/hour zone), over the high rise bridge by the port. Make your 2nd right (there are two right turn lanes) onto Pivers Island Rd. If you get to the Beaufort drawbridge, you've gone too far. You'll see small signs on the HWY that say NOAA and Duke Marine Lab. Go over a small bridge with a security gate (gate will be open). Once over the bridge, you'll see a large two story white building on the left, this is where the workshop is. Park in the lot directly in front of the building or in the lot to the right. There is a large NOAA circle logo on the building. When you enter the building through the front doors on the main road, the Auditorium will be on your left. The address is 101 Pivers Island Rd, Beaufort 28516 (but both Google Maps and Mapquest have the road labeled Rivers Island Rd instead!)

Lodging in the Morehead City area:

- Hampton Inn, 4035 Arendell St., Morehead City, 252-240-2300; \$94-\$99.
- Econo Lodge, 3410 Bridges St., Morehead City, 252-247-2940; \$63-\$73.
- Comfort Inn (Quality Hotel), 3012 Arendell St., Morehead City, 252-247-4411; \$90-\$120.

This workshop made possible through partnerships of the following:

