



Branding Your Catch:

Creating a Market Identity for Seafood

**NC Seafood Marketing Workshop for
Commercial Fishermen and Dealers**

January 29, 2008
Wilmington, NC

Consumers Want More Seafood

- Per capita consumption of seafood in the United States increased from 14.6 pounds in 1997 to 16.5 pounds in 2006.
- Seafood is among America's most frequently served main dishes.
- Eighty percent of the seafood consumed in this country is imported, but...
- *Demand is increasing for seasonal, locally-harvested seafood.*

Better Nutrition

- Six in ten adults believe they can greatly reduce the risk of disease by eating healthfully.
- Trend is toward more protein in the diet.
- Fish is viewed as heart-healthy: low fat; Omega-3 fats
- Baby Boomers (born between 1946 and 1964) are driving the increase in seafood consumption.

The Four Ps of Marketing

- A **product** that has perceived value: *Nutrition, Taste, Convenience, Locale*
- A **price** that reflects your product's level of quality:
Understand your target customer's sensitivity to cost
- **Promotion** or advertising of the product:
What is your product and where it can be purchased?
Why is your product superior to the competition?
- A **place** to sell your product:
Retail or foodservice
Frozen or fresh distribution

Creating a Market Identity

- What kind of image do you want your company to project to the public?
- How do you want your customers to think about your product?
- A **brand** is any word, creative design, or color scheme that creates an identity for your product.
- Elements of a brand: name, logo, and tag line

Creating a Market Identity

- A brand name can suggest product benefits: *Wild-Caught, Farm-Raised, Fresh-Not-Frozen, Locally Harvested*
- Fits the company or the image of your product: *“Freshness from North Carolina Waters”*
- Is memorable, distinctive and positive: *“Quality Foods from the Sea”, “Fresh Ketch”, “Nature’s Way Seafood”*
- Is a registered trademark: *NC Department of the Secretary of State – www.sosnc.com*

Creating a Market Identity

- A **tag line** further describes and identifies the brand name.
- Provides additional information that differentiates your product from the competition.
- **DuPont:** *Better Living through Chemistry*; **Claw Island Foods:** *If our lobsters were any fresher, they'd pinch you*; **Port Royal Seafood:** *Wild-harvested, caught naturally*.

Promotion



- The objective is to generate consumer awareness about your brand and products.
- Important to tell consumers why your seafood is worth buying.
- Print (newspapers, magazines, direct mailings), radio, television.
- Online advertising: *Consider a website for your business.*

Product Brochures

- A clear photograph of at least one of your products.
- A list of available items.
- A short narrative describing each product.
- Tell how your product will be distributed to customers:
Type of box or package, case size, units per case.
- The name, address, phone number and e-mail address of your company and the name of an individual to contact.

Branding Local Seafood

- Carteret Community College (CCC) in Morehead City, North Carolina, was awarded a Rural Community College Initiative (RCCI) grant in January 2003.
- The RCCI Program is supported by the Ford Foundation and administered by the Southern Rural Development Center at Mississippi State University.
- RCCI's mission: Support economic development initiatives that improve the livelihood of rural county residents.



Building Support

- CCC formed a partnership with NC A&T University to evaluate a number of projects that would benefit Carteret County.
- A branding program to promote local seafood had the most support.



The Need for Branding

- Market Research indicates that consumers are eating more seafood.
- Consumers seem more inclined to purchase local or regional seafood commodities over imports.
- County fishermen were searching for better strategies to sell their seafood.
- RCCI volunteers observed that the county restaurants selling local seafood were not receiving a market incentive to do so.

Branding Objectives

Commercial:

- Create a stronger awareness of and a demand for local seafood
- Improve revenues for fishermen, dealers, and restaurants

Educational:

- Promote the seasonality of local commodities
- Promote the sustainability regulations that protect marine resources
- Promote the heritage of the Carteret County fishing communities

RCCI Team

The RCCI Team is comprised of community volunteers representing commercial fishermen, seafood dealers, restaurant owners, educators, fisheries researchers and county residents:

American Culinary Federation – Carteret County Chapter

Carteret Community College

Carteret County Chamber of Commerce

Carteret County Economic Development Council

Carteret County Fishermen's Association

NC Division of Marine Fisheries

NOAA Fisheries Service

NC Cooperative Extension Service

NC Sea Grant

NC State University Seafood Laboratory

Fall 2004

- RCCI volunteers met with county restaurant owners to better understand the quality standards they have for local seafood.
- RCCI volunteers presented the quality standards of restaurants to the Carteret County Fishermen's Association.



March 2005

A field trip was organized for local fishermen, dealers, and restaurant owners to observe how local seafood is marketed in select Northeastern USA markets:

Washington, D.C. waterfront

Stonington and Mystic, CT

Pigeon Cove Seafood, Gloucester, MA

Fulton Fish Market, New York, NY

Crisfield and Salisbury, MD

Chincoteague, VA



June – July 2005

- With assistance from a business consultant and a graphic designer, RCCI volunteers established a brand name, tag line, and logo to create a market identity for local seafood.
- From among 14 brand name and tag line options, the RCCI team chose ***Carteret Catch*** as a brand name and ***Select North Carolina Seafood from the Fishermen of Carteret County*** as the tag line.

Creating the Brand Identity

- The word **Catch** is supposed to project an image of seafood to consumers.
- **Select** is meant to convey only the best, high quality, or special.
- The phrase **from the Fishermen of Carteret County** tells the consumer that their seafood has been harvested by a Carteret County fisherman.
- The logo features the silhouette of an actual fishing vessel belonging to one of the commercial fishermen on the RCCI team.

NC Seafood Festival

- The Carteret Catch brand was unveiled at the 2005 North Carolina Seafood Festival.
- The Carteret Catch booth featured demonstrations by county fishermen and local chefs to show visitors how to clean fish and prepare local seafood cuisine.
- Visitors were asked to complete a survey that profiled their seafood preferences.



Survey Results

- Total number of survey respondents: 175
- 84% expected seafood purchased at the coast to be locally caught.
- 90% expected seafood in local restaurants to be locally harvested.
- 92% said they were inclined to purchase local seafood if given a choice.
- Favorite commodities include shrimp, flounder, scallops, oysters, and blue crabs.

Current Status

- Carteret Catch volunteers have recruited a small number of local fishermen, seafood dealers, and restaurant owners as “charter” members of the Carteret Catch program.
- Bylaws have been developed, an executive board has been elected, and an advisory board has been formed.
- The team is finalizing a business plan to establish a non-profit entity that will manage the brand’s marketing program.
- Carteret Catch was incorporated in March 2006 and began operating in June 2006.

Membership Categories

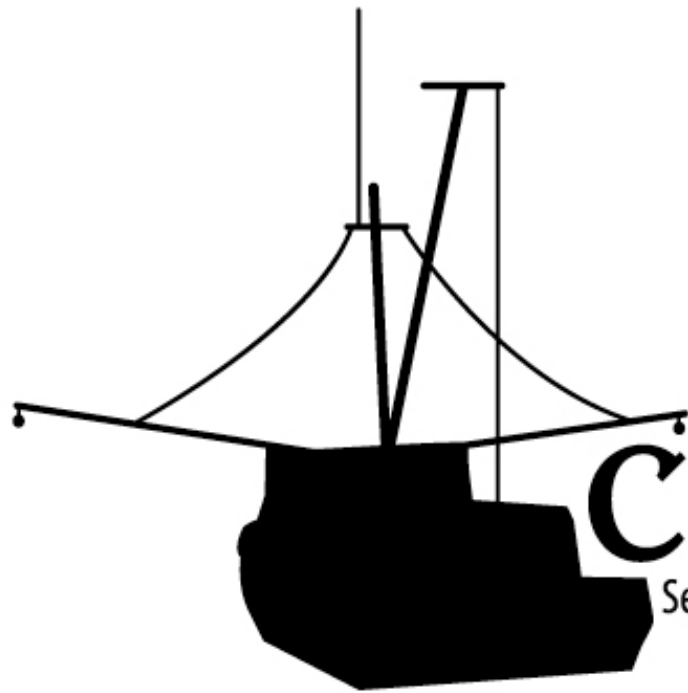
- **Commercial Fishermen** (Carteret County resident, SCFL#)
- **Seafood Dealers** (Carteret County business address, Valid N.C. dealer's license, Government inspection)
- **Seafood Retailer** (Government Inspection, Valid N.C. dealer's license)
- **Restaurants** (Offer at least one local commodity throughout the year when seasonally available, encouraged to buy from the network of local dealers or fishermen who belong to CC.)
- **Associate Members**
- **Sponsorships**



Membership Benefits

- Voting rights (one vote)
- Carteret Catch flag and static window decal (fishermen, retailers, restaurants, wholesalers)
- Recognition on the website: www.carteretcatch.org
- NC Seafood Availability Chart
- Bumper sticker
- CC stamp to authenticate the invoices for Carteret Catch restaurants (dealers)





CarteretCatch[™]

Select NC Seafood from the Fishermen of Carteret County

The Carteret Catch brand is your guarantee that you are getting local seafood direct from Carteret County fishermen. You will find the freshest product available, at local seafood retailers, or restaurants that proudly display the Carteret Catch logo in their window and on their menu.

www.carteretcatch.org