

Freshness From North Carolina Waters



Seafood Marketing

William Small, Marketing Specialist

NC Department of Agriculture & Consumer Services

Steve Troxler, Commissioner

www.nc-seafood.org

Seafood Consumption and the Three C's

- Cost
- Convenience
- Consistency



Seafood Consumption and Imports

- Increased Supply
- Cheaper Prices
- Greater Availability
- = 3 C's

Top Ten 2006

- Shrimp Still King
- Tilapia Climbs to #5

	2000	2001	2002	2003	2004	2005	2006
1	Can Tuna	Shrimp	Shrimp	Shrimp	Shrimp	Shrimp	Shrimp
2	Shrimp	Can Tuna	Can Tuna	Can Tuna	Can Tuna	Can Tuna	Can Tuna
3	Pollock	Salmon	Salmon	Salmon	Salmon	Salmon	Salmon
4	Salmon	Pollock	Pollock	Pollock	Pollock	Pollock	Pollock
5	Catfish	Catfish	Catfish	Catfish	Catfish	Catfish	Tilapia
6	Cod	Cod	Cod	Cod	Tilapia	Tilapia	Catfish
7	Clams	Clams	Crab	Crab	Crab	Crab	Crab
8	Crab	Crab	Clams	Tilapia	Cod	Cod	Cod
9	Flatfish	Flatfish	Tilapia	Clams	Clams	Clams	Clams
10	Scallops	Tilapia	Flatfish	Scallops	Flatfish	Flatfish	Scallops

Seafood Consumption Trends & Opportunities



Seafood Consumption Trends

"Local is Better!"

The North Carolina "Seal of Quality"



"Freshness From NC Waters" Program

- Generic Seafood/Aquaculture Marketing Program
- FFNCW Label May Only Be Applied on North Carolina Produced, Harvested or Processed Products
- Imported Products Are Not Eligible

"Freshness From NC Waters" Program

- To **Promote** North Carolina Seafood to Consumers and Buyers
- To **Educate** Consumers and Buyers of the **Diversity, Availability, and Quality** of North Carolina's Seafood Products

"Freshness From NC Waters"

Program Features:

- Work with Marketing Specialist to Discuss Your Company's Strategies

"Freshness From NC Waters"

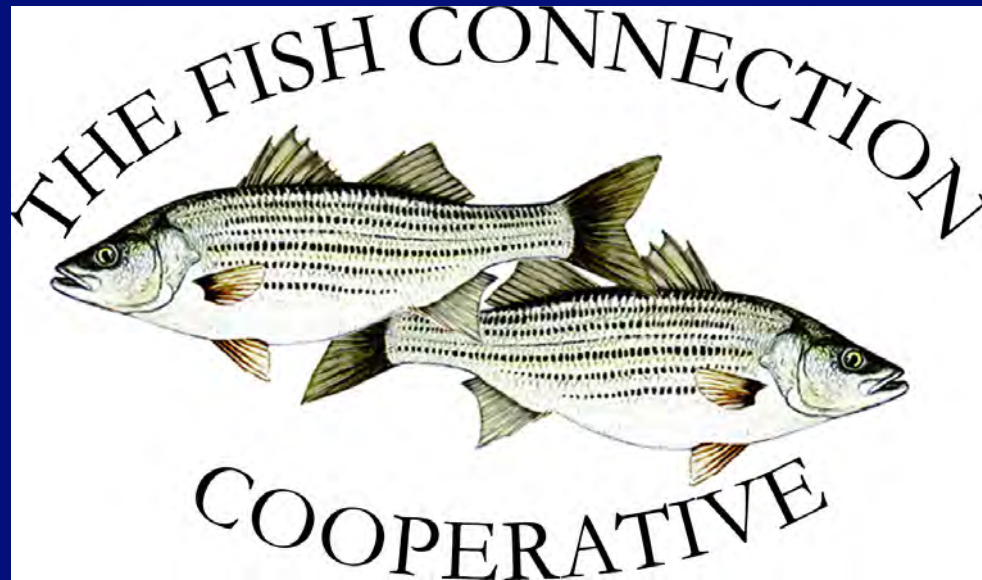
Program Features:

- Retail Specialist
- Institutional Specialist
- International Specialist
- Engineering Specialist

"Freshness From NC Waters"

Program Features:

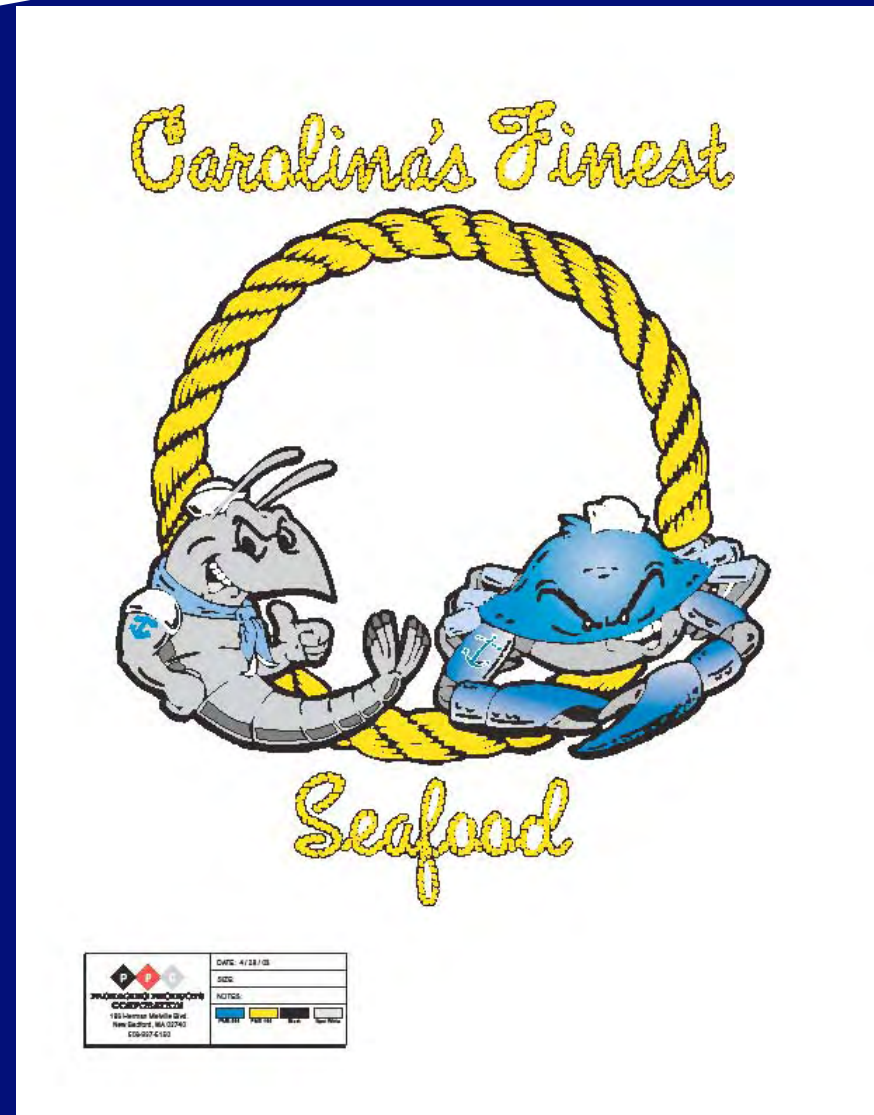
- Assistance with Logo Design



"Freshness From NC Waters"

Program Features:

- Assistance with Logo Design



"Freshness From NC Waters"

Program Features:

- Umbrella and Cooperative Advertising Opportunities

Retail Cooperative Advertising

Lowes foods
www.lowesfoods.com

Double Coupons!
WE DOUBLE MANUFACTURERS COUPONS UP TO 80¢ FACE VALUE WITH AN ADDITIONAL \$36.00 ORDER (before taxes). COMPLETE DETAILS IN STORE. SOME RESTRICTIONS APPLY.

Certified Hereford Beef
London
oil
RATED BEST FOR JUICINESS FLAVOR TENDERNESS
1.99
Pound

Grade A Frozen Turkey Breast
99¢
Pound
Limit 2 per customer. Maximum \$50 additional purchase excluding Turkey.

Wild-Product of USA 16-20 ct. Raw
North Carolina Large Shrimp
7.99
Pound

Farm Raised-Product of USA
North Carolina Fresh Catfish Fillets
2.99
Pound

Goodness Grows in North Carolina

North Carolina Pamlico Sound Raw
Medium Shrimp
4.99
lb.

Save 2.00 lb.



"Freshness From NC Waters" Point of Sale



Promotional Materials

- Posters
- Buttons
- Aprons
- Static Clings
- Table Tents



Advertising Campaign

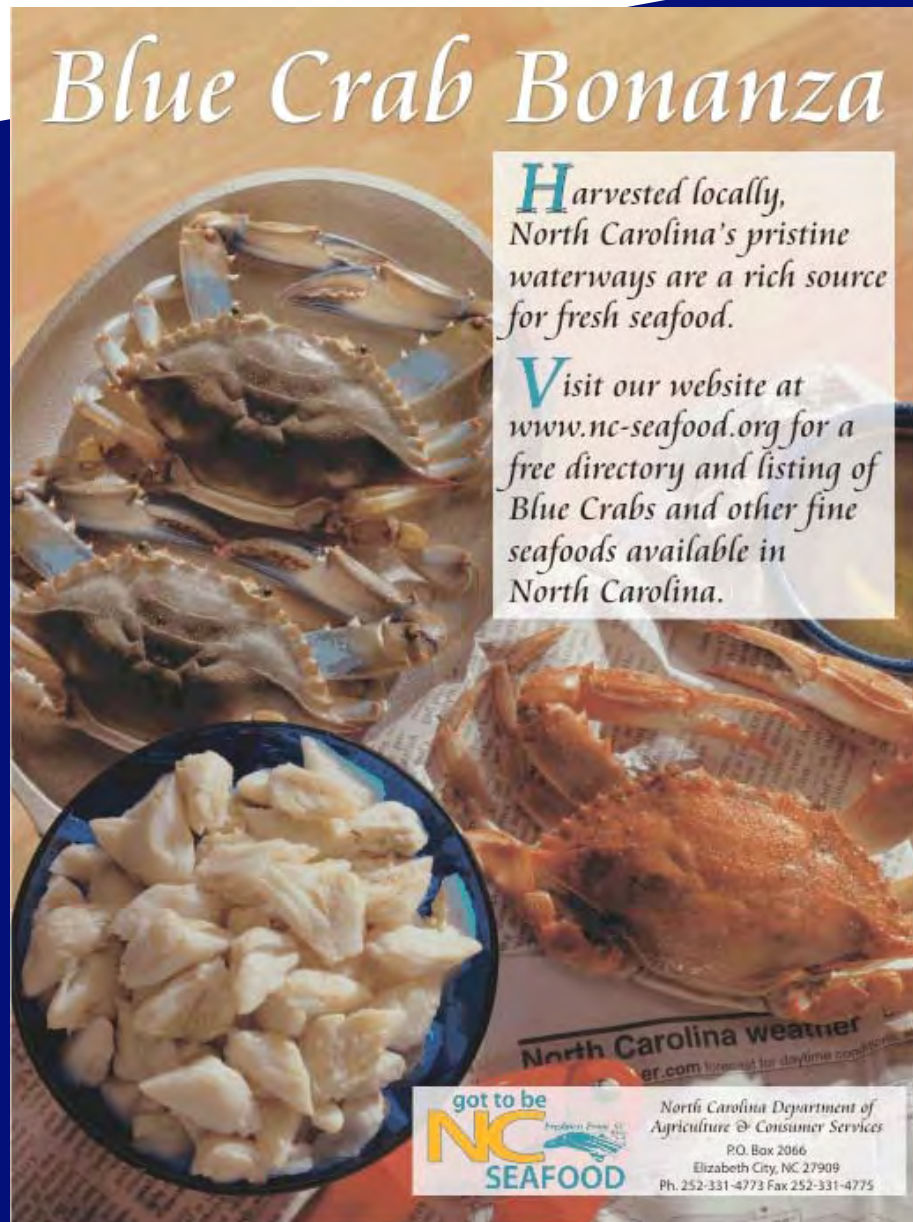
Go Wild With North Carolina Shrimp.

Harvested from cool Mid-Atlantic waters, *North Carolina Shrimp* are a tasty addition to any menu. Our wild shrimp cook up rich and tender with a quality we know you'll agree is second to none. If you are looking for American-harvested shrimp, North Carolina is your seafood source. Call or visit our website at www.nc-seafood.org for a free directory and listing of ocean, farm-raised and shellfish available in North Carolina. So go wild with *North Carolina Shrimp*. It's what we're famous for.

*North Carolina Department
of Agriculture and Consumer Services*
P.O. Box 2066, Elizabeth City, North Carolina 27909
252/331-4773 Phone 252/331-4775 Fax



Advertising Campaign



Blue Crab Bonanza

Harvested locally, North Carolina's pristine waterways are a rich source for fresh seafood.

Visit our website at www.nc-seafood.org for a free directory and listing of Blue Crabs and other fine seafoods available in North Carolina.

North Carolina weather
er.com for daytime non-acc...

got to be
NC SEAFOOD
Elizabeth City, NC

North Carolina Department of
Agriculture & Consumer Services
P.O. Box 2066
Elizabeth City, NC 27909
Ph. 252-331-4773 Fax 252-331-4775

Trade Publications

AS SEEN IN **SeaFood** BUSINESS



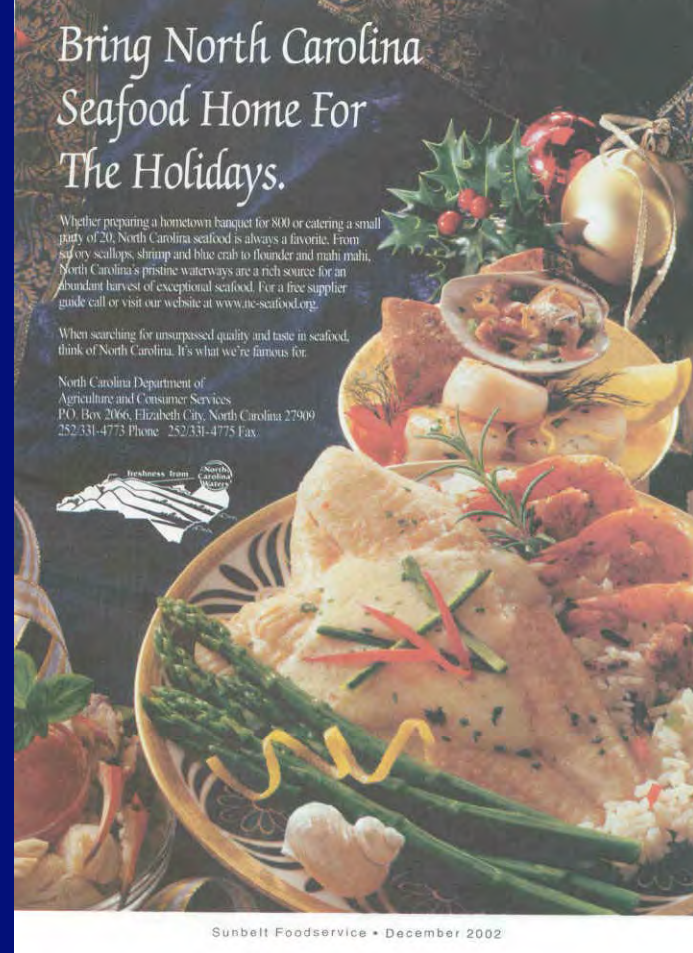
North Carolina Seafood. At A Grill Near You.

From our miles of coastline to deep mountain streams, North Carolina is a national leader in seafood production. Chances are you have tasted our sensational scallops, trout, bass or catfish. In fact, North Carolina harvests over 70 species of ocean, farm-raised and shellfish varieties. Call or visit our website at www.nc-seafood.org for a free supplier directory.

No matter how you cook it, when searching for superior taste and value in seafood, think of North Carolina. It's what we're famous for.

SUNBELT FOODSERVICE
A Shelby Report
DECEMBER 2002
Covering Ala., Ark., Calif., Conn., Fla., Ga., Ill., Miss., N.M., N.C., Okla., S.C., Tenn., Texas, Va.

ON THE CUTTING EDGE with



Bring North Carolina Seafood Home For The Holidays.

Whether preparing a hometown banquet for 800 or catering a small party of 20, North Carolina seafood is always a favorite. From scallop, shrimp and blue crab to flounder and mahi mahi, North Carolina's pristine waterways are a rich source for an abundant harvest of exceptional seafood. For a free supplier guide call or visit our website at www.nc-seafood.org.

When searching for unsurpassed quality and taste in seafood, think of North Carolina. It's what we're famous for.

North Carolina Department of Agriculture and Consumer Services
P.O. Box 2066, Elizabeth City, North Carolina 27909
252-331-4773 Phone 252-331-4775 Fax

freshness from North Carolina waters

Sunbelt Foodservice • December 2002

"Freshness From NC Waters"

Program Features:

- Consumer Directed Promotions

Consumer Advertising

as seen in

Our State North Carolina

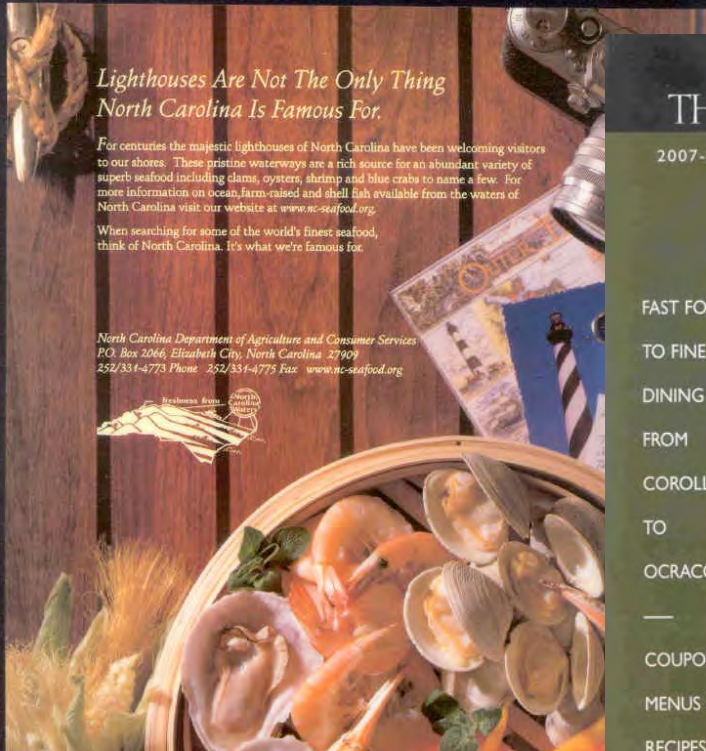
doesn't
home
in

*Lighthouses Are Not The Only Thing
North Carolina Is Famous For.*

For centuries the majestic lighthouses of North Carolina have been welcoming visitors to our shores. These pristine waterways are a rich source for an abundant variety of superb seafood including clams, oysters, shrimp and blue crabs to name a few. For more information on ocean, farm-raised and shell fish available from the waters of North Carolina visit our website at www.nc-seafood.org.

When searching for some of the world's finest seafood, think of North Carolina. It's what we're famous for.

North Carolina Department of Agriculture and Consumer Services
P.O. Box 2046, Elizabeth City, North Carolina 27909
252/331-4773 Phone 252/331-4775 Fax www.nc-seafood.org

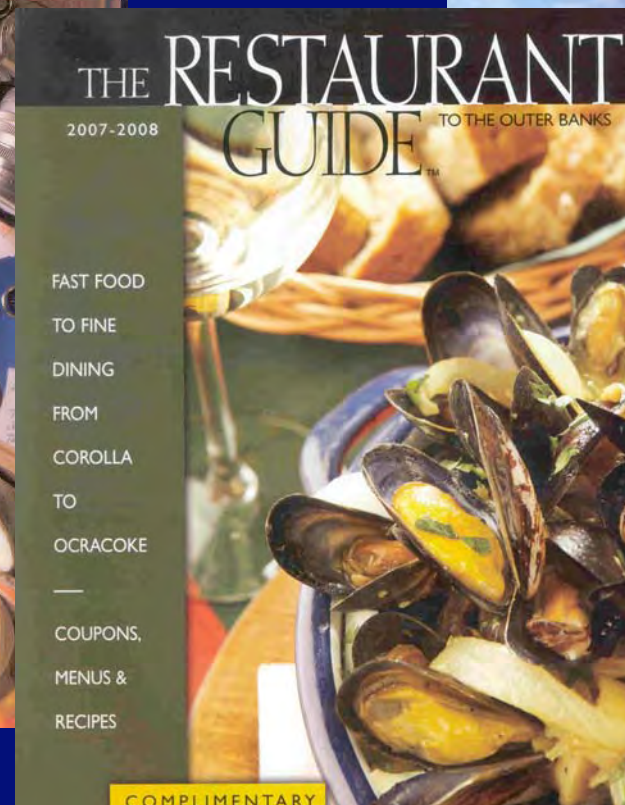


THE RESTAURANT GUIDE TO THE OUTER BANKS

2007-2008

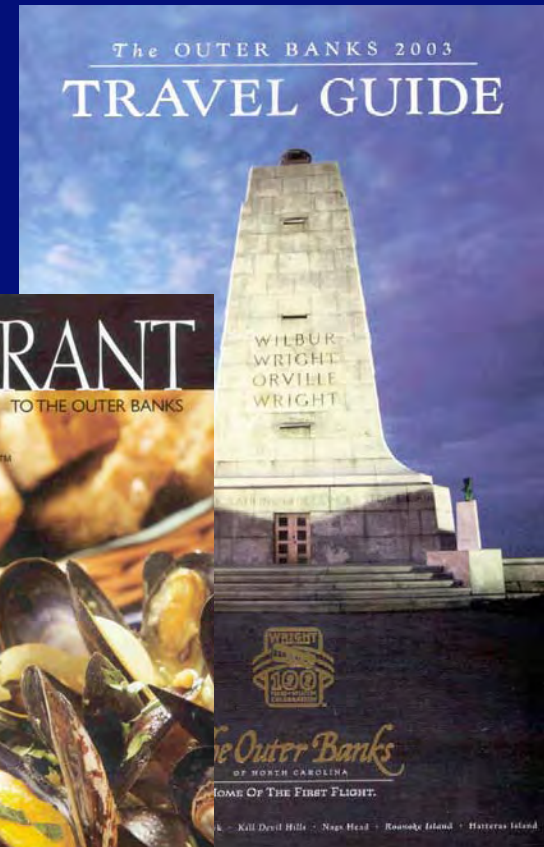
- FAST FOOD
- TO FINE
- DINING
- FROM
- COROLLA
- TO
- OCRACOE
-
- COUPONS,
- MENUS &
- RECIPES

COMPLIMENTARY



The OUTER BANKS 2003
TRAVEL GUIDE

WILBUR WRIGHT ORVILLE WRIGHT



WRIGHT
100
BIRTHPLACE

The Outer Banks
OF NORTH CAROLINA
HOME OF THE FIRST FLIGHT.

Kill Devil Hills • Nags Head • Roanoke Island • Hatteras Island


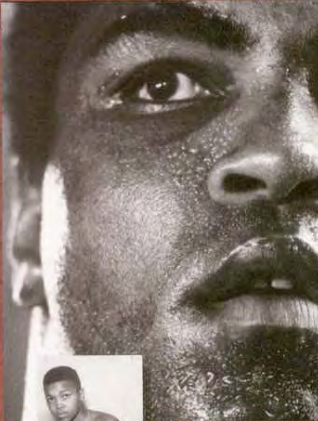
"Freshness From NC Waters"

Program Features:

- Comprehensive Marketing Programs Throughout the State

Television Advertising

CenterPiece
The Monthly Program Magazine of the UNC Center for Public Television



**Tune In
A Knock
Summ**

MUHAMMAD ALI
Through the Eyes

PATRIOTIC SHOWS • RETURNING BLOCKBUSTERS **UNC-TV**

FROM THE SEA...TO YOUR PLATE

NC Seafood Makes it Great!

It's grilling season once again, and what could be tastier than shrimp shish kebobs on a warm summer evening? How about blue crabs, catfish, oysters Rockefeller, grilled scallops or almandine trout? Boasting over 70 species of ocean fish, farm raised fish, and shellfish, fresh NC Seafood is a treasure to be shared. North Carolina is a national leader in seafood production, and our aquaculture and seafood industries harvest some of the world's finest fish, from miles of beautiful coastline to the deepest mountain streams.

William Small, Seafood Marketing Specialist for NC Seafood, chooses to sponsor cooking programs and coastal specials on UNC-TV because he feels that this is an efficient tool to reach his target audience and to communicate the message that NC Seafood products are delicious, safe, and easy to prepare. NC Seafood carefully regulates the process of cooling and handling fish. During a time when North Carolinians have become more conscientious about feeding both their minds and bodies with only what is safe, pure, and wholesome, a perfect partnership has emerged between UNC-TV and NC Seafood.



Rich in protein and nutrients but low in calories, fish is a delicious and healthy source of protein. In fact, the Omega-3 fatty acids in fish actually help lower blood cholesterol levels and therefore may help to lower the risk of heart disease. Fortunately, with the abundance and variety of NC Seafood, there are plenty of creative dishes to try, sure to please even the most discriminating palettes.



Billboards



US Hwy 64 East



US Hwy 158 East

Billboards



Regional Marketing Campaign

MARKETING

Southern states join forces to promote domestic shrimp

Marketing experts explore ways to boost consumer awareness and shrimp prices

State marketing specialists from Louisiana to North Carolina are in the early stages of developing a regional campaign designed to distinguish domestic, wild-caught shrimp from imported, farmed shrimp in the marketplace.

Meeting for the first time on Aug. 6 in New Orleans, the marketing experts discussed ways to increase consumers' awareness of domestic shrimp along with the product's value. They also talked about creating a slogan and logo to support a regional marketing effort.

The goal is to implement

third-party inspection process, says Ewell Smith, executive director of the Louisiana Seafood Promotion and Marketing Board.

"The bottom line is, whatever programs we pursue, we need to get prices of [domestic] shrimp up," says Smith. Shrimpers "are going out of business every day," he adds.

Each state will promote its shrimp products while pooling its marketing resources and expertise toward a regional effort, since funding is limited and each state is trying to deliver the same message to consumers, says Joanne McNeely, chief of the Florida Bureau of Seafood and Aquaculture Marketing.

This year, Florida will promote its shrimp using its "From Florida" logo at the state's superchains, including

Kroger, Winn-Dixie, Publix and Kash N' Karry. The bureau helped defray the cost of the retail ads and paid for in-store sampling. When on ad, weekly sales of pink shrimp increased by an average of up to 2,600 percent.

Also participating in the marketing discussion is William Small, seafood marketing specialist for the North Carolina Department of Agriculture and Consumer Services. He's spearheading a \$600,000, three-year marketing campaign for North Carolina shrimp featuring print and electronic advertising and point-of-purchase materials at retail.

The regional campaign is not associated with the Southern Shrimp Alliance and its Aug. 8 decision to pursue an antidumping petition against shrimp imports from several countries (see Newsline, p. 1). —S.H.



For more advertiser information

"Freshness From NC Waters"

Program Features:

- Discounted Participation Rates for Trade Shows and Food Shows

Trade Show Opportunities



- International Boston Seafood Show
- Number One Seafood Trade Show in U.S.
- North Carolina Seafood Pavilion

Boston Seafood Show



Boston Seafood Show



Seafood Buyer Tours

- Retail and Food Service Buyers Invited to Attend Sponsored Tours of Seafood Processing Facilities
- Buyers Have Opportunity to Learn About Variety and Availability of North Carolina Seafood

Seafood Buyer Tours



Seafood Buyer Tours



Seafood Buyer Tours





NC Fisheries Association Exhibit



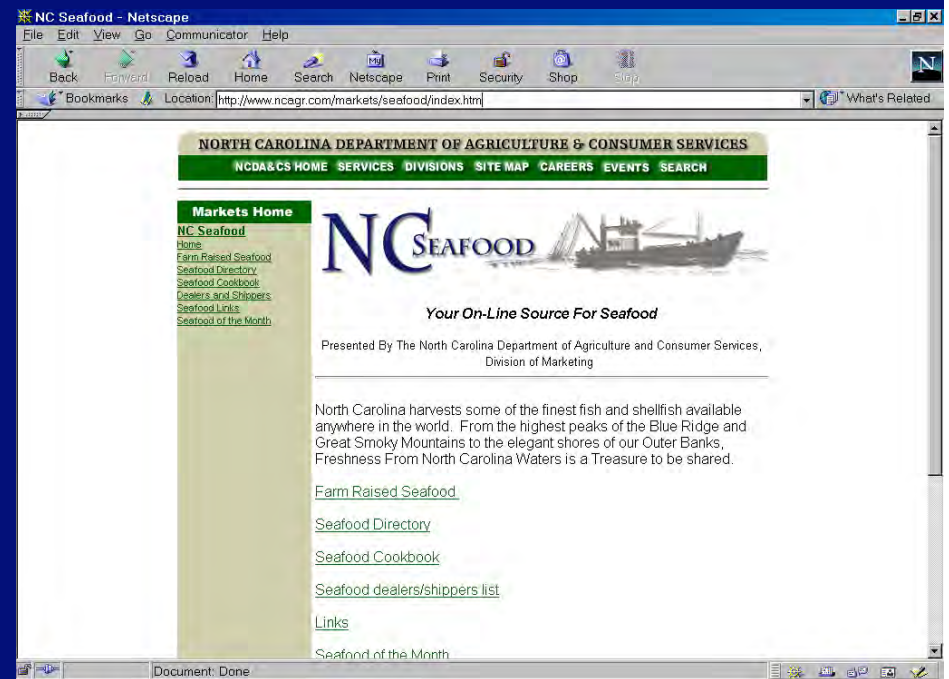
NC Shellfish Growers Association



"Freshness From NC Waters"

Web Page

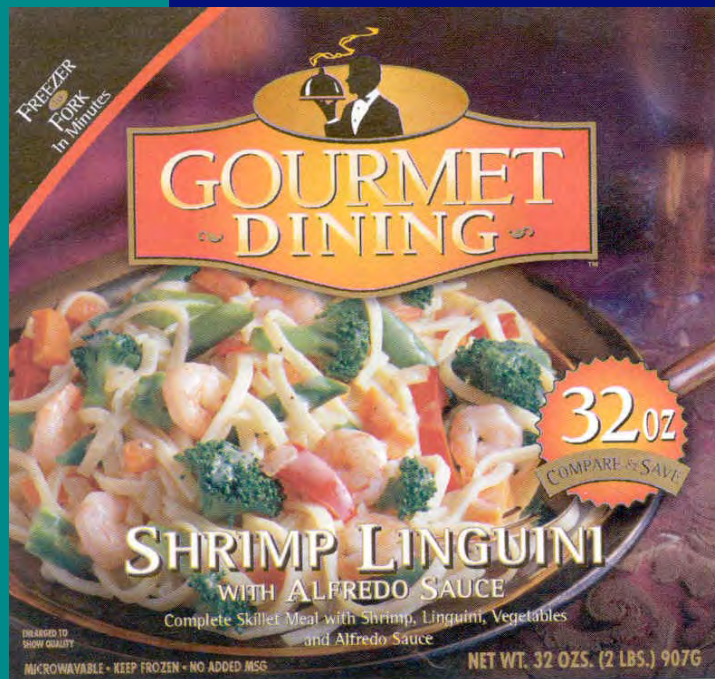
- Seafood Directory
- Seafood Cookbook
- Seafood Dealers
- Links



www.nc-seafood.org

Seafood Consumption Trends

- Value-Adding



Seafood Consumption Trends & Opportunities

- Ethnic Trends



RECIPE SUGGESTION



Crabmeat Softshell Taco

Yield: 4 Servings

Ingredients	Weights	Measure
Crab claw meat	12 oz (2 pouches)	
Lime juice	—	2 1/2 tbsp
Olive oil	—	2 1/2 tbsp
Cilantro chopped	—	1 tbsp
Green onions sliced	—	1/8 cup
Red & Green peppers diced	—	1/8 cup
Chili oil	—	1/2 tbsp
Cumin ground	—	1/3 tsp
Flour tortilla shells 6 inch	4 each	
Tomato wedges	8 each	
Lemon wedges	8 each	

Can also be used hot or cold in your favorite recipes; wherever crab is called for. Perfect for:

- Crab Cakes
- Soup
- Pasta
- Dips
- Enchiladas
- And More!

Method
1. In medium bowl add first 8 ingredients.

Seafood Consumption Trends & Opportunities

- Ethnic Trends

CEDAR CREEK FISH FARM
7270 Matt Hair Road • Fayetteville, NC 28301
Phone: (910) 485-5700

Filete de Catfish	\$4.40 libra
Pedazos de Catfish	\$2.00 libra
Catfish Limpio	\$4.00 libra
Catfish Vivo	\$2.00 libra
Mojarra Limpia	\$3.50 libra
Mojarra Viva	\$3.00 libra
Camarón	(Cuando hay disponible)
Ostion	(Cuando hay disponible)

Como Llegar

Tome Hwy 87 hoasta Tar Heel luego abajo del Puente, a la izquierda a River Road, 8 miles
Siga las Señales

Llamenos para decirle como llegar
(910) 485-5700

**Precios Bajos Abierto de Lunes a domingo
7:00am a 6:00pm**

Seafood Consumption Trends & Opportunities

- RTE Meals



Ready-to-eat meals

Consumer demand for health, convenience drives sales of packaged meals

By April Forristall

Today's fast-paced, grab-and-go culture has elevated the role of foods that fit the convenience bill. While some consumers would prefer to eat healthful, home-cooked meals from scratch, a growing number are opting for more convenient foods that are still good for you. These demands have prompted seafood companies to create ready-to-eat (RTE) or ready-to-cook seafood options with high flavor profiles.

"[RTE meals are] first and foremost are convenient and good tasting," says Murray Rosen, president of Seafood America. "I think the health consideration is No. 3."

that the RTE category would be more than a flash in the pan, the company introduced its Dockside Classics Instant Gourmet line of fresh entrées, including Shrimp Scampi, Shrimp Marinara and Fettuccini Alfredo with Real Crab Meat, all of which can be prepared in three minutes or less.

"We were looking for a next-generation product," explains Rosen. "We wanted to do something with a more complete, convenient, ready meal." Consumer response has been positive, and the company is adding a fourth item, Lobster Ravioli in Alfredo Sauce with a Touch

steam, saturating the inside of the bag with vapor. Meals are ready to eat within minutes.

"When we put a piece of fish in the bag, our system is designed around the fish; it retains moisture very well," explains chef Eric Carre, whose company, AFM, owns the patent on the papillote bags used for AFM and Mar-Lees. "Customers simply snip one side of the bag and [the fish] slides right out on to the serving dish," says Carre.

The Chef Papillote meal/package concept from AFM fulfills the consumer demand for simple packaging and taste.

"Most consumers today want better food that's nutritionally balanced and they want the delivery system simplified," says Carre. "They are tired of plastic bags and trays."

Seafood Consumption Trends & Opportunities

- Popularity of Eco-friendly Fish

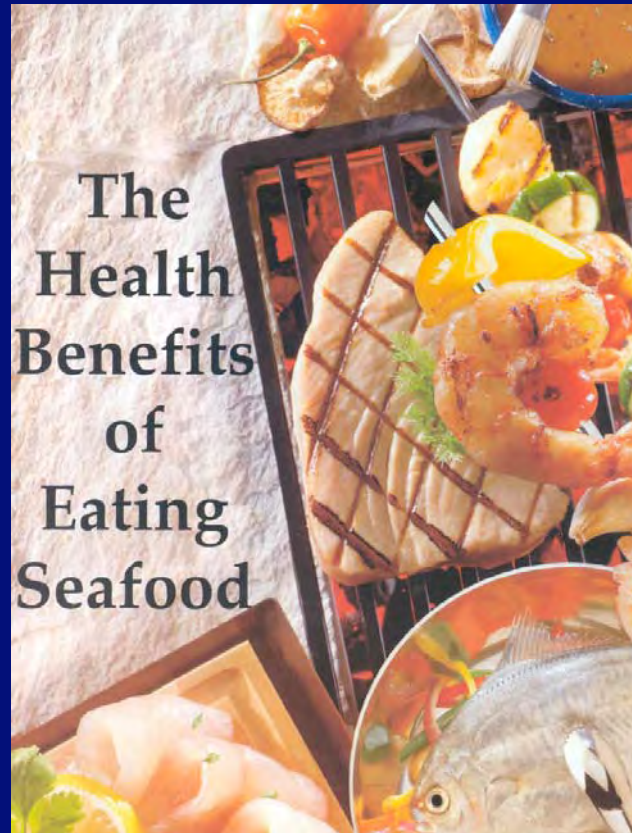


Positive Health Benefits

- Heart Disease
- Depression Manic-Depression
- High Blood Pressure
- Rheumatoid Arthritis
- Inflammatory diseases
- Alzheimer's Disease
- Stroke
- Osteoporosis
- Arrhythmia
- Cancer Prevention
- High Cholesterol
- Type 2 Diabetes
- Lupus
- Cataracts
- Arthritis
- Acne
- Memory Loss
- Chronic Fatigue Syndrome

Seafood Consumption Trends & Opportunities

- Seafood's Positive Health Benefits



The Health Benefits of Eating Seafood

ed found in certain kinds of seafood, may significantly reduce the risk of depression in pregnancy, claims new research from the National Institutes of Health. During pregnancy, the baby gets Omega-3 at the expense of the mother. A developing fetus draws on the fatty acid stores of its mother for optimal neurological growth. Women are at the greatest risk for depression in the third trimester, when their rate of Omega-3 depletion is the greatest. In countries where Omega-3 intake is the highest, the incidence of depression is the lowest. Too little Omega-3 in the diet may be a risk factor for depression.

Eating seafood can reduce the symptoms of arthritis. In a study at Albany Medical College in New York, subjects had fewer tender joints, less morning stiffness, better grip strength and less evidence of damaged arthritis after consuming a seafood diet.

Oily fish may cut asthma symptoms in half, reports a study at the University of Cambridge, 2007. Regular fish consumption roughly halved the risk of asthma attacks, wheezing or waking up with tightness in the chest.

Omega-3 can help children's ear infections. Researchers from the New York Eye and Ear Infirmary recently discovered that children with otitis media (inflammation of the middle ear) required fewer antibiotics and had fewer ear infections once they began taking cod liver oil and certain vitamins/mineral supplements. Otitis media is the most

Blue crabs.



It has been proven in many research studies that seafood has multiple health benefits. One of the greatest of these is the low level of fat in seafood. This potential benefit fits nicely into the daily routine of people in Eastern North Carolina as we have a very high rate of heart and vascular disease that is directly influenced by the foods we eat. Eating seafood is a great way to help maintain a low-fat diet and healthy lifestyle. As a native of Eastern North Carolina, I enjoy the many wonderful aspects of living here, but one of the greatest is the abundance of good seafood."

—Dr. Wiley Kilgus, Director of Surgical Research and Surgical Robotics, Brody School of Medicine, East Carolina University

frequent diagnosis made for children who visit physicians for illness. Researchers say the treatment could reduce the overuse of antibiotics, and thus, lower antibiotic resistance among children.

MAXIMIZING THE BENEFITS OF EATING SEAFOOD

Omega-3s can be destroyed by heat, air, and light, so the less processing, heat, air exposure and storage time, the greater the Omega-3 content of seafood. Freezing seafood and cooking methods such as baking, broiling, and steaming cause minimal Omega-3 losses. But the high temperature of deep frying could destroy some Omega-3s and increase total fat content of the finished fish product. The best way to preserve Omega-3s and keep it low in total fat intake is to use low fat cooking methods such as baking, broiling, poaching, steaming, air frying, grilling and sautéing in little or no fat and cooking just until done. Canned seafood, such as tuna, salmon and sardines, are good sources of Omega-3s and the canning process does not significantly reduce the Omega-3 content.

"The best way to maximize the health benefits of seafood is to eat North Carolina seafood, fresh from North Carolina waters. We have the best seafood in the world right here in North Carolina, and we are committed to freshness and quality," explains William Small, seafood marketing supervisor of the North Carolina Department of Agriculture and Consumer Services. "When maximizing the health benefits of seafood, think of North Carolina seafood and the Fishbox from North Carolina's Sea." ■



North Carolina Department of Agriculture and Consumer Services
www.nc-seafood.org