

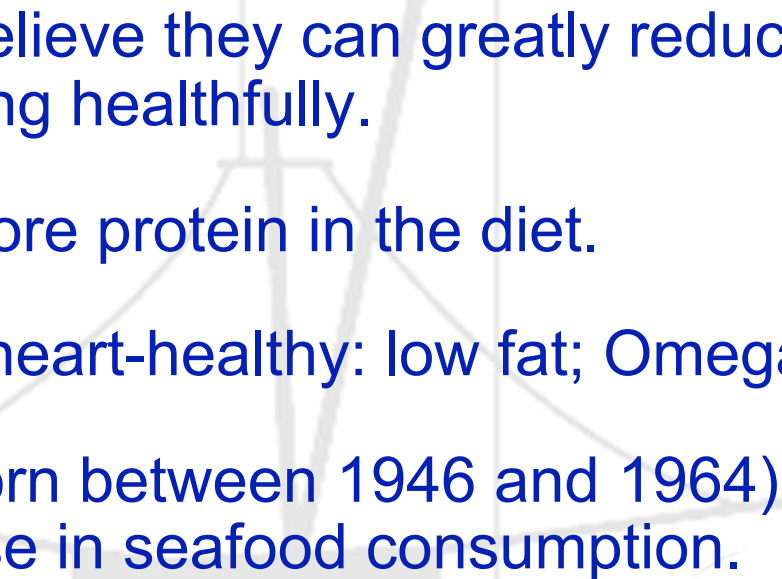
Carteret Catch™:

Promoting local seafood through community
and business partnerships



NC Seafood Marketing Workshop
February 4, 2009

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.
- 

Consumers Want More Seafood

- Per capita consumption of seafood in the United States increased from 14.6 pounds in 1997 to 16.3 pounds in 2007.
- Over eighty percent of the seafood consumed in this country is imported, but...
- *Demand is increasing for sustainable, locally-harvested seafood.*
- The National Restaurant Association's 2009 top food and beverage trends shows sustainable seafood ranked tenth out of 208 rated items.

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.

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

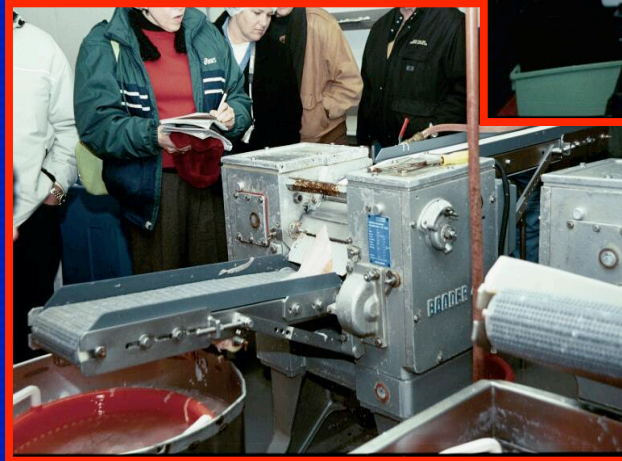
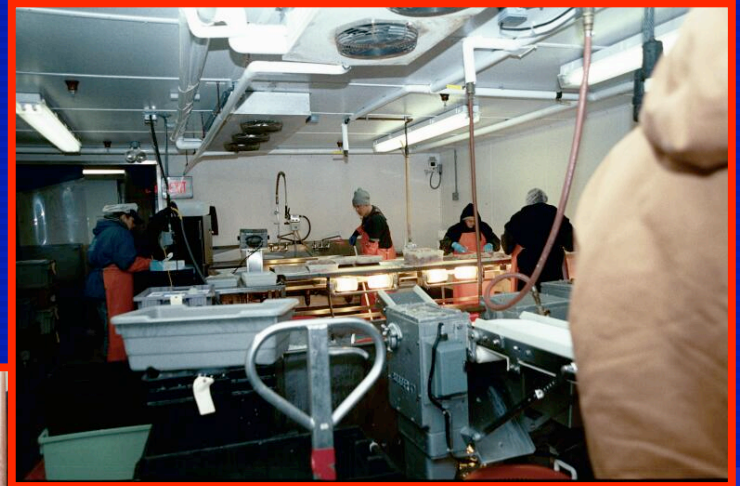
Chincoteague, VA



Washington DC Fish Market



Pigeon Cove Seafood



Fulton Fish Market

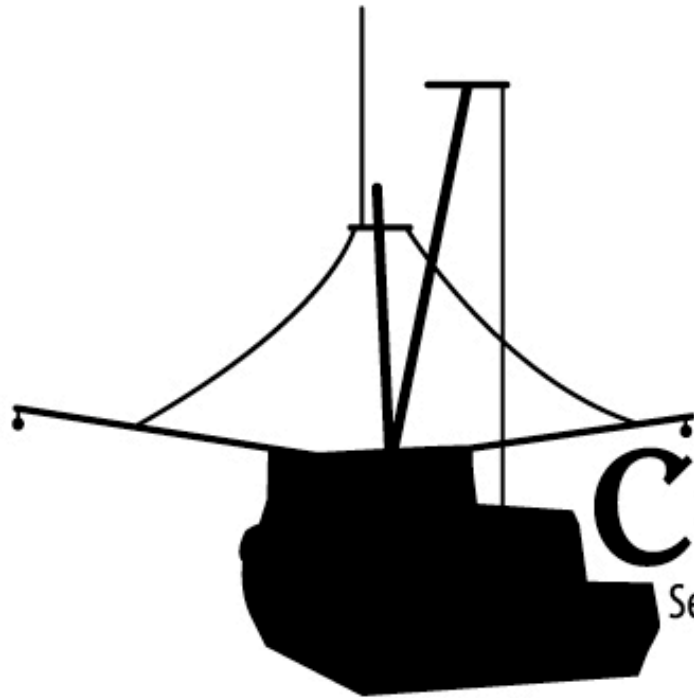


June – July 2005

- 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.



CarteretCatch™

Select NC Seafood from the Fishermen of Carteret County

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
- Eighty-four (84) percent expected seafood purchased at the coast to be locally caught.
- Ninety (90) percent expected seafood in local restaurants to be locally harvested.
- ***Ninety-two (92) percent said they were inclined to purchase local seafood if given a choice.***
- Favorite commodities include shrimp, flounder, scallops, oysters, and blue crabs.

Developing the Program

- Carteret Catch volunteers recruited a number of local fishermen, seafood dealers, and restaurant owners as “charter” members of the Carteret Catch program.
- Bylaws were developed, an executive board was elected, and an advisory board was formed.
- The team wrote a business plan and a non-profit entity to 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)





Executive Board Members

Executive Director: **Ms. Jennifer Ulz**, Director of Institutional Effectiveness, Carteret Community College

President: **Ms. Pam Morris**, Education Coordinator, Core Sound Waterfowl Museum

Treasurer: **Ms. Libby Eaton**, Owner-Operator of Bistro-by-the-Sea

Membership: **Ms. Beverly Gaskill**, Owner- Operations Manager of Quality Seafood

Member-at-Large: **Mr. Bill Rice**, Owner-Operator of Fishtowne Seafood Center

Member-at-Large: **Ms. Sandra Kellum**, Commercial fisher

Member-at-Large: **Jess Hawkins**, NC Division of Marine Fisheries - *Retired*

Board Liaison: **Dr. Gretchen Martin**, Research Fishery Biologist, NOAA Fisheries Service

Board Liaison: **Barry Nash**, Seafood Technology & Marketing Specialist, NC State University Seafood Laboratory and NC Sea Grant



Members

Commercial Fishermen

Dean Ahrenholz, Travis Bailey, Jay Cusick, Michael Fulcher, Mark Hooper, Sandra and Larry Kellum, Charles and Kimberly LeMay, Mark Lewis, P.D. Mason, Richard Meissner, Pam and Herbert Morris, James Morris, Kenny Rustick, Gina Smith, Jay Styron, Robert Styron, Samuel Stryon, Rusty Taylor

Restaurants

Aqua
Bistro-By-The Sea
Blue Moon Bistro
California Roll
Sharpies Bar & Grill
Shepard's Point
Taste of Italy
Williams's
Windansea Foods
Piccata's

Wholesalers

Crystal Coast Fisheries, Inc.
Luther L. Smith & Son, Inc
Miss Sandy V Seafood
Quality Seafood

Retailers

Blue Ocean Market
Capt. Jim's Seafood
Capt. Sam's Seafood
Fishtowne Seafood Center
Runners Seafood



Associate Members

Jamison Bailey

Warren Chestnut

David Gittleman

A.C. Hall, Atlantis Lodge

Jess Hawkins

Dave Inscoe

Nancy Lewis

JoAnn Mangum Vacation Rentals

Mitch Mangum

Gretchen Bath Martin

Connie Mason

Barry Nash

North Carolina Seafood Festival

John O'Sullivan

Rita O'Sullivan

Anne Parlier

Jennifer Ulz

Robert Ulz

Endorsements

Board of Commissioners

Douglas W. Harris, *Chairman*
Jonathan Robinson, *Vice-Chairman*
Lynda Clay
William Holt Faircloth
Pat McElraft
Raymond N. Muns
Thomas L. Steepy



County Manager

John Langdon
Tel: (252) 728-8450
Fax: (252) 728-2092
john@carteretcounty.gov
www.carteretcounty.gov

**RESOLUTION
SUPPORTING CARTERET CATCH
A RURAL COMMUNITY COLLEGE INITIATIVE**

WHEREAS, the mission of the Carteret Catch program is to sustain the livelihood and heritage of the Carteret County fishing industry through public marketing and education, and;

WHEREAS, Carteret Catch was developed by volunteers as a local grass roots, joint venture developed between the county's fishing industry and local restaurants to create a stronger awareness of, and increased demand for local seafood as a cooperative campaign to promote local seafood through community and business partnerships, and;

WHEREAS, Carteret Catch strives to improve revenues for local fisherman, wholesale and retail seafood markets, and restaurants; and;

WHEREAS, the goal of Carteret Catch is to once again make fishing a viable lifestyle and preserve a culture that characterizes the central coastal region of North Carolina; and

WHEREAS, Carteret Catch seeks to promote the seasonality of local commodities, as enhanced by regulations that protect and serve to sustain marine resources and the heritage of the Carteret County fishing communities, and;

WHEREAS, the Carteret Catch initiative is a commendable program to the fishing and marine industries of Carteret County.

NOW, THEREFORE BE IT RESOLVED, that the Carteret County Board of County Commissioners does hereby support Carteret Catch, "Select NC Seafood from the Fisherman of Carteret County."

FURTHER BE IT RESOLVED, that copies of this resolution will be transmitted to the Carteret County Tourism Development Authority, the Carteret County Chamber of Commerce, and the Carteret County Hospitality Association.

ADOPTED, this the 17th day of July 2006.

Douglas W. Harris, Chairman
Carteret County Board of Commissioners

ATTEST:

Jeanette Deese, Deputy Clerk to the Board

Carteret County Courthouse • 302 Courthouse Square • Beaufort, North Carolina 28516-1898

Carteret County
Board of Commissioners



NORTH CAROLINA'S
SOUTHERN OCEAN BARS
Where Imagination runs free

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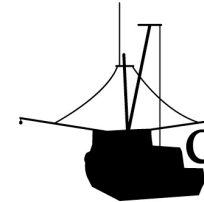
NOW, THEREFORE BE IT RESOLVED, that the Carteret County Tourism Development Authority Board of Directors does hereby support Carteret Catch, "Select NC Seafood from the Fisherman of Carteret County."

ADOPTED, this the 27th day of July 2006.

Carol S. Lohr, Executive Director
Carteret County Tourism Authority

CRYSTAL COAST TOURISM DEVELOPMENT AUTHORITY 3409 Arendell Street, Morehead City, North Carolina 28557
Ph: 252-728-8148 800-786-6962 Email: vacation@suninc.com www.crystalcoastnc.org

Carteret County
Tourism Development Authority



CarteretCatch™
Select NC Seafood from the Fishermen of Carteret County

Board of Commissioners

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County Manager

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July 17, 2006

Jennifer Ulz
Carteret Catch
Carteret Community College
3309 Arendell St.
Morehead City, NC 28557

Dear Ms. Ulz:

The Carteret County Marine Fisheries Advisory Board during the scheduled meeting on June 22, 2006 was presented a slide show featuring Carteret Catch, A Rural Community College Initiative Project. The objectives of Carteret Catch which were presented to the Carteret County Marine Fisheries Advisory Board are to create a stronger awareness of a demand for local seafood and Carteret Catch strives to improve revenues for fisherman, dealers and restaurants.

By a unanimous vote the Carteret County Marine Fisheries Advisory Board supports the Carteret Catch Initiative and its objectives set forth above dealing with the local fishing industry. The Carteret County Marine Fisheries Advisory Board members are encouraged by the will and dedication of the members of Carteret Catch who have moved forward in creating a network and program educating visitors and residents about, "Select NC Seafood from the Fisherman of Carteret County."

Please accept this document as the Carteret County Marine Fisheries Advisory Board letter of support for Carteret Catch.

Sincerely,

Jonathan Robinson
Marine Fisheries Advisory Board, Member & Carteret County Board of Commissioners,
Vice-Chairman

Carteret County Courthouse • 302 Courthouse Square • Beaufort, North Carolina 28516-1898

Carteret County Marine
Fisheries Advisory Board



Media Coverage

- Our State Magazine
- Wildlife in North Carolina
- Carteret County News-Times
- Jacksonville Daily News
- New Bern Sun Journal
- NC State News Services
- UNC-TV
- The Crystal Coast News Room
- Frommer's
- The Ag E Dispatch
- National Sea Grant
- NC Sea Grant Coastwatch
- **Washington Post**
- The News and Observer
- National Fisherman
- RCCI Newsletter
- NOAA VADM Lautenbacher
- NOAA Research, NOAA OAR
- Open Door, NC Community College News
- NC Sea Grant News release
- FryingPanTower.com





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