

2023 ANNUAL REPORT SEAFOOD MARKETING COLLABORATIVE



Dear Fishy Friends,

As Chair of the Seafood Marketing Collaborative (SMC), I am proud to offer to the Legislature and the Governor's office the 2022 Annual Report. In this annual report, you will see the most significant successes the SMC has experienced in 10 years!

As you already know, the SMC was established in 2011 by the Legislature to promote and expand affordable access to local seafood and to enhance the economic viability of local species in state markets. The SMC includes members of the Commerce Corporation, the DEM Divisions of Marine Fisheries and Agriculture, the Department of Health, the Coastal Resources Management Council, the University of Rhode Island, the Rhode Island Sea Grant Program, dealers, wholesalers, processors, aquaculturists, commercial fishermen, the hospitality industry, markets, and economists. The last 11 years have been dedicated to launching a cohesive brand and logo to be used by all participants, which is now known as "RI Seafood." RI Seafood

is a state-wide marketing effort that promotes seafood markets, fishermen, and restaurants serving locally landed species. RI Seafood has seen exponential growth in the past year on its social media channels and venue participation at the annual Quahog Week and other promotional events.

This last year has seen the most significant progress of the SMC goals, primarily due to the NOAA-administered Saltonstall Kennedy Grant Award. This success is also attributable to the new DEM Seafood Marketing Specialist, Jordyn Kastlunger. As a third-generation commercial fisherman from California, her work with fishermen and markets has significantly impacted our ability to achieve the SMC's goals. Jordyn has successfully created and expanded the SMC social media channels promoting fishermen, the work they do, and why it's important.

In 2022, the Saltonstall Kennedy grant funds also enabled the SMC to purchase paid media assets that expanded RI Seafood awareness to at least 1.6 million people. Paid media assets included branding, billboards, internet advertising, social media influencers, and local posters.

Much of this work is the legacy of Robert "Bob" Ballou, the former Chair of the SMC and Assistant to the DEM Director. He was the champion grant writer for the Saltonstall Kennedy Award and the brains behind what made this campaign successful. His 35 years of experience working on shoreline access, marine fisheries, and legislation made him the premier candidate to shepherd the RI Seafood campaign to what it is today!

Calm seas are ahead for the future of the SMC! We are working on renewing a Strategic Plan for Marketing Rhode Island's Seafood for 2023 through 2028, which includes five goals to improve the economic stability and growth for fishermen and markets, expand awareness of availability and diversity of locally caught species, expand public health and food security, advance policies and legislation that positively impact the communities of Rhode Island, and to continue community outreach.

As the new Chair, it's my pleasure to work with the over 60 participating venues and markets and nearly 20 organizations that are part of the campaign. I urge everyone to look for the RI Seafood sign where you shop and dine – this makes the most impact to our state's unique and valuable blue economy.

Respectfully, *Molly Ogren*
Chair of Seafood Marketing Collaborative



HISTORY OF THE SMC

They call Rhode Island the Ocean State for a reason. With an astounding 400+ miles of coastline and Narragansett Bay as the centerpiece, our local waters are teeming with many species of fresh fish. We want you to know what those species are, where you can find them in the marketplace, and ways to cook them. From ocean to table, it just doesn't get any fresher than that!

Rhode Island has a diverse and dynamic commercial fishing and seafood industry. Steeped in tradition, the industry continues to thrive thanks to the health and abundance of locally available fishery resources and the ingenuity and sweat of thousands of hard-working men and women who harvest seafood and make it available to consumers in Rhode Island, across the United States, and around the world.

The Rhode Island Seafood Marketing Collaborative, chaired by the RI Department of Environmental Management, was established by the Rhode Island General Assembly in 2011. A state brand was created for Rhode Island (RI) seafood in an effort to encourage the development of the fishing and aquaculture industries. The objective of the Collaborative is to support local fishermen and small businesses and to increase awareness and consumption by the public of locally fished species.



RI Lobsterman Peter Brodeur



RI Seafood promotional materials



Measuring scup as part of DEM Division of Marine Fisheries' trawl survey.



Aquaculturists from the family-run Aquidneck Island Oyster Company harvest oysters grown in the Sakonnet River.



RI Seafood for sale at Dave's Fresh Marketplace in East Greenwich



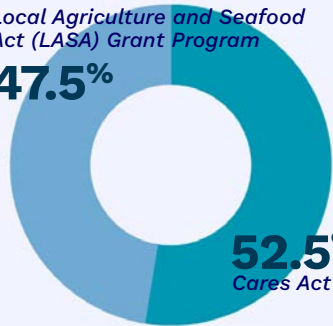
Fishermen unload squid at the Port of Galilee in Narragansett

The Seafood Marketing Collaborative and RI Seafood is not funded with state general revenues. Funding for RI Seafood was supported by a one-time grant from NOAA, the Saltonstall Kennedy Grant, and the state administered LASA grant.

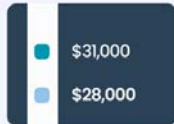
2023

Local Agriculture and Seafood Act (LASA) Grant Program

47.5%



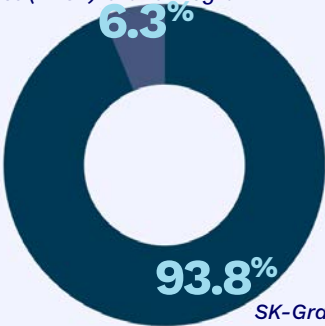
52.5%
Cares Act



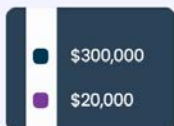
2022

Local Agriculture and Seafood Act (LASA) Grant Program

6.3%



93.8%
SK-Grant



HIGHLIGHTS

The RI Seafood Marketing Campaign aims to better connect consumers to their food source.

This campaign promotes the availability of the Ocean State's abundant, diverse, and delicious supply of fresh seafood landed, grown, and harvested by local fishermen.

Thanks to the federal funding received from NOAA Fisheries and the Saltonstall Kennedy (SK) Grant in 2022, the Seafood Marketing Campaign has helped to bolster the sales and consumption of RI seafood in Rhode Island. The campaign was implemented in June of 2022 and is ongoing in the effort to promote fresh and local seafood. NOAA Fisheries estimates that in the United States, 85-90% of seafood consumed is imported, while local species are exported overseas and then reimported in the U.S. When seafood consumers choose local species, it allows us to develop stronger, direct connections with our food and those who harvest it.

We promote the many benefits of RI seafood via multiple media channels and raise awareness of the many opportunities for consumers to access Rhode Island seafood. When you choose RI Seafood, you're supporting local food systems and bolstering the local economy. Since the inception of the marketing campaign, RI Seafood has developed close connections with over 60 seafood venues, more than 40 fishers and growers, and reached many consumers with outdoor boards, paid media campaigns, and active social media posts. RI Seafood, through various media channels, has promoted the benefits of RI seafood and the many opportunities to access local businesses that will strengthen the local economy.



2022

Seafood Marketing Collaborative

Event Attendance

17 days at fairs and festivals



11

years of the SMC

Monthly Newsletter

9 Newsletters 268 Recipients



Over **40** Landed Species

766,274 442,956

Facebook Reach = 230% Increase Instagram Reach = 160% Increase

60+ Venue Sign-Ups

34 Restaurants

29 Markets/Grocers

17 Direct sellers



7,640



likes

1,377



followers



Governor Dan McKee, Lt. Governor Sabina Matos, and DEM Director Terry Gray with RI Shellfishermen at the State House in 2022.



A bullrake full of Rhode Island quahogs and whelk.



Wild harvest shellfishermen host a Meet the Harvester event at Whalers Brewery

2022



Partnership with the RI Shellfishermen Association



35 VENUES



6 RETURNING VENUES

participated featured local clams on their menus and/or offered quahog specials



in-person events at local breweries attracted close to 300 attendees and had over 1,500 combined RSVPs on Facebook



Meet the Harvester event with Governor Dan McKee signing a State House Proclamation and resolutions read in the Senate and House



Promoted in over 11 articles, blogs, tourism websites, tv appearances, and social media posts and ads

QUAHOG WEEK

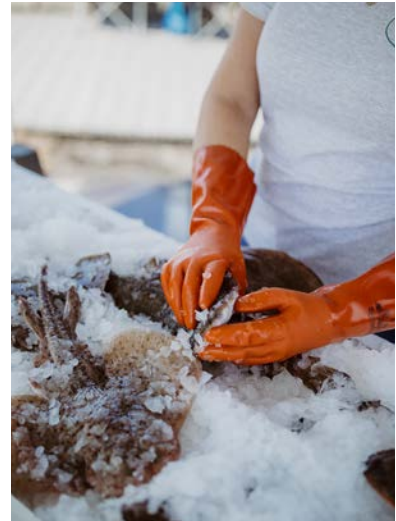
This annual week-long event promotes the cultural and economic importance of RI's favorite clam - the quahog. As part of the festivities, local fishers, restaurants, and other food businesses and partners highlight Rhode Island's wild shellfish harvest through special events, menu options, and other promotions.

This annual event shines a light on our state's favorite local clam, the hard-working men and women who harvest them, and the vibrant local food industry that makes them available to consumers. Quahogging has a rich history locally, supporting the livelihoods of hundreds of Rhode Island fishermen and women year-round, as well as serving as a treasured pastime for Rhode Island families who enjoy digging their own. Demand for these delicious local clams swells in the summer months due, in large part, to the popularity of fresh-shucked littlenecks, clam cakes, and stuffies. But they also make the perfect fare for chowders, pasta, and other dishes year-round.

2023 EVENT OUTLOOK

Here are some upcoming festivals and events we're excited about in 2023, where we'll be spreading #RISeafood knowledge.

- **Dinner on the Dock:** A special event for 50 attendees. Partnering with SMC members and a local seafood chef to connect consumers to local seafood while engaging with fishermen. Featuring a local chef cooking seasonal RI species.
- Attendance at **Newport Stopover of the Ocean Race** at Fort Adams State Park in Newport from May 12-21. The Ocean Live Park will feature regional and international attendees, public activities, and fun for the entire family.
- **Festivals and Events** with partners such as **Narragansett's Calamari Festival**
- Attendance at the annual **Seafood Expo North America** in Boston
- Continued growth and distribution of monthly **consumer newsletters** and weekly, organic **social media** posts



Monkfish on display at the 2022 Blessing of the Fleet at the Port of Galilee



RI Seafood display at Dave's Fresh Marketplace in East Greenwich



7th Annual Quahog Week 2023: April 23-29, 2023

- It's back bigger and better than ever!
- Aiming for 50 venues and two in-person events
- Meet the Harvester Event with State House Proclamation and Senate and House Resolutions
- Quahog Nights at The Guild Warren (April 26 from 5-8PM) and at the Narragansett Beer Brewery in Providence (April 27 from 5-7PM)



SMC Chair Molly Ogren with Seafood Marketing Specialist Jordyn Kastlunger at the Seafood Expo North America in Boston



RI SEAFOOD FINDER RESTAURANTS



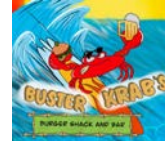
Anthony's Seafood Market and Restaurant, Middletown



Blount Clam Shack & Market Warren



Boat House Waterfront Dining Tiverton



Buster Krab Narragansett

bywater

Bywater Warren



The Cafe at The Chanler at Cliff Walk, Newport



Castle Hill Inn Newport



Celestial Cafe Exeter



Champlin's Seafood Narragansett



The Coast Guard House Restaurant, Narragansett



Crow's Nest Warwick



Duck Press Kitchen & Bar Wakefield



Dune Brothers Providence



Georges Galilee Restaurant Narragansett



Gulf Stream Bar & Grille Portsmouth



Hemenway's Seafood Grill & Oyster Bar, Providence



Iggy's Doughboys & Chowder House and Iggy's Boardwalk, Warwick



Ironworks Warwick



Little Fish Tacos and Ceviche (Food Truck), Portsmouth



Matunuck Oyster Bar Wakefield



Mooring Newport



Nana's Westerly Westerly



New Wave Kitchen Wakefield



Newport Chowder Company (Food Truck), Newport



Newport Lobster Shack Newport



Nicks On Broadway Providence



O Dinis East Providence



Oberlin Restaurant Providence



Providence Oyster Bar Providence



Quito's Restaurant Bristol



Rudy's Bar & Grille at Laurel Lane Country Club, West Kingston



Trafford Restaurant Warren



Trio Narragansett



Uncle Ronnie's Red Tavern Burrillville



Waterman Grille Providence



RI SEAFOOD FINDER MARKETS & DIRECT SELLERS



American Mussel Harvesters, Inc.
North Kingstown



Andrade's Catch
Bristol



Anthony's Seafood Market and Restaurant, Middletown



Aquidneck Island Oyster Company
Portsmouth



Blount Clam Shack & Market
Warren



Captain's Catch Seafood
Warwick



Captain's Finest
Little Compton



Champlin's Seafood
Narragansett



Clements' Marketplace
Portsmouth



Better Food, Better Service.

Dave's Fresh Marketplace
All Locations Across RI



Dick's Fish + Provisions
New Shoreham



Fearless Fish Market
(both locations), Providence



Fresh Harvest Kitchen
Westerly



Metro Lobster and Seafood
Warwick



Narragansett Bay Lobsters
Narragansett



Newport Lobster Shack
Newport



Ocean Catch Seafood
Wakefield



Richmond Market
Richmond



Sakonnet Lobster Co.
Little Compton



Sun Farm Oysters, LLC
New Shoreham



Sunset Beach Oysters
Jamestown



Tiverton Farmers Market
Tiverton



Triton Seafood Rhode
Pawtucket



Tony's Seafood
Seekonk, MA



Twin Shellfish Inc
Warwick



Walrus and Carpenter Oysters
Narragansett



Watch Hill Oysters
Westerly



DIRECT SELLERS AT DOCK UU,
PORT OF GALILEE IN NARRAGANSETT

F/V Erica Knight; Mark Sweitzer

F/V Karen Ann

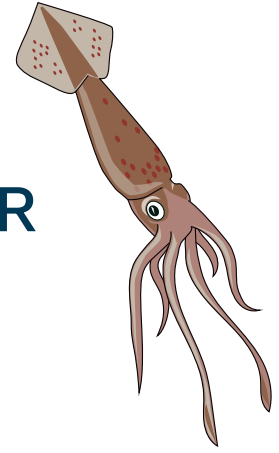
F/V Kathleen Mary; Dick Dodson

F/V Wendy Gail; Peter Broda

Just look for the sign where you shop and dine. And help support our vibrant commercial fishing and seafood industry, too! Find your fresh at seafoodri.com



THANK YOU TO OUR SMC PARTNERS



LEARN AND ENGAGE WITH US



SeafoodRI.com



RISeafoodRocks



RI.Seafood