

Oregon Trawl Commission Operational Plan

July 1, 2017 – June 30, 2018

OTC Website(s)

Target Audience: Distributors, Wholesalers, Restaurants, General Public, Government Officials, Educators and the General Public

Objective: Educate the groups listed above about the availability and health benefits of products that the Oregon trawl industry harvests. Also, clarify the misconceptions that exist about Oregon's Trawl fisheries and their impacts on the ocean habitat.

Method of Communication: Website with detailed information about the trawl industry and the products harvested. The OTC plans to utilize still picture and video where appropriate.

Who will handle the promotion: Commission Director and Staff will work with the website designer on the content and layout.

How the effectiveness of the promotion will be evaluated: At each meeting, the Commission will receive a written or oral report of the number of web site hits received and will consider whether the website is an effective tool.

Advertisements in Print or Web

Message: Oregon Trawl Products are sustainable, healthy, and available year round.

Target Audience: Retailers, Distributors, Restaurants, Culinary Professionals, General Public

Objective: Promote Oregon Trawl Products

Method of communication: Advertising in magazines, newspapers, and other publications

Who will handle the promotion: The Commission Director

How the effectiveness of the promotion will be evaluated: At each meeting the Commission will receive a report on circulation numbers and any contacts that were generated from the printed advertisement.

Bite of Oregon – August 12-14, 2017

Message: Oregon Trawl products are sustainably managed, healthy, and available fresh and frozen throughout the year. Seafood is a nutrient rich food that is a good source of protein, vitamins and minerals.

Target Audience: General public who attend the event and are interested in information about Oregon Trawl products.

Objective: Promote Oregon Trawl products

Method of Communication: Trade show booth, one-on-one contact, food sampling, tech sheets, printed materials and recipe cards explaining about Oregon Trawwl products and the fishing industry. Chef de cuisine society chefs will prepare Oregon Seafood in a number dishes for the public.

Who will handle the promotion: The Director and commissioners

How will the effectiveness of the promotion be evaluated: Results will be measured by the amount of materials/product samples handed out, and by the consumer contacts made at the event. Commissioners will be given the results at their regularly scheduled meeting and will assess the effectiveness of the event.

Portland Seafood & Wine Festival – February 2-3, 2018

Message: Oregon Trawl Products are sustainably managed, healthy, and available fresh and frozen throughout the year. Seafood is a nutrient rich food that is a good source of protein, vitamins and minerals.

Target Audience: This is a regional food and beverage festival celebrating the culinary attractions of Oregon, so the general public who attend the event are interested in information about Oregon seafood. The event is also a fundraiser for the Oregon Chapter of the National Multiple Sclerosis Society.

Objective: Promote Oregon Trawl products

Method of Communication: A well-designed trade show booth (part of the Seafood OREGON presentation) featuring an attractive product display, tasting samples, informational literature and looped video presentation. Staff communicates ‘one on one’ with interested parties sponsors interactive seafood related events at the show. Several live spots on local news shows will also occur. Newport Fishermen’s Wives will be present talking about working fishing families, the goodness of Oregon seafood, preparing product for donations to support their mission of providing for fishing families.

Who will handle the promotion: The Director and the commissioners.

How will the effectiveness of the promotion be evaluated: Results will be measured by the amount of materials/product samples handed out, and by the consumer contacts made and mention in social media and blogs and local news casts. Commissioners will be given the results at their regularly scheduled meeting and will assess the effectiveness of the event.

Portland Women's Expo – March 17, 2018

Message: Oregon Trawl Products are sustainably managed, healthy, and available fresh and frozen throughout the year. Seafood is a nutrient rich food that is a good source of protein, vitamins and minerals.

Target Audience: This is Oregon's #1 Consumer Showcase for Women. The general public who attend the event are interested are local women from the Portland metropolitan area.

Objective: Promote Oregon Trawl products

Method of Communication: A well-designed trade show booth featuring an attractive product display, tasting samples, informational literature and looped video presentation. Staff communicates 'one on one' with interested parties at the show.

Who will handle the promotion: The Director and the commissioners.

How will the effectiveness of the promotion be evaluated: Results will be measured by the amount of materials/product samples handed out, and by the consumer contacts made and mention in social media and blogs and local news casts. Commissioners will be given the results at their regularly scheduled meeting and will assess the effectiveness of the event.

International Pinot Noir Celebration

Message: Oregon Trawl Products are abundant, healthy and harvested by local fishermen in a sustainable manner.

Target Audience: Oregon wine-lovers, winemakers, restaurateurs, and retailers

Objective: To promote Oregon Trawl Products and to educate and foster good will to participants at the event. The event provides an opportunity for the Trawl Commission to educate members of the culinary field about the advantages of sourcing Oregon Trawl Products

Method of communication: Donation of product, One on One Contact, Video, Cooking Demos and Information Sheets on the Trawl Industry

Who will handle the promotion: Commission staff and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of product served and how well our message was communicated during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

Seafood Expo North America (International Boston Seafood Show) – March 11-13, 2018 & also reserve booth for March 2019

Message: Oregon Trawl Products are sustainably managed, healthy, and available fresh and frozen throughout the year. Seafood is a nutrient rich food that is a good source of protein, vitamins and minerals.

Target Audience: Retailers, Distributors, Restaurant Owners, Government and Educational Organizations attending the show.

Objective: Promote Oregon Trawl products

Method of Communication: Trade show booth, one-on-one contact, tech sheets and printed materials explaining about Oregon Seafood and the fishing industries

Who will handle the promotion: The Director and the commissioners.

How will the effectiveness of the promotion be evaluated: Staff will follow-up with both buyers and sellers to ensure that appropriate contacts were made, and to determine effectiveness of the marketing activities. The information will be forwarded to the commission and they will determine future participation based on this information.

European Seafood Exposition

Message: Oregon Trawl Products are sustainable, healthy, and available year round.

Target Audience: Retailers, Distributors, Importers and Restaurants attending the show.

Objective: Promote Oregon Trawl Products, with a special focus the Marine Stewardship Council certification of our trawl fisheries.

Method of Communication: OTC Trade Show Booth, One on One Contact, and Tech Sheets

Who will handle the promotion: OTC Director and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of food served and literature handed out during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

Texas Restaurant Association show – July 2017 and reserving booth for 2018

Message: Oregon trawl products are sustainably managed, healthy, and available fresh and frozen throughout the year. Seafood is a nutrient rich food that is a good source of protein, vitamins and minerals.

Target Audience: Food Service buyers, distributors and their customers as well as chefs and foodies from around the country who are interested in seafood.

Objective: Promote Oregon trawl products

Method of Communication: Trade show booth, one-on-one contact, tech sheets, and recipe cards explaining about Oregon Seafood and the fishing industries

Who will handle the promotion: The Director and commissioners

How will the effectiveness of the promotion be evaluated: Staff will follow-up with both 'buyers' and 'sellers' to insure that appropriate contacts were made, and prepare this information for the commissioners. The commissioners will determine effectiveness of the marketing activities and will determine the future participation in this event.

Culinary School Events

Message: Oregon Trawl Products are delicious, healthy, and harvested locally in a sustainable manner

Target Audience: Attendees/Students of the event at the respective culinary school.

Objective: Educate the public/Culinary staff and students about Oregon Pink Shrimp and Groundfish species

Method of Communication: Cooking Demos, video, a talk by the OTC administrator about the trawl fisheries and associated species and Donation of product.

Who will handle the promotion: OTC Director

How the effectiveness of the promotion will be evaluated: By the number attendees at the event and the feedback during a question and answer session.

ODA-WUSATA Overseas Trade Missions

Message: Oregon seafood products are available throughout the world and the OTC is available to help individuals or companies source it.

Target Audience: Individuals or companies that ODA/OTC has targeted in each respective country.

Objective: Promote Oregon Trawl Products

Method of Communication: Trade Seminars, Cooking Demos, One-on-One Meetings and Donation of product.

Who will handle the promotion: OTC Director and Commissioner(s).

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of food served and literature handed out during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

State Fair

Message:

- Commercial fishing has a long been a part of Oregon's heritage
- Commercial fishermen are good stewards of the Ocean
- Oregon's fisheries are well managed
- Encourage the consumption of Oregon Seafood

Target Audience: Adults and youths attending the fair

Objective: To reach consumers on a "grass roots" level

Method of Communication: OTC Director and Commissioners will have one on one communication with fair attendees. Booth will display photos and informational placards describing the Oregon fishing industry in a positive manner and videos, when appropriate. A card will have a link to the Seafood Oregon website which will feature 150 seafood recipes, utilizing Oregon seafood products. Donation of product.

Who will handle the promotion: OTC Director and commissioners, along with representatives from the other seafood commodity commissions

How the effectiveness of the promotion will be evaluated: By the number of give-away items and information handed out. This will give us an idea of how many visitors stopped by our booth

Educational Culinary Competitions

Message: Oregon Trawl products are sustainably managed, healthy, and available fresh and frozen throughout the year. Seafood is a nutrient rich food that is a good source of protein, vitamins and minerals.

Target Audience: Culinary students

Objective: Culinary students will get the opportunity to cook Oregon Seafood while learning about the industry, the fishing families, as well as the health and nutritional benefits. These students will later become chefs who will hopefully continue to serve Oregon Seafood in their restaurants.

Method of Communication: The commissions will contact (phone, email) the various culinary schools (high schools, colleges, institutes, etc.) to establish the logistics for the competitions.

Who will handle the promotion: The Director and commissioners

How will the effectiveness of the promotion be evaluated: Effectiveness will be evaluated by a follow-up questionnaire to the students, including questions asking if they felt seafood was a nutritional choice, easy to prepare, easily obtainable, would they continue to use Oregon Seafood

Recipe Cards

Message: Oregon Trawl Products are sustainable, healthy, and available year round.

Target Audience: Retailers, Distributors, General Public

Objective: Promote Oregon Trawl Products

Method of communication: Printed Paper Recipe Card

Who will handle the promotion: Commission Director and Staff will on the content and layout of individual recipe cards.

How the effectiveness of the promotion will be evaluated: At each meeting the Commission will receive a report on the number of recipe cards distributed and any contacts that were generated from them.

OTC Newsletter

Message: Update the fleet on the issues that affect them

Target Audience: Fishermen, Support industries and interested parties

Objective: Keeping the fleet participants informed about relevant issues

Method of communication: Printed correspondence and also posting it on the OTC website.

Who will handle the promotion: Commission Director and Staff

How the effectiveness of the promotion will be evaluated: By the amount of praise or abuse from the fleet that is lavished upon the Director.

Farm to School Project – Ongoing

Message: Oregon Trawl products are sustainably managed, healthy, and available fresh and frozen throughout the year. Seafood is a nutrient rich food that is a good source of protein, vitamins and minerals.

Target Audience: School aged students

Objective: Educate the students about Oregon's groundfish and shrimp fisheries, their economic value to the state, and health benefits of eating seafood.

Method of Communication: Commission would provide guest speakers (fishermen, commissioners, and/or executive directors) to talk to the students. Students will be given an activity book specific to the fishery.

Who will handle the promotion: The Director of the commission, commissioners, and fishermen.

How will the effectiveness of the promotion be evaluated: Students could write a short essay reflecting their newly gained knowledge of the fisheries.

NOAA Fish Fry

Message: The West Coast Trawl Groundfish fleet has made significant advances in the management of the fishery through the recently implemented catch share program, but there is still much that needs to be done for the fishery to reach its full potential.

Target Audience: NOAA and NMFS Staff, Elected Government officials and their staff

Objective: Raise awareness of the West Coast Trawl Groundfish fishery (WCGTF) in Washington DC, with the staff of NOAA, NMFS and Congressional personnel.

Method of Communication: One on One Contact, Signage highlighting the WCGTF and then groundfish will be served in multiple dishes prepared by OTC staff, Commissioners and/or OTC representatives.

Who will handle the promotion: OTC Director

How the effectiveness of the promotion will be evaluated: We will evaluate the effectiveness by the feedback obtained from west coast congressional offices and NOAA/NMFS staff.

Astoria Crab Seafood & Wine Festival

Message: Oregon Trawl Products are abundant, healthy and harvested by local fishermen in a sustainable manner.

Target Audience: Oregon wine-lovers, winemakers, restaurateurs, and retailers

Objective: To promote Oregon Trawl Products and to educate and foster good will to participants at the event. The event provides an opportunity for the Trawl Commission to educate members of the culinary field about the advantages of sourcing Oregon Trawl Products

Method of communication: Donation of product, One on One Contact, Video, Cooking Demos and Information Sheets on the Trawl Industry

Who will handle the promotion: Commission staff and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of product served and how well our message was

communicated during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

NOAA 100th Anniversary Wild Seafood Night to Remember

Message: Oregon Trawl Products are abundant, healthy and harvested by local fishermen in a sustainable manner.

Target Audience: NOAA officials and Oregon seafood lovers visiting or from the Newport area

Objective: To promote Oregon Trawl Products and to educate and foster good will to participants at the event.

Method of communication: Donation of product, One on One Contact

Who will handle the promotion: Commission staff and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of product served and how well our message was communicated during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

Aw Shucks Oyster Festival

Message: Oregon Trawl Products are abundant, healthy and harvested by local fishermen in a sustainable manner.

Target Audience: Oregon seafood lovers visiting or from the Coos Bay area

Objective: To promote Oregon Trawl Products and to educate and foster good will to participants at the event.

Method of communication: Donation of product, One on One Contact, Information Sheets on the Trawl Industry

Who will handle the promotion: Commission staff and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of product served and how well our message was

communicated during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

Charlie Tuna Festival

Message: Oregon Trawl Products are abundant, healthy and harvested by local fishermen in a sustainable manner.

Target Audience: Oregon seafood lovers visiting or from the Coos Bay area

Objective: To promote Oregon Trawl Products and to educate and foster good will to participants at the event.

Method of communication: Donation of product, One on One Contact, Information Sheets on the Trawl Industry

Who will handle the promotion: Commission staff and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of product served and how well our message was communicated during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

Passport to Charleston

Message: Oregon Trawl Products are abundant, healthy and harvested by local fishermen in a sustainable manner.

Target Audience: Oregon seafood lovers visiting or from the Coos Bay area

Objective: To promote Oregon Trawl Products and to educate and foster good will to participants at the event.

Method of communication: Donation of product, One on One Contact, Information Sheets on the Trawl Industry

Who will handle the promotion: Commission staff and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of product served and how well our message was communicated during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

Norwegian Commercial Club Dinner

Message: Oregon Trawl Products are abundant, healthy and harvested by local fishermen in a sustainable manner.

Target Audience: Members and guests of the NCC

Objective: To promote Oregon Trawl Products and to educate and foster good will to participants at the event.

Method of communication: Donation of product, One on One Contact

Who will handle the promotion: Commission staff and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of product served and how well our message was communicated during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

State of the Coast (OSU Sea Grant)

Message: Oregon Trawl Products are abundant, healthy and harvested by local fishermen in a sustainable manner.

Target Audience: Attendees of the event, which includes state and community leaders, NGO's, students, along with members of the scientific community.

Objective: To promote Oregon Trawl Products and to educate and foster good will to participants at the event.

Method of communication: Donation of product, One on One Contact, Information Sheets on the Trawl Industry

Who will handle the promotion: Commission staff and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of product served and how well our message was

communicated during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

Azalea Festival Shrimp Luncheon

Message: Oregon Trawl Products are abundant, healthy and harvested by local fishermen in a sustainable manner.

Target Audience: Oregon seafood lovers visiting or from the Brookings area

Objective: To promote Oregon Trawl Products and to educate and foster good will to participants at the event.

Method of communication: Donation of product, One on One Contact, Information Sheets on the Trawl Industry

Who will handle the promotion: Commission staff and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of product served and how well our message was communicated during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

Community Leaders Commercial Fishing Tour

Message: Oregon Trawl Products are abundant, healthy and harvested by local fishermen in a sustainable manner.

Target Audience: Community Leaders of Clatsop County

Objective: To promote Oregon Trawl Products and to educate and foster good will to participants at the event.

Method of communication: Donation of product, One on One Contact

Who will handle the promotion: Commission staff and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of product served and how well our message was communicated during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

Pacific Maritime and Heritage Center – Newport

Message: Oregon Trawl Products are abundant, healthy and harvested by local fishermen in a sustainable manner.

Target Audience: Oregon seafood lovers visiting or from the Newport area to celebrate the historical fishing importance of Newport.

Objective: To promote Oregon Trawl Products and to educate and foster good will to participants at the event.

Method of communication: Donation of product, One on One Contact

Who will handle the promotion: Commission staff and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of product served and how well our message was communicated during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

Oregon Coastal Caucus Economic Summit

Message: Oregon Trawl Products are abundant, healthy and harvested by local fishermen in a sustainable manner.

Target Audience: Attendees of the event, which includes state and community leaders,

Objective: To promote Oregon Trawl Products and to educate and foster good will to participants at the event.

Method of communication: Donation of product, One on One Contact

Who will handle the promotion: Commission staff and OTC Commissioner(s)

How the effectiveness of the promotion will be evaluated: The Commission will receive a report on the amount of product served and how well our message was communicated during the event. It will evaluate whether the number of contacts made is good value in comparison to the expenses involved.

Product Donations

The Director may arrange product donations only when the following steps have first taken place:

The Commission must have:

- 1) approved involvement in the event, and
- 2) approved any contract, if one is necessary (for instance paying to participate in an event and providing product) and the contract must be fully signed by all parties, and
- 3) the product donation or related event must be in the Commission-approved Operational Plan, or approved as an amendment to the annual Operational Plan.

How will the effectiveness of the donation be evaluated: The Director will follow up on the event and report back at the next Commission meeting.

This operational plan represents what is currently on the OTC calendar. The OTC reserves the right to add any new activities that promote the Oregon trawl industry.