

## **Seafood Oregon Operational Plan 2017-18**

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

**Message:** Oregon Seafood 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 Seafood 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 Executive Directors of the commissions 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.

### **Bite of Oregon – August 12-14, 2017**

**Message:** Oregon Seafood 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 seafood

**Objective:** Promote Oregon Seafood products

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

**Who will handle the promotion:** The Executive Directors of the commissions 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 Seafood 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 Seafood 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 Executive Directors of the commissions and their 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.

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

**Message:** Oregon Seafood 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 Seafood 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 Executive Directors of the commissions and 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.

### **National Restaurant Association Show in Chicago – May 2018**

**Message:** Oregon Seafood 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:** Hotel/Casino and 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 Seafood 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 and collects contact information for follow-up response, which includes letter, supplier contact info and materials packet.

**Who will handle the promotion:** The Executive Directors of the commissions and commissioners

**How will the effectiveness of the promotion be evaluated:** The number of contacts of people interested in obtaining additional information about purchasing Oregon Seafood.

### **Oregon State Legislative Fish Fry – June 2018**

**Message:** Seafood OREGON monitors legislation that could affect a change in management of the fisheries represented. Seafood OREGON products are sustainably managed, healthy, and available fresh and frozen throughout the year.

**Target Audience:** Oregon State Legislators and their staff who attend the Fish Fry.

**Objective:** Promote Oregon Seafood products and their importance to the Oregon economy and coastal communities

**Method of Communication:** Seafood OREGON products available for consumption at the Fish Fry dinner. Talking with attendees about the seafood and the commissions.

**Who will handle the promotion:** The Executive Directors of the commissions and commissioners

**How will the effective of the promotion be evaluated:** Input received through email, phone, fax, and personal contact with Oregon state legislators and staff about the Oregon Seafood industries.

## **Education**

**Message:** Seafood OREGON monitors and testifies on legislation that could affect any change in management of the fisheries represented and also any access to resource issues for the fisheries.

**Target Audience:** Oregon fishermen, the industry, Oregon coastal ports, Oregon legislators, Congressional legislators, industry involved state agencies, general public.

**Objective:** Monitor legislation that could affect the fisheries management or access to resource.

**Method of Communication:** Commissioners or Directors will testify in Salem along with the lobbyist and work on legislation with industry to protect the fisheries.

**Who will handle the promotion:** The Executive Directors of the commissions and commissioners

**How will the effectiveness of the promotion be evaluated:** Input received through email, phone, fax, personal contact with the fleet/public to the administrators of the commissions and the commissioners. Future participation will be determined by the commissioners' review of this information.

## **Social Media – Website, Twitter, Facebook, Pinterest (ongoing)**

**Message:** Oregon Seafood 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, chefs and social media users who are interested in information about Oregon seafood

**Objective:** Promote Oregon Seafood products

**Method of Communication:** Through social media outlets such as the website, Twitter, Facebook, and Pinterest

**Who will handle the promotion:** The Executive Directors of the commissions and staff will do some of the work and work together to hire contracted workers if necessary.

**How will the effectiveness of the promotion be evaluated:** The number of contacts of people interested in obtaining additional information about purchasing Oregon Seafood will be relayed to the commissioners to see if his sort of platform will work for promotion Oregon seafood.

### **Print material**

**Message:** Oregon Seafood 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, individuals, businesses, restaurants, and buyers interested in information about Oregon Seafood

**Objective:** Promote Oregon Seafood products

**Method of Communication:** Printed materials with information about Oregon Seafood, the fishing industries, buying information, cooking methods, and recipes

**Who will handle the promotion:** The Executive Directors of the commissions and commissioners will distribute to the public and interested people at trade shows and other events.

**How will the effectiveness of the promotion be evaluated:** The number of contacts of people interested in obtaining additional information about purchasing Oregon Seafood.

### **Advertising in print and web**

**Message:** Oregon Seafood 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:** Readers of the various publications, including buyers, restaurants, chefs

**Objective:** Promote Oregon Seafood products

**Method of Communication:** Advertising in magazines, newspapers, and other publications. Advertisement placements in Growing Oregon magazine and Sea Fax.

**Who will handle the promotion:** The Executive Directors of the commissions

**How will the effectiveness of the promotion be evaluated:** The number of contacts of people interested in obtaining additional information about purchasing Oregon Seafood will be reviewed by commissioners to evaluate effectiveness.

### **Educational Culinary Competitions**

**Message:** Oregon Seafood 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 Executive Directors of the commissions 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.

### **Farm to School Project – Ongoing**

**Message:** Oregon Seafood 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 five of Oregon's seafood's (salmon, groundfish, crab, tuna, and shrimp), the commercial fishing industries, their economic value to the state, and health benefits of eating seafood.

**Method of Communication:** Commissions 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 Executive Directors 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.