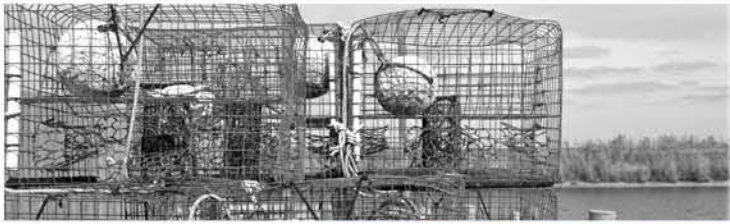


Crab Task Force Meeting

September 26, 2012

LOUISIANA SEAFOOD

Crab Task Force Budget

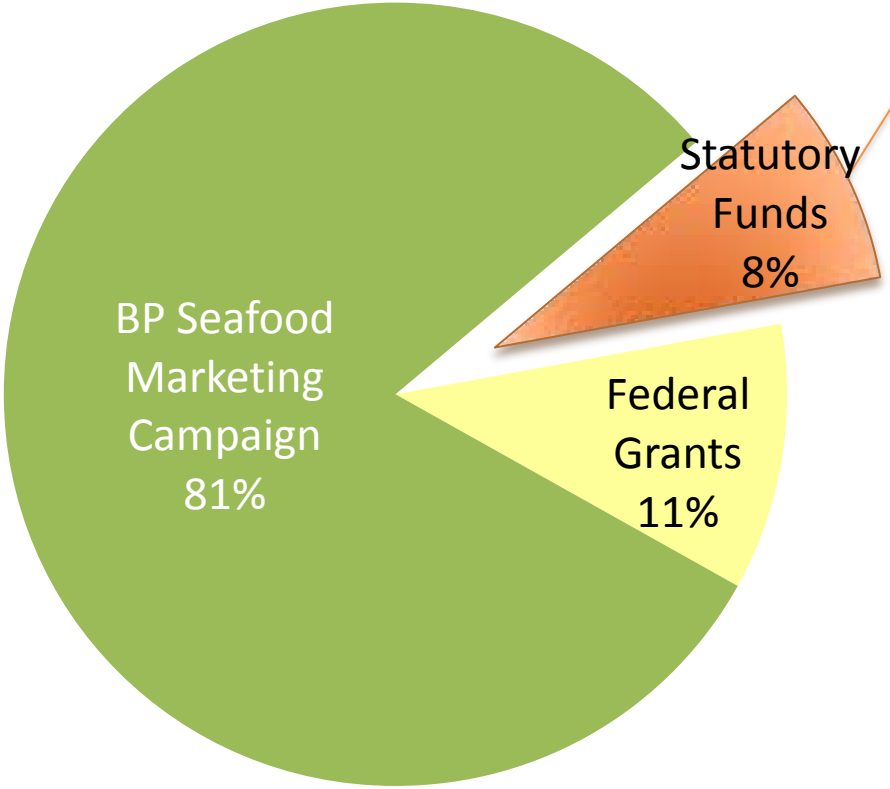
Reporting Category - CRAB	BUDGET	EXPENDED	ENCUMBERED	PRE ENCUMBERED	BALANCE
EXPENDITURE CATEGORIES:					
Salaries	23,000.00				23,000.00
Other Compensation					-
Related Benefits	6,200.00				6,200.00
Travel	-				-
Operating Services	4,550.00				4,550.00
Supplies	550.00				550.00
Professional Services	13,785.00				13,785.00
Other Charges					-
Acquisitions					-
Interagency Transfers	-				-
Total	48,085.00	-	-	-	48,085.00

LSPMB Board Service

- Act 852 of the 2012 Louisiana Legislature
  - Crab Task Force nomination to the governor, requires Senate confirmation
  - Appointments of current members expire 12/31/2012
- LSPMB meets 6 times per year
  - 5 committees (Retail, Marketing, Legislative, Finance & Education)
  - Members receive per diem for meeting attendance, but serve with no compensation
- LSPMB's primary mission is market development and product promotion

LSPMB Funding

FY 2013 Revenue by Source



General Fund (46.7%): $5 from sale of commercial fishing, wholesale/retail dealer and transport licenses, interest

Shrimp (14.6%): Annual fee of $10 for residents and $40 for nonresidents for any commercial fisherman who purchases any gear for the taking of shrimp

Crab (7.4%): Annual fee of $5 for residents and $20 for nonresidents for any commercial fisherman who purchases a crab trap gear license, plus $90 of $100 Wholesale and Retail out of state crab shipping license

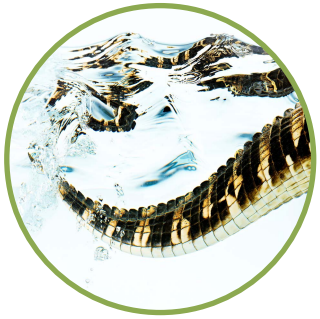
Oyster (24.1%): $0.05 fee per oyster tag

Alligator (7.3%): A portion of the alligator tag fees, shipping label fees, severance tax on skins and alligator hunting license fees as determined by LDWF

Budget FY 2013: $651,087

Appropriation authority for recurring revenue

General Fund	Shrimp	Crab	Oyster	Alligator
47%	15%	7%	24%	7%
$303,752	$95,000	$48,085	$156,750	$47,500



MARKETING OVERVIEW

ADVERTISING

- PRINT ADS
- BANNER ADS
- SOCIAL MEDIA
- T.V. SPOTS

TRADE WEBSITES

- SELL.LOUISIANASEAFOOD.COM
- BUY.LOUISIANASEAFOOD.COM

POINT OF SALE

- RESOURCE GUIDE
- SHRIMP BROCHURE

EVENTS

- Boston Seafood Show
- NRA
- FOOD & WINE CLASSIC IN ASPEN

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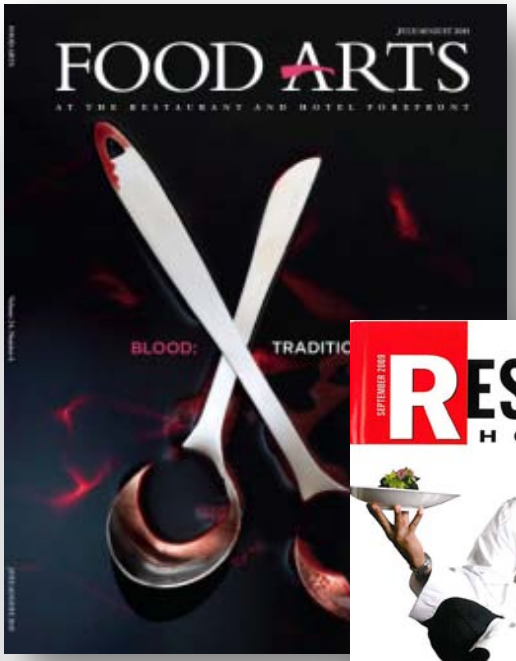
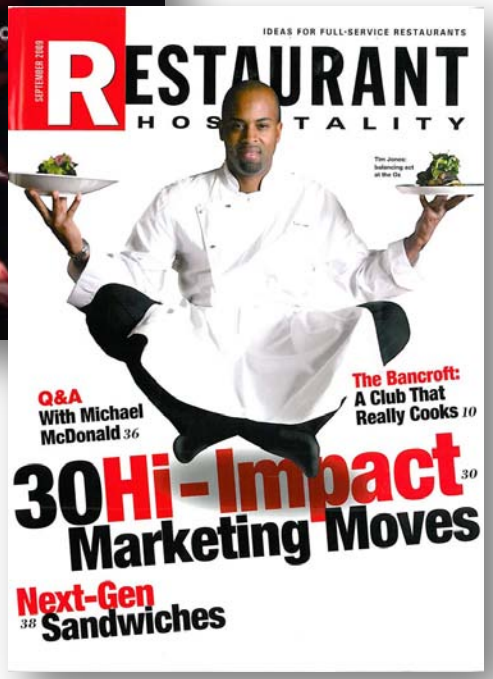
ADVERTISING IN STATEWIDE PUBLICATIONS

ADVERTISING IN NATIONAL PUBLICATIONS





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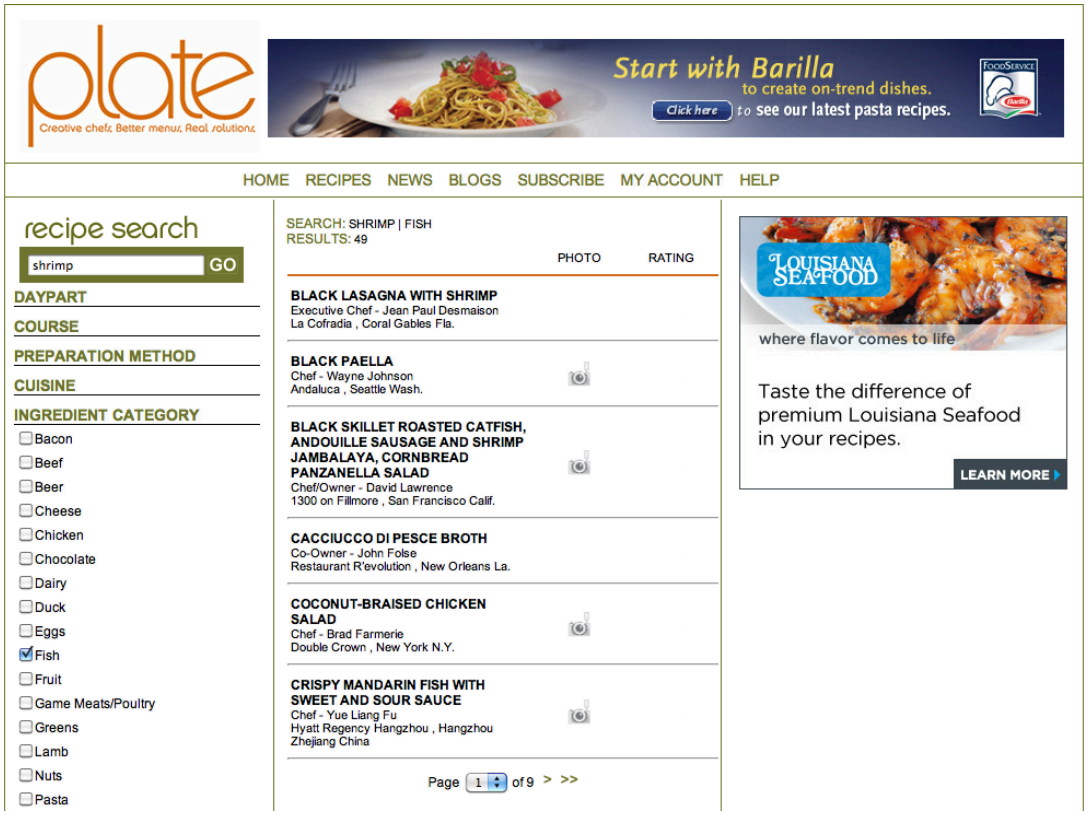
SPREAD AD

Experience the
flavor at
Booth #5815

where flavor comes to life

BANNER ADS ON WEBSITES



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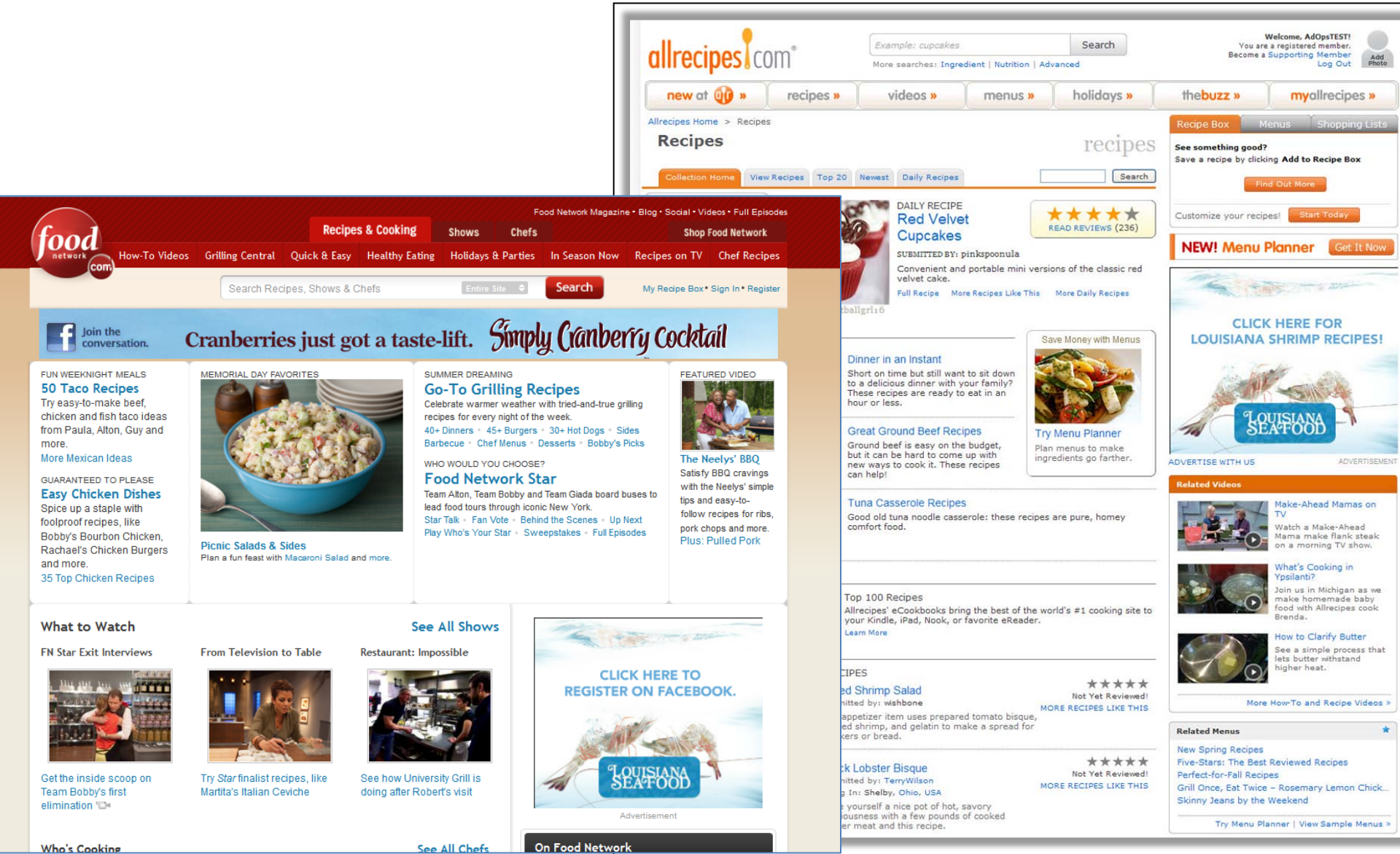
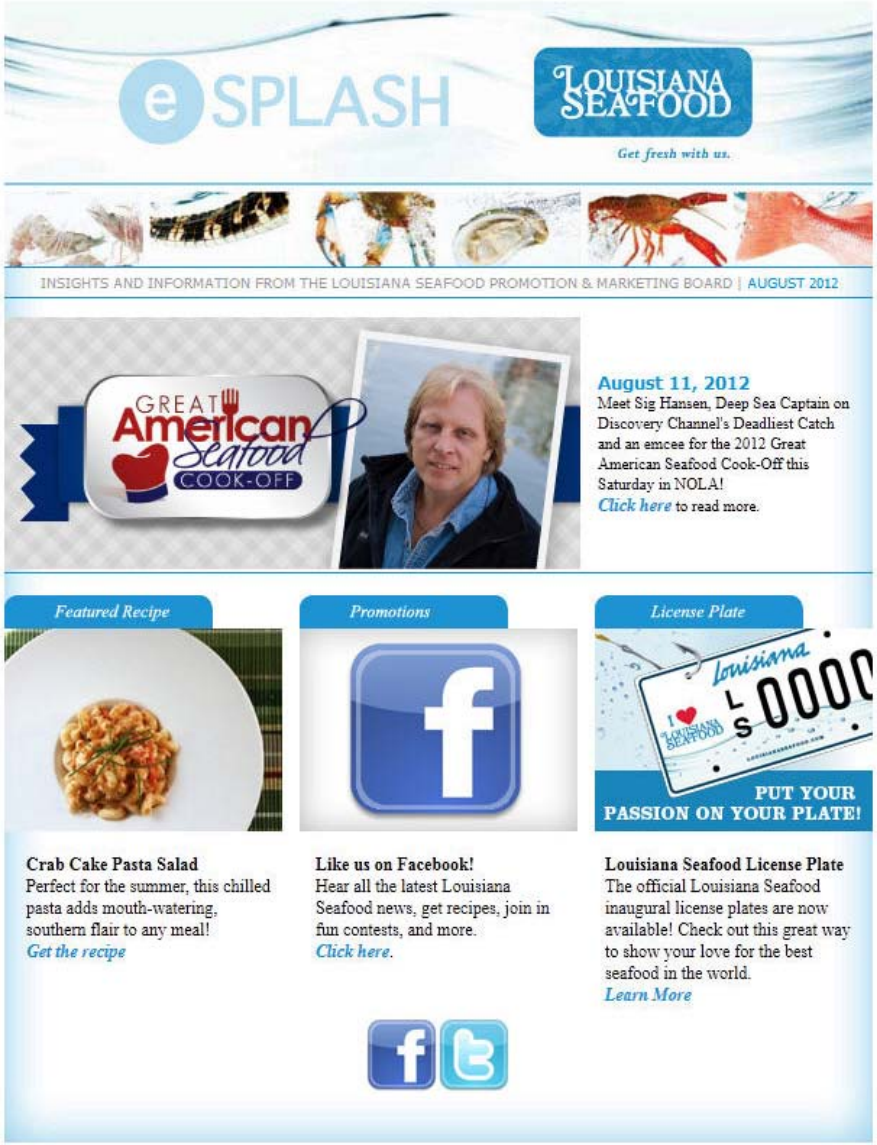
Ads on Recipe Databases
+1 million impressions



E-Splash Newsletter

E-splash sent to 10,000 Louisiana Seafood Subscribers.

Louisiana Shrimp as featured recipe.

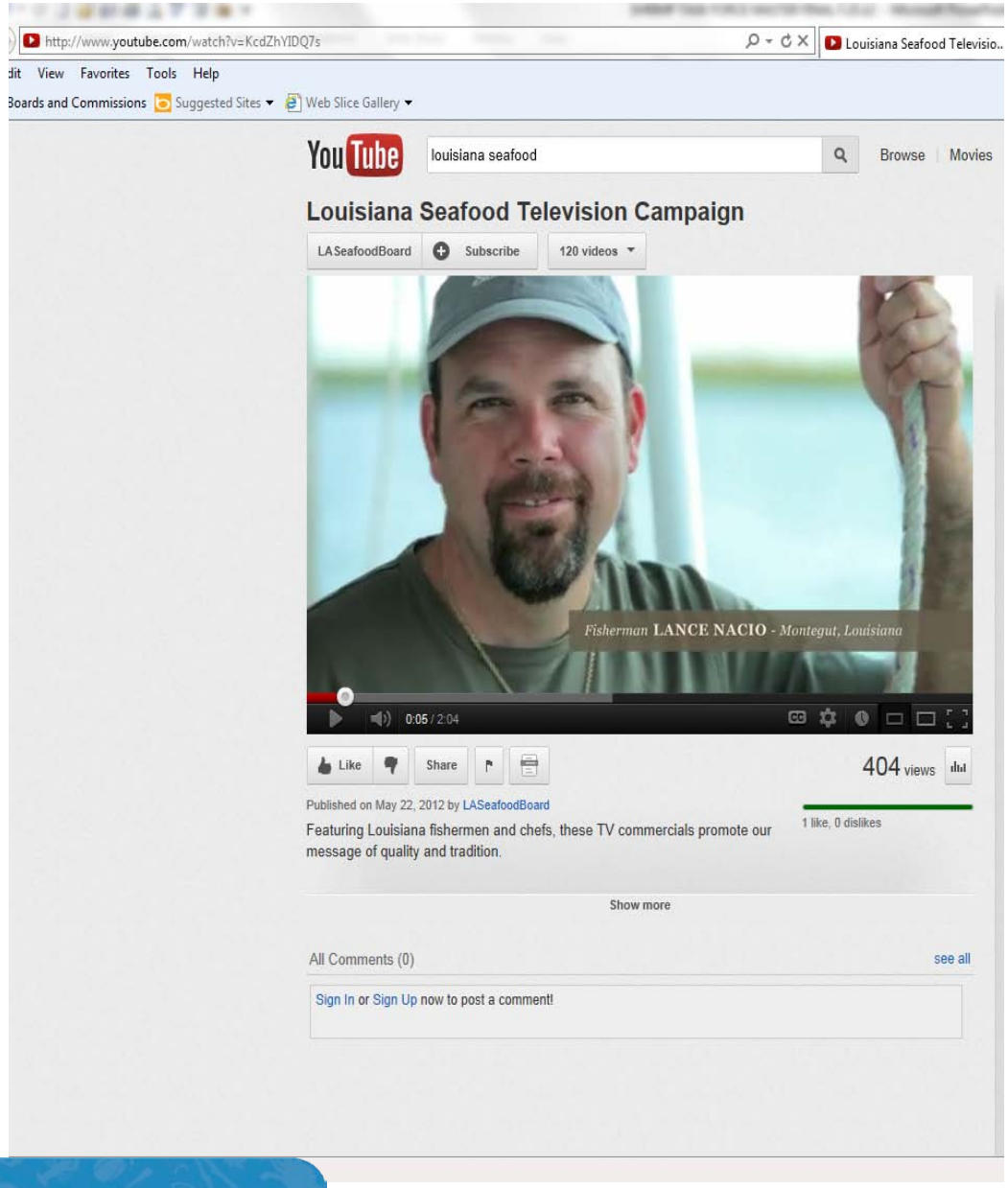


TV Spots:

Local and Cable TV Networks throughout the state and in key markets during events.

More than 49 million impressions.

[Louisiana Seafood Commercials]



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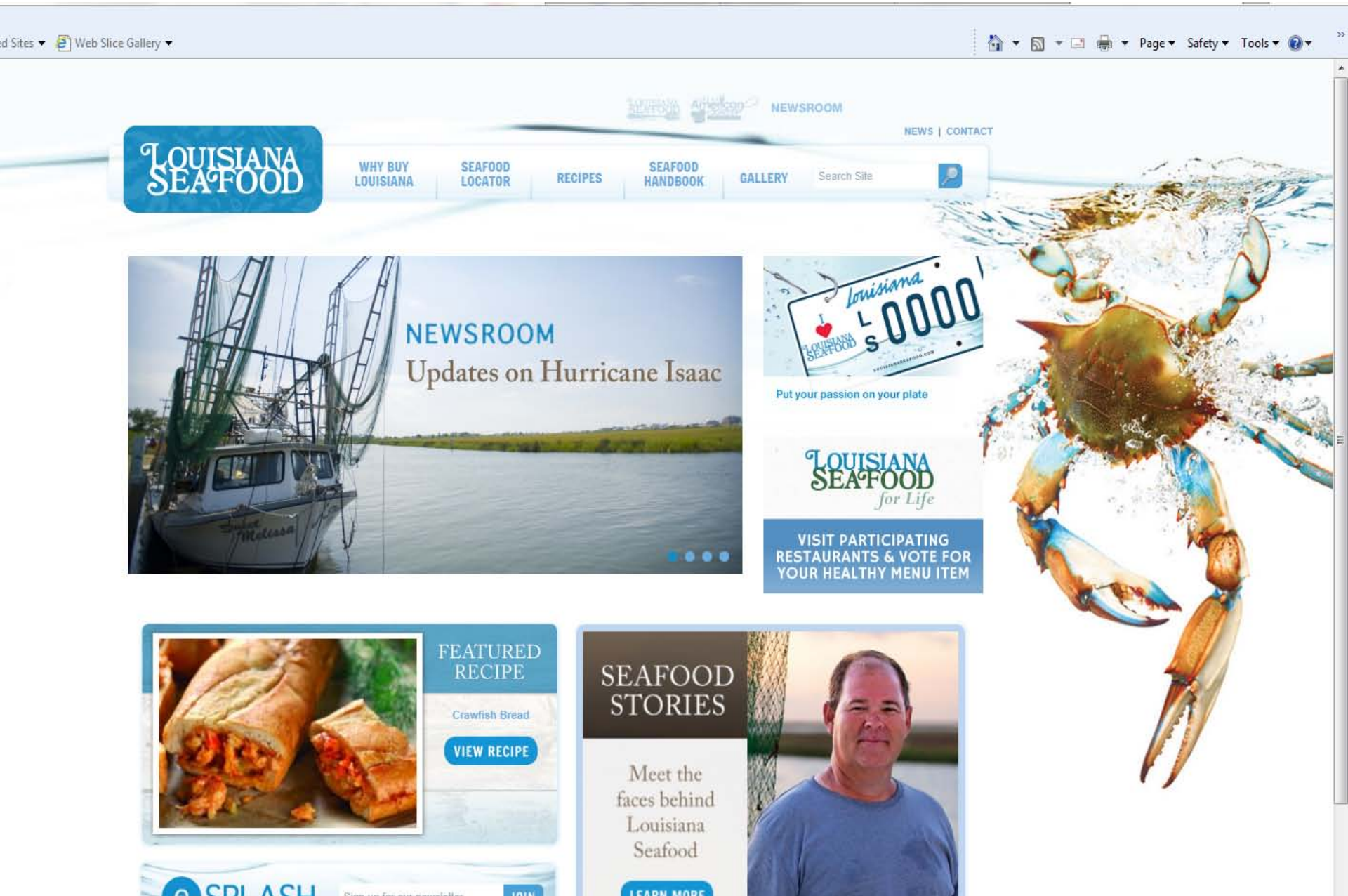
LouisianaSeafood.com



LouisianaSeafoodNews.com

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NOLA.com: Hurricane Isaac hits Louisiana Crabbers Hard

News Editor | September 7, 2012 | 0 Comments

by Kevin McGill/The Associated Press

Louisiana crab fishers took a big hit from Hurricane Isaac, according to the Louisiana Seafood Promotion and Marketing Board. Board member Gary Bauer, who runs a crab processing business in Slidell, said sunken boats, damaged docks and a lack of electricity and ice are among the problems crabbers face. An assessment Friday by the promotion board said crab harvests suffered significant disruption due to Isaac. Disruption for shrimp and finfish was described as moderate while oyster production will be limited until October.

Dollar estimates of losses weren't available but the assessment noted that parishes where a federal disaster has been declared include areas where the dockside values of commercial fishing is about 75 percent of the state total of nearly $320 million.

Crabbers Cody Diefeubach and Butch Lind stack their crab traps on a trailer Aug. 27 in preparation for the arrival of Hurricane Isaac. Photo: John McCusker/The Times-Picayune

Bauer said his business was shut down for days by the storm, and not just because of power outages. The facility usually processes more than 18,000 crabs a day this time of year, he said. But crabbers have only been able to

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member news

Direct to Chef Program in New York City

7/20/2012

The Direct to Chef pilot program, "Fresh From the Dock," launched in New York City on June 27, 2012.

lastest leads

VIEW ALL

Received	Company/Contact	Req Species	Req Date	Detail	My Leads
07/24/2012 *unanswered*	NONE, Edie Scott	Crab, Crawfish			
		Shrimp, Crab,			

my leads

VIEW ALL

board meeting documents

View official board meeting documents and transcripts to find out what's happening with Louisiana Seafood.

Latest minutes:

VIEW ALL

marketing materials

Download FREE recipe cards, brochures, images and more. Plus, view Louisiana Seafood videos.

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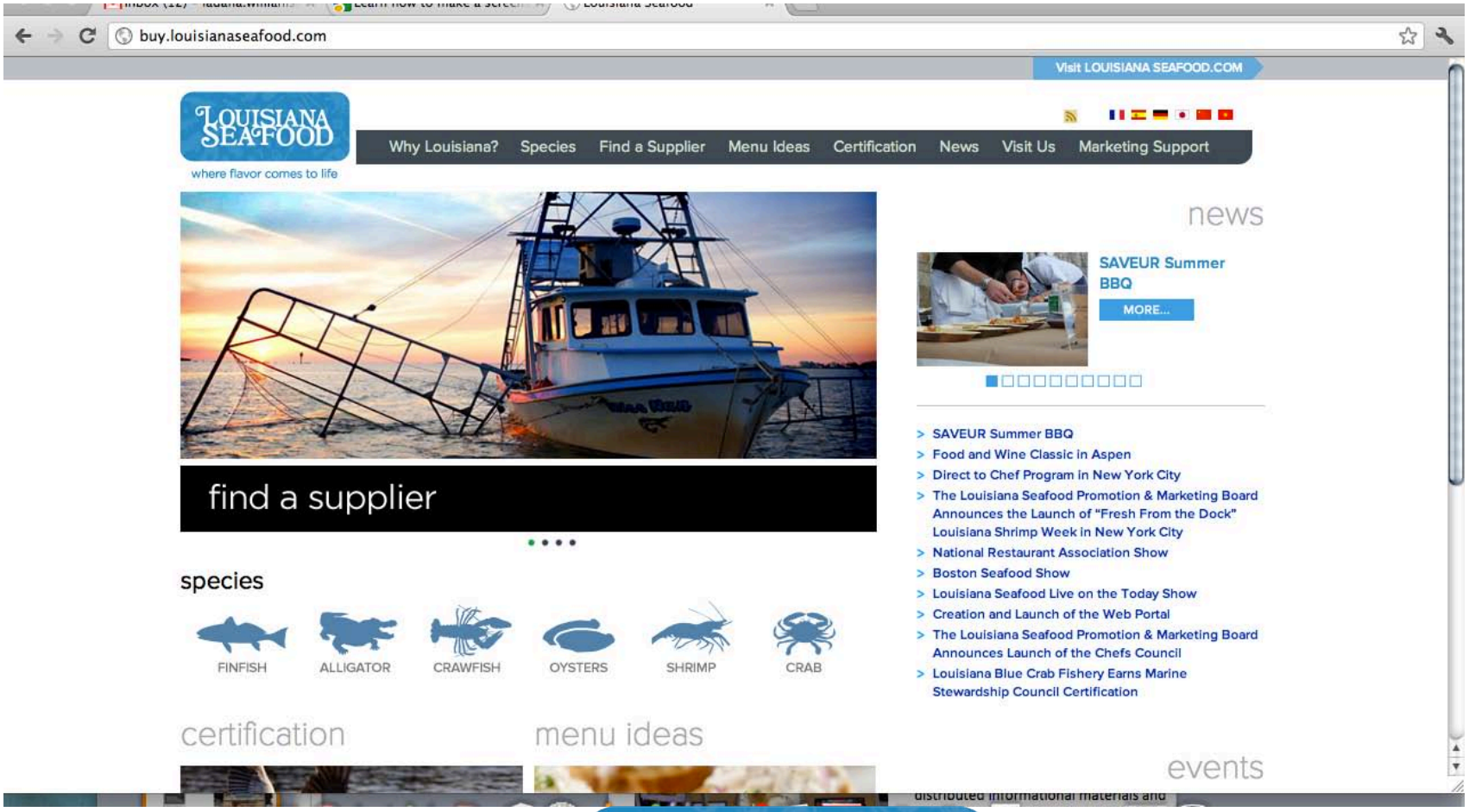
BUY.LOUISIANASEAFOOD.COM



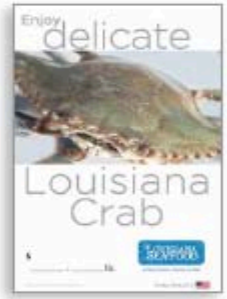
LOUISIANA SEAFOOD

RESOURCE GUIDE

crab brochure - 4.375" x 8.5"

crab recipe cards - 4.375" x 7"

crab counter card - 8" x 10"

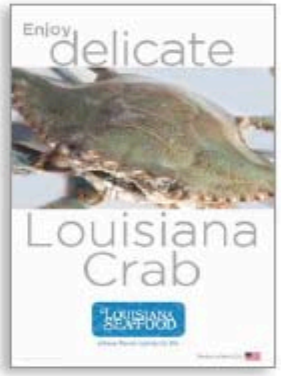


crab price sign - 4" x 5.5"

crab ice pick - 4" x 5.5"

crab cling - 4" x 6"

crab poster - 24" x 36"



Order your materials at buy.louisianaseafood.com

CONSUMER CRAB BROCHURE

Louisiana Blue Crab salad with mango, cucumber and avocado

Yields 4 appetizer portions

Ingredients	Measures
Louisiana Blue Crab meat, jumbo lump	½ lb.
Olive oil	4 Tbsp., divided
Lemon juice	2 Tbsp. plus 2 tsp., divided
Tarragon	2 tsp.
Chives	3 Tbsp.
Salt and pepper	to taste
Mango, diced	¼ cup
Cucumber, diced	¼ cup
Red bell pepper, diced	2 Tbsp.
Avocado, cut into wedges	1 ea.
Frisee lettuce, trimmed and washed	2 heads

Method:

1. Combine Louisiana Blue Crab Meat, 2 Tbsp. olive oil, 1 Tbsp. lemon juice, tarragon and chives. Season with salt and pepper to taste. Toss to combine and reserve.
2. Combine diced cucumber, mango and red bell pepper. Add 1 Tbsp. olive oil and 2 tsp. lemon juice. Toss to combine and reserve.
3. Divide mango-cucumber mixture into 4 portions. Place 1 portion each in center of 4 chilled plates.
4. Divide crab salad into 4 portions. Place 1 portion on top of each mango-cucumber mixture.
5. Arrange avocado wedges around each plate.
6. Season frisee lettuce with 1 Tbsp. lemon juice and 1 Tbsp. olive oil. Toss to combine. Top crab salad with some frisee lettuce.

For more recipes, visit **www.LouisianaSeafood.com**

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where flavor comes to life

Crabs from the wild, nutrient-rich waters of Louisiana grow larger, flakier and sweeter than most. Louisiana Crabs both come from a place and can be used to create a place **where flavor comes to life**.

For more information, visit
www.LouisianaSeafood.com

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delicate

Delicate Louisiana Crab make a strong statement.

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where flavor comes to life

Product of the U.S.A.

Consumer Recipe Cards

Back of Store Guide for Seafood Retailers

AN EASY GUIDE TO

Fresh, flavorful premium Louisiana Seafood

Fresh from nutrient-rich waters, Louisiana Seafood is known the world over for its quality and flavor.
Use this guide to educate your customers on the variety and versatility of premium Louisiana Seafood.

Species	Appearance	Key Difference	Seasons* (J F M A M J J A S O N D)	Flavor	Texture	Freshness	Cooking Methods (Sauté, Bake, Boil, Steam, Grill, Fry, Poach, Pan, Bake, Broil)
White Shrimp Also known as Common Shrimp, Prawns		White Shrimp from Louisiana waters grow sweeter than farm-raised imports.	April to December. Peak: August to October	More mild than imports. Louisiana White Shrimp get their 100%-natural sweetness from feeding in nutrient-rich waters.	Slightly more tender than other shrimp with shells that are easier to peel.	Shells should not be slippery or have black spots.	✓✓✓✓✓✓✓✓✓✓
Brown Shrimp Also known as Common Shrimp, Spring Shrimp		Brown Shrimp from Louisiana grow sweeter and firmer than farm-raised imports.	April to February. Peak: May to July	A pure, 100%-natural flavor. Strong, slightly salty.	Firm texture that's never stringy or mushy.	Shells should not be slippery or have black spots.	✓✓✓✓✓✓✓✓✓✓
Oysters Also known as Eastern Oysters, American Oysters		Oysters from the waters of Louisiana grow plumper, meatier and sweeter than most.	Year-round. Peak: September to December	Uniquely sweet, buttery and mild, with just a touch of salt – not as intensely briny as others.	More plump and succulent, thanks to an extended growing season in nutrient-rich waters.	Shells should be tightly closed or clamp shut when tapped.	✓✓✓✓✓✓✓✓✓✓
Blue Crab Also known as Blue Claw, Softshell Crab, Blue Swimming Crab		Crabs from the wild, nutrient-rich waters of Louisiana grow larger, flakier and sweeter than most.	Year-round	Prized for their pure, mild, sweet flavor – a result of natural growth in bountiful waters.	Delicate, tender meat.	Look for crabs that are lively and scampering about.	✓✓✓✓✓✓✓✓✓✓
Crawfish Also known as Crayfish, Crawdad, Mudbug		Crawfish from the nutrient-rich waters of Louisiana have a natural fat content that renders them more flavorful than most.	November to July	Rich, luscious flavor – lighter-tasting than shrimp, more tender than lobster.	Tender, semi-firm texture.	Purchase live crawfish for boiling.	✓✓✓✓✓✓✓✓
Alligator Also known as American Alligator, Gator		Louisiana Alligator is one of the most regulated species in the world, making it a sustainable resource.	Year-round. Wild Louisiana Alligator is caught in September.	A lean yet succulent alternative to chicken or pork. A white meat with a versatile flavor.	The tender meat has a lean profile and fine-grained texture.	Alligator meat is predominantly sold in boneless chunks of tail meat, packaged in vacuum-packed pouches. Check the package date on containers.	✓✓✓✓✓✓✓✓
Red Snapper Also known as Snapper, Genuine Red Snapper, American Reds, Spot Snapper		American red snapper is almost always sold with the skin on. "Snapper" from the West Coast could actually be rockfish, which has a completely different taste and texture.	Year-round. Peak: July to September.	Distinctly sweet, earthy, mild flavor.	Prized for its distinctly lean and moist texture.	Fillets should be white with bright red bloodline, firm to the touch, no separation or gaps in the meat.	✓✓✓✓✓✓✓✓✓✓
Black Drum Fish Also known as Tambour Drum, Banded Drum, Sea Drum, Drummer, Drumfish		The common name "Drum fish" comes from the ability to make a drumming sound during courtship or when pulled from the water. They do this by rubbing special muscles against an air bladder – thus producing the drumlike sound!	Year-round	Mild, sweet flavor.	Firm flesh rendering large, moist and meaty flakes.	Most fillets will be skin off. Should be cream or off white color with bright red bloodline, firm to the touch.	✓✓✓✓✓✓✓✓✓✓
Catfish Also known as Sail Cat, Gaffto, Slime Cat, Mud Cat		Catfish lacks the distinct "fishy" taste found in some fish varieties.	Year-round	A distinctly moist, sweet and mild flavor.	Firm flesh that is less flaky than other fish varieties.	Fillets should be cream or off white color with no gray skin or belly, firm to the touch.	✓✓✓✓✓✓✓✓✓✓
King Mackerel Also known as Cavalla, Cero, Sierra, Kingfish		The nutrient-rich waters of Louisiana give Louisiana King Mackerel its sweet, mild flavor and medium firm texture.	Year-round. Peak: July to February	Prized for its strong, savory flavor.	Firm, moist and flaky.	Fillets should be white, translucent with red bloodline, no separation or gaps.	✓✓✓✓✓✓✓✓✓✓
Swordfish Also known as Broadbilled Swordfish, Broadbill, Espada, Emperado		The Louisiana Gulf is an important nursery area for North Atlantic swordfish.	Year-round. Peak: June to October	A strong, slightly sweet flavor.	Prized for its firm, meaty and moist texture.	Loins can range from white to orange but should not have any browning. Look for bright red bloodline and no discoloration on skin.	✓✓✓✓✓✓✓✓✓✓
Yellowfin Tuna Also known as Ahi Tuna		Louisiana Yellowfin Tuna is very versatile and can be consumed raw or cooked. Its firm texture makes tuna perfect for grilling, and it can be prepared similarly to a beefsteak.	Year-round	Mild and meaty flavor. More flavorful than Albacore and leaner than Bluefin.	Very firm and moist, creating large, flavorful flakes.	Meat should be bright red, translucent with no browning on skin.	✓✓✓✓✓✓✓✓✓✓

LIGHT — TEXTURE — DENSE

*Louisiana Seafood is also available frozen year-round.

Learn more about our fresh, flavorful Louisiana Seafood at **www.louisianaseafood.com**

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where flavor comes to life

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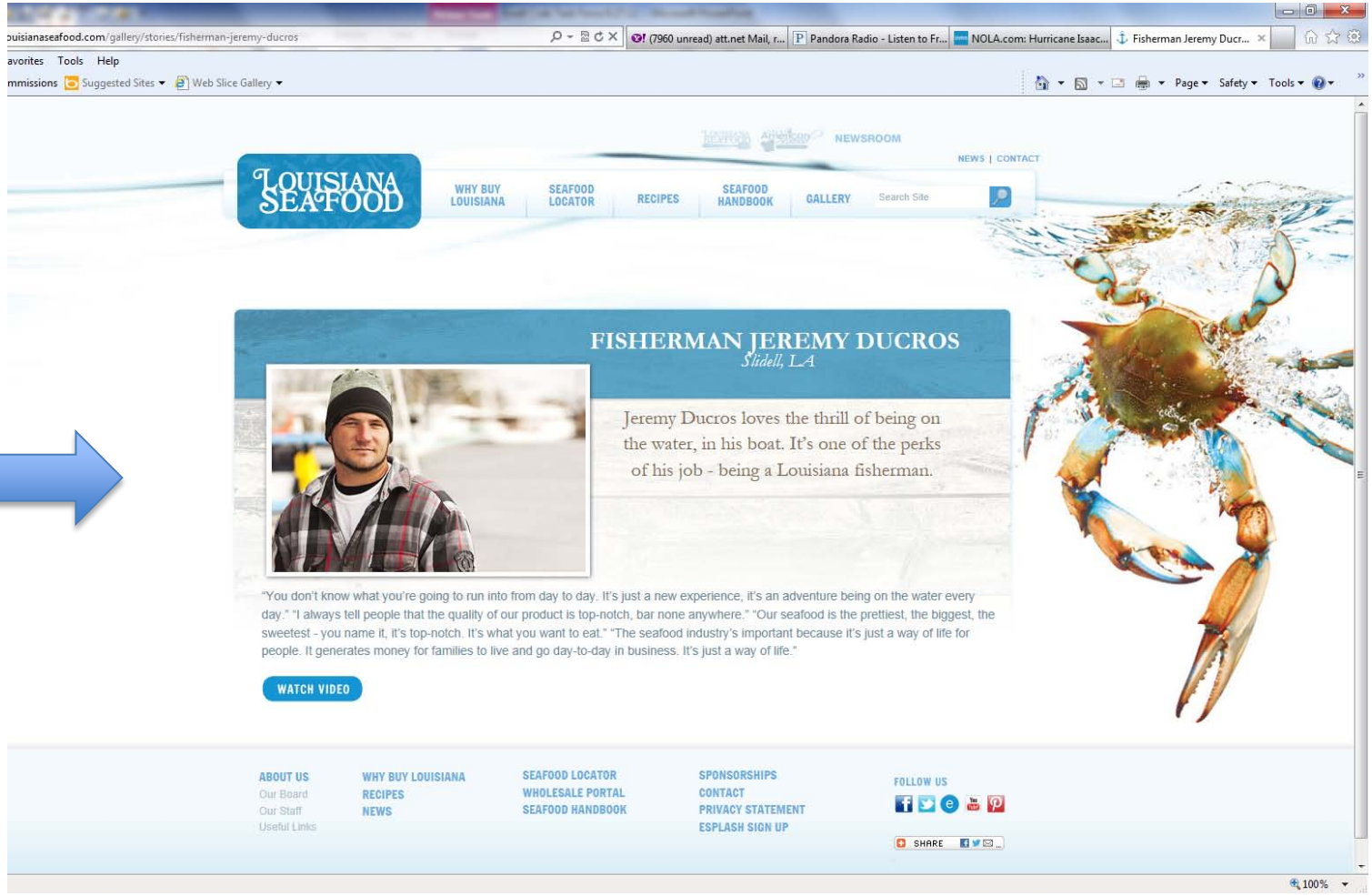
Table Tents in Restaurants

QR codes direct Consumers to Learn More about Louisiana Fishermen and Louisiana Seafood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FISHERMAN JEREMY DUCROS
Slidell, LA
Jeremy Ducros loves the thrill of being on the water, in his boat. It's one of the perks of his job - being a Louisiana fisherman.
"You don't know what you're going to run into from day to day. It's just a new experience, it's an adventure being on the water every day." "I always tell people that the quality of our product is top-notch, bar none anywhere." "Our seafood is the prettiest, the biggest, the sweetest - you name it, it's top-notch. It's what you want to eat." "The seafood industry's important because it's just a way of life for people. It generates money for families to live and go day-to-day in business. It's just a way of life."
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Boston Seafood Show

MSC Blue Crab Certification

LSPMB Coordinated Public Relations and Outreach Locally and at the Boston Seafood Show with Trade Publications to make MSC announcement.

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Certified La. crab could open new markets

By Nikki Buskey
Staff Writer
Published: Monday, March 26, 2012 at 10:44 a.m.
Last Modified: Monday, March 26, 2012 at 10:44 a.m.

Louisiana blue crabs could wind up on menus in eco-friendly restaurants, at major retailers and in European markets.

The state's is the first blue crab fishery in the world to earn a seal of sustainability from the Marine Stewardship Council.

Seafood experts in Louisiana say the designation will be an asset to the brand, opening doors to markets where sustainability has become increasingly important in seafood selection.

"We can market to chefs in the U.S. and open up the doors to overseas markets," said Ewell Smith, executive director of the Louisiana Seafood Promotion and Marketing Board.

But locals in the blue crab industry say the industry has bigger problems it should be focusing on.

"That's all fine and dandy, but we need the crabs first," said Eric Blanchard, owner of Cajun Crab seafood processing in Chauvin.

Since the oil spill, Blanchard said production has been about a third

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Seafood News Environment & Sustainability

La. blue crab nets MSC certification

By SeafoodSource staff
11 March, 2012 - The Louisiana blue crab fishery has earned Marine Stewardship Council certification, the London-based nonprofit announced on Sunday, Day 1 of the International Boston Seafood Show.

It is the United States' third crab fishery and the world's fourth crab fishery to ear the distinction. The Atlantic deep sea crab fishery was the first U S crab fishery to be certified in September 2009, followed by the Oregon Dungeness crab fishery in December 2010.

The Louisiana Department of Wildlife and Fisheries and the Louisiana Seafood Promotion and Marketing Board (LSMPB) served as the fishery's clients, while the fishery was assessed by independent, third-party certifier Scientific Certification Systems.

"MSC certification is a major, positive development for thousands of Louisiana commercial blue crab fishermen, our processors and marketers and the entire Gulf region," said LSMPB Executive

CERTIFIED SUSTAINABLE SEAFOOD MSC www.msc.org

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Featured Supplier
Eastern Fisheries, Inc.
Eastern Fisheries Inc., located in New Bedford, Massachusetts, is the world's largest harvester, processor, and marketer of scallops and a trusted seafood source. Founded in 1978, it operates the industry's largest scallop fleet, as well as three U.S. plants, a scallop farm and two China factories...

COMPANY | CATEGORY

Salmon, tuna or frozen crab?
Survey pinpoints Chinese seafood consumer habits.

World Headlines
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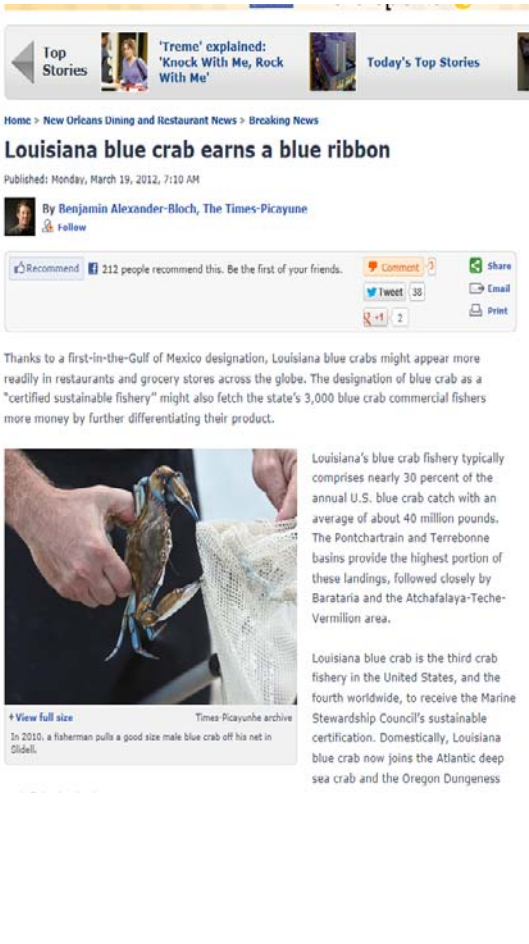

Top Stories | 'Treme' explained: 'Knock With Me, Rock With Me' | Today's Top Stories

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Louisiana blue crab earns a blue ribbon

Published: Monday, March 19, 2012, 7:10 AM

By Benjamin Alexander-Bloch, The Times-Picayune
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Thanks to a first-in-the-Gulf of Mexico designation, Louisiana blue crabs might appear more readily in restaurants and grocery stores across the globe. The designation of blue crab as a "certified sustainable fishery" might also fetch the state's 3,000 blue crab commercial fishers more money by further differentiating their product.

View full size | Times-Picayunhe archive
In 2010, a fisherman pulls a good size male blue crab off his net in Slidell.

Louisiana's blue crab fishery typically comprises nearly 30 percent of the annual U.S. blue crab catch with an average of about 40 million pounds. The Pontchartrain and Terrebonne basins provide the highest portion of these landings, followed closely by Barataria and the Atchafalaya-Teche-Vermilion area.

Louisiana blue crab is the third crab fishery in the United States, and the fourth worldwide, to receive the Marine Stewardship Council's sustainable certification. Domestically, Louisiana blue crab now joins the Atlantic deep sea crab and the Oregon Dungeness

FOOD & WINE CLASSIC IN ASPEN

FOOD & WINE classic in aspen 30 YEARS
JUNE 15-17, 2012

Louisiana Seafood sampled dishes, distributed informational materials.

This year's event attracted 4,500 attendees.

LOUISIANA SEAFOOD

NRA ANNUAL SHOW

NATIONAL RESTAURANT ASSOCIATION
RESTAURANT HOTEL-MOTEL SHOW

May 5-8, 2012

Louisiana Seafood sampled dishes, distributed informational materials and collected 275 sales leads.

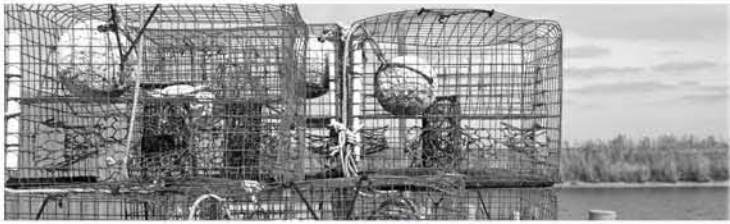
This year's NRA event attracted 61,000 attendees; that's 6% more than in 2011.

LOUISIANA SEAFOOD

Upcoming Promotions for Crab

- Social Media Give-Away (more than 600 entries for the recent one for opening of Alligator Season)

- Louisiana Outdoor Adventures



Thank You

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