



Louisiana Wild Seafood Certification Program

Jason Froeba | Craig Gothreaux | Rene LeBreton
Shrimp Task Force, November 29, 2011



LOUISIANA WILD SEAFOOD CERTIFICATION PROGRAM (LWSCP)



SUMMARY OF LOUISIANA STATUTE

“The secretary of the Department of Wildlife and Fisheries is authorized to establish a quality certification program for Louisiana wild fish, and for Louisiana wild seafood products, including wild-caught shrimp, which are taken, harvested, or landed in Louisiana.”

“...standards may include but are not limited to harvest requirements, post-harvest refrigeration requirements, quality standards, handling practices, traceability, branding and branding registrations, recording requirements, compliance standards, and packaging regulations”



SUMMARY OF LOUISIANA STATUTE

R.S. 56:578.15

“Any fisherman or seafood dealer who wishes to participate in the Louisiana Wild Seafood Certification Program shall apply to the department to be issued a participation permit by the department.”

“Any holder of such permit who harvests or markets Louisiana wild fish or wild seafood products in accordance with the requirements of the Louisiana Wild Seafood Certification Program shall be authorized to market said product under the auspices of the Louisiana Wild Seafood Certification Program.”



LWSCP PURPOSE



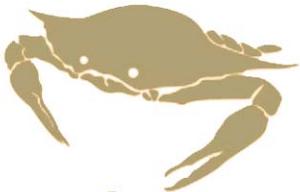
Voluntary program for fishermen, docks, processors, dealers, grocers, and restaurants to participate



Certify seafood products are harvested, landed, processed, and packaged in Louisiana



Develop a nationally recognized brand that will attract buyers to the best seafood on the planet – Louisiana Seafood.



Promote all participants in this program: Fishermen, dealers, processors, retailers and restaurants!



WHAT IS A GEOGRAPHIC CERTIFICATION PROGRAM



Consumers don't know where their seafood comes from



**POP QUIZ:
WHERE DO POTATOES COME
FROM?
LOBSTERS?
ORANGES?**

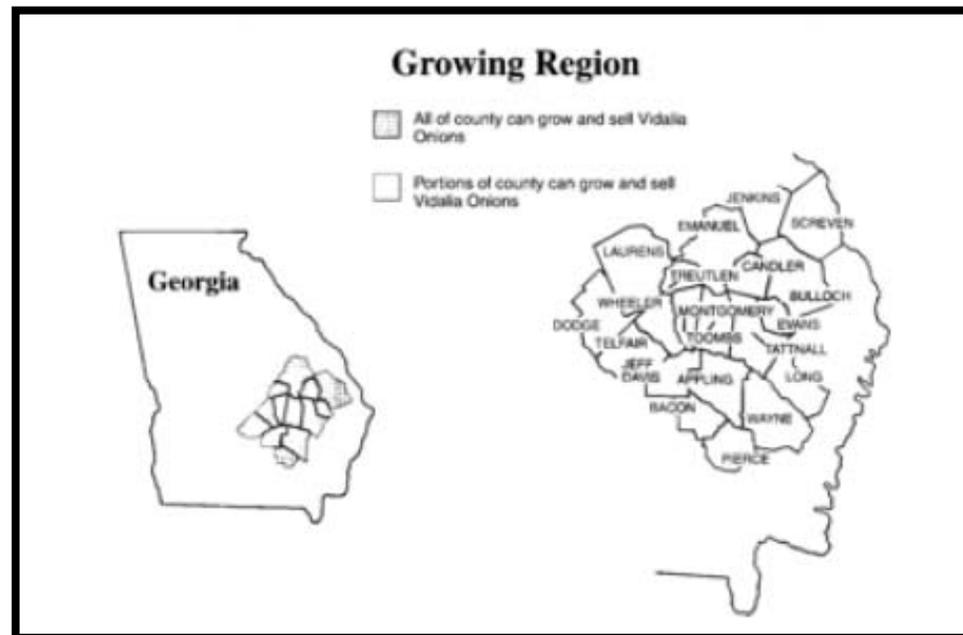
The first states that come to mind are probably Idaho, Maine and Florida.

That's no accident - it's the work of calculated marketing efforts to build or maintain a commodity brand.



EXAMPLES OF SUCCESSFUL GEOGRAPHIC CERTIFICATIONS

Vidalia Onions



EXAMPLES OF SUCCESSFUL GEOGRAPHIC CERTIFICATIONS

Kobe Beef

Kobe beef in Japan is registered trademark by Kobe Beef Distribution Promotion Conference.



EXAMPLES OF SUCCESSFUL GEOGRAPHIC CERTIFICATIONS

Certified Idaho Potatoes

The Idaho Potato Commission has made the word 'Idaho' synonymous with 'potato'



GOOD NEWS!

- Louisiana has a story
 - Tied to geography
 - Tied to culture and history
- Strong Seafood Promotion and Marketing Board (with funding and talented agencies on contract)
- Lots of “lessons learned” – by somebody else
- Economic climate is favoring buying local



HOW TO PARTICIPATE



HOW TO APPLY

Program Training

- One-hour
- Many locations

One-Page Application

- Provide copies of licenses
- LDWF, DHH, LDAF

Agency Review

- Check licenses numbers
- No major violations

Certified!

- Receive permit by mail and
- Instructions to download logo



Application

		Louisiana Department of Wildlife & Fisheries			
Louisiana Wild Seafood Certification Program (LWSCP) – Annual Permit Application					
<input type="checkbox"/> New Application			<input type="checkbox"/> Renewal Application		
Applicant/Business Name:			Last 4 of EIN or SSN:		
Mailing Address Street:		Business Location (if applicable) Street:		Phone / Email Phone 1:	
City, State:		City, State:		Phone 2:	
Zip Code, Parish:		Zip Code, Parish:		Email:	
ONE APPLICATION ALLOWED FOR EACH PERMIT TYPE					
I am applying for the following permit type: (May only check one – refer to instructions for permit type specifications)					
<input type="checkbox"/> Commercial Fisherman		<input type="checkbox"/> Wholesale/Retail Dealer (i.e. dock/processor)		<input type="checkbox"/> Retail Dealer inside LA (i.e. raw seafood)	
<input type="checkbox"/> Restaurant/Retail grocer inside LA*		<input type="checkbox"/> Retail Dealer/Grocer outside of LA*		<input type="checkbox"/> Restaurant outside of LA*	
LDWF License # _____ Name on License: _____					
<i>*LDWF License information not needed for these permit types</i>					
What types of wild seafood does this applicant generally target, sell, or handle? (Please check all that apply)					
<input type="checkbox"/> Shrimp		<input type="checkbox"/> Oyster		<input type="checkbox"/> All of the above	
<input type="checkbox"/> Finfish		<input type="checkbox"/> Crab		<input type="checkbox"/> Crawfish	
Please list all current health permit numbers issued by the Department of Health and Hospitals (if out of state please list your states' health permit information), and attach a copy of license to the application, if applicable (continue on back if necessary).					
Name on Permit:			Permit Number:		
Name on Permit:			Permit Number:		
Name on Permit:			Permit Number:		
Name on Permit:			Permit Number:		
Please list all current weighing and measuring device license numbers issued by Department of Agriculture and Forestry (if out of state please list your states' license information), and attach a copy of license to the application, if applicable (continue on back if necessary).					
Name on license:			License number:		
Name on license:			License number:		
Can LDWF use your contact information to promote your business as a supplier of LWSCP seafood: <input type="checkbox"/> Yes <input type="checkbox"/> No					
Terms of Agreement					
I understand that this is only an application and approval of this application does not entitle me to any benefits associated with this program. I agree to follow all state and federal rules and regulations regarding the harvest, sale and purchase of seafood. I have read and agree to follow the rules and requirements of this program, which were provided to me with this application. Failure to follow state, federal and / or program rules and regulations may result in my removal from the program. If I am debarred from the program, I understand that I forfeit all rights to use the LWSCP logo and any other program promotional material. If I am suspended from the program, I agree to forfeit my rights to use the label and promotional material until department approves my reentry into the program. I acknowledge that all LWSCP participants have the right to view my contact information (name/address) in order to verify my participation status in the program.					
By signing below, I agree to all of the above terms of agreement and state that all information provided is correct to the best of my knowledge:					
_____		_____		____/____/____	
Printed Name		Signature		Date	



HOW TO PARTICIPATE COMMERCIAL FISHERMAN

Legal Harvest

Must be LWSCP participant

Must sell to a LWSCP participant



HOW TO PARTICIPATE DEALERS AND PROCESSORS

Facility in Louisiana

Must be LWSCP participant

Keep product separate and labeled



HOW TO PARTICIPATE RETAILERS AND RESTAURANTS

Important so consumers / buyers know where to buy
LWSCP seafood from.

Must purchase from a LWSCP participant

Keep product separate and labeled

No need to attend training



PRODUCT ELIGIBILITY

Wild stock
harvested
from the
GOM or
state waters

Harvested by
LA licensed
commercial
fishermen

Landed,
processed
and
packaged in
LA

No
Commingling
with non-
certified
seafood



MONITORING AND ENFORCEMENT

LDWF, DHH, and LDAF inspections

Existing Laws

Program Rules and Regulations

Labeling Guidelines



MONITORING AND ENFORCEMENT

Tier 1: Any violation that goes against the end goal of the program (e.g. commingling product)

Tier 2: Violations that negatively impact the brand's image (e.g. short weights)

Tier 3: Violations that are repetitive and indicate a consistent failure to comply with basic regulations and rules. (e.g. fishing violations)



GOALS AND OBJECTIVES



GOALS AND OBJECTIVES

Voluntary Participation

Simplified Application

Annual process

Multiple wild-caught species

Open to all levels of supply chain

Identification and Differentiation

Recognizable Logo

Assurance that product meets program rules

Marketing and Promotion

P.O.S. materials

Trade and Consumer Ads

Logo Branding

Increase Consumer Confidence / Awareness

Legally harvested

Louisiana Product!

Understand origin of their seafood

Ask for LA seafood



CLOSING

This will be an ongoing program that will consistently seek input from the seafood community.

Regular input will be needed to be sure this program is meeting industry needs.



QUESTIONS?

