

Louisiana Shrimp Task Force
Attention: Laura Deslatte-Wooderson
2000 Quail Drive
Room 364
Baton Rouge, LA

Ewell Smith
2021 Lakeshore Drive, Suite 310
New Orleans, LA 70122

March 5, 2012

Mr. Smith,

I write you on behalf of the Louisiana Shrimp Task Force in regard to the Louisiana Seafood Arena proposal we received a presentation about at our January 2012 meeting. While we applaud your efforts in seeking the best advertising venue for Louisiana Seafood, the task force unanimously opposes the Louisiana Seafood Marketing and Promotion Board entering into any sort agreement with the New Orleans Arena.

In addition, the task force has asked that the LSPMB look to develop a shrimp-specific advertising campaign that promotes the quality/safety of our product, while pointing out the challenges that continue to plague the participants in the industry.

I believe that if we work together we will be able to move forward in a way that will benefit the seafood industry as a whole as well as the shrimp industry specifically.

Furthermore, I respectfully request that a representative from the LSPMB be present at our next meeting scheduled for Thursday, March 15 at 10 a.m., in Baton Rouge at the Louisiana Department of Wildlife and Fisheries in the Louisiana Room, to discuss the wishes/concerns of the task force.

Again, we appreciate your consideration and look forward to your feedback.

With regards,

Mark Abraham
Chairman