



**Shrimp Task Force
7.26.2012**

**Louisiana Seafood Promotion
and Marketing Board**



**LOUISIANA
SEAFOOD**



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

- NRA
- FOOD & WINE CLASSIC IN ASPEN



ADVERTISING IN STATEWIDE PUBLICATIONS



MOST CHEFS SEARCH THE WORLD
FOR THE BEST INGREDIENTS.
OURS LOOK IN THEIR OWN BACKYARD.



CHEF DIANA CHAUVIN
La Thai Upsown - New Orleans

FISHERMAN BRYAN MOBLEY
The Rebecca Lynn - Cut Off

A seafood dish worthy of a chef's signature touch demands the world's finest seafood ingredients. That means Louisiana seafood from a local harvester. Culinary experts choose Louisiana seafood for its superior taste and quality. When dining out or cooking a delicious family meal, demand Louisiana seafood – served by the people who know great food. Get fresh with us.

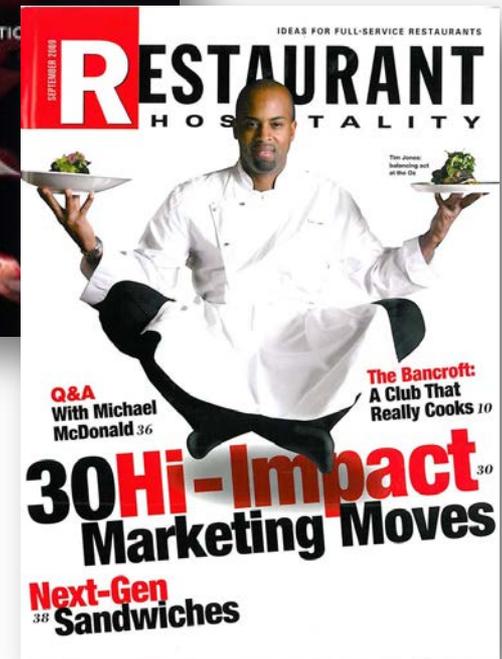
Swap the tag to meet our Louisiana chefs and fishermen.



LOUISIANA SEAFOOD.com Demand It.

SHRIMP FISH OYSTER ALLIGATOR CRAWFISH CRAB

ADVERTISING IN NATIONAL PUBLICATIONS



SPREAD AD



Experience the
flavor at
Booth #5815



where flavor comes to life

BANNER ADS ON WEBSITES



Only the nutrient-rich waters of Louisiana can produce seafood this special.

LOUISIANA SEAFOOD
where flavor comes to life

[GET RECIPES AND FIND A SUPPLIER.](#)

From The Culinary Institute of America | May 10, 2012



SmartBrief
SPECIAL REPORT

Sponsored by **LOUISIANA SEAFOOD**

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Food Safety, Part 2

As the variety of foods on our tables continues to widen, it's important not to lose sight of food safety practices. Part 2 of this special report continues the examination of food safety, farming and biotechnology practices that began in [Part 1](#).

What food safety practices and procedures are in place in your restaurant? Encourage your peers, colleagues and friends to join you in the conversation by inviting them to [sign up for this timely e-newsletter](#) - it's free.

In the coming months, look for special reports on menu trends, local sourcing and consumer education. Don't wait -- [join the conversation on Twitter](#) today.



Excite your menu with the Thai-inspired sweet and spicy flavors of our exotic sautéed Louisiana Shrimp. [Get recipes and learn more](#) about Louisiana Seafood where flavor comes to life.



where flavor comes to life

TO CREATE PREMIUM FLAVOR, YOU NEED PREMIUM SEAFOOD.

[FIND A LOUISIANA SEAFOOD SUPPLIER](#)



Spotlight on Food Safety

Federal judge to hear GM sugar beet arguments in June

A federal judge is scheduled to hear arguments June 15 to determine whether the Department of Agriculture violated laws when it partially deregulated the growing of genetically engineered sugar beets, allowing farmers to grow GM beets under certain conditions. [Capital Press Agriculture Weekly](#) (5/3) [Share](#) [in](#)

Facebook | Email | Related Stories



Creative chefs. Better menus. Real solutions.



Start with Barilla
to create on-trend dishes.
[Click here](#) to see our latest pasta recipes.



HOME RECIPES NEWS BLOGS SUBSCRIBE MY ACCOUNT HELP

recipe search

shrimp

DAYPART

COURSE

PREPARATION METHOD

CUISINE

INGREDIENT CATEGORY

- Bacon
- Beef
- Beer
- Cheese
- Chicken
- Chocolate
- Dairy
- Duck
- Eggs
- Fish
- Fruit
- Game Meats/Poultry
- Greens
- Lamb
- Nuts
- Pasta

SEARCH: SHRIMP | FISH
RESULTS: 49

	PHOTO	RATING
BLACK LASAGNA WITH SHRIMP Executive Chef - Jean Paul Desmaison La Cofradia , Coral Gables Fla.		
BLACK PAELLA Chef - Wayne Johnson Andalucia , Seattle Wash.		
BLACK SKILLET ROASTED CATFISH, ANDOUILLE SAUSAGE AND SHRIMP JAMBALAYA, CORNBREAD PANZANELLA SALAD Chef/Owner - David Lawrence 1300 on Filmore , San Francisco Calif.		
CACCIUCCO DI PESCE BROTH Co-Owner - John Folse Restaurant Revolution , New Orleans La.		
COCONUT-BRAISED CHICKEN SALAD Chef - Brad Farmerie Double Crown , New York N.Y.		
CRISPY MANDARIN FISH WITH SWEET AND SOUR SAUCE Chef - Yus Liang Fu Hyatt Regency Hangzhou , Hangzhou Zhejiang China		

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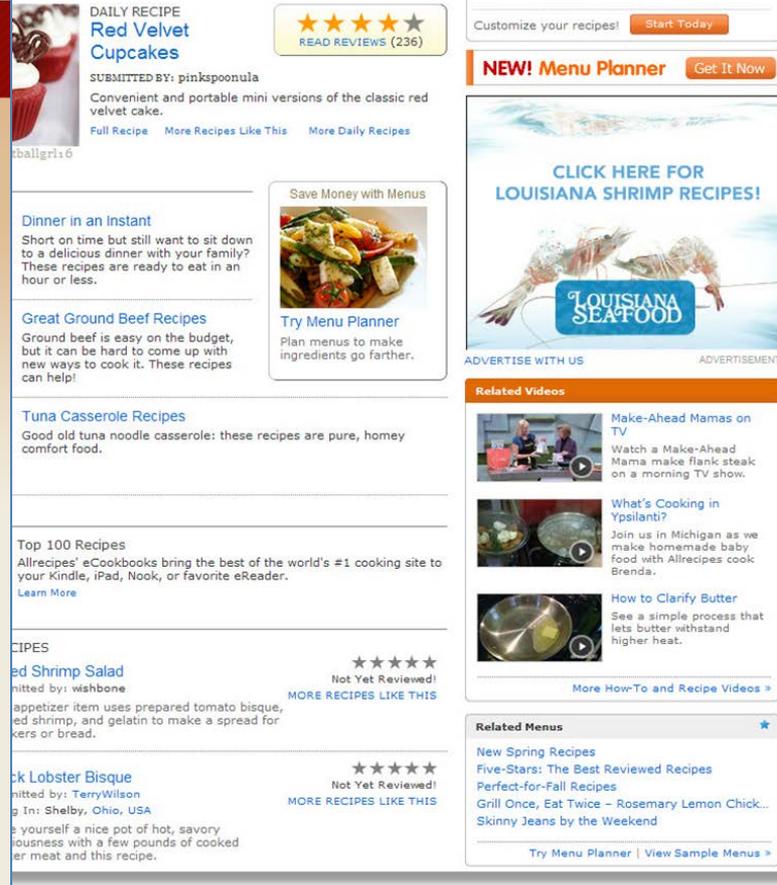
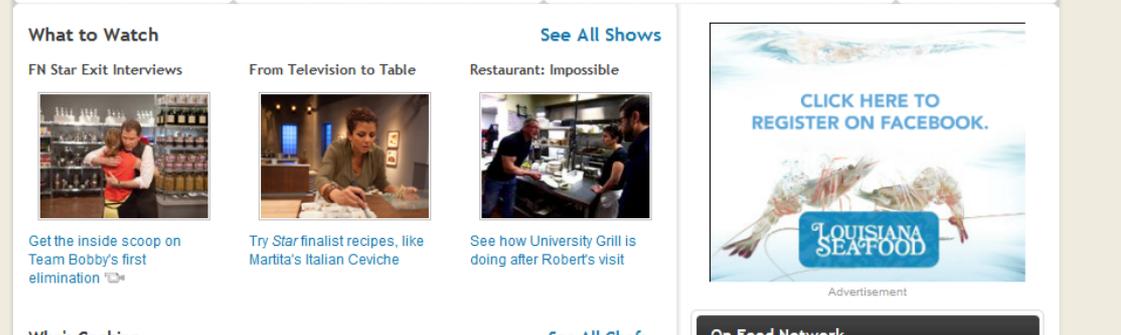
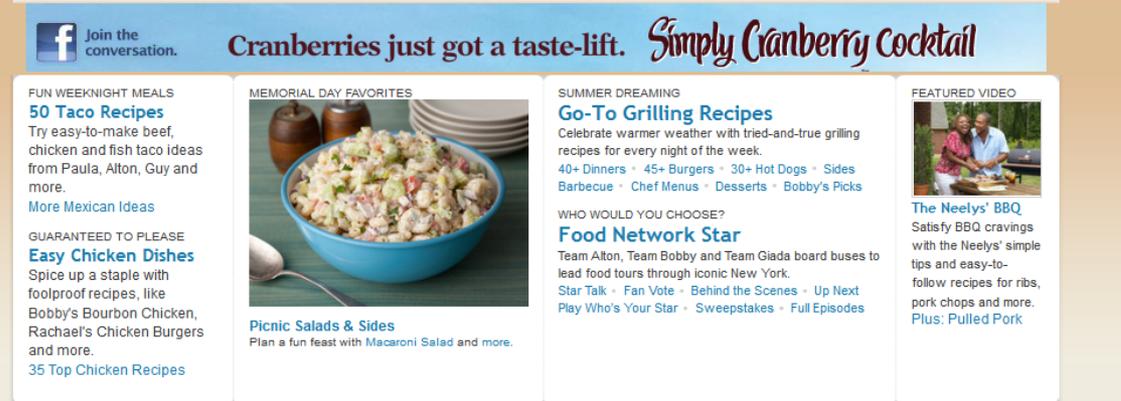
where flavor comes to life

Taste the difference of premium Louisiana Seafood in your recipes.

[LEARN MORE](#)



Ads on Recipe Databases +1 million impressions



WWL Radio E-blast delivered twice in May to 80,000 subscribers.

Radio Advertisements ran throughout May reaching 2 million listeners.



LOUISIANA SEAFOOD

THIS YEAR
SHRIMP SEASON
IS COMING TO YOU.

Our Catch-Your Bounty.

REGISTER TO WIN ON FACEBOOK NOW! 

*10lbs of Louisiana Shrimp,
straight from the gulf to your door.*

The advertisement features a blue header with the 'LOUISIANA SEAFOOD' logo. Below the logo is a photograph of a shrimp boat on the water. The main text is in large, light blue, sans-serif font. A smaller, italicized line of text follows. The central image shows three large, fresh shrimp with their tails on. At the bottom, there is a blue banner with white text and a Facebook logo icon.

Over 11 million impressions in April and May with Facebook Advertising promoting shrimp season

facebook

Search

THIS YEAR
SHRIMP SEASON
IS COMING TO YOU.
Our Catch-Your Bounty.

LOUISIANA SEAFOOD

Louisiana Seafood Promotion and Marketing Board

23,740 likes · 379 talking about this · 12 were here

Food/Beverages

This is the Official Facebook page for the Louisiana Seafood Board. We will provide the most up-to-date and accurate information on Gulf Seafood. Official

23,740

SHRIMP GIVEAWAY

New Orleans
Marrero
Chalmet

About Photos Likes Promotions Map

E-Splash Newsletter

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

Louisiana Shrimp as
featured recipe.



INSIGHTS AND INFORMATION FROM THE LOUISIANA SEAFOOD PROMOTION & MARKETING BOARD | JULY 2012



2012 Great American Seafood Cook-Off

Get ready for the 2012 Great American Seafood Cook-Off next month in NOLA! See up-and-coming chefs compete against culinary greats from across the U.S.

[Click here](#) to read more.



Shrimp in Curried Thai Broth
Special Treat! GW Fins has shared its recipe for fresh Louisiana Gulf Shrimp, coconut curry and rice noodles.

[Get the recipe](#)



Fun Facts
[Click here](#) to learn more about Louisiana seafood.



Louisiana Seafood License Plate
The official Louisiana Seafood inaugural license plates are now available! Check out this great way to show your love for Louisiana Seafood.

[Learn More](#)



TV Spots:

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

More than 49 million impressions.



The image is a screenshot of a YouTube video player. The browser address bar shows the URL <http://www.youtube.com/watch?v=KcdZhYDQ7s>. The YouTube logo is in the top left, and the search bar contains the text "louisiana seafood". The video title is "Louisiana Seafood Television Campaign". Below the title, it says "LA SeafoodBoard" and "Subscribe" with a plus sign, and "120 videos" with a dropdown arrow. The video player shows a man in a blue cap and green shirt, identified as "Fisherman LANCE NACIO - Montegut, Louisiana". The video progress bar shows 0:05 / 2:04. Below the video, there are buttons for "Like", "Share", "Print", and "Embed". The view count is "404 views" and there is "1 like, 0 dislikes". The video was published on May 22, 2012, by LASeafoodBoard. The description reads: "Featuring Louisiana fishermen and chefs, these TV commercials promote our message of quality and tradition." There is a "Show more" link and a comment section with "All Comments (0)" and a "see all" link. A sign-in prompt says "Sign In or Sign Up now to post a comment!".



BANNER ADS

SHRIMP WEEK NEW YORK



WEDNESDAY, JUNE 27TH - SUNDAY, JULY 1ST



LOUISIANA SHRIMP WEEK
—NEW YORK CITY—

Savor the flavor of the freshest catch of the season

[FIND RESTAURANTS >](#)



LOUISIANA SHRIMP WEEK
—NEW YORK CITY—

Savor the flavor of the freshest catch of the season

WEDNESDAY, JUNE 27TH - SUNDAY, JULY 1ST [FIND RESTAURANTS >](#)



DIRECT TO CHEF VIDEO



SELL.LOUISIANASEAFOOD.COM

[Dashboard](#) [Member News](#) [Sales Resources](#) [Events](#) [Certification](#) [Traceability](#)

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.

□ □ ■ □ □ □ □ □

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](#)

latest leads

[VIEW ALL](#)

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

marketing materials



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



BUY.LOUISIANASEAFOOD.COM

The screenshot shows the website interface for Louisiana Seafood. At the top, the browser address bar displays 'buy.louisianaseafood.com'. The website header includes the 'LOUISIANA SEAFOOD' logo with the tagline 'where flavor comes to life' and a navigation menu with items: 'Why Louisiana?', 'Species', 'Find a Supplier', 'Menu Ideas', 'Certification', 'News', 'Visit Us', and 'Marketing Support'. A 'Visit LOUISIANA SEAFOOD.COM' button is also present. Below the header is a large featured image of a fishing boat at sunset, with a 'find a supplier' button overlaid. To the right, a 'news' section features a 'SAVEUR Summer BBQ' article with a 'MORE...' button and a list of news items. Below the featured image is a 'species' section with icons for 'FINFISH', 'ALLIGATOR', 'CRAWFISH', 'OYSTERS', 'SHRIMP', and 'CRAB'. Further down are sections for 'certification', 'menu ideas', and 'events'. A vertical scrollbar is visible on the right side of the browser window.



RESOURCE GUIDE

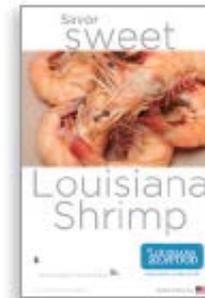
shrimp brochure - 4.375' x 8.5'



shrimp recipe cards - 4.375' x 7'



shrimp counter card - 8' x 10'



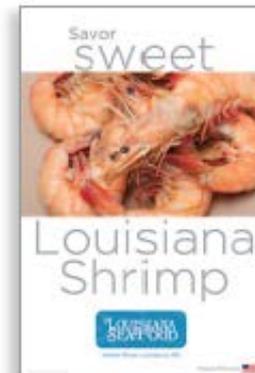
shrimp price sign - 4" x 5.5"



shrimp cling - 4' x 6"



shrimp poster - 24" x 36"



Order your materials at buy.louisianaseafood.com

CONSUMER SHRIMP BROCHURE

lemongrass-mango Louisiana Shrimp with vermicelli rice noodles



Yields 4 entrée portions

Ingredients

Extra Large Louisiana Shrimp, 26/31, peeled and deveined, tail off
Peanut oil
Shallot, minced
Ginger, minced
Garlic, minced
Jalapeños, no seeds, minced
Lemongrass, split in half
Carrots, julienne
Coconut milk
Red curry paste
Lime juice
Mango, diced
Rice noodles, cooked according to directions on package
Fresh basil, chopped
Fresh cilantro, chopped
Fresh mint, chopped

Measures

1 lb.
2 Tbsp.
3 Tbsp.
2 Tbsp.
2 tsp.
2 Tbsp.
1 stalk
½ cup
¾ cup
1 tsp.
2 Tbsp.
¼ cup
8 oz.
2 Tbsp.
2 Tbsp.
2 Tbsp.

Method:

1. Heat medium sauté pan over medium-high heat. Add peanut oil, shallots, ginger, garlic, jalapeños and lemongrass. Cook until fragrant, about 30 seconds. Add carrot julienne and Louisiana Shrimp and sauté additional minute. Add coconut milk, curry paste, lime juice and diced mango. Cook for 2 more minutes. Remove lemongrass.
2. Add rice noodles, basil, cilantro and mint to pan and toss.
3. Serve in bowls, dividing shrimp, noodles and broth evenly.

For more recipes, visit www.LouisianaSeafood.com



where flavor comes to life

Shrimp from the wild, nutrient-rich waters of Louisiana grow sweeter and firmer than farm-raised imports. Louisiana Shrimp come from a place and can be used to create a place **where flavor comes to life**

For more information, visit
www.LouisianaSeafood.com

sweet



**Savoring Louisiana Shrimp
has never been sweeter.**



where flavor comes to life

FOOD & WINE CLASSIC IN ASPEN



Louisiana Seafood sampled dishes, distributed informational materials.

This year's event attracted 4,500 attendees.



LOUISIANA
SEAFOOD

NRA ANNUAL 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



Chef Cory Bahr Louisiana Seafood King on
Food Network's Chopped

Upcoming Events

- Portico University
 - Great American Seafood Cook-Off
- Flavor Summit, Culinary Institute of America
 - Culintro with Saveur Magazine
 - Louisiana Seafood Restaurant Week
- BCBS Healthy Recipe Challenge statewide
 - Louisiana Seafood Festival



Thank You



LOUISIANA
SEAFOOD

