

MAINE STATE LEGISLATURE

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Maine Lobster Promotion Council
2009 Annual Report

Promotions

MLPC promotion and events keep Maine Lobster top of mind for consumers and buyers year round. A key strategic initiative is to create market interest during the peak Fall Harvest time to drive additional revenues and build seasonal demand.



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EVENTS

- Fishermen's Forum March 5-7, Rockland ME
- Summer Winter Restaurant Lobster Fest March 6-7 Boston MA
- International Boston Seafood Show March 15-17 Boston MA
- Maine Restaurant & Lodging Expo April 1, Portland ME
- Maine Lobster Harvest Days Events October, throughout ME
- Maine Lobster Chef of the Year Competition October 23, Portland ME
- Harvest on the Harbor Marketplace October 24, Portland ME



ADVERTISING

- Pilot Retail Advertising conducted throughout the northeast in July and September reached over 4 million consumers
- Pilot Fall Advertising Campaign featuring primarily television advertising ran in October and November
- Maine Lobster Harvest Days Events print and radio advertising ran locally one to two weeks prior to each event
- Event-specific advertising for the Fishermen's Forum, Maine Restaurant & Lodging Expo and Maine Lobster Chef of the Year Competition



CHEF AMBASSADORS

- Chef Michel Nischan at the Monterey Bay Aquarium Cooking for Solutions celebrity chef event, May 15-16 in Monterey Bay CA
- Chef Wilfred Beriau at the American Culinary Federation National Convention, July 11-14 in Orlando FL
- Maine Lobster Chef of the Year Margaret McLellan competed in the Great American Seafood Cook-off, July 23 in New Orleans, LA
- Chefs Mark Gaier and Clark Frasier at the 27th Annual American Wine and Food Festival, October 2-4 in Los Angeles, CA



PROMOTIONS

- Maine Lobster Passport program runs year round through Maine tourist centers and local restaurants
- Buck's Naked BBQ Lobster Fundraiser and Awareness event, August 14 in Freeport ME
- Discover New England Tourism Summit Lobster Bake, April 28 in Sunday River ME
- Shipyard Summer Ale Retail Promotion in Hannaford and Market Basket supermarkets, August
- WLOB Radio 95 Days of Lobster Promotion, Oct-Dec
- Red Claws Welcome Dinner, November 13 in Portland ME

Communications

WEBSITE - WWW.LOBSTERFROMMAINE.COM

- Maintained the #1 position on Google for the search term Maine Lobster, achieved through superior content and positioning
- Attracted over 450,000 visitors in 2009 with 1.2 million page views
- Delivered over 80,000 leads to Maine Lobster dealers in 2009



GOVERNMENT RELATIONS

Since 2006, the MLPC has been campaigning against companies that illegally use the term 'lobster' to describe products other than Homarus americanus. We were successful in 2009 when the FDA took action against Long John Silver's restaurant chain for promoting langostino as Lobster Bites.

COLLABORATION

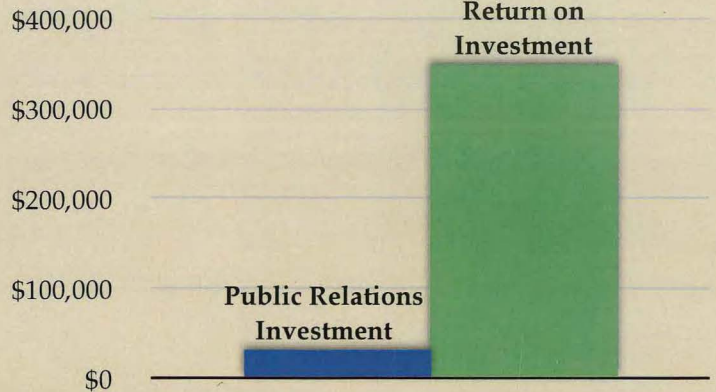
Executive Director Dane Somers sits on the following boards and committees:

- Governor's Task Force on Economic Sustainability for the Lobster Industry
- Lobster Institute
- Research, Education and Development Board
- Marine Stewardship Council committee to certify Maine Lobster

Public Relations

7 TO 1 RETURN ON PUBLIC RELATIONS INVESTMENT

Throughout 2009, the MLPC worked to ensure positive media coverage of Maine Lobster through press releases, media pitches, public service announcements and media relations.



PRINT COVERAGE

(SEE WWW.LOBSTERFROMMAINE.COM FOR COMPLETE ARTICLES)

- **Consumer:** Wall Street Journal, Boston Globe, Portland Press Herald, Bangor Daily News, Forecaster, Houston Chronicle Ellsworth American, Associated Press, The Capital, Draft, Bar Harbor Times, Mount Desert Islander
- **Industry:** Seafood Source News, Commercial Fisheries News, Seafood.com, Working Waterfront, MLA Newsletter, DELA Newsletter
- **Foodservice:** Sizzle Magazine, my foodservice news, Quick Service Restaurant magazine, Food Culture Daily



RADIO

- Free public service announcements on 25 stations over the summer and fall
- WLOB 95 days of lobster promotion with daily promotions and weekly guest appearances by lobster industry reps.
- National Public Radio & Maine Public Broadcast Network
- Frugal Yankee



TELEVISION

- ABC News/Chronicle, Bloomberg News, Fox Business News
- WCSH6-TV News Center & Morning Show
- WPME-TV Portland Morning Show
- New England Cable Network
- WABI-TV (CBS channel 5)
- WGME-TV (CBS channel 13)
- WLBZ-TV (NBC channel 2)
- WMTW-TV (ABC channel 8)
- WMUR-TV (ABC channel 9)

MEDIA AND BRAND MANAGEMENT

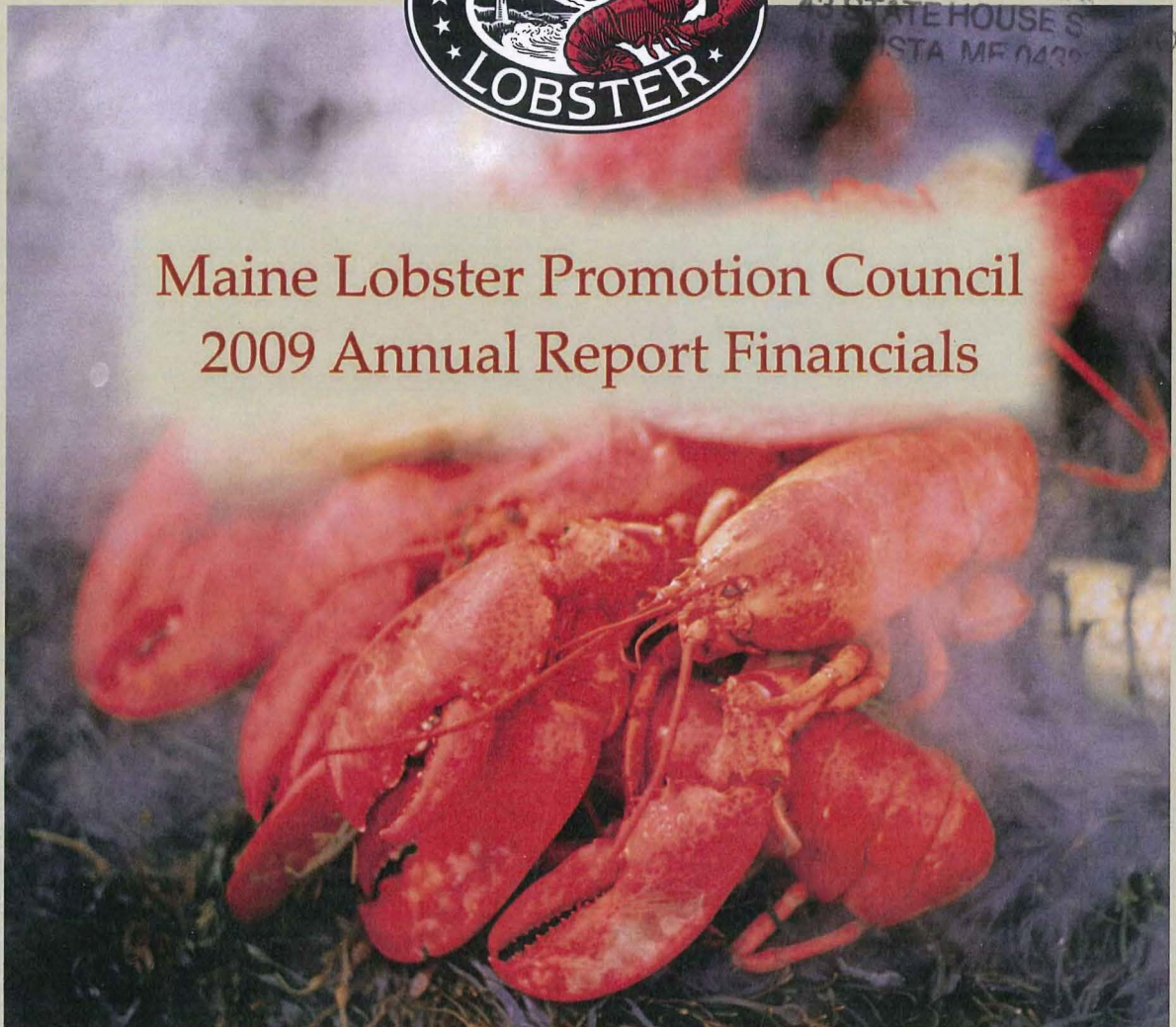
- FDA ruling against Long John Silver for 'lobster bites' made with langostino
- General advisory to state restaurant associations across the country regarding the safety of lobster meat and PSP
- Reinforce Maine Lobster's position as a leader in sustainable management through participation in sustainable seafood events and resulting media coverage
- Maintain high profile of Maine Lobster as a premier seafood through participation in events, support of chef ambassadors and media coverage





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Maine Lobster Promotion Council 2009 Annual Report Financials



REVENUES

The following schedule presents a summary of revenues for the fiscal year ended June 20, 2009 and the percentage of increases and decreases in relation to the prior year.

- The decline of approximately 3% in intergovernmental revenues was anticipated and is expected to continue at this rate for the near future due to the decreases in the numbers and/or types of licenses issued for the industry.
- Declines in interest income are a direct result of lower interest levels available for short term investments.
- Grant income was deferred because there were no expenses incurred which qualified the Council for reimbursement from available grant funds so there was zero net effect.

Revenue	FY 2009 Amount	FY2008 Amount	Change	% Increase
<i>Intergovernmental</i>	\$ 375,809	\$ 387,934	\$ (12,125)	(3.1%)
<i>Grant Income</i>	---	\$ 5,846	\$ (5,846)	(100.0%)
<i>Interest Income</i>	\$ 2,864	\$ 6,149	\$ (3,285)	(53.4%)
TOTAL REVENUE	\$ 378,673	\$ 399,929	\$ (21,256)	(5.3%)

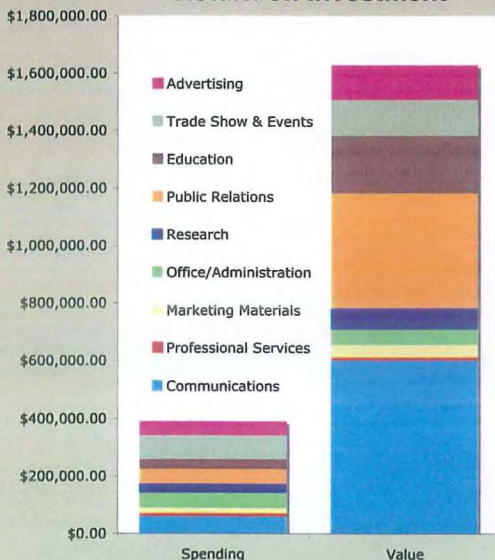
EXPENDITURES

The following schedule presents a summary of expenditures for the fiscal year ended June 30, 2009 and the percentage of increases and decreases in relation to the prior year.

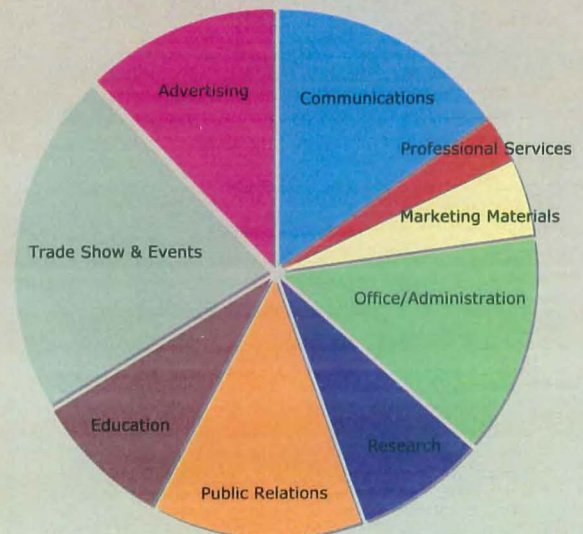
- The most notable change in expenditure was in 'Marketing and Promotion' (\$43,993) which was in response to the crisis situation facing the industry in the fall of 2008 and reflects emergency spending authorized by the Board of Directors.
- Decreases in many other categories reflect the Council's conservative fiscal management actions to reduce, wherever possible, other expense. These efforts were effective in holding the net increase to a mere 3.2% over the prior year.

Expenditures	FY2009 Amount	FY 2008 Amount	Change	% Increase
Communications	\$ 5,360	\$ 4,369	\$ 991	22.7%
Marketing/Promotion	\$ 78,568	\$ 34,575	\$ 43,993	127.2%
Trade Shows	\$ 37,082	\$ 28,207	\$ 8,875	31.5%
Programs	\$ 35,527	\$ 58,070	\$ (22,543)	(38.8%)
Market Research	\$ 5,271	\$ 6,251	\$ (980)	(15.7%)
Web Site	\$ 3,281	\$ 16,255	\$ (12,974)	(79.8%)
Professional Services	\$ 10,617	\$ 18,956	\$ (8,339)	(44.0%)
Storage/ fulfillment	\$ 5,102	\$ 4,507	\$ 595	13.2%
Shipping	\$ 5,608	\$ 6,225	\$ (617)	(9.9%)
Office Equipment	\$ 2,403	\$ 10,703	\$ (8,300)	(77.5%)
General Admin.	\$ 6,537	\$ 4,795	\$ 1,742	36.3%
Travel	\$ 13,641	\$ 12,524	\$ 1,117	8.9%
Personnel	\$ 166,178	\$ 158,776	\$ 7,402	4.7%
Office Overhead	\$ 12,318	\$ 11,346	\$ 972	8.6%
TOTAL EXPENDITURES	\$ 387,493	\$ 375,559	\$ 11,934	3.2%
Revenues Under Expenditures				\$ (8,820)
Fund balance at beginning of year				\$ 339,274
Fund balance at end of year				\$ 330,454

Return on Investment



Expenditures by Category



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The Maine Lobster Promotion Council's Mission

is to provide professional support, guidance, and leadership for members of the Maine Lobster industry in the areas of marketing, advertising, public relations, and promotional efforts to assist in developing long-term market value and economic stability for the industry.



Maine Lobster Chef of the Year Mackenzie Arrington's award winning dish - Roasted Maine Lobster on Braised Cabbage and Cornbread

Photos of the Chef of the Year dishes and event were provided compliments of Focus Photography



Maine Lobster Promotion Council

The MLPC is a public instrumentality of the State, funded primarily through assessments paid by lobster license holders. The MLPC is not a state agency and receives no funding through the general fund. The MLPC strives to maximize market impact while adhering to strict conservative fiscal policy. An annual financial audit is compiled by an independent CPA firm and is available upon request.

BOARD OF DIRECTORS

Harvesters

Clive Farrin, Boothbay Harbor
John Jordan, Chebeague Island (Secretary)
Nick Lemieux, Cutler

Dealers

Emily Lane, Claw Island (Chairman)
David Sleeper, Spruce Head Co-op
Chad Dorr, Dorr Lobster

Public Members

Dick Grotton, Maine Restaurant Association (Treasurer)
Cathy Billings, Lobster Institute

Ex-officio Member

George Lapointe, Department of Marine Resources

EXECUTIVE DIRECTOR

Dane Somers

Maine Lobster Promotion Council

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