

Washington Seafood

December 4th, 2020

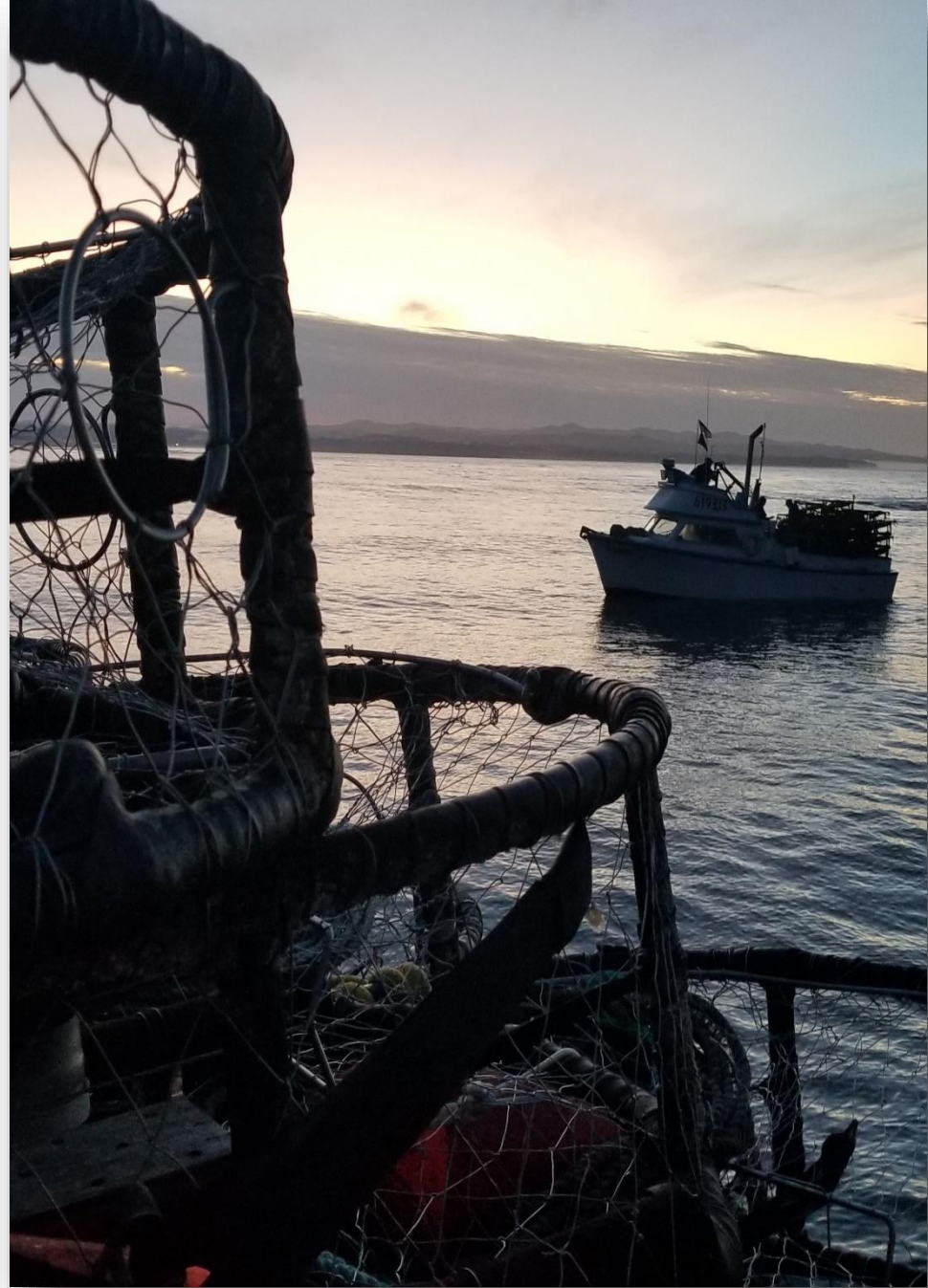
Washington Fish & Wildlife Commission

Carrie McCausland, Public Affairs Director
Raquel Crosier, Special Assistant Fish Program
MaryAnn Wagner, Washington Sea Grant



AGENDA

- Background
- Overview of Washington Seafood Marketing and Outreach Initiative
 - Partners
 - Objectives
 - Progress so far
- Q&A



HISTORY OF WDFW MARKETING

- 1994 - Merger / creation of WDFW
- 2009 – Recession cuts to outreach
- 2014 – Marketing team in Licensing ramps up promotion of recreational hunting/ fishing
- Fall 2019 – Agency establishes internal team to promote WA seafood & commercial fisheries
- Winter 2020 – Internal team pulls in partners to support our work and broaden expertise



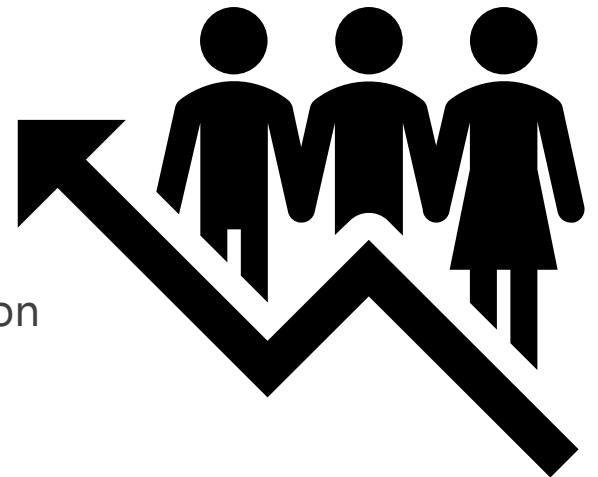
FOCUS

- Broadening public knowledge of
 - Types of seafood local to WA
 - Benefits of buying local seafood
 - How we manage for sustainable fisheries (commercial, tribal, recreational)
- Near-term focus on strengthening local markets for WA Seafood in light of COVID-19
- Complementary with our recreational fisheries marketing



A FEW OF OUR PARTNERS

- Bellingham SeaFeast/ Dockside Market/ Port
- City of Westport
- Coastal Commercial Fishers
- Local Catch Network
- Olympic Culinary Loop
- Pacific Coast Shellfish Growers Association
- Port of Grays Harbor
- Port of Seattle/ Fisherman's Terminal
- Puget Sound Harvesters
- The Nature Conservancy
- Washington Department of Commerce
- Washington Department of Agriculture
- Washington Sea Grant
- WDFW Commercial Advisors
- Westcoast Seafood Processors
- Willapa Grays Harbor Shellfish Growers Association
- Whatcom Working Waterfront Coalition
- Westport Fresh Catch/ Port of Grays Harbor



OBJECTIVES

- Instill a sense of pride in WA caught seafood products & sustainably managed fisheries
- Improve understanding of fisheries management
- Increase consumer awareness of where and how to get WA caught seafood



KEY MESSAGES

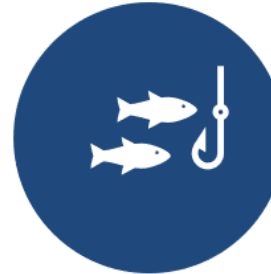
Audience

- General Public
- Seafood buyers and retailers
- Restaurants and chefs



ECONOMY

The commercial fishing industry is a significant contributor to Washington's economy and workforce.



SUSTAINABILITY

Washington Fish and Shellfish are sustainably harvested by recreational and commercial fishermen and women who take pride in preserving our native species and the ecosystems they live in.



ACCESS

Commercial fishers make locally sourced, fresh and healthy seafood products accessible to all Washington residents.





PROGRESS TO DATE

WEB CONTENT

Fishing & Shellfishing

Fishing regulations

Shellfishing regulations

Places to go fishing

Fishing and stocking reports

Fishing & shellfishing basics

Managing fish populations

Tribal fishing

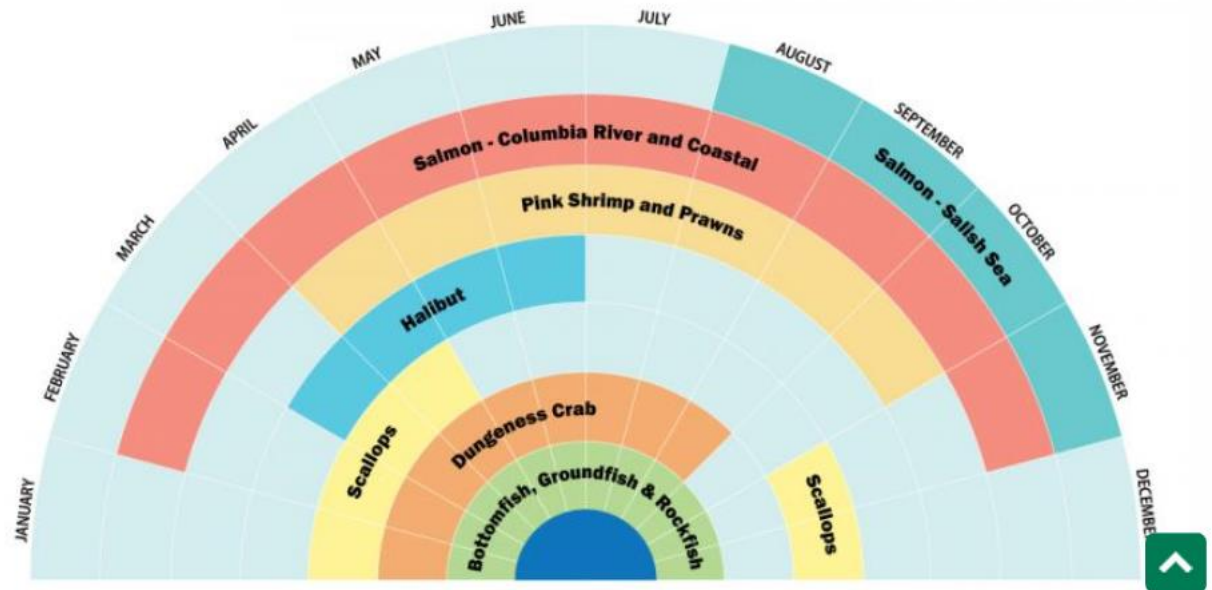
Commercial fishing

Fishing events

Where to purchase Washington seafood

As a resident of Washington, you're going to want to take part in our region's amazing access to local seafood. Even if not bringing in the catch yourself, plan your visits to local markets to realize the full bounty of the northwest.

When to seek northwest seafood



<https://wdfw.wa.gov/fishing/where-to-buy-local-seafood>



SOCIAL MEDIA CONTENT

- Developed and are using consistent hashtag for posts: #LocalWASeafood
- Weekly recipe blogs and posts – during July
- National Ceviche Day – June 28th to highlight variety of summer seafood and recipes
- National Seafood Month - October



Washington Sea Grant

June 26 · 🌐

Together with Washington Department of Fish & Wildlife, we're bringing you a round-up of family recipes perfect for enjoying all the in-season, local Washington seafood just in time for Ceviche Day, this Sunday, June 28.

Have a ceviche recipe of your own? Share your favorite ways to prepare Washington seafood with us using #LocalWASeafood. Learn more about when and where to buy in-season Washington seafood at <https://wdfw.wa.gov/fishing/where-to-buy-local-seafood>



MEDIUM.COM

Celebrate June 28 Ceviche Day with Local Washington Seafood

TRADITIONAL MEDIA

- News releases
- Op ed – Everett Herald

THE DAILY **Herald**

Commentary: Local salmon is sustainable for you and orcas


By Kelly Cunningham / For The Herald

West Coast fisheries, especially those in Washington state, benefit from some of the most rigorous monitoring of any fisheries in the world. Salmon fisheries are the ultimate example. The state Department of Fish and Wildlife monitors

We monitor commercial and recreational fishers on the water, at boat ramps and public docks, tracking catch from the net through the point of sale. We also work with fishery managers


ing and how many fish are being harvested to help ensure healthy returns into the future. Seafood harvested in Washington is more sustainable than seafood harvested in many other parts of the world because of our stringent

RACK CARDS



Washington
EAT LOCAL
WILD - SUSTAINABLE - DELICIOUS

Washington's Commercial Seafood



Local WA seafood in markets near you*

Dungeness Crab	Jan. - Sept.
Prawn	April - Oct.
Pink Shrimp	April - Oct.
Tuna	July - Oct.
Halibut	March - July
Columbia, Coastal Salmon	Feb. - Nov.
Puget Sound Salmon	Aug. - Nov.
Groundfish/Bottomfish/ Rockfish	Year-round
Scallops	Nov. - April

*Dates indicate when commercial harvest is occurring and in stores near you. Premium frozen seafood products can also be found throughout the year.

Did you know?
WDFW manages Washington's commercial seafood industry to provide sustainable access for all Washington residents.



Cajun Salmon

1 T. extra-virgin olive oil
4 4-oz. fillets salmon
3 t. Cajun seasoning
2 T. butter
3 cloves minced garlic
1/3 c. chicken or vegetable bro
Juice of one lemon
1 T. honey
1 T. freshly chopped parsley
2 T. grated parmesan

• Heat oil in skillet over medium-high heat.
• Season salmon with 2 t. Cajun seasoning and add to skillet skin-side up.
• Cool about 6 minutes, then flip and cook 2 minutes or until golden color. Transfer to plate.
• Add all other ingredients to skillet including remaining Cajun seasoning. Bring mixture to a simmer.
• Reduce heat to medium and add salmon back to skillet. Cook 3 more minutes or until sauce has reduced and salmon is cooked through.

3 versions

- Salmon
- Rockfish
- Crab



FISHERIES AND FISHERIES MANAGEMENT COVERAGE

Fisheries covered

- Dungeness crab
- Urchin
- Coastal rockfish
- Shrimp
- Salmon
- Razor clam

Outreach techniques

- Blogs
- Videos
- Social media posts
- Sharing traditional media coverage around fishery



VIDEOS

- Dungeness crab
 - Razor Clam
 - Shrimp
 - Salmon
-
- Our focus is on fisheries that are occurring so stories are relevant, seasonal and useful to consumers



SEAFOOD MONTH

- Governor proclamation
- Social media
 - Partner videos
 - Blogs highlighting coastal communities: Olympic Peninsula, Bellingham, Westport, Seattle
 - Department of Agriculture cooking blog and video
 - Fisher profiles – WA Sea Grant
- Traditional Media
- Website content
- Lesson plan for 3rd – 5th graders

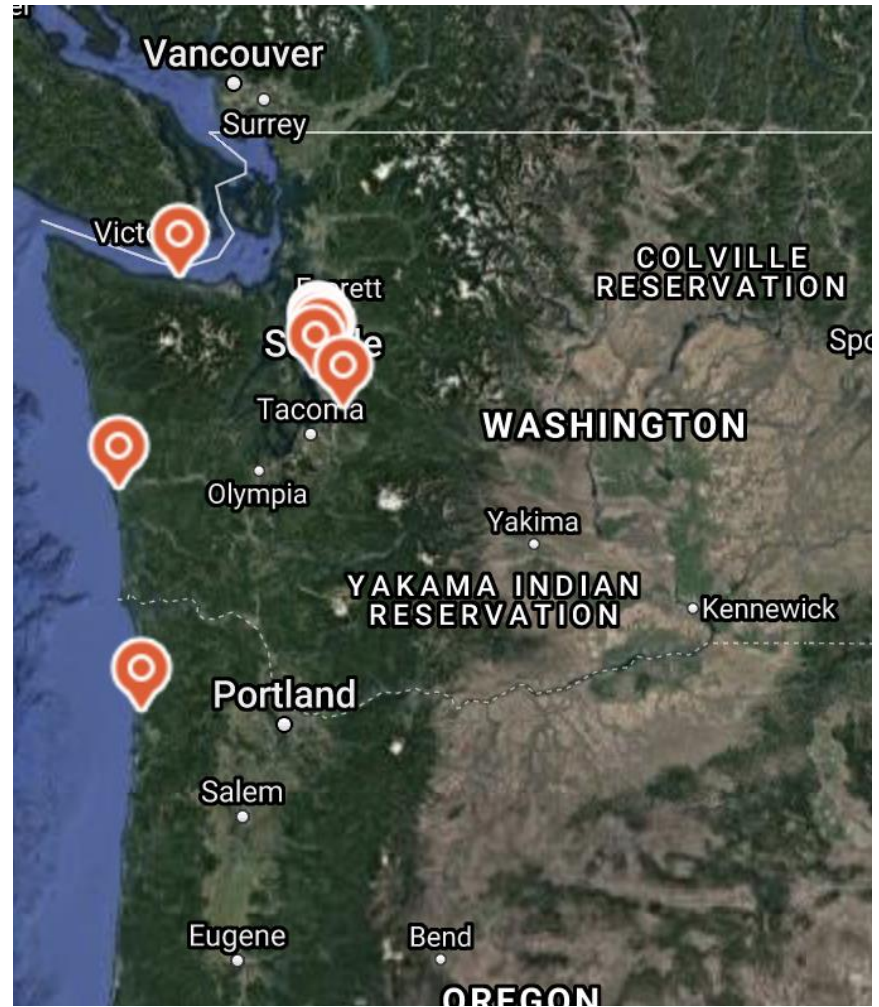




WORK BY PARTNERS

DIRECT SALES WEBSITE


- Fishermen-Consumer Direct Purchase Website
- Partnership between WA Sea Grant and Local Catch
- Building out national list to include WA fishers
- Strengthening local markets, direct sales, and increasing access



SEAFOOD RECIPE CAMPAIGN

- Ran recipe campaign May – October
- Tagged partners in posts
- Top posts
 - Rockfish One-dish: 15,531 reached, 495 engaged
 - Garlic-Chili Oil Pizza with Smoked Clams (Facebook reach: 9,860, Twitter reach: 2,770)
 - Manila Clams: 108,620 reached
 - Coconut Salmon Curry (Facebook reach: 8,930 reached, Twitter reach: 2,770)



A photograph of two women standing on a beach, smiling and holding large metal buckets filled with fish. The woman on the left has dark hair and is wearing a dark blue tank top. The woman on the right has blonde hair and is wearing a blue and white striped long-sleeved shirt. The background shows a calm body of water, a forested hillside, and a small boat in the distance under a soft, golden light.

WA Sea Grant - Fisher Profiles

Libie Cain, Amy Grondin, Andy Mitby, Pete Knutson,
Dave Sones, Marina May, Jania & Gene Panida



SUMMARY

LESSONS LEARNED SO FAR

- There is strong public interest in this content.
- There are industry partners eager to work with us to tell this story.
- Developing new partnerships has allowed us to gain new expertise, leverage capacity, and expand our reach.
- WDFW has dedicated staff who are excited to share how our science, management, and enforcement work contributes to WA's sustainable seafood industry.
- WDFW now has more tools and is better equipped to speak to complex fisheries issues.
- This type of education on sustainable fisheries management benefits recreational, commercial and tribal fisheries.



Questions?

