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State Announces Over \$105,000 for Seafood Marketing Projects

March 22, 2017

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ORLEANS –The state has announced \$105,500 in grants to seven marketing campaigns designed to increase awareness and demand for Massachusetts seafood products.

The grants were awarded through the Division of Marine Fisheries' (DMF) Seafood Marketing Pilot Grant Program.

Seven organizations were awarded funding for projects to stimulate demand through education, promotion, and other strategies.

These organizations have experience and significant ties to the commercial fishing and seafood industries and communities, focus on different species and span geographical areas throughout the state.

Funding for this pilot grant program comes from commercial fishing and dealer permits through the Seafood Marketing Program.

The state launched the Massachusetts Seafood Marketing Program in August 2016 to increase awareness and demand for local seafood products. The program recently announced a partnership with the Massachusetts Farm to School Project to promote the consumption of local seafood in schools.

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The Cape Cod Commercial Fishermen's Alliance has received \$15,000 for two boat-to-plate recipe demonstration videos on dogfish and skate for social media.

"We got a grant that is specific to the fisheries that are very important to a group of Cape Cod fisherman and that is skate and dogfish," said Cape Cod Commercial Fishermen's Alliance spokeswoman Nancy Civetta.

Wellfleet SPAT got more than \$20,000 for a pilot educational and tasting event in Boston to reacquire and increase market share for Wellfleet oysters and clams.

"Cape Cod Commercial Fisherman's Alliance and Wellfleet SPAT do tremendous work to promote more sustainable fisheries and aquaculture management, scientific research, and community education," said State Senator Julian Cyr. "I am encouraged that they have been selected to receive grants from the Seafood Marketing Program. These grants will go a long way in helping to promote and encourage the consumption of Massachusetts seafood products."

"Skate, dogfish, and Wellfleet shellfish are all essential to the outer and lower cape economy. Scores of families count on the income generated by the sale of these delicious and sustainable caught and harvested products," said State Representative Sarah Peake. "These grants to the Cape Cod Commercial Fishermen's Alliance and to Wellfleet SPAT to raise awareness, market share, and by extension incomes to our fishing families are important and welcome."

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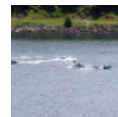
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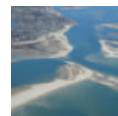
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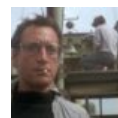
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