



Spring 2011

“News, research updates, and information on lobsters and the lobster industry.”

Published by the Lobster Institute

“Protecting and conserving the lobster resource, and enhancing lobstering as an industry...and a way of life.”

“Give Back” Programs Becoming a Popular Way to Support the Lobster Institute

“It’s a very interesting and welcomed trend we’ve seen over the past couple of years,” says Lobster Institute Executive Director Dr. Bob Bayer, “and everyone wins, its great.”

The trend Dr. Bayer is referring to is companies that benefit from the caché of lobsters are now looking to “give back” to the industry as part of their business philosophy. “Since these companies are using the allure of lobsters to market their products, they feel it is only right to support the industry that is, in essence, supporting them,” noted Bayer. “This is attractive to consumers who are glad to know that their purchases are helping the lobster industry; it’s great PR for the companies who participate in the give back program; and, of course it’s very beneficial for the Lobster Institute. As I said, everybody wins.”

“The way it works is companies that want to give back to the industry are making a donation to the Lobster Institute for each designated “lobster” product they sell,” says Cathy Billings, Associate Director for Communications & Development at the Lobster Institute. “Their contributions will support the work we do for and with lobstermen to sustain a healthy lobster resource and a vital lobster fishery. We now have a listing of what we are calling our “Give Back” Partner Provides available on our Web site at www.lobsterinstitute.org.



Big Claw Wine

According to Billings, one of the first companies to offer a “give back” was Big Claw Wine. The marketers of this specialty wine designed to pair perfectly with lobster donate a portion of the proceeds of each case sold to the Lobster Institute. Steve Melchisky and Tim Wissemann of Big Claw Wine introduced their

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2011 Canadian/U.S. Lobstermen’s Town Meeting Transcript Now Available

Over 70 lobstermen and other industry members from both Canada and the United States gathered at the Delta Brunswick Hotel in Saint John, New Brunswick on March 25 & 26 for the Lobster Institute’s eighth annual Canadian/U.S. Lobstermen’s Town Meeting. As always, the Town Meeting was recorded and a full audio or written transcript is now available. The transcript (written and mp3) and a Summary Report can be found online at the Lobster Institute’s Web site at www.lobsterinstitute.org, then by clicking on the Publications page. Transcripts can also be ordered by contacting Deb Seekins at 207-581-1443 or at lobsterinstitute@maine.edu.

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NEW: Lobster Institute on Facebook



The Lobster Institute can now be found on Facebook. We hope you will “like” us. You can find us by typing in *Lobster Institute*. ☘

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LOBSTER INSTITUTE

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“give back” during a “First Pour” event for Big Claw in the summer of 2009. Wissemann noted that “giving back” was a decision he and Melchisky made early on “Since we are capitalizing on Maine's lobster fishery we wanted to support the industry,” said Wissemann. “We are doing that by giving back financially to the Lobster Institute as well as trying to increase the awareness of the Institute. We chose the Lobster Institute because of their history of working closely with lobstermen to maintain the vitality of both the resource and the fishery”. A list of retailers and restaurants that sell Big Claw can be found on the Lobster Institute’s Web site, or you can go to www.wineexpress.com.



HMS 4000

Habitat Mooring System
 In 2010 the Institute was approached by two other companies interested in becoming “Give Back” Partner Providers. First, the Institute was contacted by Stewart Hardison of Habitat Mooring Systems. Hardison had invented a proprietary mooring system that creates habitat for lobsters and other marine life. Engineers and scientists at the University of Maine, including Institute Director Dr. Bob Bayer, assisted Hardison in the design of the Habitat Mooring System. According to Hardison, “The Lobster Institute’s history of collaboration with the lobster industry is well-known. They have been very helpful with the design and launch of the HMS 4000. As a way to give back to the lobster industry, Habitat Mooring Systems will donate \$50 from each sale of a Habitat Mooring System to the Lobster Institute to further their research and outreach work for and with the lobster industry.” A prototype was test launched in the summer of 2010 (See *Lobster Bulletin Summer2010*), and Spring 2011 saw the first commercial sales. Captain Robert Iserbyt, of Rockport Charters, was the first to purchase a package of Habitat Moorings, which he plans to use for the mooring of his own vessel, as well as the vessels of clients. Rockport Charters provides passenger service, sightseeing tours, and a variety of marine services in Penobscot Bay. Habitat Mooring Systems are sold exclusively through Hamilton Marine. More information is available at www.habitatmooring.com.



The second company to contact the Lobster Institute about a “give back” in 2010 was Beachstone. They are a company that makes counter-tops and a variety of kitchen art from recycled sea glass and seashells. Beachstone had created the “Hot Lobstah” a beautiful and serviceable hot plate made with lobster shells. “It can be used as a hot plate, cheese plate, or as that simple ‘Maine gift’”, says inventor and designer Aron Buterbaugh of Beachstone. “A percent of

proceeds from each sale is given to the Lobster Institute to help further support for Maine’s lobster community.”

The most recent “Give Back” Partner Provider to contribute to the Lobster Institute is Latvis & Latvis, LLC, makers of the Platter Ensemble. The Platter Ensemble made its debut at a special luncheon held at DiMillo’s Restaurant in Portland, Maine on May 10 of this year. An elegant luncheon table was set using the uniquely engineered Patter Ensemble.



The Platter Ensemble consists of two oval, nesting deep-dish platters. The top oval platter is slotted and provides the surface area primarily for a boiled lobster, shrimp cocktail, crab, other shellfish or other entrée. The platter below serves as a reservoir, collecting water and other juices from such entrées; or to hold ice to keep shrimp cocktail chilled. A sauce receptacle is conveniently embedded into the side of the top platter for serving melted butter or cocktail sauce. The inventor of the Platter Ensemble, T.J. “Lats” Latvis demonstrated the special features of the patented product. She also announced that for each Platter Ensemble sold Latvis & Latvis, LLC will donate a portion of the proceeds to the Lobster Institute to further their research and outreach work for and with the lobster industry. According to Latvis, “The Lobster Institute is the premier organization that works in support of a sustainable lobster industry. They have been very helpful with the launch of the Platter Ensemble and there is no better partner and more worthy beneficiary of the success of the Platter Ensemble.” Orders can be placed, and photos, video, and other features of the Platter Ensemble can be viewed at www.PlatterEnsemble.com.

The “merchandise” page on the Lobster Institute’s Web site has been revamped and renamed the “Give Back” Partner Provider – Merchandise page. A list of all participating Partner Providers is available, with links to product descriptions and directions on how to order. Go to www.lobsterinstitute.org; click on the “Institute” page and then “Help the Institute”. ❄



**Check out the Lobster Institute website
 at www.lobsterinstitute.org,
 providing the definitive site for lobster
 information with nearly 200 links.**





Contact us at 207-581-2751 if you would like to sponsor our "Research Report" and see your logo here!

RESEARCH REPORT

Readers may contact the Lobster Institute for more detailed information on any of these projects.

The following articles contain excerpts from some of the research presentations at the Lobster Institute's 2011 Canadian/U.S. Lobstermen's Town Meeting.

To read the full presentation, go to the Lobster Institute's Web site for the full transcript of the Town Meeting and copies of presentation materials – or contact the Institute at lobsterinstitute@maine.edu or 207-581-1443.

❖ **Gardner Pinfold Long-term Value Strategy for the Canadian Lobster Fishery report discussed at Town Meeting** -- *Excerpts from the presentation by Geoff Irvine of the Lobster Council of Canada*

According to Irvine, three main goals emerged from the report:

- Increase value – higher prices
- Extract more value – greater share of selling price
- Share the value – harvesters and processors/live shippers

Irvine noted the following actions suggested by the study:

- **Price-setting** (shore) to provide basis for stability & predictability
- Establishing **quality standards** to support the brand promise
- **Managing supply flow** to support quality, planning & pricing
- **Industry coordination** to reduce fragmentation and increase market power

❖ **Right whale population monitoring explained at Town Meeting** -- Moira Brown of the New England Aquarium (NEA) reported that the current right whale population is thought to be 450 plus 20 new calves, for a total of 470. She went on to explain how that number is determined, primarily through data from monitoring vessels and aerial surveys. She noted that right whales are individually distinct. Each right whale has a distinctive pattern of callosity on the top of its head as well as along the chin and behind the blow holes. That pattern, in addition to

other distinctive features, is used to distinguish between individuals. The first photographs for right whale identification for the NEA's program were taken in August of 1980 in the Bay of Fundy. The NEA now has approximately a half a million photographs of right whales cataloged. The photographs were taken by the NEA research team as well as other researchers in Canada and the U.S. All photographs submitted to the NEA are reviewed by a small team of researchers that attempt to match those whales to the ones that are in the NEA catalog. This allows the life history of the whale to be monitored throughout its range.

According to Brown, "With this kind of database, we learn where the whales went, where they were photographed. It's a very small snapshot where we can try and assess the population. In order to try and come up with population numbers, it's calculated in more than one way, of course. Let me tell you a couple of statistics that I think are very relevant. In the 80s and 90s when we were monitoring this species we documented on average 11 calves per year being born and, at that time, we thought there were somewhere around 300 right whales remaining. In 2000, there was only a single calf born and we thought they were really in trouble. However, in 2001, there were 31 calves born and that was a real turning point for this species. We don't know why. It's probably food related. In 2001 and since then, right whales have produced more than two dozen calves per year. So that's why the numbers are creeping up and the population does appear to be increasing at 2% per year so you're looking at a doubling time of 35 years." ❧

Canadian Lobster Prices to be Determined by Market Sharing Formula

According to a news release from the Fish, Food & Allied Workers (FFAW) union of Canada, the Province's Standing Fish Price Setting Panel has decided to implement a market sharing formula proposed by the FFAW to determine prices paid to fish harvesters for lobsters. Under the formula, the harvester's share of the market return increases at higher market levels. Harvesters will receive a minimum of \$3.30 per pound for market conditions up to and including \$5.00 Canadian. Harvesters will get 70% of any incremental amount greater than \$5.00 and up to \$6.00, and 80% of any incremental amount greater than \$6.00 per pound. Prices will be adjusted weekly according to market conditions in effect at the time. Prices reported by the U.S.-based market reporting agency Urner Barry will be the basis for the formula.



LOBSTER INSTITUTE

Lobster Bulletin, Spring 2011

**2011 Canadian/U.S.
Lobstermen's Town Meeting**

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The general topic for the 2011 Town Meeting was "Opportunities & Challenges in the Lobster Industry's Future." Over the course of the day and a half meeting, attendees discussed such topics as the quality and quantity of bait; ocean acidification; whale take reduction, international shipping regulations and current marketing efforts; and attracting more young lobstermen to participate as stewards of the lobster fishing industry.



The Lobster Institute's 2011 Canadian/U.S. Lobstermen's Town Meeting draws 70 participants to Saint John.

HELP US GO GREEN!

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This will not only cut down on paper, it will save the Lobster Institute the cost of printing and mailing. It's a win, win!

As the event concluded, attendees were asked to list one or two key action items they felt were of highest priorities that emerged as a result of the discussions throughout the Town Meeting. Most noted items included:

- Increase and find a way to fund marketing efforts - particularly joint marketing
- Find methods of ensuring the safety of any/all baits used in the lobster fishery
- Find ways to involve young lobstermen in stewardship
- Find more cost cutting possibilities for fishermen.

A full list is available in the Summary Report.

The Lobster Institute extends a special thank you to Darden Restaurants and Orion Seafood International for serving as primary sponsors of the 2011 Town Meeting; and to Fishery Products International/ High Liner Foods, sponsor of the Seafood Reception. The Institute also thanks the other 2011 sponsors: Downeast Lobstermen's Association, Maine Import/ Export Lobster Dealer's Association, Riverdale Mills (Jim & Betty Knott), and Ruby Tuesday restaurants. ☘

Correction Corner

In the Winter 2011 *Lobster Bulletin* we recognized donors and sponsors who supported the Lobster Institute in calendar year 2010. We inadvertently did not list the following sponsors of our Holiday Lobster & Wine Feast:

- Bar Harbor Bank & Trust
- Gorham Savings Bank
- University Credit Union

Please accept our apology for the oversight and know that your support is greatly appreciated.