



MAINE LOBSTER
Marketing Collaborative



PROVIDED INDUSTRY CONTENT TO **EDUCATE CUSTOMERS** ABOUT RIGHT WHALES

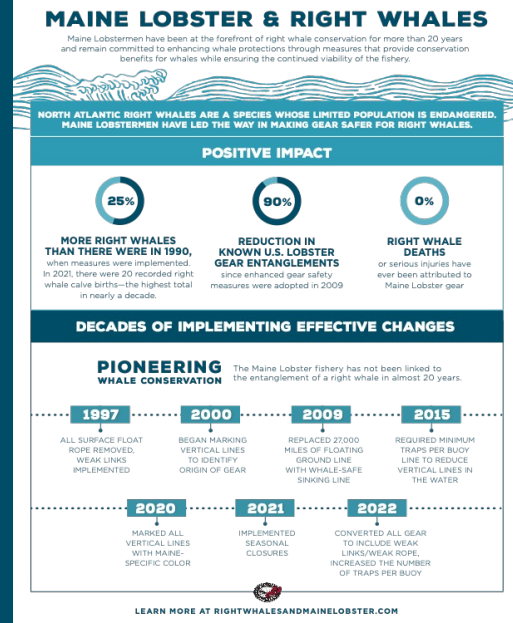
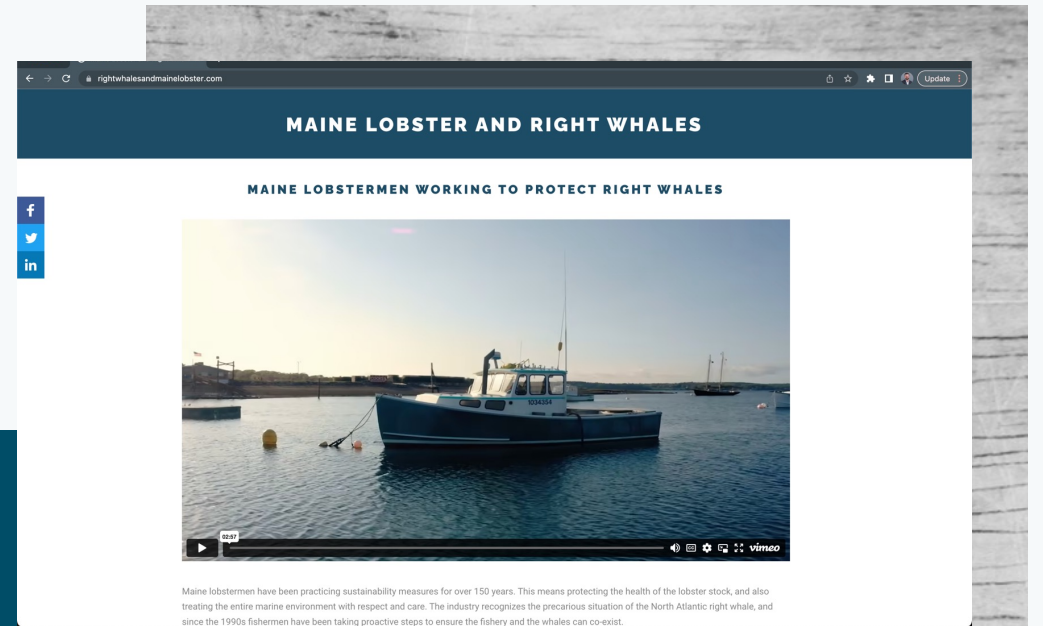
KEY RESULTS

Host RightWhalesAndMaineLobster.com website as central information hub on issue and use paid advertising and search terms to drive visits.

Developed 3 fact sheets for dealers to educate customers about the issue.

Hosted educational webinars with industry members and customers to share Maine's efforts to protect RWs.

Boosted industry Facebook posts to share assets and resources, driving impressions and engagement with our sustainability resources on lobsterfrommaine.com.



HIGHLIGHTED THE FISHERY THROUGH **NEW VIDEO SERIES**

KEY RESULTS

Created 5 videos about sustainability, generational fishing, supporting science, and right whale protection.

Videos generated **4.1MM views**



KEPT **MAINE LOBSTER** TOP OF MIND FOR CONSUMERS YEAR-ROUND

KEY RESULTS

Reached supporters with educational fact sheets leveraged by the industry and promoted in earned and social media.

Shared our 'Sustainability at Work' video series on all social platforms and created shareable video playlists

Educated consumers about the history of the fishery with our monthly 'Get To Know' our lobstermen social series.



MAINE LOBSTER & MONTEREY BAY AQUARIUM SEAFOOD WATCH: THE FACTS

The Monterey Bay Aquarium's (MBA) Seafood Watch announced it has placed Maine Lobster on its "Red List," suggesting environmentally conscious consumers should avoid eating it. MBA's decision is reportedly based on the industry's impact on endangered right whales. However, the assessment uses old data, fails to account for the many steps lobstermen have taken to protect whales, and gets several basic facts wrong.

This designation makes little sense as MBA's Seafood Watch listed Maine Lobster as a "Good Alternative" in 2016, and while protection measures in the industry have only increased since then.

In truth, Maine Lobster is one of the most sustainable seafoods in the world, thanks to the dedication of generations of lobstermen who prioritize protecting the lobster stock and the marine environment—including whales.

Here are the facts behind the claims being made by the MBA assessment.

CLAIM: "Red Listing" the fishery will help protect right whales.


FACT: Labeling Maine Lobster as unsustainable is counterproductive to protecting the whales, and undermines existing sustainability measures. Further:

- In spring 2022, Maine lobstermen implemented additional regulatory and gear changes as part of phase 1 of the revised conservation framework outlined in a 2021 biological opinion.
- The Maine Lobster industry is and always has been in compliance with federal whale regulations.
- Maine lobstermen have near-universal compliance since the whale ban went into effect, including the offshore closure.

CLAIM: Current protection measures have been unsuccessful.

FACT: This ignores data showing a lack of entanglements in Maine gear, as well as a rebounding of the right whale population. Further:

- There hasn't been a right whale entanglement attributed to Maine Lobster gear since 2004.
- No right whale death or serious injury has ever been attributed to Maine gear.
- MBA's Seafood Watch listed Maine Lobster as a "Good Alternative" in 2016. Since then, the Maine Lobster fishery has implemented ever more changes to protect right whales.
- Beginning from the first right whale protections in 1997, the whale population increased from 295 to 450 up until a 2017 research paper revealed that the population was in decline.
- Since 2006, known entanglements in U.S. lobster gear have fallen 90% compared to the 13 years prior.

 View gallery

ENSURED **POSITIVE BALANCE** IN MEDIA COVERAGE

(#1 place for consumers to learn about the right whales issue)

KEY RESULTS

Developed messaging about right whales and shared with industry members for consistency.

Provided fact sheets, petition materials, videos, and MLMC content that appeared in local and global media pieces following certification losses.

Shared industry perspective after Maine Stewardship Council decision, resulting in ~82% of media coverage including a pro-industry voice.

Worked with industry representatives to facilitate interviews and ensure consistent messaging across news coverage.



“Maine lobster has always been sustainable and that hasn’t changed with the recent announcement from MSC,” Steve Kingston, the owner of The Clam Shack in Kennebunk, Maine, said in a statement. “I will continue to proudly stand by Maine Lobster, and would encourage retailers, buyers, and patrons to educate themselves on the nuances of these decisions.”

Daily Mail
.com

Go to shell! Fury in Maine as woke 'seafood watch' program redlists state's famous lobsters and warns against eating them because lobster pots put whales in danger



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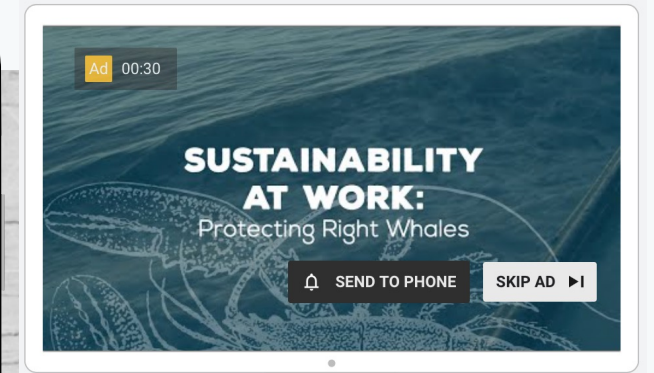
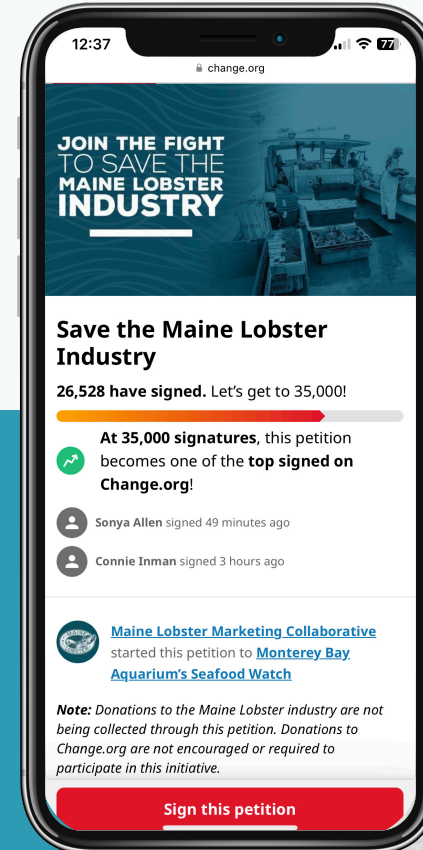
FOUGHT MISINFORMED OPPONENTS BY **RALLYING CONSUMERS** TO STAND BY THE MAINE LOBSTER FISHERY

KEY RESULTS

Launched a proactive paid video campaign alongside negative media coverage that drove **421K video views** and **5.5K clicks** to rightwhalesandmainelobster.com.

Developed a letter writing campaign, encouraging industry and consumers to fight against the decision by Monterey Bay Aquarium to red list Maine Lobster.

Started a petition and generated 26K+ signatures in support of the fishery.



 Leigh Alley · 4 months ago

Maine's iconic lobstering industry undergirds our state and local economies. Sustainable, eco-conscious practices have always been at the heart of this heritage industry, carefully stewarded for succeeding generations. Misinformation—and disinformation smear campaigns—cannot be allowed to devastate our communities and our cherished way of life.

♡ 34 · Report

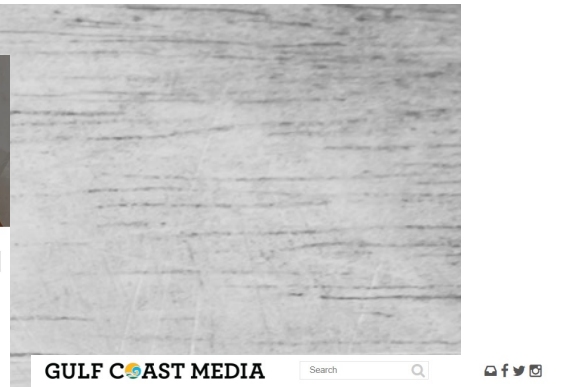
LOCALIZED SUSTAINABILITY STORYTELLING TO REACH KEY LOBSTER BUYERS

KEY RESULTS

Reached diners in **947 key local markets** with articles about Maine Lobster sustainability, recipes, and generational fishing.

Launched a broadcast tour with Mike Sargent to tell our sustainability and right whale protection story during peak lobster season

Partnered with New England's leading news source – *The Boston Globe* – to tell our sustainability story and drive traffic to rightwhalesandmainelobster.com



5 Reasons to Add Lobster to Summer Meals



Posted Monday, June 6, 2022 11:00 am

(Family Features) The arrival of summer means favorites like fresh seafood are back on the menu for many families. This year, as you explore new and inventive ways to add variety to weeknight dinners and backyard barbecues, consider including lobster as a versatile, indulgent ingredient.





THANK YOU!

