

Wild Pacific Albacore



WFOA Public Outreach 2010

As the Wild Pacific Albacore campaign WFOA launched in March of 2008 progresses, we are receiving more positive feedback from journalists, chefs, retailers and consumers. Activities over the past two years have been divided into building strategic relationships, building media relationships and building awareness among key groups (public and hotel/industry groups), pitching media and attending events/ shows. We have concentrated our efforts in the Pacific Northwest and Central and Southern California.

Expanding the U.S. market awareness for high quality albacore – from fresh to custom-canned – is our goal.

We hope that we can better coordinate our efforts in the 2010 season to ensure maximum impact - a multifaceted and a combination of our on-going work to promote albacore landed in Oregon and/or caught by Oregon-based fishermen. With Oregon fishermen having high landings in recent years it is a perfect central point to expand the public awareness from. WFOA can compliment the efforts of the OAC by spreading the word of wild local albacore and seafood over a wide area of the U.S.

- This marketing project will develop the Pacific albacore market by increasing the efficiency of providing a high protein, nutritious, sustainable food source to the U.S. public through retailers, processors, and direct off vessel sales. Increasing the market for albacore close to the source will reduce international freight and handling costs to fishermen, resulting in more efficient use of energy and resources – and better prices for fishermen.
- Educate the regulators, politicians, academia, and consumer with part of our public outreach project focused not only on health and sustainability, but on management issues. This would be through our ongoing electronic means, websites, twitter, blogs, print media, talk shows, and food events. We would also be doing more direct appeal to coastal members of congress.
- Part of this project would be to get our word out to managers and the general public that the U.S. albacore fleet is artisanal in nature and aging of both boats and people. This trend needs to be recognized as alarming and unnecessary, as we have one of the most sustainable and clean fisheries in the world.
- We will continue to attend all relevant management meetings and forums both internationally and federally, as well as any state or other meetings that may restrict fishing opportunity, i.e.: MPA's etc... WFOA does now and will continue to take positions against unilateral management for the U.S. fishermen stressing the fleet size reduction, attrition and the aging of the fleet.
- Technical issues, such as printing material for distribution, office help, and legal fees. This is important as we have much information that needs to be distributed in defense of the fishery. OAC would also receive all the updates on our activities to stay in coordination and also to avoid overlap.

Some of our proposed and planned events include;

Immediate/ Ongoing:

- Newsletter (Monthly)

Wild Pacific Albacore

- Twitter and Blog Posts
- Regular Press Releases and News to Trade
- Regular Press Releases to News and other Consumer Media

April/ May:

- Summer - long lead magazine pitching
- Food Features in Press
- Information to Radio and TV shows about the coming seasons
- Blogger/ Journalist Event planning (Portland and Seattle)
- Chef Magazine Outreach

June:

- Supermarket Promotion Planning and Media Outreach • Cooking School Outreach • Media placements for the Summer confirmed • Food Writer Cruise - Out of Newport? Partner with local restaurant (Russ Parsons LA Times, Kim Severson New York Times, Sunset Magazine, Saveur Magazine)

July:

- Supermarket Promotions (July/August) - Whole Foods Market Possibly at New Seasons Market
- 1-3 Food Journalist Blogger Events (Portland, Seattle, Washington)
- Introduction to Portland Cooking School – Barbara Dawson, Culinary Coordinator at In Good Taste Cooking School.
- Meet the Fishermen Events

August:

- The Bite of Oregon - August 6-8 - Tom McCall Waterfront park, Portland, Oregon contact is Patty Brandts: pbrandts@soor.org

September:

- Harvest Carmel - September 26th-27th, Quail Lodge Resort and Golf Club Carmel

October:

- The Los Angeles Magazine Food Event 2010, Sunday, October 24 most likely from 1-4pm TBD. It will be held at Saddlerock Ranch, Malibu, CA