

FOR IMMEDIATE RELEASE:

**NEW HAMPSHIRE SEAFOOD FRESH AND LOCAL
LAUNCHES BRAND AND AWARENESS CAMPAIGN**

Informational Meeting Planned

PORTSMOUTH, N.H.—June 16, 2009—New Hampshire Seafood Fresh and Local, a product of the City of Portsmouth Fishing Industry Committee, recently unveiled its new brand, visual identity, and website and announced a collaboration meeting to raise awareness about the initiative to be held on July 1, 2009 at 11:00 a.m. at Jumpin Jay’s Fish Cafe located at 150 Congress Street in Portsmouth, New Hampshire.

The Committee, created in November 2008 has produced and submitted to the Portsmouth City Council an industry whitepaper that clearly demonstrated the region’s geographic seafood assets, as well as the social, cultural, and fiscal attributes of the fishing industry, along with the current industry condition. Since then, the Committee’s work has focused on public awareness to a system that took too much time to truck locally caught seafood great distances in a processing and distribution chain only to bring it back to the consumer in the community where it was originally caught and unloaded. “Improving the current system is only logical” stated Erik Anderson, Committee Chair. “Benefits would be felt by a variety of user groups – seafood harvesters and markets, restaurants, the tourism industry and the local consumer”.

To elevate the exposure of the project and raise awareness of buying seafood locally and recognizing superiority of product, the Committee worked with Rumbletree, a creative marketing firm, to create a visual identity to be associated with the initiative. Also joining the collaborative was the University of New Hampshire’s Sea Grant Program that has developed and continues to build an online resource-- www.nhseafood.com. These pro-bono services set the stage for the public awareness campaign.

The Committee is tasked with furthering its goal of promoting and advancing the region’s fishing industry and area businesses, by educating the public about the logical consumers benefits of purchasing seafood locally and direct. “We are ready to publically launch our effort by soliciting related businesses interested in developing a more direct

FRESH LOCAL SEAFOOD IS IN GOOD TASTE

FROM THE OBVIOUS HEALTH BENEFITS, TO SUPPORTING THE LOCAL ECONOMY, TO PRESERVING AN INDUSTRY THAT HAS PLAYED AN IMPORTANT ROLE IN OUR HISTORY, BUYING LOCAL SEAFOOD IS ALWAYS A GOOD DECISION. THIS SEAL ENSURES THAT YOUR SEAFOOD IS FRESH AND LOCAL AND THAT YOU ARE DOING SOMETHING GOOD FOR YOURSELF AND FOR YOUR COMMUNITY.

path of fresh, locally caught seafood--off the boat to the dinner plate,” said Erik Anderson, Committee Chair.

On July 1, 2009, the Committee, in conjunction with the Portsmouth Chamber of Commerce and Seacoast Local, will be hosting a meeting for local commerce and businesses and restaurants, to learn more about the new initiatives to preserve and support the historical, social, and cultural importance of this industry to the community and surrounding areas.

For more information

on New Hampshire Fresh and Local or the informational meeting, please call Erik Anderson at 431-1779, Karen Marzloff at 766-1775 or visit www.NHSeafood.com.

About New Hampshire Seafood Fresh and Local

Originated in November 2008 by the Portsmouth City Council, the Fishing Industry Committee's project of New Hampshire Seafood Fresh and Local is a working committee designed to preserve and promote Portsmouth's and the NH seacoast's historical 400 year old, local and regional commercial fishing industry and educate the public about the commercial fishing industry's economic contributions to job creation, tourism, and community population and demographic diversity.

The original six person committee has grown to more than twenty members including Esther Kennedy, Portsmouth City Councilor; Eric Spear, Portsmouth City Councilor; Geno Marconi, Pease Development Agency-Division of Ports and Harbors; Karen Marzloff, Seacoast Local; Sara Zoe Patterson, Seacoast Eat Local; Ken LaValley, UNH Sea Grant; Doug Bates, Portsmouth Chamber of Commerce; Damon Frampton, Portsmouth Lobster Company; Bill Gladhill; Peter Whalen; Ruth Maron, Identity Communications; Duncan Boyd, Seacoast Local; Bob Campbell, Yankee Fishermen's Cooperative; Ben Anderson, Prescott Park Arts Festival; Barrie Hanlon, Rumbletree; Rich Pettigrew, Seaport Fish; Pat Anderson, F/V Rimrack & F/V Madrigan; Carolyn Eastman, Eastman's Fish; Michelle Moon, UNH Marine Education Program / Slow Food Seacoast; Friends Of the South End; Mike Sanders, Sanders Fish; Kelly Taccetta, Ricker Lobster; and Erik Anderson, NH Commercial Fishermen's Association .

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