LOUISIANA SEAFOOD

Shenjiamen fishing port in eastern China in 2010

A worker at a shrimp farm vacuums waste from a pond, Sea of Cortez

Shrimp farms on the island of Phu Thanh in Southern, Vietnam.

Slave labor in Thailand

Nutrition

Typical values	100g contains	Each slice (typically 44g) contains	% RI*	RI* for an average adult
Energy	985kJ 235kcal	435kJ 105kcal	5%	8400kJ 2000kcal
Fat	1.5g	0.7g	1%	70g
of which saturates	0.3g	0.1g	1%	20g
Carbohydrate	45.5g	20.0g		
of which sugars	3.8g	1.7g	2%	90g
Fibre	2.8g	1.2g		
Protein	7.7g	3.4g		
Salt	1.0g	0.4g	7%	6g

This pack contains 16 servings

*Reference intake of an average adult (8400kJ / 2000kcal)

PRODUCT OF INDIA

The Shrimp You Buy May Not Be What You Think It Is

10/30/2014 03:05 am ET | **Updated** Oct 30, 2014

2.1 K

Dino Grandoni
Technology Editor, HuffPost Tech

BILOXI SUN HERALD VIA GETTY IMAGES

The next time you sit down for some shrimp scampi, beware of a bait-and-switch.

Much of the shrimp sold in grocery stores and restaurants across the U.S. isn't

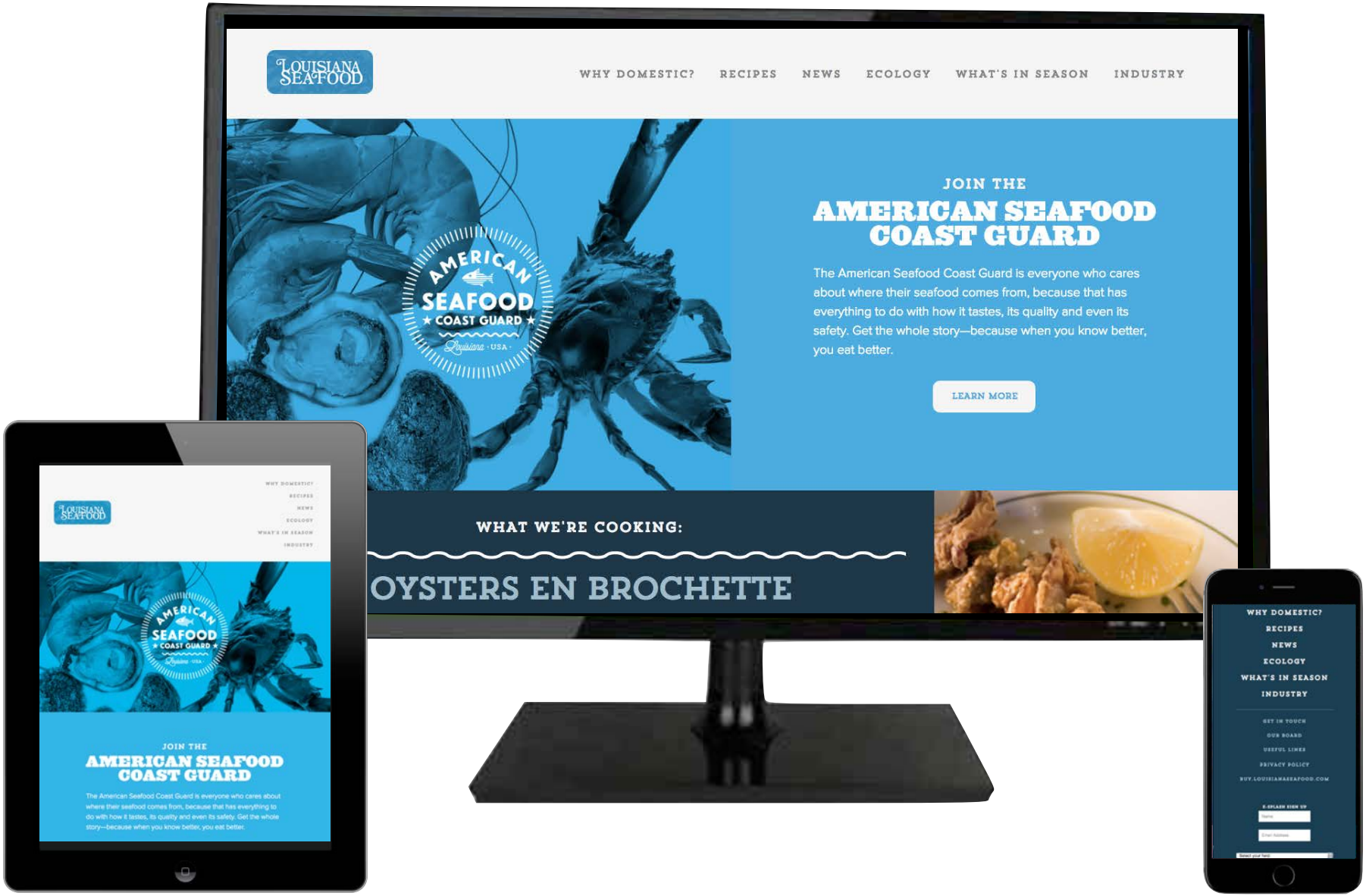
FOLLOW HUFFPOST


$9.99


VALUE BAG CHICKEN
SAUSAGE & BISCUITS
CHICKEN NUGGETS
BROWN & SERVE
2/4.00
10/$1
10/$10
STUFFEDSOLE
SALMON


SHRIMP
• Medium • Large
• X-Large • Jumbo
ALL SIZES STEAMED FREE!
JUMBO
SNOW CRAB LEGS
10 LBS
AVAILABLE IN 5 OR 10 POUNDS
ASK YOUR SALESPERSON ABOUT OUR SHRIMP SPECIALS
WE HAVE ALASKAN KING CRAB LEGS AND WHOLE DUNGENESS CLUSTERS
WE PREPARE
WEIGHT
UNIT PRICE
TOTAL PRICE
crystal wrap
COD FISH FILLETS
6.95 LB
RAINBOW TROUT
6.95 LB
RED SNAPPER
10.95 LB
MAHI MAHI
7.95 LB
BASA FILLET
4.95 LB

LOUISIANA SEAFOOD


LOUISIANA SEAFOOD
WHY DOMESTIC?
RECIPES
NEWS
ECOLOGY
WHAT'S IN SEASON
INDUSTRY
AMERICAN SEAFOOD COAST GUARD
Louisiana · USA
JOIN THE
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The American Seafood Coast Guard is everyone who cares about where their seafood comes from, because that has everything to do with how it tastes, its quality and even its safety. Get the whole story—because when you know better, you eat better.
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WHAT WE'RE COOKING:
OYSTERS EN BROCHETTE
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WHAT'S IN SEASON
INDUSTRY
GET IN TOUCH
OUR BOARD
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LOUISIANA SEAFOOD
THE HIGHEST QUALITY, THE MOST VARIETY—STRAIGHT FROM OUR SHORES TO YOUR DOORS.


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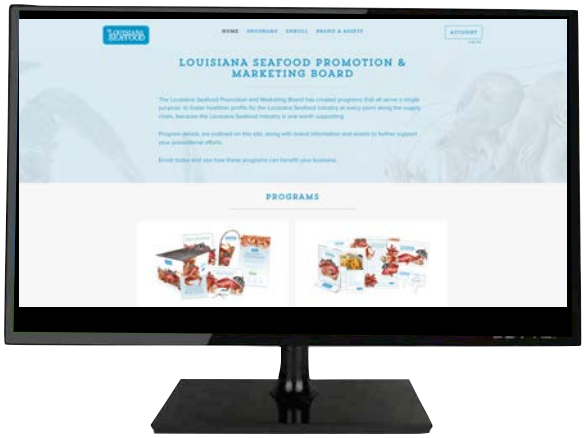

LOUISIANA SEAFOOD PROMOTION & MARKETING BOARD
PROGRAMS

CUSTOMER

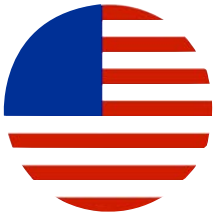
RETAILER

BROKER

DISTRIBUTOR

PROCESSOR / DOCK

FISHERMEN / HARVESTER



RETAILER

BROKER

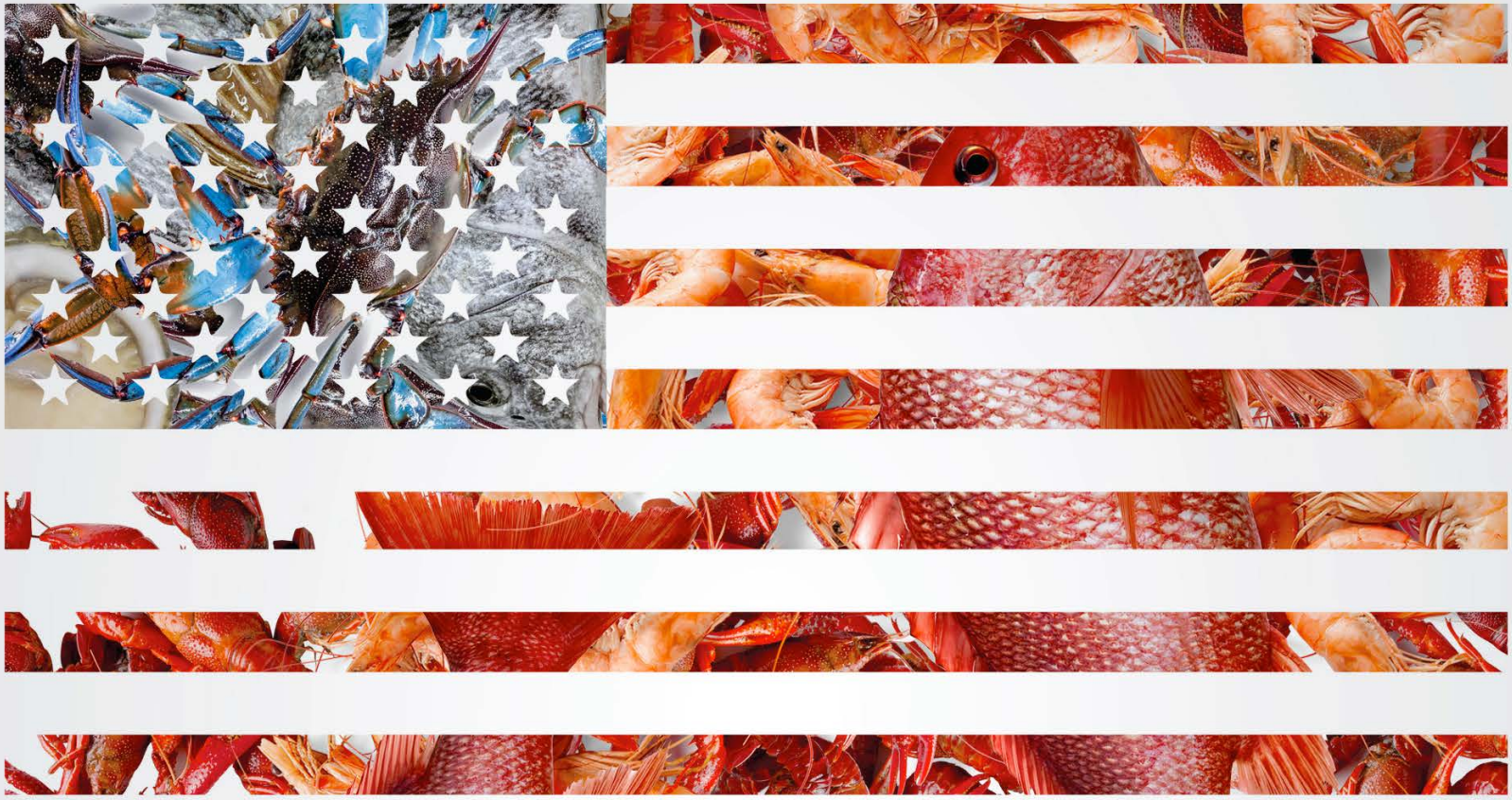
LA
DISTRIBUTOR

PROCESSOR

GROCERY CO-MARKETING PROGRAM

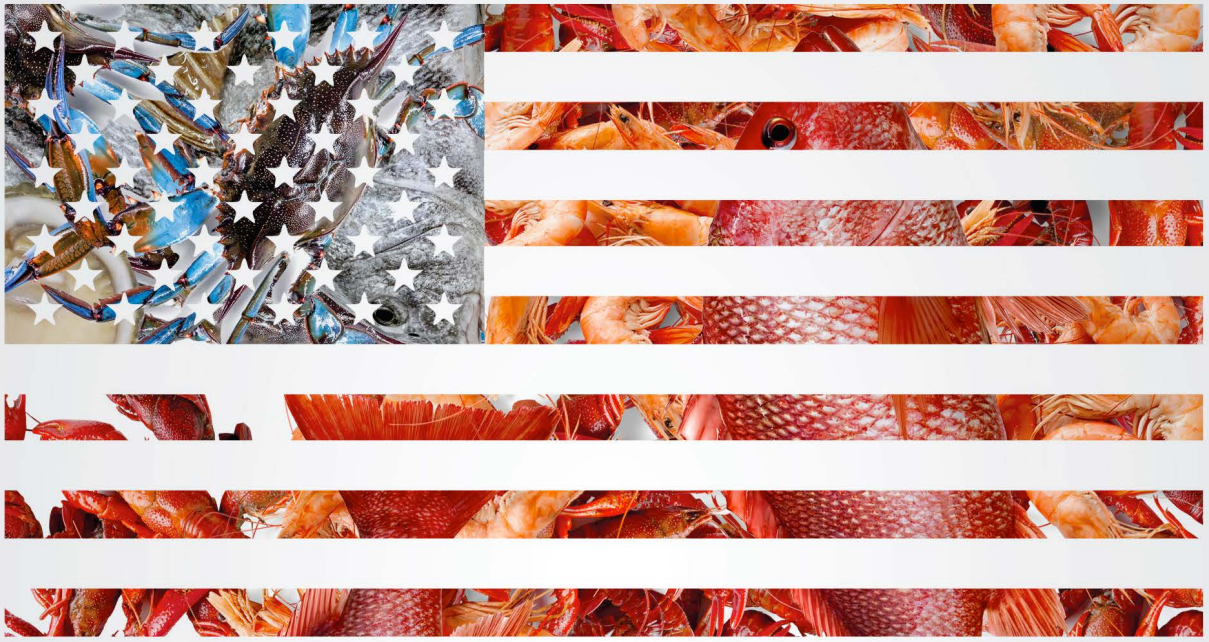
POINT-OF-SALE MATERIALS

VIDEO



Know Better. Eat Better.

Domestic seafood is always the best choice when it comes to health, sustainability and freshness–and when it's from Louisiana, you know the flavor will be unbeatable. So choose domestic seafood from Louisiana. Because now, you know better.



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The Best Way to Eat Healthfully is to Cook at Home

And the 22 speedy weeknight recipes to prove it.

READ MORE


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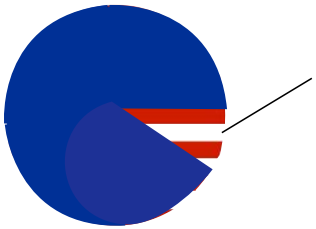
WE'RE
AMERICAN.

LSPMBHI-SEAFOODCONSUMER



Roughly 15% of us seafood consumers are considered Hi-Seafood consumers.
+ eat oysters, shrimp, finfish, crabs at restaurants and at home
+ care deeply about origination
+ see seafood as a healthy alternative to meat

	Hi-Seafood Consumer	US Seafood Consumer
Households Purchasing:	7M	55M
Trips / Year:	18.4 Trips	4.6 Trips
Avg. Trip Spend	$21.80	$11.90

DEMO:

HHI 60K+	133
Female skew	128
61% college graduate	216
35-64 years old	
No young children	

BEHAVIOR:

Used fresh seafood in the last 7 days
Willing to pay premiums for quality goods
Heavy interest in cooking, dining out
Experimental -- new dishes and recipes
Light cable viewers
Heavy internet users
Heavy commuting within market

MOTIVATORS:

Very active health managers	215
Really enjoy cooking	148
Like to try new recipes	163
Search for the freshest ingredients	163
Enjoy entertaining in home	146
Enjoy dining out often	146
Try to be a gourmet	219
Appreciate fine food	254
Enjoy a variety of foreign foods	181
Informed consumers	215

Louisiana Seafood research focussed on those who would “care” where their seafood was from. Reality is that the majority of seafood consumers only eat shrimp and usually at restaurants — not in the home.

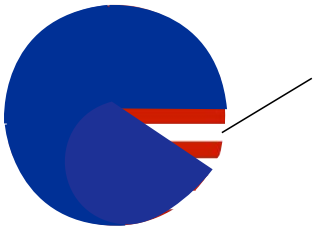
By building a profile of the HI-SEAFOOD CONSUMER, we established a messaging and tactic target consisting of those who care about origination, favor premium and are willing to pay for it. While this represents a small % of grocery shoppers and restaurant-goers in general, it represents the majority of those in Quality-centered retailers.

Getting very clear on their motivations, beliefs and purchaser triggers, we were are to identify DMAs where this profile were concentrated. That generated a list of cities, east of the Rockies (logistics) where the HI-SEAFOOD CONSUMER was more likely to live.

THEN, we cross referenced that with DMAs that have an affinity for Louisiana and New Orleans food, music and culture as evidenced by their willingness to travel to or purchase products from the region.

What that generated was a list of 7 DMAs which had a very high index against the presence of Hi-Seafood Consumers + an affinity for Louisiana.

LSPMBHI-SEAFOODCONSUMER



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Market	Direct Flights	Direct Flight Cities	Top 25 LT.com Visits (12mos.)	BDI LA INDEX	BDI N.O. INDEX
HOUSTON, TX	53	7	3	472	128
DALLAS-FT. WORTH, TX	41	7	5	255	106
ATLANTA, GA	45	6	6	159	117
NEW YORK, NY	9	1	8		75
LOS ANGELES, AR	4	1	10		57
AUSTIN, TX			13	154	144
SAN ANTONIO, TX			14	226	
CHICAGO, IL	7	1	15		103
WASHINGTON, DC (HAGRSTWN)	7	1	16		122
ORLANDO-DAYTONA BCH-MELBR, FL	4	1	17	86	57
MIAMI-FT. LAUDERDALE, FL	5	1	18		
SAN FRANCISCO-OAK-SAN JOS, CA			19		83
JACKSON, MS			20	820	287
NASHVILLE, TN			21	78	143
PHILADELPHIA, PA	2	1	22		75
MEMPHIS, TN	7	3	25	100	148
MOBILE-PENSACOLA (FT WAL), AL				320	211
LITTLE ROCK-PINE BLUFF, AR				228	
BIRMINGHAM (ANN AND TUSC), AL	2	1			
TYLER-LONGVIEW(LFKN&NCGD), TX				873	
NEW ORLEANS, LA	-	-	-	-	-
HATTIESBURG-LAUREL, MS				152	
MACON, GA					
GREENWOOD-GREENVILLE, MS				1015	
BILOXI-GULFPORT, MS				939	
WACO-TEMPLE-BRYAN, TX				226	


Chicago
Philadelphia
DC
Atlanta
Dallas
Orlando
Houston

GROCERY CO-MARKETING PROGRAM

IN-MARKET ADVERTISING

DIGITAL ADS

These co-marketed advertisements–which can include banners on food-centric websites, as shown here, as well as video pre-roll, emails and more–will be targeted to customers within a radius of the grocery retailer's designated store locations.

-MARKETED LANDING PAGE

en customers click on an ad, it will lead n to a co-marketed landing page where can find more information about grocery retailer's in-store Louisiana food offerings.

PERFORMANCE METRICS DASHBOARD

LSPMB will track the performance of both the interactive banner ads and the landing page to monitor the success of the co-marketing program and to make adjustments as needed.

ERE'S HOW IT WORKS

r's Louisiana Seafood order will determine the siz imum order amount to qualify for a co-marketin ual up to 10 percent of an order's total value and t.

rogram will be customized based on input from t

LOUISIANA SEAFOOD

PLENTY TO CELEBRAT

ERY CO-MARKE
OGRAM OVERVI

The Louisiana Seafood Promotion & Marketing Board developed Program to recognize grocery retailers' commitments to bringing discerning shoppers.

The program is simple: Once a grocery retailer and participating confirm an order for Louisiana Seafood products, LSPMB will co (up to 10 percent of orders valued $250,000 or more per chain, order meets the following criteria:

keted Materials
ation details.

Does the buyer's company allow for co-promotion with brands

IN-STORE MATERIALS AND DEMONSTRATIO

Examples only. Additional versions and customizations based on product or promotion are available.


LOUISIANA SEAFOOD
Chicago - 123
Philadelphia - 134
DC - 125
Atlanta - 104
Dallas - 102
Orlando - 107
Houston - 119


Chicago - 123
Philadelphia - 134
DC - 125
Atlanta - 104
Dallas - 102
Orlando - 107
Houston - 119

LOUISIANA SEAFOOD

GROCERY CO-MARKETING PROGRAM

POINT-OF-SALE MATERIALS

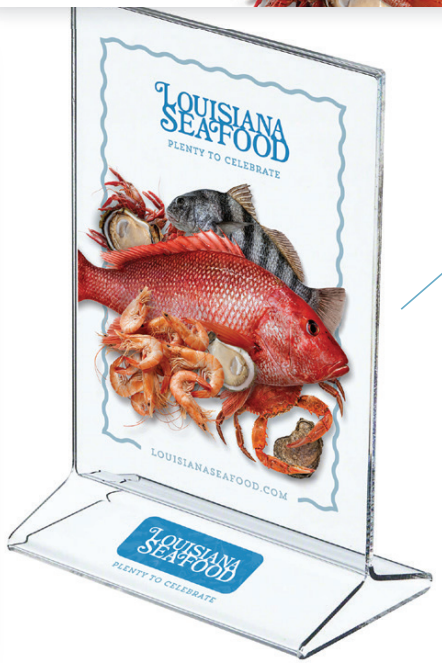
POINT-OF-SALE MATERIALS

POINT-OF-SALE MATERIALS

Louisiana Seafood Promotion and Marketing Board has created a collection of branded point-of-sale materials for use, free of charge, in restaurant or retail opportunities such as grocery displays or in-store demonstrations. The materials include in-case signage, shelf talkers, Louisiana Seafood Species Guides, posters, decals and more.

On-case Cling
(4” x 48”)

Table Tent Card
(5” x 7”)



Freezer Case Stand
(12” x 2.5”)

Recipe Card
(3.5” x 8”)

Recipe Card
(3.5” x 8”)

Floor Cling
(18” x 32”)

5.5” In-case Spear Sign

Back-of-House Poster
(24” x 36”)

If you are interested in using our free point-of-sale materials to support your sale of Louisiana Seafood, visit **POS.LouisianaSeafood.com** to get details about each item and to place your order.

LOUISIANA SEAFOOD
PLENTY TO CELEBRATE

GROCERY CO-MARKETING PROGRAM

POINT-OF-SALE MATERIALS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