



Marketing an Invasive Species: Tales of the Blue Catfish

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What do you think of when you hear the word “invasive?”



“Invasive” defined by Oxford dictionary as “tending to spread prolifically and undesirably or harmfully” OR “tending to intrude on a person’s thoughts or privacy

Rebranding a Species

- ★ Wild-Caught Chesapeake Blue Catfish
 - ★ Using phrases/keywords such as “an abundance of” and “responsibly sourced”
 - ★ Avoid the term “invasive”



Maryland Wild-Caught Chesapeake Blue Catfish-Background



- Found in the Chesapeake Bay and tributaries, this fish is mild and clean.
- In fact, this species is NOT a bottom feeder and instead eats a varied diet - crabs, oysters, roe, and more - making it a threat to the ecosystem of the Bay.
- By utilizing this fish on menus and retail locations, you're not only offering a delicious protein, you're making a difference in the nation's largest estuary (and the 3rd largest in the world!).

Earned Media/PR Blitz



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Maryland embarks on marketing campaign for invasive blue catfish

By Erik Stone
January 20, 2024

For decades, the state and others surrounding the Chesapeake Bay have slowly been taken over by an invasive species - the blue catfish, introduced here as a byproduct of the fish trade.

The U.S. states of Maryland and Virginia, which border the bay, have had to deal with the species ever since anglers introduced it to Virginia's waters in the hopes of establishing it as a fun and challenging fish to catch. Unfortunately, for all the other animals living in the bay - including our native common golden shiner, blue crabs, oysters, and sea turtles - the invasive blue catfish is a threat.

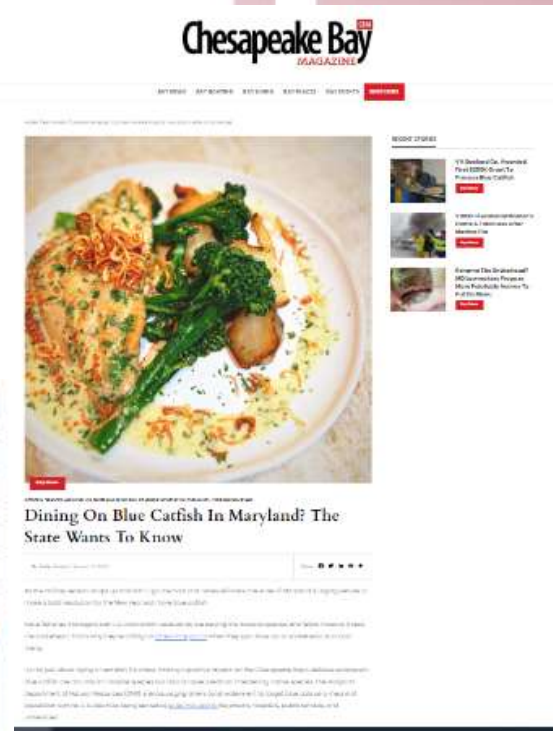


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SPOTLIGHT ON BLUE CATFISH!

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Spotlight on blue catfish
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Chesapeake Bay MAGAZINE

Dining On Blue Catfish In Maryland: The State Wants To Know

By Erik Stone

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More stories

- YR Double O's, President Ford 2020 Great Taste Process Blue Catfish
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- Reverse The Grubbin'!

Event Activations



Trade Show Activations



Seafood Expo North America



National Restaurant Show Taste of the States

Wild-Caught Chesapeake Blue Catfish- Marketing Campaigns

SEARCH KEYWORD: CATEGORY: LOCATION: SEARCH

Eat Like a Marylander

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This summer, Eat Like a Marylander!

Eating local is a common phrase heard over and over – but what, and why, does it really benefit?

When you purchase food from your local farms and markets, you are:

- Building carbon resilience back on the local growing land.
- Supporting farmers and their staff who live in your neighborhoods.
- Eating more seasonal food which means it is in peak deliciousness.

Maryland has a rich offering of local foods for you, and your family and friends to enjoy! On this page, find the farm experiences, summer time recipes, and restaurants that are dedicated to serving locally grown and seasonal foods. When you bite into a perfectly grilled burger or sweet corn, make sure it's from Maryland!

Eat Like a Marylander

SEARCH KEYWORD: CATEGORY: LOCATION: SEARCH

SeaFood Eat Food!

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Maryland's Seafood, Eat Food!

- 100+ Restaurants
- 200+ Seafood Recipes and More
- 50+ Seafood Events

Seafood, Eat Food

Restaurants & Retailers



- Year-round point-of-sale materials (Maryland's Best logo/branding with window clings and price tags)
- Highlight restaurants and retailers on Maryland'sBest.net
- Social media reels with restaurant chefs
- Local Food Purchasing Agreement for food banks. Maryland has spent over \$1.1 million in wild caught Chesapeake blue catfish for Maryland Food Bank and Capital Area Food Bank

Partnerships



Partnership with local businesses



Maryland Restaurant Association

Upcoming Marketing Initiatives

- Thanksgiving Boxes CSA's (Community Supported Agriculture) featuring wild caught Chesapeake blue catfish
- Focus groups of consumers and anglers perception of wild-caught Chesapeake blue catfish
- More wild-caught Chesapeake blue catfish into public schools



Questions?



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