

# The Maine Seafood Pipeline



# What is Maine to Mountain?

A collaborative multi-phase campaign to create new, innovative & scalable sales channels for Maine Seafood outside of Maine.



## **Phase 1** *winter/spring 2023*

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- Creation of the ME to MT brand
- 4 “Meet the Farmer” events in Colorado
- 250 consumer surveys completed



# The Events, Farmers & Partners

MAINE TO MOUNTAIN



“Champagne & Oysters”



“A Night in Maine”



TED Oyster Talk



Whiskey & Oyster Tasting



The CULINARY CREATIVE GROUP

Clayton

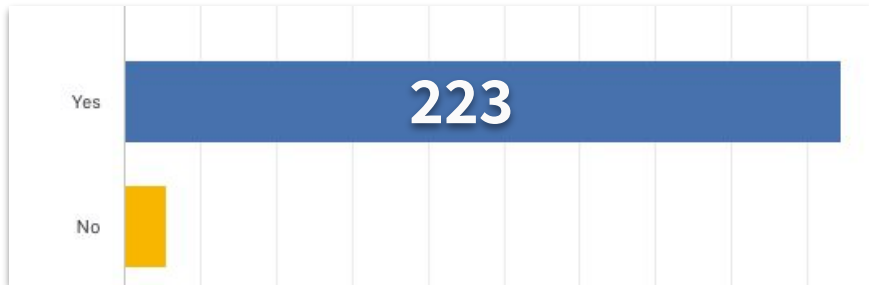


OYSTER WULFF

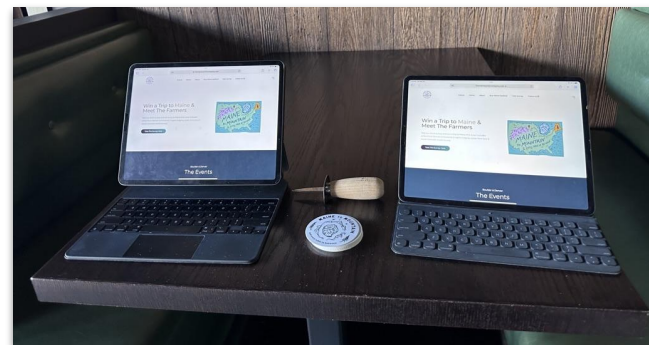
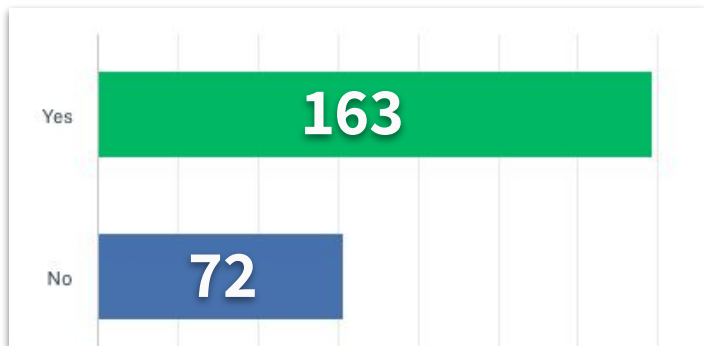




## Have you eaten an oyster before?

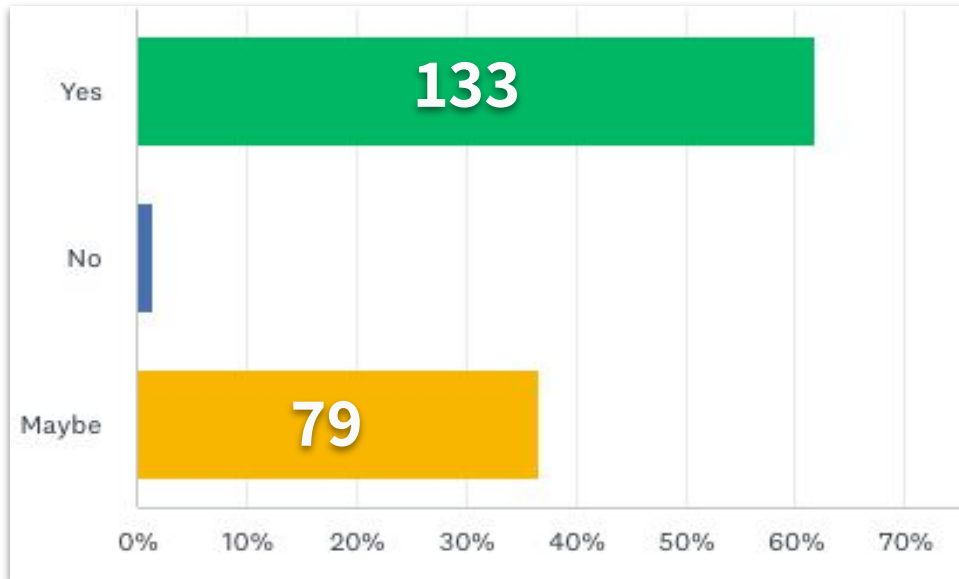


## Have you eaten a **Maine oyster** before?



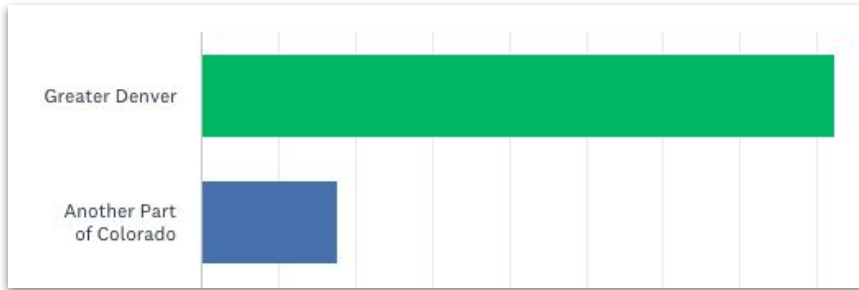


Would you choose a **Maine Oyster** over another at a higher price point?

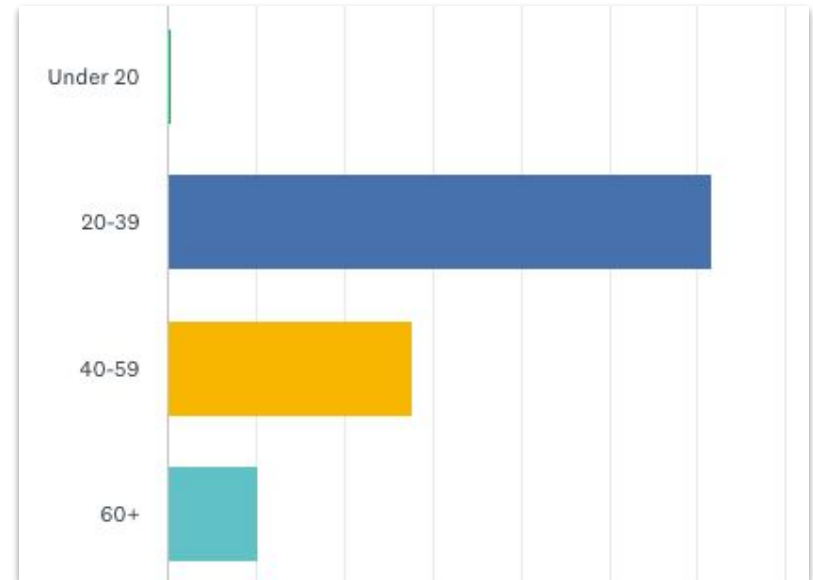




## Where do you live?



## How old are you?



## Have you ever been to Maine?



## Highlights

- “Slurp on the Slopes” - Aspen/Breck
- Round 2 Denver Partner Events
- The Maine Seafood Basket
- Partnerships w/ US Ski Team & Resorts

## Goals

- 6 “Meet the Farmer” Events
- 10 participating farms
- 500 Surveys





## Highlights

- The Boom Shuck-a-Lucka Truck
- Node Partner & Consumer Network
- The Maine Seafood Basket
- Partnerships w/ US Ski Team & Resorts



## Goals

- 6 Pre-Holidays Trips
- 100,000 Oysters

Location	Hrs	Arrival	Oysters	Lob Meat	Mus/Clam	Rev	Exp	Inc
<b>Maine</b>		Monday Harvests						
<b>Detroit/Chicago</b>	16	Tues Evening	2,500	50	50	\$7,000	\$4,700	\$2,300
<b>Rochster</b>	5	Wed AM	2,500	50	50	\$7,000	\$4,700	\$2,300
<b>Kansas City</b>	6	Wed PM	2,500	50	50	\$7,000	\$4,700	\$2,300
<b>Denver</b>	9	Thurs PM	4,000	100	100	\$12,500	\$8,400	\$4,100
<b>Resort</b>	5	Friday w/ skiing	2,000	50	50	\$6,250	\$4,200	\$2,050
<b>Las Cruces</b>	9	SUNDAY	-	-	-	-	-	-
			<b>13,500</b>	<b>300</b>	<b>300</b>	<b>\$39,750</b>	<b>\$26,700</b>	<b>\$13,050</b>







# Event Pictures

MAINE TO MOUNTAIN







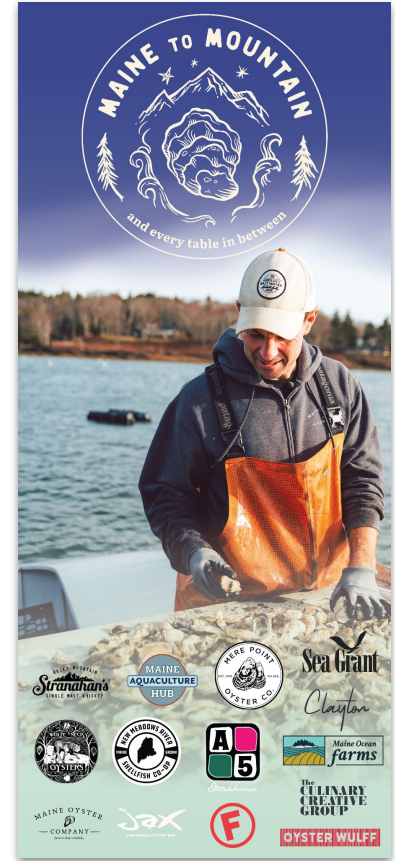
# Thank you!

MAINE TO MOUNTAIN



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The collective development of a shared Maine seafood brand along with new distribution channels out West, both consumer & wholesale, for Maine oysters, shellfish & seafood created for the long term strategic growth & security of the Maine seafood industry. Phase 1 involves building the brand & growing the relationships with restaurant & resort groups in select cities/towns including Denver, Boulder, Kansas City, Aspen, Telluride & Jackson Hole. This is actively being achieved through collaborative events in the cities/towns that involve “on site” Maine aquaculture farmers & producers sharing & engaging with the consumers whilst also gathering quantitative data through digital survey. Phase 1 (2023-25) will transition into Phase 2 “Dock to Dine: The Maine Seafood Pipeline”; the collective transport of a cornucopia of Maine seafood products to the network of restaurants & resorts created in Phase 1. The ultimate goal of Maine to Mountain is to establish a consistent higher price per unit to the farmer/producer through efficiencies of scale & value boosted products resulting from the personal & direct relationships formed in Phase 1 & fostered throughout Phase 2 whilst increasing industry collaboration, innovation & community along the way.