



# Seafood Economic Accelerator of Maine (SEAMaine)

Presented by the Co-Chairs of SEAMaine  
Bill Mook & Curt Brown

Feb. 23, 2021



# WHAT IS THE SEAMaine INITIATIVE?

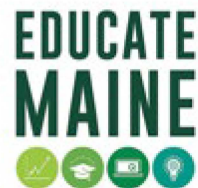
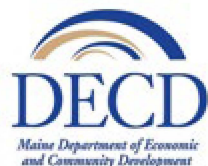


A committed cross-sector group of 39 industry leaders and partners working to develop a roadmap for:

- Sustainable economic growth
- workforce development
- greater resiliency in Maine's seafood economy through diversification and collaboration within and across sectors



Mook Sea Farm's Belly Dancer

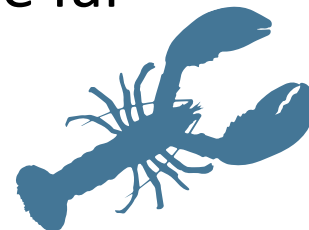


# WHAT IS THE INITIATIVE? con

SEAMaine is a 3-year, \$2.1 million project funded by the U.S. Economic Development Administration, Maine Technology Institute, and FocusMaine initiated in June of 2020.

It is modeled after what the forestry industry is doing with FOR/Maine.

The results of our final report and the network we have established is intended to endure far into the future.



# STRATEGIC ROADMAP FOR MAINE'S SEAFOOD INDUSTRY

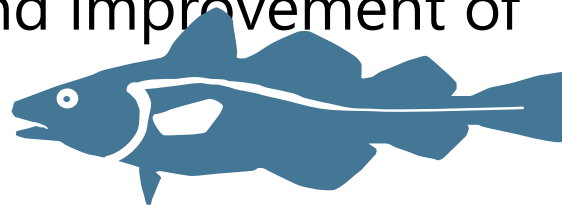
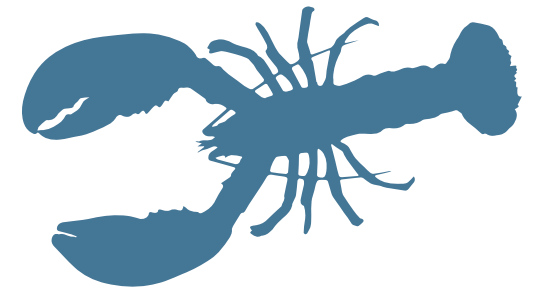
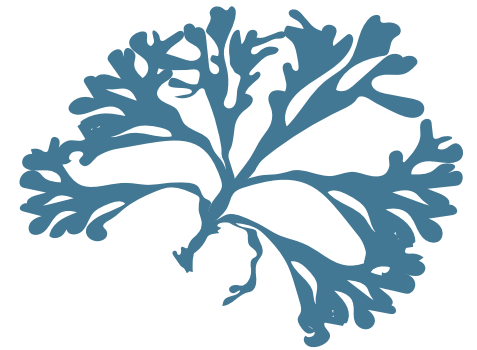
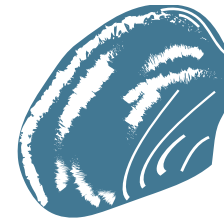


- 1) to increase the economic impact of the sectors that derive value from Maine's living marine resources and
- 2) increase the number of people employed in good paying, sustainable jobs that derive value from Maine's living marine resources.



# OVER ARCHING GOALS

- Provide support to sustain and grow Maine's marine resource businesses.
- Increase harvest and value of marine living resources from Maine's coastal waters in a way that
  - Increases competitiveness of Maine businesses
  - Maximizes resiliency through diversification.
  - Minimizes the carbon footprint of the marine resource sector
- Support Maine's coastal communities through preservation and improvement of working waterfronts.





# IMPORTANCE OF MAINE'S MARINE ECONOMY

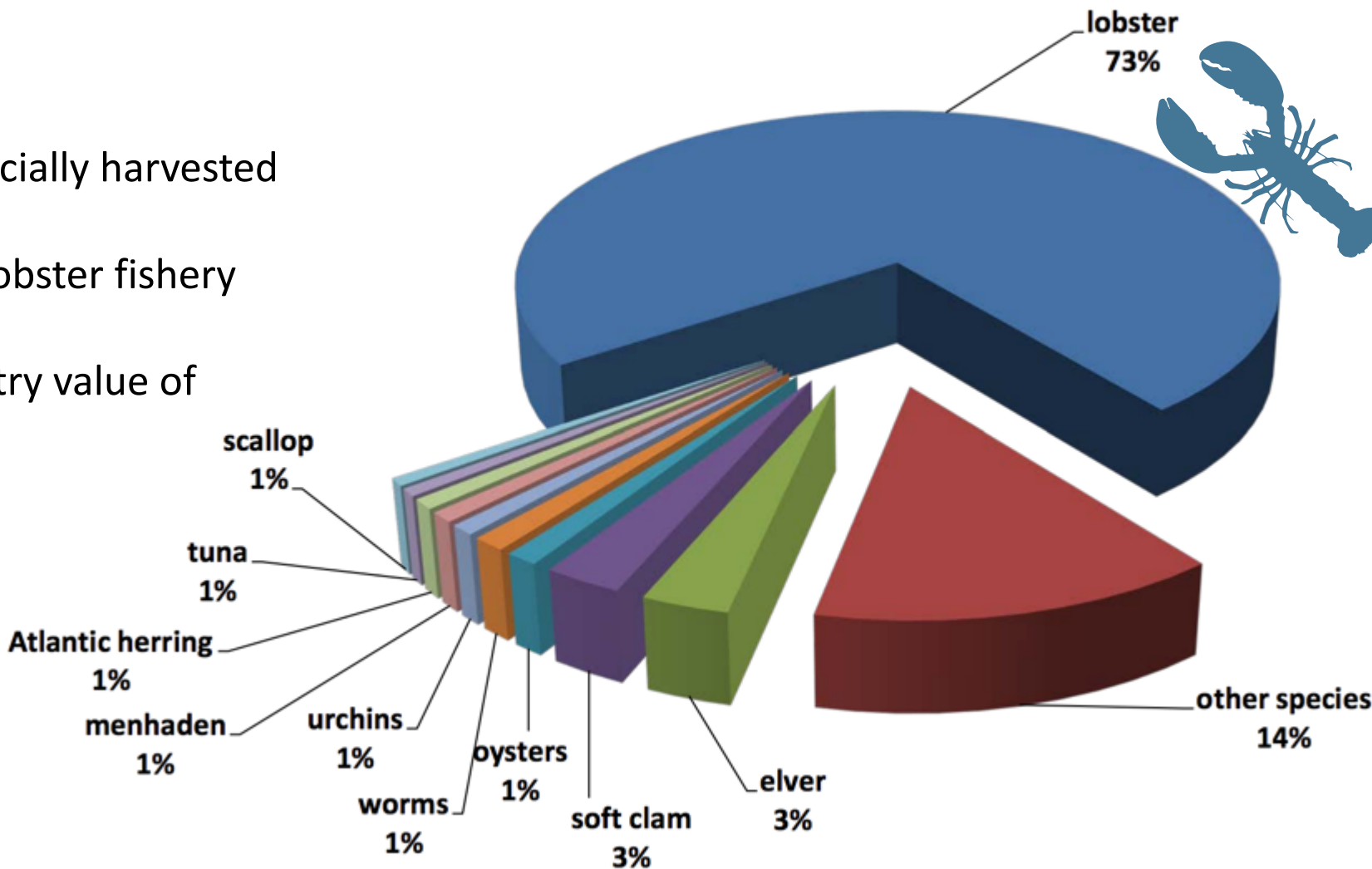
Preliminary 2019 Commercial Maine Landings By Ex-vessel Value  
Total: \$673,910,558 as of 2/20/2020

**\$673,910,558** - the value of commercially harvested marine resources

**\$484,405,036** – the value from the lobster fishery (72% of total value)

**\$1.5 Billion** – estimate lobster industry value of supply chain

*People don't visit Maine to eat chicken...*



\*Other species include confidential species and other species that make up less than 1% of total catch.



# CHALLENGES AND GROWTH POTENTIAL

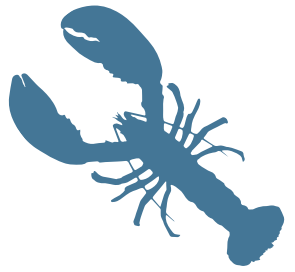
- Maine and the country are confronting a pandemic, climate change, and global trade pressures.
- Our state’s marine sector has a track record of growth in response to challenging times.
- We have the opportunity now to lean in and create jobs, develop new products, and expand markets.







# THE “SEAFOOD PLATTER” FOR AMERICA



Maine’s seafood economy is poised to:

- attract and retain more workers
- pump money and investments into local economies
- preserve the working characteristics of our coastal communities that attract millions of tourists (and their dollars) each year.
- Expand market penetration both domestically and internationally with healthy, delicious, sustainable and traceable seafood.

Change is constant but our working waterfronts remain the fabric of Maine’s coastal communities.



# Working Subcommittees:

## DATA & BENCHMARKING

- Provide a full picture of Maine's living marine resource economy today
  - ID opportunities and threats
- Set measurable benchmarks for industry growth.



# EMERGING TECHNOLOGY AND NEW OPPORTUNITIES

Research and Develop opportunities identified by data & benchmarking work that:

- Increase living-wage jobs
- Reduce carbon footprint
- Increase efficiencies of sector and beyond
- Attract investment
- Foster innovation & entrepreneurship



# WORKFORCE & TALENT DEVELOPMENT



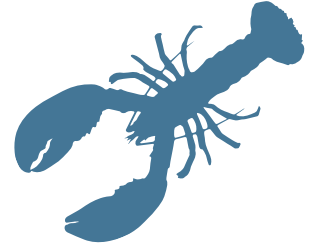
- Understand the current workforce landscape
- Map educational opportunities
- Identify current and future workforce needs & threats

## MARKET DEVELOPMENT

- Identify species and/or products with market growth potential
- Develop marketing strategy for those products including larger investment opportunities



# IN CLOSING



SEAMaine is presenting today with a willingness and desire to partner with Maine's Marine Resources Committee to sustainably strengthen the state's economy while increasing the marine sector's resiliency.



# THANK YOU

*Sen. Miramant, Rep. McCreight and members  
of Maine's Marine Resources Committee*

**QUESTIONS?**

