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I've been in the Maine lobster business for the past 15 years, and during that time I've seen firsthand how critical strong, unified marketing is to the future of our industry. When the Maine Lobster Collaborative was formed, I was genuinely excited to finally have a dedicated marketing partner focused on protecting and elevating one of Maine's most prized commodities. That excitement has only grown over time. Since its inception, I've leaned heavily on the Collaborative's resources, research, and marketing assets to help sustain and grow my business. Their work has strengthened consumer trust, reinforced the value of Maine lobster in the marketplace, and given individual businesses like mine the tools and credibility we simply couldn't generate alone.

Perhaps most importantly, the Collaborative has helped ensure that the story of Maine lobster—our people, our practices, and our commitment to sustainability—continues to be told accurately and proudly at a national level. That work benefits everyone along the dock, from harvesters to dealers to the next generation who depend on this fishery.

I strongly support the continuation of the Maine Lobster Collaborative. Its role is not optional—it's essential to the long-term health, resilience, and reputation of the Maine lobster industry.