

Members of the Marine Resources Committee,

January 28, 2026

My name is Bob Baines and I am a life-long lobsterman from Spruce Head and I am writing to support LD 2002, An Act to Extend the Maine Lobster Marketing Collaborative. I was a long-time member of Maine's DMR Lobster Advisory Council and in 2011-2012 we started discussing and then advocating for an effective marketing association, recognizing then, as well as now, how important it is to market Maine's iconic lobster.

When I started my fishing career, Maine's lobster landings were around 30 million pounds a year. Starting in the early 1990's, our landings started to accelerate until they were almost four times the historical average. That is a lot of lobster to sell in a very competitive market. The MLMC, through promotion and strategic marketing tells the story of Maine's hardworking lobstermen and our sustainable fishery. It's imperative that we have our own organization to educate the consumers of the very high standards we embrace to protect our fishery for future generations and the great product we catch for people to enjoy. The MLMC does all that and more and would leave an ill-fated void if the MLMC was not there to work on our behalf in the challenging market that we all depend on.

All industries market their product. If you don't you very quickly get left behind. We must continue to support the MLMC and the very important work they do. I would suggest that the State of Maine should also be supporting the MLMC by helping to fund their efforts that not only benefit the lobster industry, but the State of Maine as well.

Thank you,

Bob Baines

F/V THRASHER

South Thomaston, ME