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Please extend the ME Lobster Marketing Collaborative for another 5 years. In the last 10 years the lobster market has had to deal with tariffs in 2016 and again in 2024. On a worldwide basis these tariffs have held the price we get paid for our lobsters down. The consumer pays the tariff inflated cost of lobsters whenever a lobster is purchased out of the country of origin, in our case the rest of the world outside of the US. This drives up the price of lobster but does the lobstermen no good whatsoever. Throw 3 years of a covid outbreak into the mix and you have 10 years of instability in the global lobster market. The lobster market, like the stock market, prefers stability.

To many lobster consumers, lobster is a luxury food. They only buy it when the price seems acceptable to their budget. Consumers watch the price of lobster and buy when the cost is low and do not buy as the price rises.

The Maine Lobster Marketing Collaborative is tasked with keeping lobster demand steady in a global market. Their budget is small compared to the beef, chicken or pork marketing budgets. Competition is fierce amongst these groups. Perhaps more money for the MLMC should be considered.

I have been lobstering for 50 years, helped form a lobster coop in 1978 which still is in business and shipped lobster around the US for 23 years using FEDEX/UPS. Marketing and promotion is hard.