



February 2, 2026

Dear Senator Tepler and Representative Hepler and members of the Marine Resources Committee:

I am writing as a long-time participant in Maine's lobster and seafood industry. My seafood experience spans over 39 years with close ties to small coastal and island businesses, harvesters and communities. Additionally, I have served on the Lobster Advisory Board, the former Maine Lobster Promotion Council and transitional Maine Lobster Marketing Collaborative and currently Co-chair the Maine Seafood Promotional Council.

The MLMC plays a crucial role in promoting Maine lobster in state, national and international markets. At a time when our seafood industry faces growing economic, environmental and regulatory pressures, coordinated and professional marketing is not a luxury-it is essential to sustaining demand, protecting Maine's brand and supporting the livelihoods of thousands of residents in our coastal and island communities. This coordinated approach is especially important right now. The industry faces rising operating costs, workforce shortages, higher transportation costs, limited infrastructure, trade uncertainties and increasing competition from other seafood products. At the same time, consumers are more focused on sustainability, traceability and where their food comes from. Maine has a strong story to tell but only if we continue to invest in telling our story consistently and credibly.

Harvesters, dealers and processors all benefit from unified messaging that emphasizes Maine's quality, heritage and sustainability-qualities that distinguish our product in competitive global seafood markets. Without authorization, Maine risks losing an effective tool that strengthens the long-term stability of one of its most important industries. Continued support for the MLMC sends a clear message that Maine stands behind its working waterfronts and the families and businesses that depend upon them.

I respectfully urge you to support the reauthorization of the Maine Lobster Marketing Collaborative and to continue standing behind the small businesses, coastal communities and working waterfronts that define Maine's coast and contributes so much to the State's economy and identity. At the end of the day, it is the MARKET that drives the viability and profitability of the lobster and seafood industry.

Sincerely,  
Emily B. Lane  
Blue Lobster Consulting LLC  
6 Leo's Lane, Vinalhaven, Maine 04863  
[bluelobsterconsultingllc@gmail.com](mailto:bluelobsterconsultingllc@gmail.com)  
Mobile: 207-208-9213

Emily Lane  
Blue Lobster Consulting  
LD 2002

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