

Ira Miller
Tenants Harbor, Maine
LD 2002

Dear Chairperson Tepler, Chairperson Hepler and the Marine Resources Committee: My name is Ira (Tad) Miller and I am writing you to express my support for LD 2002, an Act to Extend the Maine Lobster Marketing Collaborative through December 31, 2031. I recommend this action because of at least two reasons that come to mind for me. The first reason is that I believe that marketing any product can receive benefits from being exposed and promoted to the public. If this was not so then an infinite number of entities around the world would not be promoting marketing campaigns of their own, that seems to be the common sense standard to me. The impact from marketing is hard to put a figure on in a sense for sure. I think the advantages are more than just selling our product, it's about educating the public in a world where information is always at most peoples fingertips. A well educated consumer will be more likely to try our product in the long run.

The second point that I'll refer to is the fact that most, if not all fisheries are under public scrutiny much more so than ever before and the Maine lobster fishery is obviously no exception. I don't see that equation changing in the future, therefore I feel that having the Collaborative there to help respond to those issues is a valuable tool for this industry. That alone may hold as much value for the Industry as the marketing ends of things.

All things considered I feel the money that I spend on the Collaborative is a good value from me as a lobsterman. There may be somethings that may need to be tweaked, such as maybe the Dealers should pay a little more due to the fact that they are the first inline to receive any benefits from this. If that is the case then they would also need to have a little more of a voice in the operations of the Collaborative. Maybe there's other directions that could be explored, but either way I think that we would be remise not continue to fund this Industry mechanism into the future.

Thank you and Best Regards, Ira Tad Miller