

**Testimony of Patrick Keliher, Commissioner  
On Behalf of The Maine Lobster Marketing Collaborative**

**Before the Joint Standing Committee on Appropriations and Financial  
Affairs and the Joint Standing Committee on Marine Resources**

**"An Act Making Unified Appropriations and Allocations from the General Fund and  
Other Funds for the Expenditures of State Government and Changing Certain  
Provisions of the Law Necessary to the Proper Operations of State Government for the  
Fiscal Years Ending June 30, 2025, June 30, 2026 and June 30, 2027"**

Senators Rotundo and Tepler, Representatives Gattine and Hepler, and members of the Joint Standing Committees on Appropriations and Financial Affairs and Marine Resources, I am Patrick Keliher, Commissioner of the Department of Marine Resources. I am here today to present testimony on behalf of the Maine Lobster Marketing Collaborative.

The Maine Lobster Marketing Collaborative (MLMC), founded in 2013, is funded by Maine lobster harvesters, dealers and processors to grow demand, both for whole live lobster and a variety of value-added products. The MLMC supports that objective by promoting the core values of the Maine lobster industry, which are sustainability and traceability that is deeply rooted in tradition.

In the past year, MLMC partnered with #1 recipe database AllRecipes to create inspiring new content aimed at home cooks, partnered with influencers to create a Maine Lobster Tour in key markets around the U.S. and supported the sales and marketing of Maine Lobster throughout the year with extensive social media and public relations outreach. In 2025, MLMC will continue to protect and promote the reputation of Maine Lobster among consumers and wholesale buyers through media relations, social media and paid advertising. New initiatives include a key buyers' trip to Maine, a toolkit showing chefs how to uplevel their menu with Maine Lobster, and a consumer campaign designed to inspire use of Maine Lobster to make moments special.

This concludes the testimony of the Maine Lobster Marketing Collaborative. I would be happy to answer any questions you may have.