



LANDINGS

News & Views from Maine's Lobstering Community

2017 Advertising Rates

Ad Type	Size	Monthly	4-Month	6-Month	12-Month
Business Card	3.5 x 2 inch	\$55	\$52	\$51	\$50
Eighth Page	4.9 x 3.5 inch	\$165	\$157	\$153	\$150
Quarter Page	4.9 x 7.35 inch	\$280	\$266	\$259	\$250
Half Page	10 x 7.35 inch	\$500	\$475	\$463	\$450
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LOBSTER PROCESSORS TAKE STOCK OF 2013 SEASON
By Melissa Watersman

Last year, Maine lobstermen landed approximately 120 million pounds of lobster, starting themselves, lobster dealers and seafood processors alike. In 2013, they landed 100 million pounds. While no one is prepared to predict this year's landings with any certainty, many suspect that the numbers will be similar to 2011 and 2012. At the state Department of Marine Resources searches for ways to better manage the harvest in order to improve the price paid to lobstermen, Maine major seafood processors are taking their own steps to cope with what might be another banner year for lobster landings.

John Norton is president of Cory Harbor Seafood in Portland. The company sells frozen Maine shrimp and lobster, as well as fresh lobster, scallops and a variety of fish. When asked what he expected to see in terms of lobster landings this year, Norton chose his words carefully. "One year is never the same as another year because the weather, or the supply, or the market conditions are different," he said. "It wouldn't be out of the ballpark to think there will be more lobster landed this year, but you really can't depend on it."

Last year, the company was able to handle the great surge of soft-shell lobsters that were landed in the spring, but just barely, Norton said. "We put extra shifts on, added more people. We were ready for it. Dealers were backing at times but we didn't go down," he explained. Much of the processed lobster was put into cold storage, Norton added, but that also posed problems. "Frozen product can store longer. It's one of the attributes of the frozen sector of the industry to even out the seasonal peaks and valleys of demand. But it's expensive to hold it," he said. "No one wants to do that for very long because the costs go higher and higher and higher and higher."

John Hatheway, president of Shuck's Seafoods in Portland, said that the lobster abundance might offer new possibilities for processors. "The recent catches present a challenge, but they also offer an tremendous opportunity to maximize the economic value of the annual catch," he said in an e-mail.

Shuck's Maine has made a concerted effort to expand markets for its array of raw, frozen lobster products. "Conserving lobster is a

Congratulations from Linda Bean's Maine Lobster Fishermen's Forum 58th Year
Me Lobstermen's Assn. 58th Year
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Lobstermen's Assn. 58th Year

There's no such thing as a Maine lobster from anywhere.

LOBSTER FUTURE DEBATED
By Melissa Watersman

During January, Commissioner Kallher and other officials from the Department of Marine Resources (DMR) reached to address some along the coast to talk to lobstermen about planning for the future of the industry. The meetings attracted large standing room only crowds. Discussions focused on methods to make entry into and out of the lobster industry equitable, to remove latent fishing effort and to manage what may be another bumper crop of lobster this year.

"2013 has been quite a year in the lobster fishery," said DMR Commissioner Patrick Kallher when announcing the meeting schedule. "Record high landings, low boat prices, Canadian processing constraints, and discussions about changing the state's lobster marketing strategy have created both challenges and opportunity. Our goal at DMR is to engage industry in discussions about all of these issues as well as the topic of the limited entry system."

DMR structured the meetings to address short term and long term issues confronting Maine's lobster industry. In the short term, the value lobstermen are receiving for their catch is dropping as the landings volume is piling up. In the long term, the current licensing system is not flexible enough to react appropriately if lobster landings take a dramatic dip downward. And the industry is not effectively investing in marketing.

At the meetings, Kallher explained that DMR had received many phone calls from dealers last June when they were having difficulty moving the product. These were followed by a barrage of calls from harvesters when the bottom fell out on the last price. Kallher stated that DMR has "no authority to impact markets and finally,

COASTAL OUTLOOK
Thought from the MLCA president

FROM THE DOCK
New news

NEW RECRUIT
Striking lobster as demand

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4TH ANNUAL PHOTO CONTEST WINNERS!

REMARKABLE PEOPLE
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DO YOU WANT TO KNOW
2016 MLCA calendar

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