

## Bureau of Seafood & Aquaculture Marketing

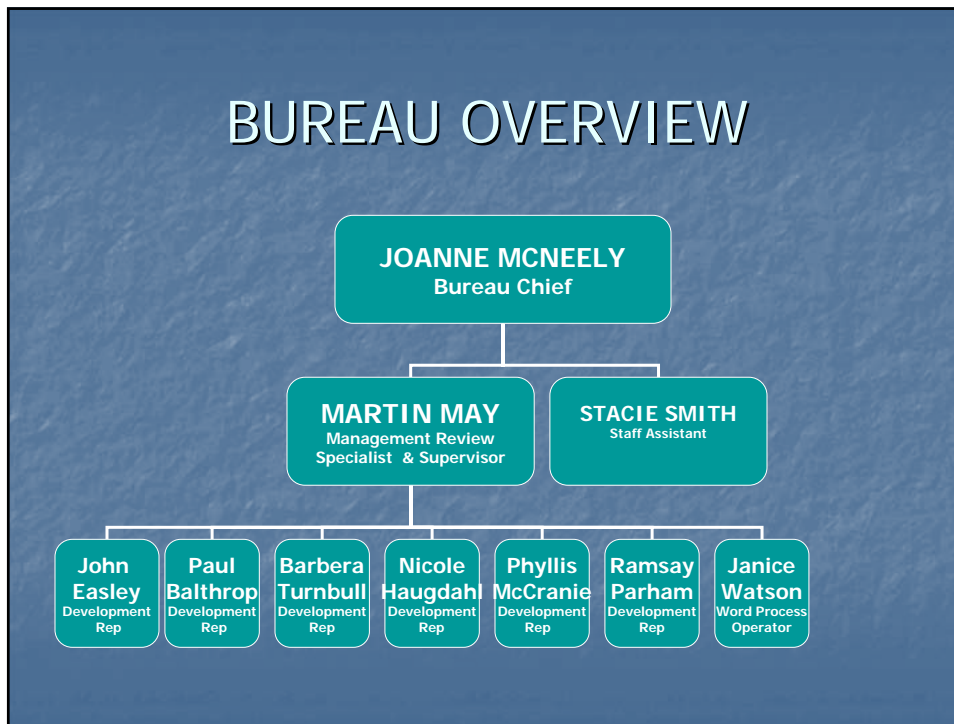


Florida Department of Agriculture & Consumer Services  
CHARLES H. BRONSON, Commissioner

## Bureau Activities

- Overview
- Public Relations
- Events
- Promotional Materials
- Marketing Campaigns
- Other

# BUREAU OVERVIEW



## Public Relations – Earned Media

Press Releases

Television

Events

Website

## Press Releases

- **July:** Grouper Substitution
- **August:** Football Frenzy  
Celebrate Florida Seafarer's Labor
- **September:** October – More Than Just Halloween  
Kid's Page – Have Fun & Learn About Seafood
- **October:** Florida Stone Crab – They're Back!  
Tailgating Shrimp Recipe Contest
- **November:** Healthy Holidays!
- **January:** Spice Up Your Dining Experience with Exotic Florida Alligator  
Tarpon Springs – Rich and Versatile  
Enjoy Florida Seafood During Super Bowl

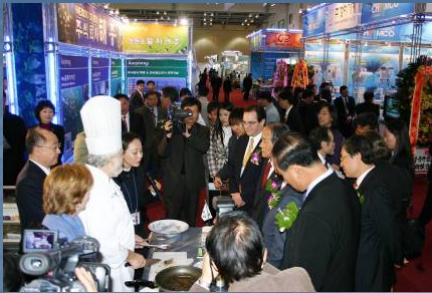
## Press Releases

- **February:** A-Tisket, A-Tasket, Try Florida Clams in Your Basket!
- **April:** Florida Aquarium Fish  
Florida Alligator Travels Across U.S.  
Why Buy Florida Shrimp
- **May:** Florida Alligator to Visit San Francisco  
Lazy, Hazy, Crazy Days of Summer
- **June:** Cool Summer Hobby (Tropical Fish)  
GO NATIVE! Eat Florida Seafood Campaign





### Korea Busan Seafood Show



### European Seafood Exposition

### Boston Seafood Show



### Monterey Bay Aquarium Cooking for Solutions



## Consumer Events



### CBS Early Show in NYC

### ClamAmerica



### Tampa Bay Wine & Food Fest



### Pike Place Market Street Festival



### Pier 39 Marketplace Festival



### Seafood Festivals

# Promotional Materials

- Brochures
- Posters
- Handbooks
- Ice Picks



# Marketing Campaigns



POSTER

**Retailers & Restaurants**

Home Consumers Industry Bureau / Staff Festivals Recipes Brochures

**Fresh Florida FL-Seafood.com**

Florida Department of Agriculture and Consumer Services  
Charles H. Bronson, Commissioner

Division of Marketing and Development  
Nelson L. Mongiovi, Director

Department Home  
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Seafood Festivals  
Seafood Recipes  
News Archives  
Brochures  
Audio and Video  
Links  
Contact Us  
Site Map / Search  
Select a Division  
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**Florida Seafood Restaurants and Retail Markets**

Below is a listing of retail markets and restaurants in Florida that sell or serve seafood products. Click on each name for contact information and address. **Contact the establishment directly** for information about seafood items, directions, hours of operation, reservations and accommodations.

Restaurant =  R      Market =  M

Jump directly to a county:

Alachua | Baker | Bay | Brevard | Broward | Charlotte | Citrus | Collier | Columbia | DeSoto | Dixie | Duval  
Escambia | Flagler | Franklin | Gilchrist | Glades | Gulf | Hernando | Highlands | Hillsborough | Holmes  
Indian River | Jackson | Lake | Lee | Leon | Levy | Manatee | Martin | Miami-Dade | Monroe | Nassau  
Okaloosa | Orange | Osceola | Palm Beach | Pasco | Pinellas | Polk | Putnam | Santa Rosa | Sarasota  
Seminole | St. Johns | St. Lucie | Sumter | Suwannee | Taylor | Volusia | Wakulla | Walton | Washington

Name	Location	Telephone	Type
<b>Alachua County</b>			
<a href="#">Amelia's Restaurant</a>	Gainesville	(352) 373-1919	<input type="checkbox"/> R
<a href="#">Bert Gill's Sovereign Restaurant</a>	Gainesville	(352) 378-6307	<input type="checkbox"/> R
<a href="#">Dinner at Thornbrook</a>	Gainesville	(352) 377-0996	<input type="checkbox"/> R
<a href="#">Joe's Place</a>	Gainesville	(352) 377-7665	<input type="checkbox"/> R
<a href="#">Paramount Grill</a>	Gainesville	(352) 378-3398	<input type="checkbox"/> R
<a href="#">Fruita Café Americana</a>	Colonville	(352) 377-0327	<input type="checkbox"/> M

FL-Seafood.com

Home Consumers Industry Bureau / Staff Festivals Recipes Brochures

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**GO NATIVE!**



**EAT FLORIDA SEAFOOD**

For information on the GO NATIVE! campaign, please choose whether you are a consumer, a restaurant or a retailer:



## Other

- **Websites**
  - [www.FL-Seafood.com](http://www.FL-Seafood.com)
  - [www.WildFloridaShrimp.com](http://www.WildFloridaShrimp.com)
  - <http://www.FL-Seafood.com/history.htm>
  - History of Florida's Waterfront Communities
- **Grant Writing**
- **Florida Agricultural Promotional Campaign "Fresh from Florida" program**
- Logo Incentive



### Florida Agricultural Promotional Campaign

## Fresh from Florida

### Membership Benefits

- Fresh from Florida logos - use on products, packaging & promotional items.
- Logo incentives to promote your business & Florida seafood when funds are available.
- Notification of opportunities to participate in statewide, regional and national marketing campaigns and trade events.
- Quarterly "Fresh from Florida" magazine & directory.
- Seafood retail markets & restaurants listed on [www.FL-Seafood.com](http://www.FL-Seafood.com)
- E-mail advisories of seasonal seafood species
- Commodity-specific & generic promotional point-of-purchase material
- Quarterly sEaNotes e-mail publication that addresses industry events and activities

# Logo Incentive \$\$\$\$\$



Questions?