



# SEAFOOD EAT FOOD

Marketing Resources

## Introduction

These resources were developed by New York Sea Grant with assistance from the National Aquaculture Association and funding through NOAA Sea Grant’s 2018 Aquaculture Initiatives, project number NOAA-OAR-SG-2018-2005489. They are designed to be completely customizable to assist in branding and marketing your seafood products and dishes. While created with aquaculture producers in mind the resources were developed to accommodate all production methods, wild caught and farmed, as well as culinary professionals ability to market the seafood they prepare. These resources are free to users but you must provide an email address to access the cards. We will only use this email to distribute an annual survey to assess the use and impacts of the resources provided by NYSG.

A list of currently available species cards is provided below:

Saltwater Finfish	Freshwater Finfish	Molluscan Shellfish	Crustacean Shellfish	Other
Atlantic Salmon	Channel Catfish	Eastern Oyster	Red Swamp Crawfish	Sugar Kelp
Steelhead Trout	Nile Tilapia	Hard Clam	Whiteleg Shrimp	
Striped Bass	Hybrid Striped Bass	Blue Mussel		
	Yellow Lake Perch	Manila Clam		
	Largemouth Bass	Softshell Clam		
		Atlantic Sea Scallop		

To request additional species resources please fill out the [SPECIES RESOURCE REQUEST](#) form or visit [www.nyseagrant.org/seafood](http://www.nyseagrant.org/seafood)

**Intended Users:** Aquaculturists, fishermen, chefs, seafood retailers, and any other entity involved in the marketing and distribution of seafood.



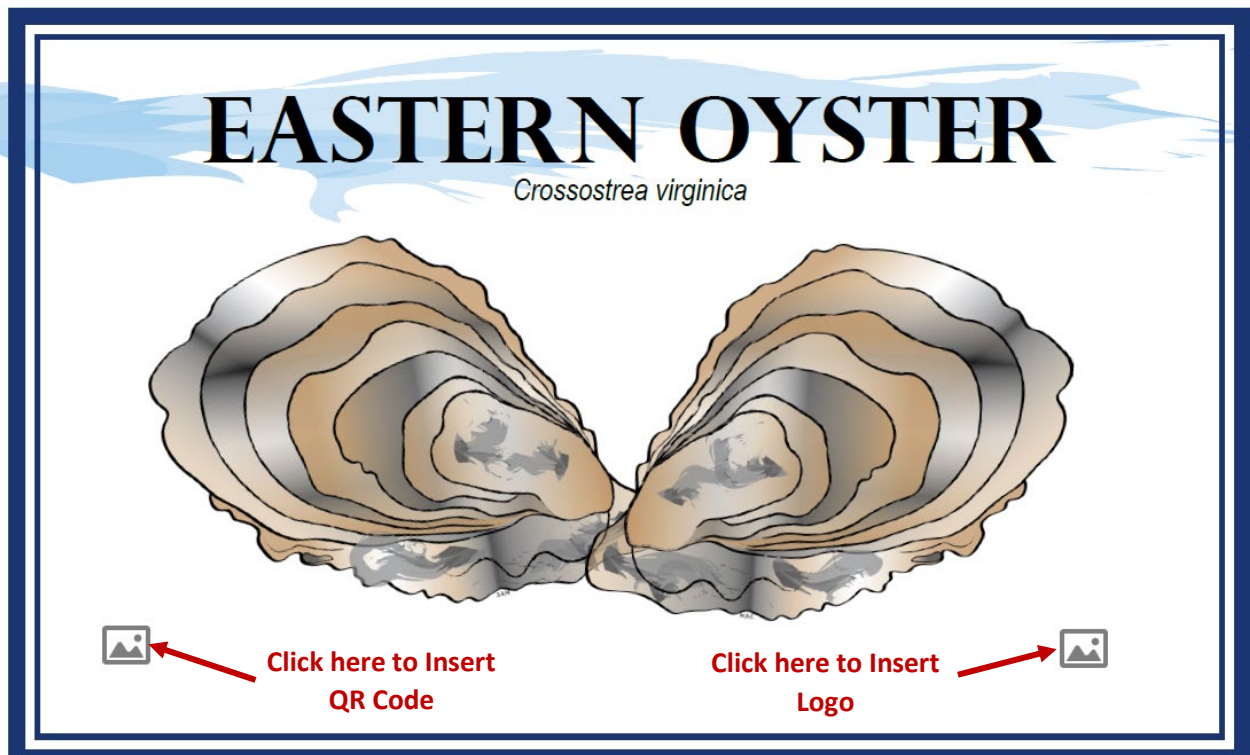
## Resource User Guide

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NY Sea Grant's seafood marketing resources are designed as fillable PDF file of 5x8 index cards. This guide will walk users through filling out and printing the cards to aid in marketing your products and sharing your stories. First, you must identify which species you are marketing and download the species resource card for that species. Then follow the instructions provided below for filling out the front and back of the cards.

### FRONT:

1. Open the PDF file for the species resource card you are looking to fill in.
2. Insert a QR code that links to your website, video, or any other resource you would like by clicking on the "image icon (🖼️)" in the bottom LEFT corner of the card. Browse your computer for the saved QR code and select.
  - a. You must first generate a QR code that links to your website or a company video. QR codes can be produced quickly and freely online, however if you want to have more options with regard to tracking their use and dynamic codes, which can be updated without affecting resources already printed, you may need to purchase a service or software.
  - b. Simply search the web for "Free QR Code Generator" or try this one: [www.the-qrcode-generator.com](http://www.the-qrcode-generator.com)
3. Insert your Logo by clicking the "image icon (🖼️)" in the bottom RIGHT corner and selecting the image file for your logo on your computer.



BACK:

1. Click to the right of “**Alternative Names**” at the top of the document. Include any other common or colloquial names for your species.
  - a. If you are not familiar with other names commonly associated with the species you can look them up online at [www.fishwatch.gov](http://www.fishwatch.gov) or many other online resources.
  - b. Alternative names could also include the brand name for your particular product (i.e. blue point oysters)
2. After entering alternative names hit the “tab” button. This will take you to the next box “**Country**” fill in country of origin and
  - a. You can continue to hit “tab” to jump to the next fillable section of the document.
3. Include “**State**” the seafood was harvested from or grown in
4. What is the name of the “**Producer**” (farmer or fishermen).
5. For “**Production/Harvest Method**” try to be specific and include the type of farm utilized for grow-out or the specific gear-type used to catch the species (i.e. land-based recirculating aquaculture or bottom trawl)
6. The “**Sustainability**” section should reflect how your product is sustainable and/or how your business operates sustainably.
  - a. For more information on sustainability you can check out species profiles on [www.fishwatch.gov](http://www.fishwatch.gov).
  - b. Note there is a maximum of 297 characters including spaces for this section.
7. The “**About**” section should provide a bit more about your product and/or your business. Share your story to better connect with the buyers or consumers.
  - a. Chef’s utilizing these resources could also use this section to include how they have prepared the product.
  - b. Note there is a maximum of 297 character including spaces for this section.
8. Under “**Producer Website**” you should include a url to your website or social media platform that you use most frequently to promote and market your business. This can be the same or different from the one linked to the QR code.
9. The “**Date and Time of Harvest**” section can include when your product was harvested or could be left blank if not applicable.
  - a. This could also be left blank and written in by hand as needed if you will send these resources along with orders to clients.
10. Lastly, you have the opportunity to include an image on the back as well. While designed to be your logo it could also be another QR code. Click on the “**image icon** (🖼️)” in the bottom LEFT corner of the card. Browse your computer for the saved image you wish to include and select.

<b>Alternative Names:</b> What other names does this species or product go by?		
<b>Source:</b>		
<b>Country:</b> Where are you?	<b>State:</b> Where are you?	<b>Producer:</b> Who are you?
<b>Production/Harvest Method:</b> How was your species/product produced/Harvested, be specific.		
<b>Sustainability:</b>		
Include information on how your product is and/or business operates sustainably.		
<b>About:</b>		
Share more about your product and/or your business. What's your story? Chefs can include preparation methods etc.		
<b>Producer Website:</b> Where can more information be found?	<b>Date and Time of Harvest:</b>	<b>If applicable or</b> handwrite in
 <p>This resource template was developed by New York Sea Grant with funding from NOAA Sea Grant's 2018 Aquaculture Initiative, project number NOAA-OAR-SG-2018-2005489. Blank templates are provided as a marketing resource to industry and content is not reviewed nor approved by NY Sea Grant. NY Sea Grant and partners disclaim any liability from the use and the content added to these resources.</p>		

Note: PDF's are encrypted and only fillable aspects and image uploads in designated areas are allowed.

These resources were created by NY Sea Grant with editorial assistance from the National Aquaculture Association and are provided as blank templates to assist industries in marketing their seafood products to their respective buyers/consumers. The text added to these resources and content is not reviewed or approved by NY Sea Grant. NY Sea Grant and partners disclaim any liability from the use and content added to these resources.

## Printing Guide

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The marketing resources are designed to be easily customized and printed at home, in the office or professionally. Below are some quick tips for printing these resources at home or in the office. While these outline the basic process and some of the terminology to look for, every printer operates differently and has different functionality. You will likely have to play around with your printer settings to get it to print for you.

### What you will need:

- Color printer with ability to print double sided and on 5x8 index cards.
  - You can get around not having double sided printing by printing each side separately.
- 5x8 **unruled** index cards
  - There are many options for paper type from light weight inexpensive to thicker card stock options. They can be easily ordered on amazon and prices range from 3¢ to 9¢ per card

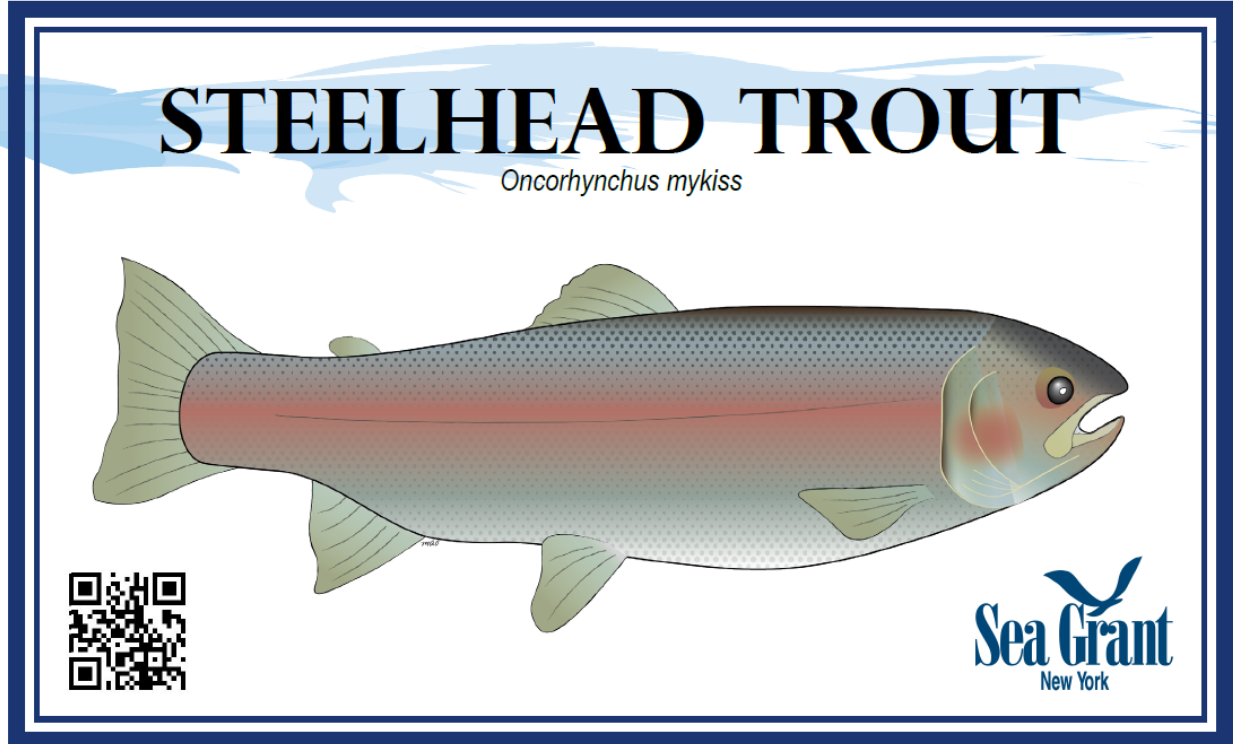
### Steps to Print

1. Select “File” then “Print” to open the print dialogue box.
2. Under properties select paper size (**Index Card 5x8in**) Note: Not all printers will have this option.
3. For most convenient printing select “print on both sides OR double sided printing” and **flip on short edge**. Note: not all printers can print double sided.
4. Print!

If you don't have a printer with the features necessary to print the cards, local print stores like Fed-Ex kinkos and Staples may also be able to assist with printing in smaller quantities.

Alternatively, you can send the resources out to be professionally printed once filled in. To do so you should only have to provide the printer with the PDF file. They will provide any specific details they need.

## Steelhead Trout Resource Card Example with Logo and QR Code



Questions regarding these resources can be directed to:

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