



Matt Brooker

Matt has been with The Fishin' Company since 2013, first acting as category manager, then as business development manager and currently as director of retail sales, working alongside some of North America's largest retail seafood buyers. He has a passion for consumer education and addressing misperceptions about aquaculture. In 2016, he was profiled as part of IntraFish's "40 Under 40" series, which recognizes up-and-coming young professionals in the industry.

DIRECTOR OF
RETAIL SALES
THE FISHIN'
COMPANY

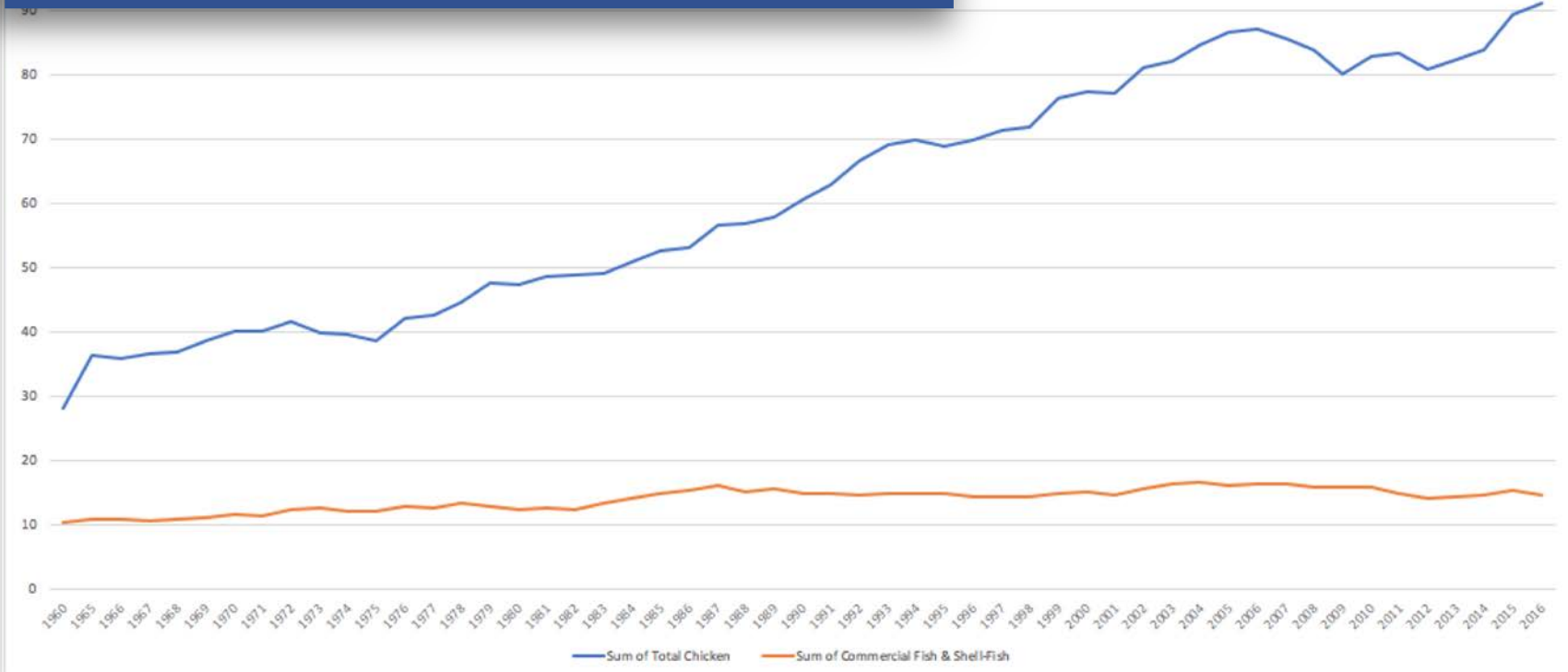
Selling Solutions: A Marketer's Guide to Driving Seafood Sales

Matt Brooker
The Fishin' Company

Selling Starts With the Consumer



1960-2018 Per Capita Consumption - Chicken vs. Seafood



Building a Consumer Relationship

- Ask the right questions
- Open line of communication
- Facilitate continued dialogue

Asking the Right Questions

Create consumer research that is:

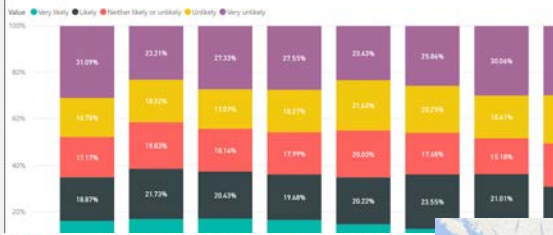
- Actionable
- Scalable
- Continuous

Find Ways to Use the Data

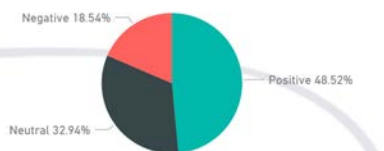
Species Heat Map by State & Zip Code



Species Perception over Time



Average Number of Children per family by Retailer



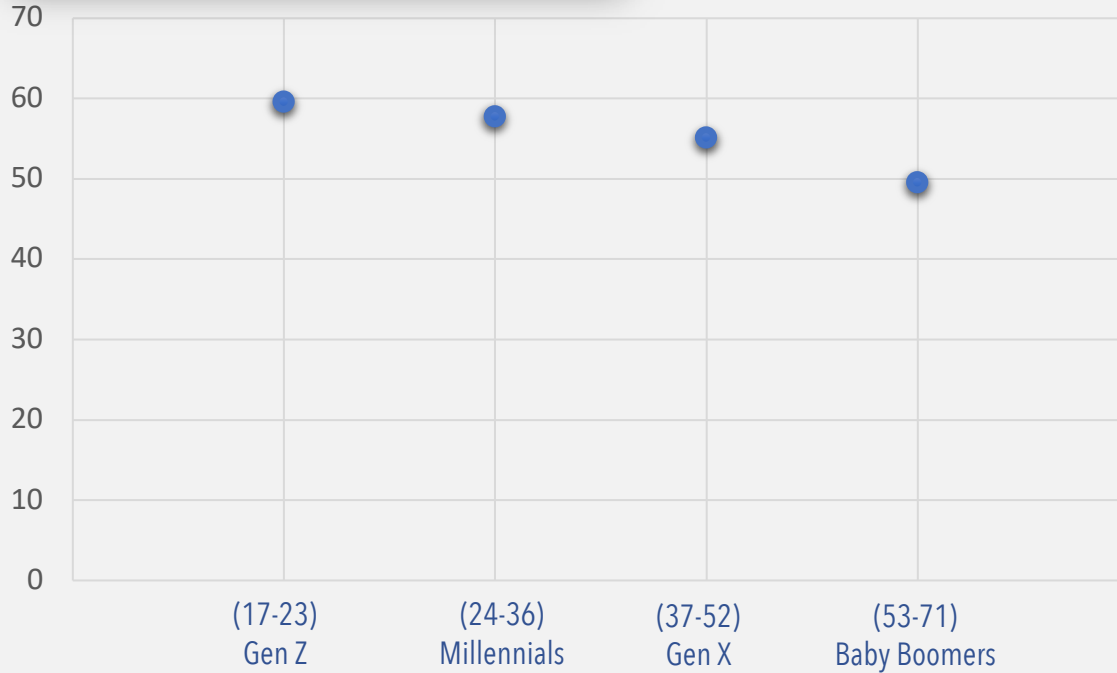
| Age Range | Positive | Neutral | Negative | Total |
|--------------------------------|---------------|---------------|---------------|----------------|
| 7-23) Gen Z | 55.00% | 35.00% | 10.00% | 100.00% |
| 4-36) Gen Y or The Millennials | 51.70% | 31.68% | 16.62% | 100.00% |
| 17-52) Gen X | 47.96% | 33.70% | 18.34% | 100.00% |
| 3-71) Baby Boomers | 45.77% | 33.24% | 20.99% | 100.00% |
| 7-90) The Silent Generation | 42.86% | 34.29% | 22.86% | 100.00% |
| total | 48.52% | 32.94% | 18.54% | 100.00% |

| ethnicity / Race | Positive | Neutral | Negative | Total |
|--------------------------|----------|---------|----------|---------|
| African-American | 55.56% | 26.05% | 18.39% | 100.00% |
| Asian-American | 47.75% | 39.64% | 12.61% | 100.00% |
| Hispanic/Latino-American | 61.67% | 24.17% | 14.17% | 100.00% |
| Indian-American | 42.86% | 42.86% | 14.29% | 100.00% |
| Multi-racial | 47.06% | 29.41% | 23.53% | 100.00% |



How do we put the data to work?

Intent to Purchase: All Seafood

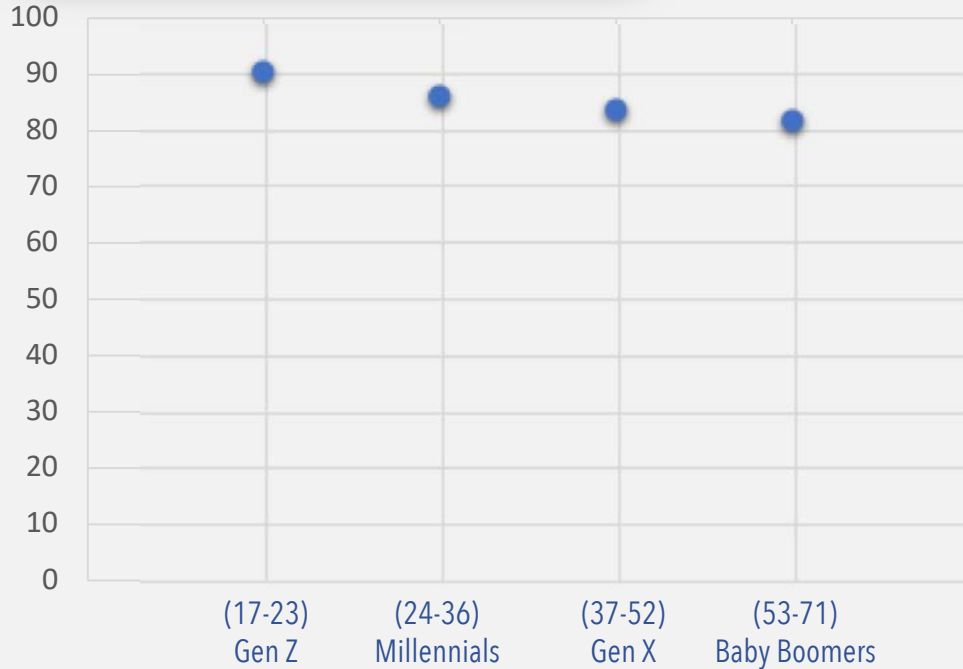


Index Across all Species

Total Respondents
2,201

Chart represents respondents who selected:
“Very Likely”, “Likely”, “Neither Likely or Unlikely”

Intent to Purchase: Raw Shrimp

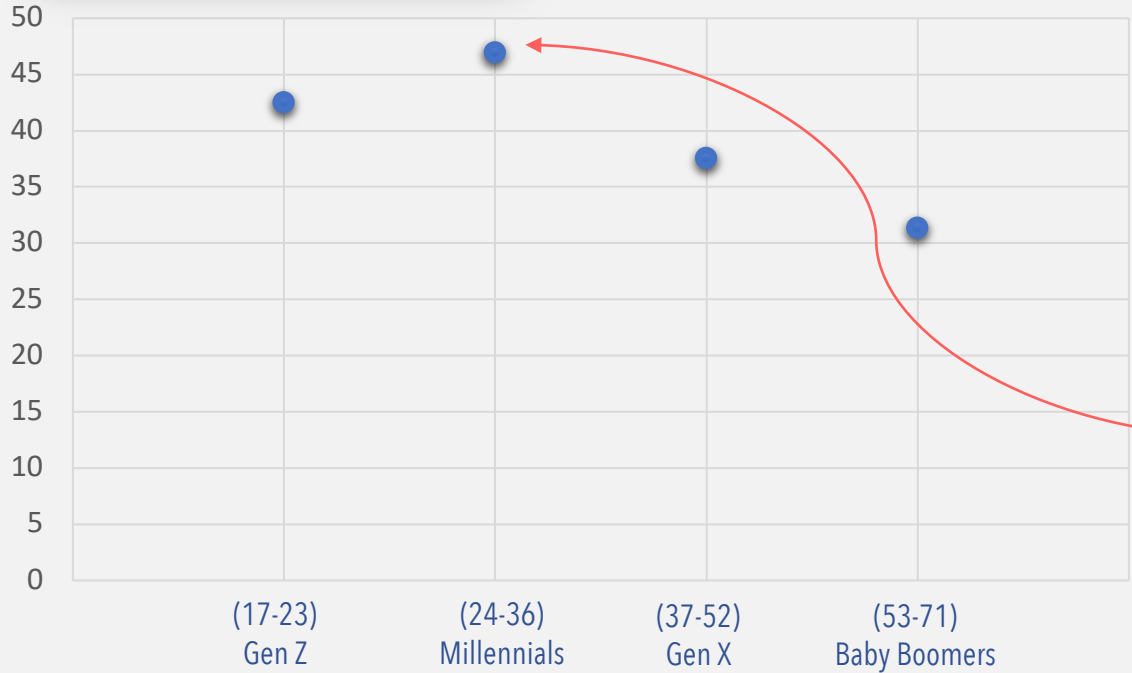


How likely are you to purchase Raw Shrimp?

Total Respondents
2,201

Chart represents respondents who selected:
“Very Likely”, “Likely”, “Neither Likely or Unlikely”

Intent to Purchase: Mussels



How likely are you to purchase Mussels?

Millennials are the most likely to purchase Mussels

**Total Respondents
2,201**

Chart represents respondents who selected:
"Very Likely", "Likely", "Neither Likely or Unlikely"

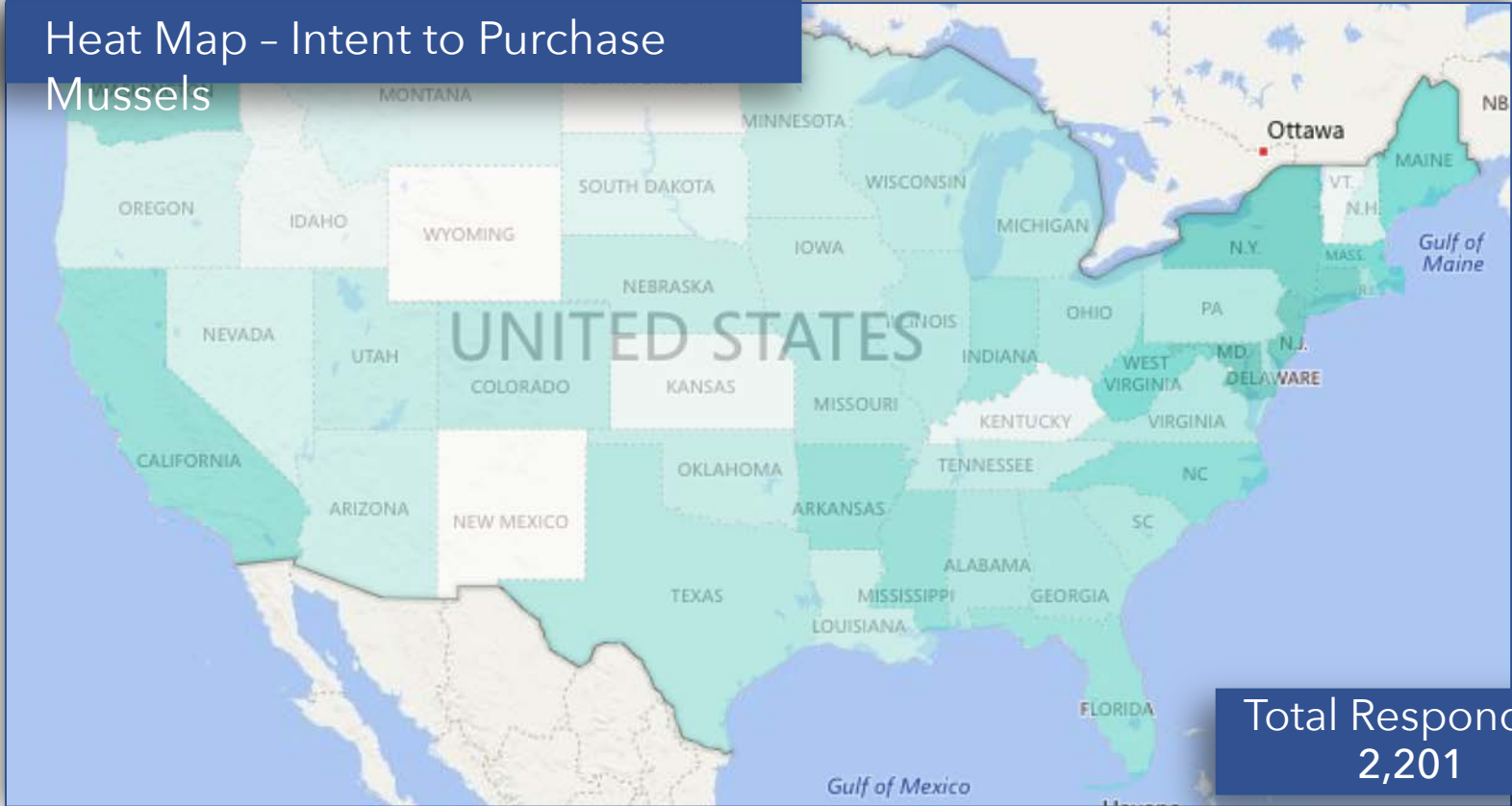
Species: ***Mussels***

Target Market: ***Millennials***

Heat Map - Intent to Purchase All Species



Heat Map - Intent to Purchase Mussels

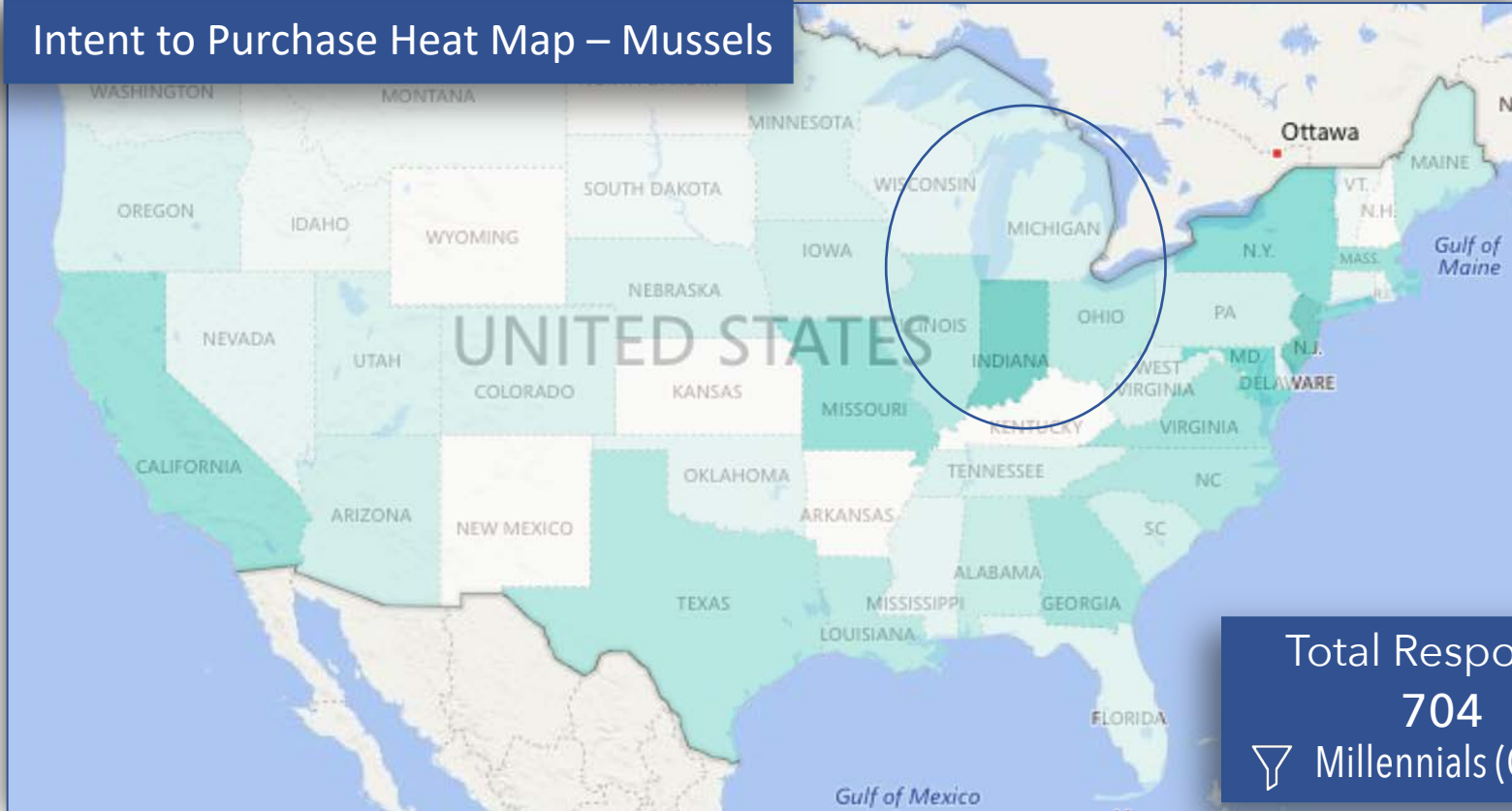


Total Respondents
2,201

Heat Map – Intent to Purchase Mussels



Intent to Purchase Heat Map – Mussels



Species: ***Mussels***

Target Market: ***Millennials***

Geographic Region: ***Indiana, Ohio,
Michigan & Illinois***

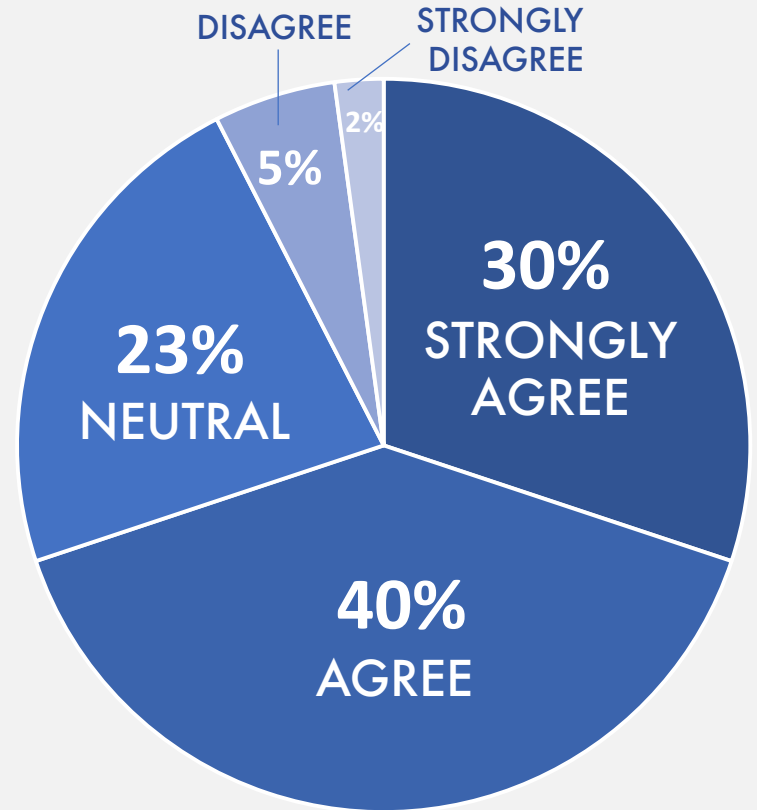
Millennial Purchasing Priorities in Target Region

Key Decision Factor #1 **All Natural**

When I purchase seafood, it is important to me that the product is All Natural.

👤 Millennials (Gen Y)

👤 Indiana, Ohio, Michigan & Illinois

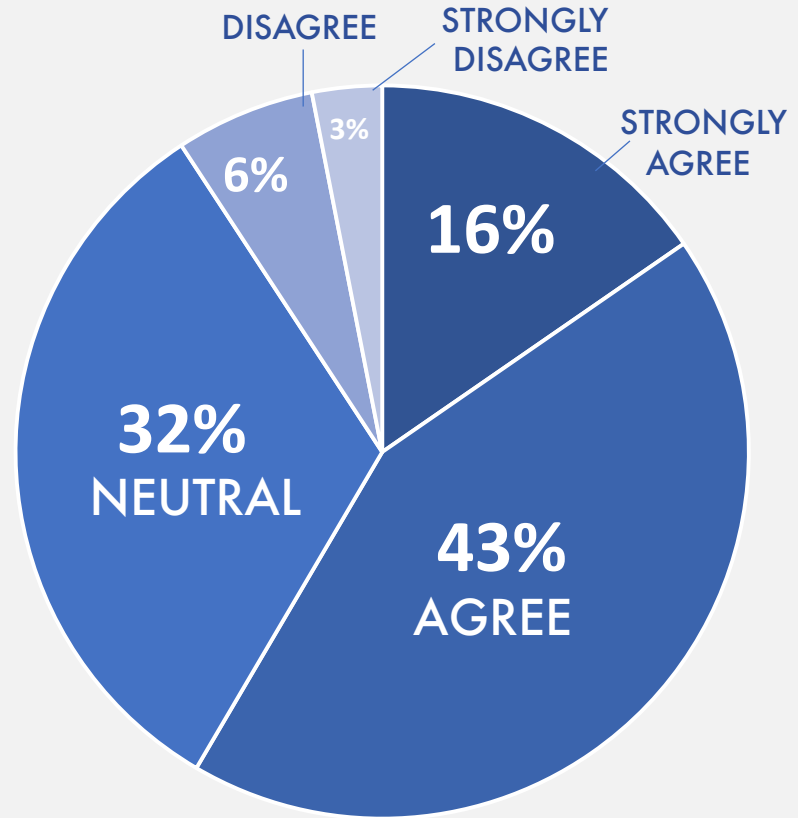


Key Decision Factor #2 **Visually Appealing**

When I purchase seafood, it is important to me that the product is visually appealing.

👉 Millennials (Gen Y)

👉 Indiana, Ohio, Michigan & Illinois

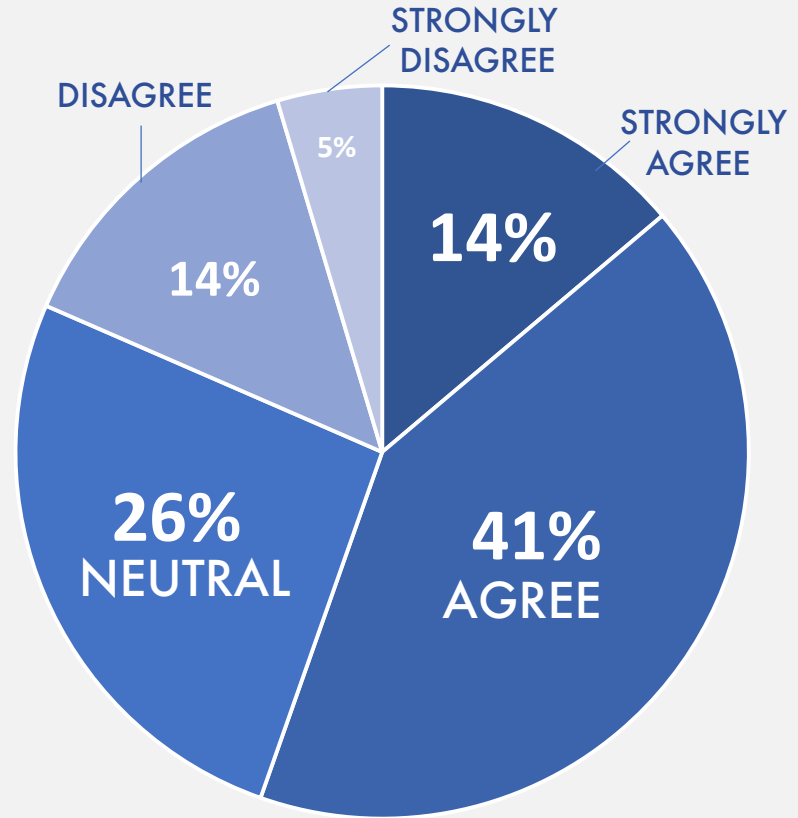


Key Decision Factor #3 **Pre-Determined**

I've already decided before going to the grocery store what kind of seafood I will purchase.

▽ Millennials (Gen Y)

▽ Indiana, Ohio, Michigan & Illinois

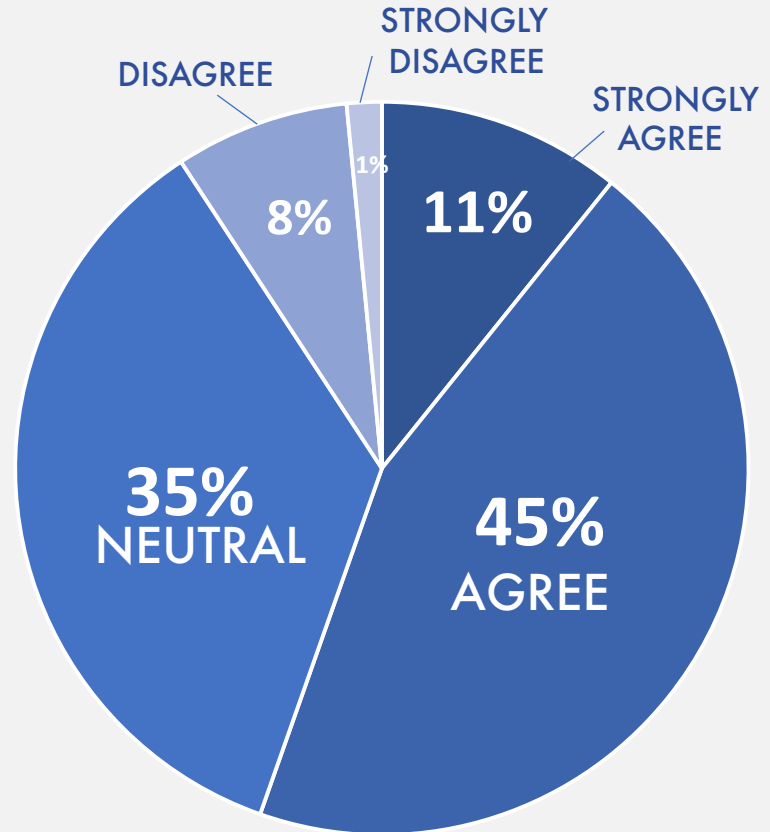


Key Decision Factor #4 **Recipe**

The seafood I am purchasing is for a specific recipe.

👉 Millennials (Gen Y)

👉 Indiana, Ohio, Michigan & Illinois



Species: ***Mussels***

Target Market: ***Millennials***

Geographic Region: ***Indiana, Ohio,
Michigan & Illinois***

Important Messaging: ***All Natural, Visual
Appeal, Need Specific Recipe***

Ways to Engage

- ✓ Online
- ✓ At the store
- ✓ At Home



Mussels are one of the most popular shellfish on the market! They are **all natural**, tasty, and easy to prepare at home! Give our Tippy Mussels recipe a try for your next seafood meal!



106

12 Comments 72 Shares 40K Views

Like

Comment

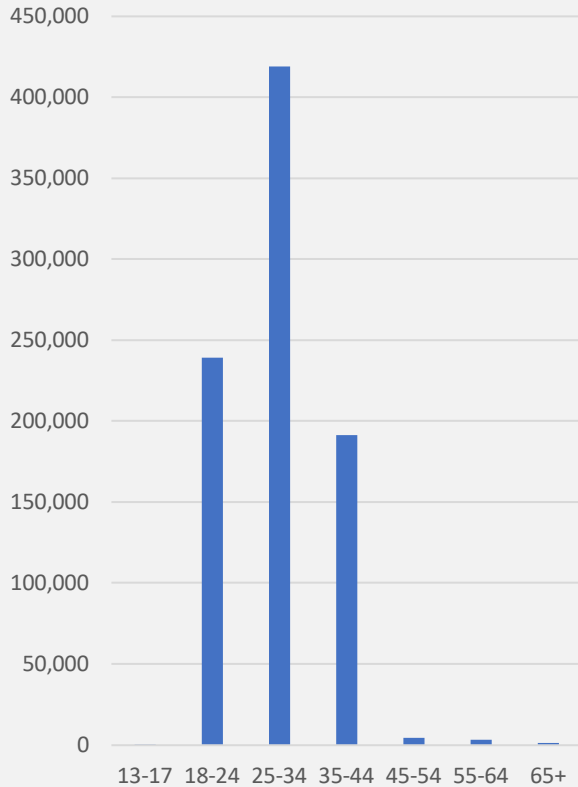
Share

Facebook



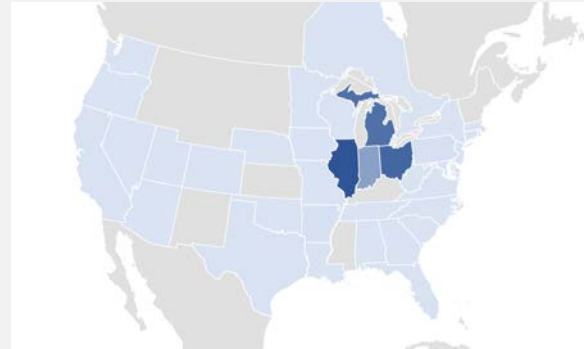
- *Video was targeted to millennials living in Indiana, Ohio, Michigan & Illinois*
- *In 2 weeks it has reached **100K +** Facebook users*

Total Seconds Viewed by Age Group



Facebook Analytics

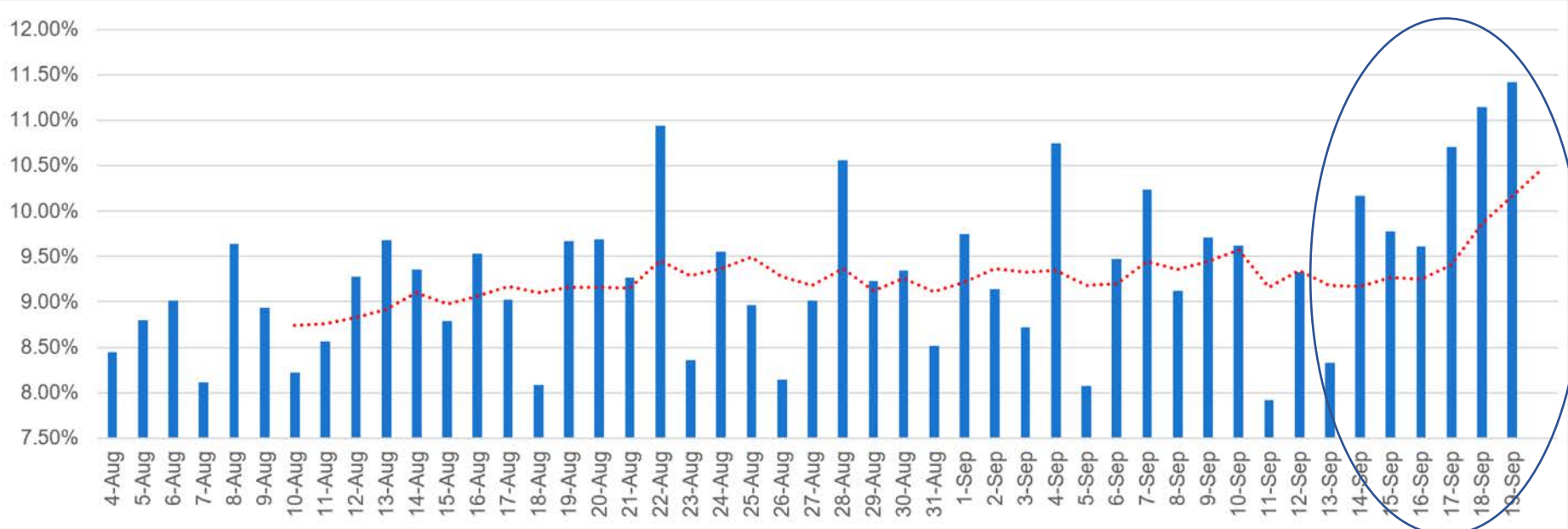
Post was targeted specifically to the market that we determined in our consumer research



Two Weeks of Results

- 857,000 seconds of the video was watched
- Post reached 104k+ Facebook users

Retail Results



Ways to Engage

- ✓ Online
- ✓ At the store
- ✓ At Home



Engagement at Home



Underutilized Space

Engaged Customer



Reaching Consumers at Home



Potential Reach is Huge

For Tilapia, top 5 importers import about 130M LBS per Year

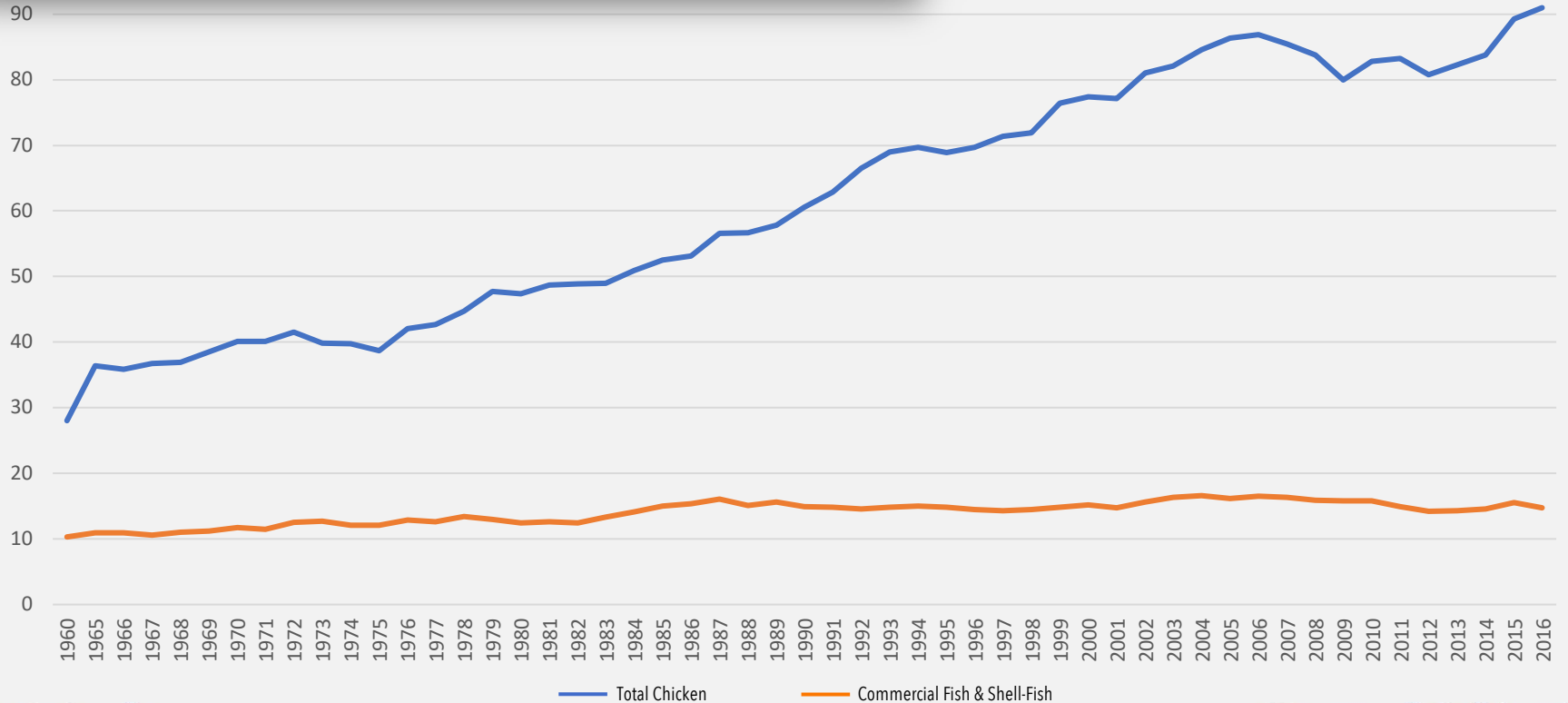
- Average around 4 fillets per LB
- Even 50% of this volume being IVP would mean a potential 260M for impressions

Summary

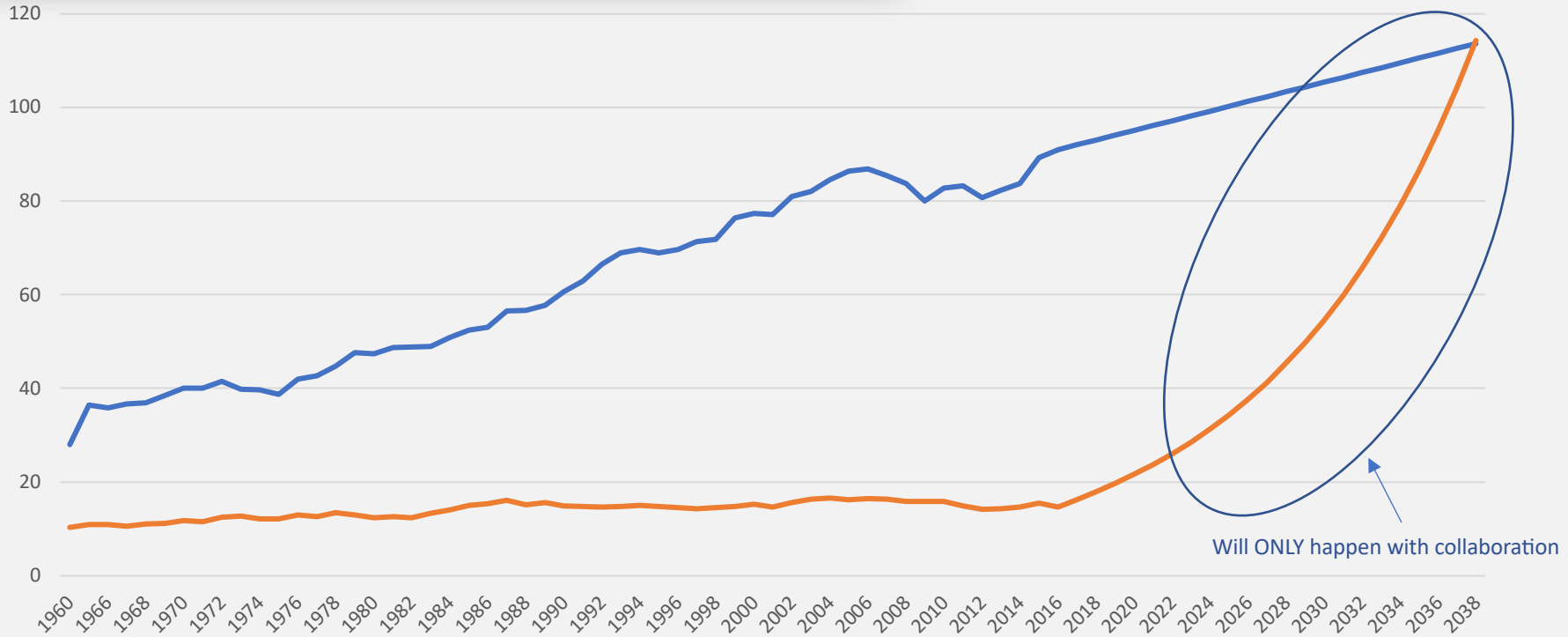
A consumer / industry relationship takes **hard work**

- Ask the right questions
- Create open lines of communication
- Messaging that truly matters to the consumer
- Consistency

1960-2018 Per Capita Consumption - Chicken vs. Seafood



1960-2038 Per Capita Consumption - Chicken vs. Seafood



Will ONLY happen with collaboration

Thank You

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#GOALConf18

Power of Collaboration