

Ambassador Program

Seafood Producers Co-Op

Dock Talk



A.I.M.

Ambassador, Institution

&

Markets

Program

A.I.M. - Vision

- **Diversify the SPC marketing portfolio**
- **Engage fishermen as ambassadors for SPC marketing campaign**
- **Leveraging authenticity - “Beyond the Plate”**
- **... make more \$\$\$ for everyone all year long**
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Kirk Hardcastle



Strategy

- **Expand the SPC core values into marketable assets.**
- **Identify the most effective messaging through stated core values and personal ideals.**
- **Develop strategic marketing and communications plans that are based on these Core Values and Goals.**
- **Developing authentic & meaningful assets that boosts SPC loyalty through the sharing of our “Storied Fishermen and Families” and “Beyond the Plate” campaigns.**

Why Me ?



How Did We Get Here?

- **Times are changing in social marketing**
- **Original assumptions are no longer valid**
- **Storied Fisherman**
- **Beyond the Plate**
- **Authentic Ambassadors are the Real Deal**
- **Influencers Influence**

Organization Values

- **Sustainability**
- **Quality, Quality, Quality, Catch and Handle with Honor**
- **Community and Ecosystem Based Fisheries Management**
- **Community-Based Fisheries**
- **Tradition and Community Collaboration**
- **Eating with the Ecosystem**
- **Fair Access**
- **Fair Price**
- **Honoring the Ocean**
- **Traceable and Simple Supply Chains**

What's an Ambassador ?

- **An Brand Ambassador is a person who works for or is an owner of an organization to represent a brand in a positive light and by doing so helps the product in its competitive status in the market place.**
- **Examples – Nike, Salmon Sisters, Lulu Lemon**
- The SPC brand ambassador is meant to embody the Co-Op identity in appearance, demeanor, values and ethics, to boost product or service sales and create brand awareness.

- **Don't reinvent the wheel**
- **Pilot Project**
- **Boiler Plate logistics**
- **Leverage our Authenticity**

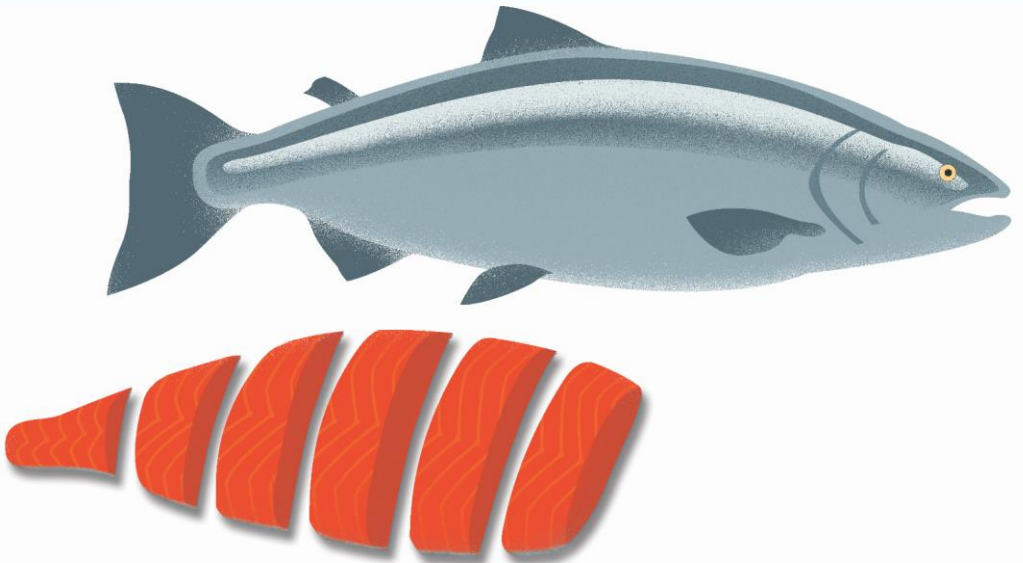
Integrate Ambassadors Into 2019 Marketing Strategy

- Essential to make sure SPC Ambassadors are a part of the Ambassador Design Experience
- ... every fisherman loves to give at least 1, 2 or 3 of their opinions at any given time.
- This will need to be Adaptable & Authentic to each Ambassador Region or Market.

Other Organization Structure

- **Community Supported Fishery (CSF)**
- **Direct Markets or Dock Pick-Up**
- **Farmer's Markets**
- **Fishermonger Markets**
- **Restaurants, Large Distributors or other Business Models**
- **Shares Programs**
- **Buying Clubs or Door Delivery Groups**
- **Other Co-Ops**

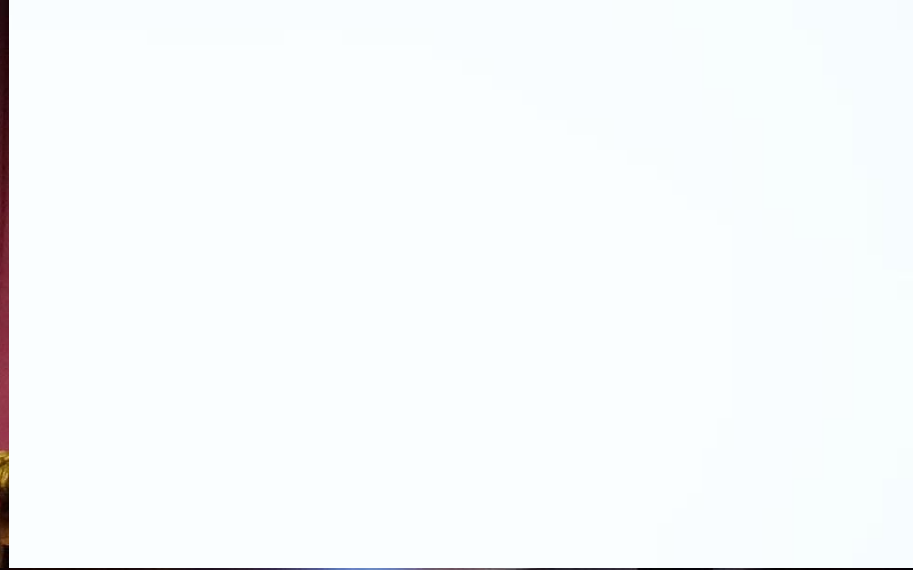
$\$9794.29/701$ keta portions pounds = $\$13.97/\#$



Shipping	\$	6.00
Credit card fees	\$	0.36
My Salary/Benefits	\$	2.09
For Fishermen	\$	5.52

** Delivered fish (~70% recovery) -<\$1.00/# labor-\$0.25
Vac-pack bag- \$0.12/# freight south





Next Steps

- **Strategic Plans – A.I.M. high**
- **Operational Structures – Based on SPC logistics**
- **Business Plans – Regional Distribution Logistics**
- **Plans of Actions –**
 - **Storied Fisherman Authenticity**
 - **Beyond the Plate**

Seafood Producers Co-Op A.I.M. Project

Ambassador Logistics

&

Support

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