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Wild Pacific Albacore Newsflash

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Recipe of the Month



**THAI STYLE ALBACORE WITH
LEMONGRASS & MUSHROOMS**

Serves: 2-3

Ingredients:
3 tbsp peanut oil
1 lb albacore tuna, loin cut into 1
inch chunks
Salt & pepper to taste
1 stalk lemongrass, minced
1 cup onion, chopped

March 2011

Hi Don,

This month our thoughts and support go to friends, colleagues and business partners in Japan and Northern California, affected by the Japan earthquake, tsunami and resulting nuclear disaster. The events, which destroyed a many boats, ports and businesses, have to date claimed over 10,000 lives. Below are a few ways to help with rebuilding and recovery efforts.

The WFOA Annual General Meeting was held in Astoria, OR this week. Thank you to all the sponsor, members and speakers who attended the seminars and Processor Dinner cooked by Chef Eric Jenkins and his team. Stay tuned for updates on the 2011 albacore season as it draws closer.

As always, we encourage you to share this newsletter with friends and associates. For daily updates and news follow us on Twitter (@PacificAlbacore) or join our Facebook page.

Buy Wild.

PacificAlbacore.com
info@pacificalbacore.com

Support Crescent City Fishermen Affected by the Tsunami

The Friends of the Coast Guard Auxiliary have agreed to house any donations for the Crescent City fishermen that have been hurt by the tsunami.

Save money by marketing your product with e-newsletters

Editor's note: We receive the monthly e-mail from the Western Fishboat Owners Association: the Wild Pacific Albacore Newsflash. The e-newsletter is targeted to consumers, seafood department managers, and chefs.

The newsletter generally contains information about the fishery and a recipe.

We think the e-mail product is particularly handsome and simple to use, so we asked its editor, Brooke George, for some tips on how you might produce e-newsletters for your business, your association, or your fishery.

Want to let your customers know what your business is doing but don't want to spend hundreds of dollars mailing vouchers, newsletters, or pamphlets?

If so, e-mail marketing or an electronic newsletter might be the most efficient, cost-effective way to inform and engage your

by Brooke George

customers (or members).

A regular "news" e-mail filled with useful information that your customers value can do many things for your business or brand. A newsletter can be used to direct traffic to a website, let customers know about a new product, request action from your membership, notify people of upcoming events, and encourage customer loyalty and repeat business.

Using one of the many online newsletter programs such as Constant Contact, all this can be done without paying design fees or postage and paper costs. Minimal costs make e-mail marketing an ideal way for many small and medium businesses to promote and grow their businesses.

Creating a contact list: But your newsletter could easily do more harm than good if you send it to people not interested in your topic.

Chances are you already use e-mail and have a number of people you contact on a regular basis. Ask these customers or contacts if they would like to receive e-mails about new products or important company news. If they're interested, add them to your e-mail list.

Do your research and work out the best format for your newsletter. If you're just sending a price special to 20 customers, it makes sense for you to simply send a group e-mail with all e-mail addresses in the "BCC" line. By sending to a "blind copy" list, everyone's e-mail address won't be available to everyone else.

If you want to include pictures, track the number of people reading your newsletter, or send information to a large number of people, you'll need to use an e-mail service provider (ESP) such as Constant Contact, Jango Mail, or iContact. The price and services offered by each of these companies vary, so research the best option for you.

ESPs can, among other things, deliver your e-mails for you, provide attractive design templates, host images, and allow people to subscribe/unsubscribe at the click of a button.

Importantly, they can help ensure your e-mail campaigns are compliant with the CAN-SPAM Act of 2003.

There are several important things to ensure that your newsletter is both effective and legal.

Anti-spam laws: First and foremost,


continued on page 10

Marketing your fish — or fish caught by association members — should be at as many levels as possible. The Western Fishboat Owners Association attempts to engage in direct contact with consumers, retailers, and chefs, as well as through the website and other social media. One success has been food demonstrations at Whole Foods markets.



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your e-mail newsletters must be compliant with the CAN-SPAM Act. Otherwise, you are breaking the law. Using a free or low-cost newsletter service such as Constant Contact can help you remain legal by providing clear "opt-in" opportunities for the people you're sending your newsletter to. The service will help guide you through potential legal issues.

No junk mail: If you spend all that time crafting a newsworthy e-mail or newsletter, you don't want it to end up in someone's junk mail folder.

Make sure that the "Subject" and "From" fields in your e-mail are as specific as possible.

The "From" field should be your business name, and the "Subject" field should be specific. Do not include punctuation, dollar signs, or other unusual characters. Do not over-use capital letters.

Customers need an incentive to open and read your e-mail. If you are offering a limited-time price on a product to existing customers, such as local albacore loins, say that in the title field. If a species of fish has just come into season, mention that. You need to remind your readers quickly

Tell your story directly and inexpensively

The e-newsletter produced for the Western Fishboat Owners Association is only one aspect of the group's Public Outreach Project.

Started in 2008, the project has been a learning endeavor, according to Wayne Heikkila, executive director of the association.

"It has grown and evolved along the way, resulting in more direct contact with consumers, retailers, chefs, and others through social media beyond the website," he said. The campaign also uses Twitter, blogs, and Facebook.

Heikkila sees social media as a mechanism to preemptively send information to potential buyers.

"We don't wait until someone has to search for information. We can put it in their world directly," he said.

The e-newsletter itself began last year. "They are a very good way to get the message out directly for a minimum amount of our entire budget for outreach," Heikkila said.

The total outreach campaign costs about \$50,000 each year. Funds come from fishermen, community grants, and processors.

The campaign has been successful.

"The years 2008 and 2009 were a learning experience, getting out the word on sustainability and the health attributes of wild Pacific albacore. Our direction has become more direct and hands-on with food demos like we do with Whole Foods," he said.

"We are finding that social media, combined with direct consumer contact and involvement in the product, is beginning to take hold.

"In 2008, maybe 10 percent of the catch went to local outlets, and now it may be as high as 25 percent to custom-canned and the fresh market," Heikkila said.

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that your e-mail is not spam and that it is worth opening.

Will people read it? Content, content, content.

Don't make e-mail recipients wade through too much text to get to the point of your message. Most people don't have a lot of time on their hands.

Provide readers with a clear call to action. What do you want to achieve from your campaign? Do you want people to sign up for a catalog? Buy something? Take advantage of a special deal? If so, make sure that's clear in your message.

Ensure all links in your e-mail take customers to the page specifically geared toward that particular call to action.

Links, spelling, and proofreading: It seems like common sense, but triple-check all the links, prices, names, and spellings in your newsletter before sending it out. People tend to notice an error and forget the message you're trying to tell them.

Interested? You can sign up for the Western Fishboat Owners Association's monthly newsletter by first going to the group's home page at www.PacificAlbacore.com.

On the right side of the page, you'll see "Sign up for our e-mail newsletter." ↴