

# PERCEPTION OF THE MAINE LOBSTER INDUSTRY

Positive messaging about the industry's sustainability resonates with consumers, more so than countering specific messages from environmental groups.

## MOST IMPACTFUL RIGHT WHALE MESSAGE FOR CONSUMERS

“The Maine Lobster fishery is one of the most sustainable in the world, comprised of independent fishermen, often multigenerational, and businesses who are deeply committed to protecting the lobster population and marine environment.”

### SURVEY FINDINGS<sup>1</sup>

#### Right Whale Issue

Without prompting, almost no one (1%) can recall any news regarding conservation issues with whales and Maine Lobster. Even when prompted with leading questions, consumers who say they have heard some or a great deal about the issue are still buying and eating Maine Lobster.

**What it means:** High-level positive messaging works, especially painting the industry as part of the solution.

#### Sustainability Certifications

Sustainability is important, but consumers aren't informed on the nuances of the certifications. With the exception of Dolphin Safe, there is little to no distinction made between different organizations among consumers.

**What it means:** Consumers care about sustainability and labeling, but not the details. Highlighting positive sustainability efforts can outweigh certification importance with consumers.

#### Lobstermen Reputation

Maine Lobstermen have a strong reputation (67% favorable). Only 6% see the industry negatively. Maine Lobster fishing is seen as sustainable by a majority (64%) of customers.

**What it means:** There is an opportunity to enhance the fishery's reputation with continued storytelling around sustainability and heritage.

### THE BIG PICTURE

The right whale issue is not having a noticeable impact on sales of lobster.



LEARN MORE AT [RIGHTWHALESANDMAINELOBSTER.COM](https://RIGHTWHALESANDMAINELOBSTER.COM)

<sup>1</sup> Survey conducted April 8-14, 2021, among 503 adults who consumed lobster at least once in the past two years