



City of New Bedford
Jonathan F. Mitchell, Mayor

City of New Bedford
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PRESS RELEASE



New Bedford Seafood brand unveiled at Seafood Throwdown

New Bedford, Massachusetts– Mayor Jon Mitchell and Harbor Development Commission (HDC) officials formally unveiled the newly-created New Bedford Seafood brand at the Seafood Throwdown at Custom House Square this evening.

The branding initiative includes a logo that features the familiar western rig fishing vessel, the backbone of the Port of New Bedford’s successful commercial fishing industry. The logo was designed by Moore & Isherwood Communications. In addition, the HDC worked with students from the Charlton College of Business at UMass Dartmouth, as well as Moore & Isherwood, to develop and launch a new website, www.newbedfordseafood.org, where domestic and international customers can browse New Bedford’s seafood industry online.

“As America’s top grossing commercial fishing port and largest seafood processing center, New Bedford can rightfully claim the title of America’s Seafood Capital. But we need to do a better job proclaiming our status to the rest of the world, and that’s where this campaign comes in,” said Mayor Jon Mitchell, who chairs the HDC.

“Outside of our region, not enough people know how important New Bedford and our fishing industry are to providing sustainable, fresh, delicious fish to buyers and consumers everywhere,” says Ed Anthes-Washburn, Port Director. “The fishing industry and our waterfront are the cultural and economic center of our region. We think it’s important to showcase New Bedford’s seafood at the same level as other brands like Alaskan salmon or Maine lobster.”

The HDC will work with local restaurants and fish markets to further identify locally-landed fish and seafood for area residents in an effort to highlight some of the underutilized species landed in local waters.

“Wild-caught seafood landed in New Bedford is among the last wild protein available to consumers,” said Anthes-Washburn. “It’s healthy, sustainably managed, and by purchasing it you’re supporting local fishermen that reinvest in our communities.”

Another way to support the local seafood industry is to try a variety of locally-caught seafood, as well as to ask questions of restaurants or seafood purveyors about local items or suggestions of different species caught nearby.

The entire project was generously funded by the Massachusetts Division of Marine Fisheries (DMF) through their Seafood Marketing Program. The announcement was held at the Seafood Throwdown, an event the HDC hosted in collaboration with the Northwest Atlantic Marine Alliance (NAMA), the New Bedford Fishing Heritage Center, and the New Bedford Farmers Market.

About the Port of New Bedford

The Port of New Bedford is managed by the New Bedford Harbor Development Commission which aims to implement best management practices over port resources and develop economic growth strategies. To this end, it is the goal of the Harbor Development Commission to keep New Bedford on top as the #1 U.S. fishing port, expand existing businesses and capitalize on new opportunities that will maximize The Port’s potential as an economic engine to create jobs and strengthen the New Bedford economy.

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