

# Assessing Impacts of Direct Marketing Programs

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## Introduction:

Shop at the Dock encourages the direct marketing of seafood through education and public engagement. Discussions with local stakeholders and previously conducted research indicates that consumers feel intimidated when shopping for seafood directly from fishers on the dock. Oregon Sea Grant, in cooperation with stakeholders, opted to address consumer concerns through education by facilitating interactions between consumers and fishers to demystify the direct buying process. Educators associated with Oregon Sea Grant provide guided tours of the Newport Port Docks and Working Waterfront providing comprehensive information about Oregon's commercial fisheries and allowing consumers the opportunity to assuage their fears by interacting directly with local fishers.

## Purpose:

The objectives of Shop at the Dock are three fold: (1) to develop and implement quantitative methods to assess the economic impact of direct marketing programs, (2) to build constructive relationships with marine businesses, and (3) to prepare and disseminate educational material at Shop at the Dock events.

## Methodology:

### *Programming*

Shop at the Dock entered its' fourth year in 2017. Shop at the Dock was held on Fridays from July 14<sup>th</sup> to August 18<sup>th</sup> each consisting of five tour groups of varying size. Each group, led by an Oregon Sea Grant educator, toured the docks for between 60 and 90 minutes while discussing Oregon's Commercial fisheries. Participants were given an array of educational material, engaged in discussions with local fishers, and learned about the process of buying seafood directly from fishers.

### *Educational Materials*

Participants received an information packet compiled by Extension employees and developed by Oregon Sea Grant and industry partners. Items included a Buying Guide, used to show typical species sold by fishers, and a What's Fresh When flyer, reflecting what businesses have for sale that week, intended to assist participants in making intelligent consumer choices along with packets from seafood industry associations. What's Fresh When flyers were posted in high traffic spaces and shared via Oregon Sea Grant Fisheries Extension and Lincoln County Extension's social media pages.

### *Surveys*

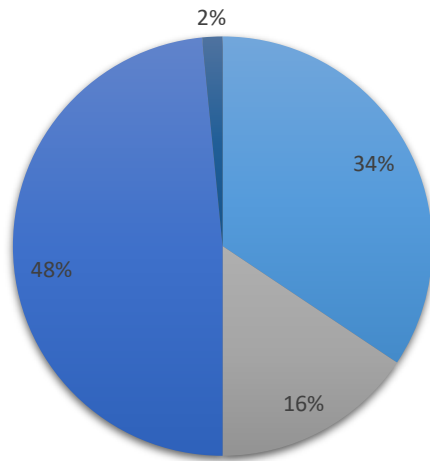
Sea Grant developed and distributed a survey to capture the impacts of Shop at the Dock that was administered to program participants and fishers. Evaluations were either filled out in situ or sent to the provided return address. Participants were asked about their place of residence, the amount of money spent during their visit, and given the opportunity to express thoughts on improving the program. Fishers were asked how much they earned from participants in the program and were also given a chance to voice their opinions on improving Shop at the Dock.

## Results:

Sign in sheets indicate that 256 people participated in Shop at the Dock in 2017, a conservative figure since not all participants signed in, many joining the tour while in progress. Sixty-four individuals submitted completed surveys, though not all questions were answered on all forms.

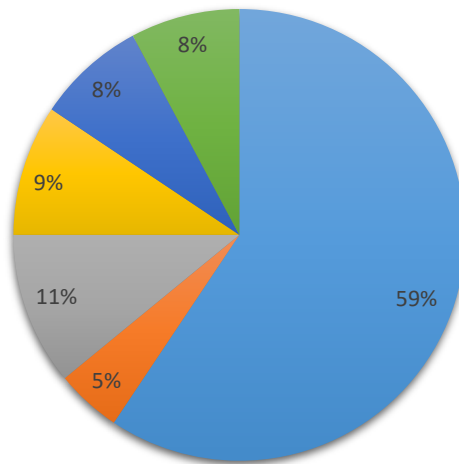
*Participant Survey:*

**Please select the one that describes you best:** (64 Responses)



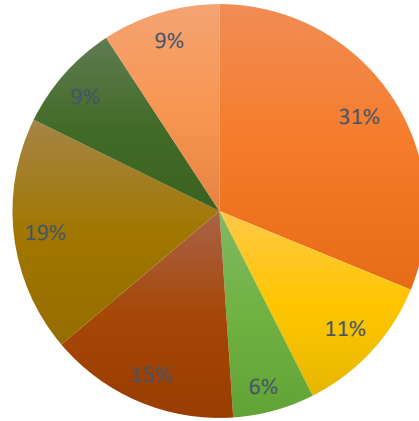
■ Full Time Lincoln County   ■ Part Time Lincoln County   ■ Non-Local Visitor   ■ N/A

**How much did you spend while at Shop at the Dock?** (64 Responses)



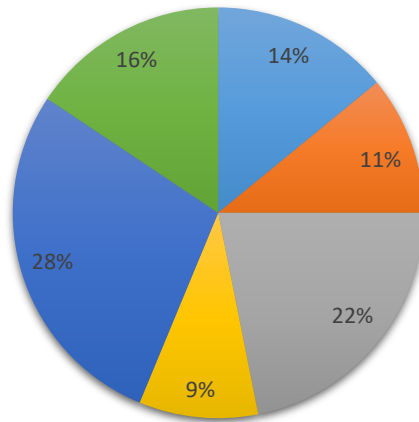
■ \$0   ■ \$1-20   ■ \$21-50   ■ \$51-100   ■ \$100+   ■ N/A

**During your visit to Newport today to attend Shop at the Dock, did you/will you do any of the following? : (64 Responses)**



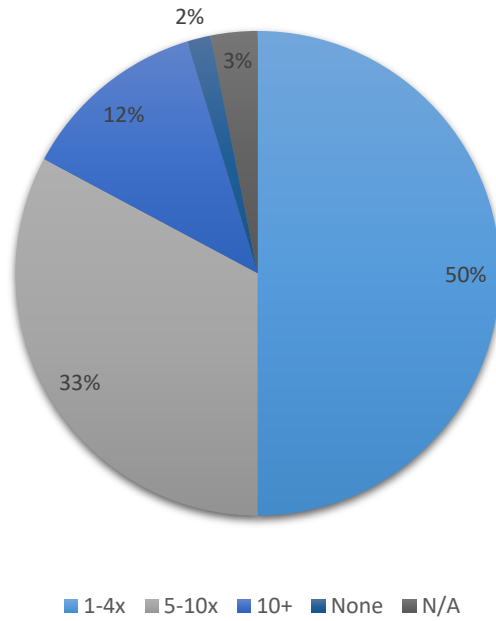
- Buy something to eat (restaurant)
- Buy gas
- Buy souvenirs
- Visit a museum/aquarium
- Visit a park, beach, or other wildlife area
- Hotel/RV parking/overnight stay
- N/A

**If you checked anything in the previous question, how much did you spend? (64 Responses)**

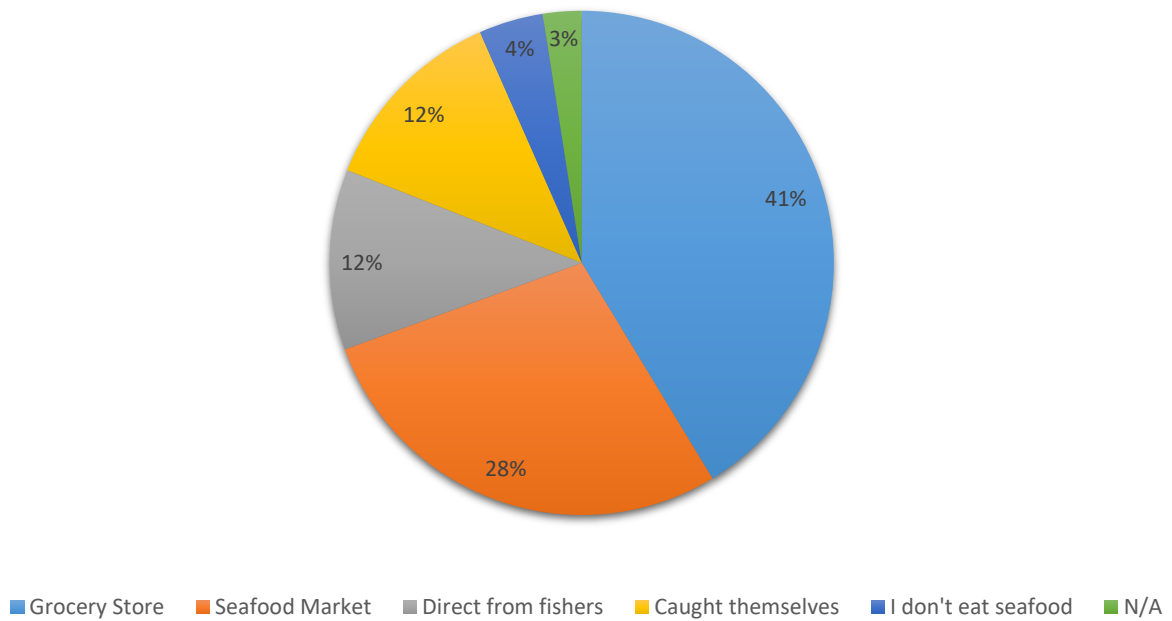


- \$0
- \$ 1-20
- \$21-50
- \$51-100
- \$100+
- N/A

### How many times per month do you eat seafood? (64 Responses)



### Where do you get your seafood? (64 Responses)



92% of respondents to the survey were new to Shop at the Dock and of those individuals 56% planned to attend another program event. 97% would recommend attending the program to a friend and 86% plan to teach others what they learned during their tour of Newport's Working Waterfront.

Excerpt from participant responses: What was the most important thing you learned while attending Shop at the Dock?

“It gave us the confidence to go to the boats. Which ones to go to.”

“We loved hearing about the Newport fishing industry. It was important to hear the history and current facts about fishermen. We also loved learning about what to look for when buying fresh fish.”

“How to purchase directly from fishermen. Differences in fishing vessels. What varieties of fish/seafood are available locally.”

### **Discussion**

Shop at the Dock stimulated economic growth and provided economic benefits to marine businesses along Newport's Working Waterfront through public engagement and consumer education. Participants overwhelmingly supported the program as indicated by the high rate of recommendation to others, consumer intent to attend multiple events, and the compound transmission of information delivered by participants to their friends and family. Tour groups exposed participants to products available through locally owned marine businesses, creating connections between producers and consumers. Participants and fishers exchanged information directly, in addition to the information provided by the program, making consumers more attuned to the issues facing fishers and allowing business owners an insight into consumer perceptions of their products. In addition to the direct economic impact derived from spending during the event, consumers will be more likely to engage in direct buying activities the continued success of the program demonstrates the deep, vested interest the community holds in the commercial fishing industry. Continuing to engage both the tourist population and the local community will continue to provide economic benefits to local fishers as more consumers gain confidence to engage in direct buying relationships with marine businesses.