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## **LOBSTER-BASED PET TREAT NOW ON THE MARKET**

ORONO, Maine -- Your dog can now be a lobster connoisseur. Blue Seal Feeds, Inc. has launched the newest addition to its dog biscuit line -- Blue Seal Lobster "Bisque-its." -- based on a concept devised by the Lobster Institute at The University of Maine, and their commercialization partner Saltwater Marketing LLC. These unique dog biscuits are baked with real lobster meal, which is a source of natural flavor and protein. "Consumer" tests show that dogs love these tasty, all-natural treats. They are packaged in an attractive re-sealable pouch bag to preserve freshness. Blue Seal Lobster "Bisque-its" are currently available through the Blue Seal Dealer network.

"Saltwater Marketing has been working with the Lobster Institute for the past two years on the idea of a nutritious and flavorful lobster-based pet treat," according to Pat Pinto, President of Saltwater Marketing. "Bringing the production team from Blue Seal Feeds into the project was the final piece to the puzzle that made it all happen."

"Our product development work here at the Lobster Institute is geared toward creating a more efficient and profitable use of the lobster resource," said Dr. Bob Bayer, Executive Director of the Lobster Institute and Professor at The University of Maine. "Working with Saltwater Marketing and now Blue Seal Feeds, we were able to get this product out of the lab and into the commercial market. It is yet another example of the collaboration between business and the University that is such a critical part of economic development for Maine and New England."

The Lobster Institute, a division of the University of Maine's Agricultural and Forest Experiment Station, has been working with and on behalf of the lobster industry since 1987. It is an industry-driven organization focusing on research, technical assistance, communications, and educational outreach.

Blue Seal Feeds, Inc. is a subsidiary of Muscatine Foods Corporation of Muscatine, Iowa. Since 1868, Blue Seal Feeds, Inc. has been manufacturing quality pet foods and animal feeds. The company also manufactures organic lawn and garden products. Blue Seal Feeds, Inc. operates manufacturing facilities in the Northeast and Mid-Atlantic United States and distributes its products throughout the United States.

Saltwater Marketing, LLC, a Maine limited liability company, was founded in 2003. Its focus is on licensing, developing and launching innovative seafood technologies and products. The Portland-based company serves as the exclusive commercialization arm of the Lobster Institute.

For further information on this project, contact Patricia Pinto, President of Saltwater Marketing, LLC at 207-321-2109.