TOPICS TO BE PRESENTED:

- Niche marketing cultured oysters for the raw bar—what top chefs demand and how to ensure you get paid for your hard work
- Learn to differentiate your product on qualities other than price in the marketplace and adapt your marketing pitch
- Marketing strategies to target key buyers and get maximum return
- Promotional materials available for marketing Florida oysters
- Rules of the Road: Harvesting and processing requirements for oysters during summer months

SPEAKERS INCLUDE:

- Bob Rheault, PhD, Executive Director, East Coast Shellfish Growers Association (ECSGA)
  
  *Bob started Moonstone Oysters™ in 1986. He likes to joke that the only reason he survived was because he was a good salesman and boasted the highest priced oysters in the country for years. Bob helped start the ECSGA in 2004 and is a passionate advocate for the industry.*

- Martin May, Bureau Chief, Florida Department of Agriculture and Consumer Services, Bureau of Seafood and Aquaculture Marketing

- Kim Norgren, Environmental Administrator, Florida Department of Agriculture and Consumer Services, Division of Aquaculture

Wednesday
May 6, 2015
FSU Coastal and Marine Laboratory
3618 Coastal Hwy 98
St. Teresa, FL

Thursday
May 7, 2015
FWC Senator George Kirkpatrick Marine Lab
11350 SW 153rd Ct
Cedar Key, FL

Both workshops are from 2:30 to 5:00 PM.

Workshops are FREE.

To ensure there are enough handouts available, please confirm your attendance with:

Portia Sapp, FDACS Division of Aquaculture, (850) 617-7600, portia.sapp@freshfromflorida.com

or

Leslie Sturmer, UF IFAS Shellfish Aquaculture Extension Program, (352) 543-5057, LNST@ufl.edu

SUPPORTED BY: