

JOIN US FOR A **WEBINAR:**



Branding Opportunities for Oyster Farmers

Presented by Dr. Bill Walton, with guest presenters Beth Walton, Bryan Rackley, and Rowan Jacobsen

The National Aquaculture Association, North Central Regional Aquaculture Center and United States Aquaculture Society are offering a webinar for oyster farmers about branding opportunities in a growing market with an increasing number of varieties.

To help oyster farmers sort out opportunities and pitfalls of branding, this webinar will feature a panel of experts, including Rowan Jacobsen, author of *The Essential Oyster*, Beth Walton, executive director of Oyster South, Bryan Rackley, co-owner and shellfish manager of Kimball House, and Bill Walton, associate professor in Auburn University's School of Fisheries, Aquaculture and Aquatic Sciences. Join us to learn more and have your questions answered.

This informative webinar will cover:

- **Potential value of branding**
- **Rise of branding oysters**
- **What makes brands work (or not)**
- **Ways a farmer can affect the oysters to build a brand**
- **How a farmer communicates the brand to buyers**
- **Value of social media in branding**

With an increasing supply of oysters, oyster farmers will need to think carefully about building and maintaining a brand.



Presented by
Dr. Bill Walton

Bill Walton is the oyster aquaculture Extension specialist with Mississippi-Alabama Sea Grant Consortium. He is an associate professor in Auburn University's School of Fisheries, Aquaculture & Aquatic Sciences and a marine Extension specialist for the Alabama Cooperative Extension System. Working along the coast of the Gulf of Mexico at Auburn University's Shellfish Lab (Dauphin Island, AL), he conducts applied research with local shellfish farmers, shellfishermen (commercial and recreational), and national and local organizations. Before moving to the Gulf, he did similar work along the coast of Massachusetts. His interests include all aspects of marine invertebrate fisheries, restoration and aquaculture. Bill has a BSc in Biology from Tufts, a MSC in Ecology from Rutgers, and a PhD in Fisheries Science from the University of Maryland.

**WEDNESDAY
OCTOBER 12
3:00 P.M. EST**

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Webinar will last 60 minutes