



Marketing, Promotional
and Educational Resources

Florida Department of Agriculture and Consumer Services

Division of Marketing & Development


Contact

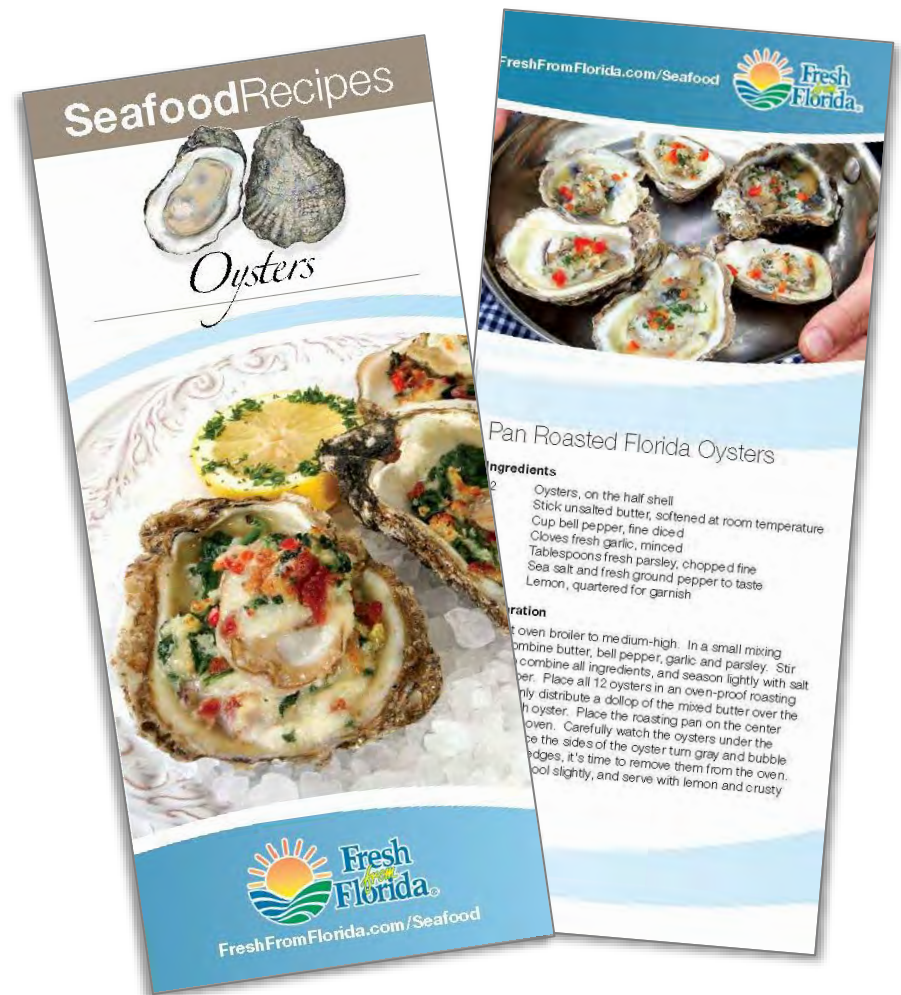
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Paul.Davis@FDACS.gov

Program Resources

- Oysters Recipes Brochure 
 - Recipes
 - Buying and storage tips
 - Safe handling tips
 - Cooking tips
- Food safety and health advisories on eating oysters



<https://www.fdacs.gov/Consumer-Resources/Buy-Fresh-From-Florida/Seafood-Products/Oysters>



"Fresh From Florida" Logo Incentive Program



Contact

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- “Fresh From Florida” program promotes Florida agricultural and aquaculture products
 - Consumer marketing campaigns
 - Partnerships with 100+ domestic and international retailers
 - Established presence at industry tradeshows
- By joining the “Fresh From Florida” program
 - Customize logo to add to packaging
 - Partial reimbursement of printing costs



<https://www.fdacs.gov/Consumer-Resources/Fresh-From-Florida-Industry-Membership/Fresh-From-Florida-Logo-Incentive-Program>



FDACS Division of Aquaculture

Contact


(850) 617-7600

Aqua_PCIP@FDACS.gov

Different Shellfish Retail Sales Types

| | Point Sales | Mobile Sales | Event Sales |
|--|--|---|--|
| What's included in this category? | Restaurants, Seafood Markets, Direct to Customer (online orders, air shipment, direct delivery) | Road-side Stands, Pop-up Tent, Farmers' Market or similar | Fairs, Festivals, Carnivals, Football games or similar |
| Are additional permits needed? | No additional permit required | Mobile Vendor Permit from FDACS Division of Food Safety | Temporary Event License from Florida Department of Business and Professional Regulation |
| Additional restrictions or requirements | <ul style="list-style-type: none"> Cannot break down a bag of shellfish from the processor with a single tag into smaller amounts. If you wish to sell specific quantities (by the dozen), the processor must create smaller containers with individual tags attached before leaving the facility. | <ul style="list-style-type: none"> Can break down a bag with a single processor tag into smaller amounts. Commissary Letter of Agreement required and can be a cooperating shellfish processing facility. Additional record keeping is required. Contact Division of Food Safety for more information. | <ul style="list-style-type: none"> At an event, vendors may sell shellfish either whole or shucked. If shucking, additional sanitation equipment and record requirements exist (for example, handwashing stations). Contact DBPR for more information. |
| Contact | Florida Department of Agriculture and Consumer Services, Division of Aquaculture (850) 617-7600 Aqua_PCIP@FDACS.gov | Florida Department of Agriculture and Consumer Services, Division of Food Safety (850) 245-5520 FoodInsp@FDACS.gov | Florida Department of Business and Professional Regulation, Division of Hotel and Restaurants (850) 487-1395 Dhr.ifo@myflorida.com |
| Website | www.FDACS.gov/Agriculture-Industry/Aquaculture/Shellfish-Processing-Facility-Certification | www.FDACS.gov/Business-Services/Food-Establishments/Mobile-Food-Vendors | www.MyFloridalicense.com/DBPR/hotels-restaurants/licensing/temporaryevent-guide/ |

<https://www.fdacs.gov/Agriculture-Industry/Aquaculture/Shellfish-Processing-Facility-Certification>



FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES
DIVISION OF AQUACULTURE

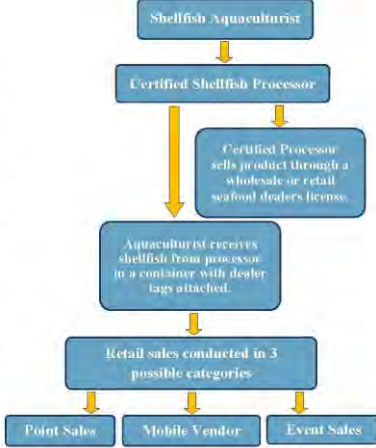
Retail Sales of Aquacultured Shellfish

600 South Calhoun Street, Suite 217
Tallahassee, Florida 32399-1300
Tallahassee Office: (850) 617-7600
Email: Aqua_PCIP@FDACS.gov
Website: www.FDACS.gov

Steps to Selling Farmed Shellfish at Retail Markets

- Harvest and delivery to a certified shellfish processor**
 - Farmers must follow all standard shellfish tagging and harvesting rules.
 - All farmed shellfish must be received and placed under refrigeration by a certified shellfish processor the same day as harvest within the correct time indicated on the [Refrigeration Time for Shellfish at a Certified Dealer](#) table.
- Shellfish are received, processed and tagged with a processing tag by a certified shellfish processor.
- After processing, certified aquaculturists may sell their farmed shellfish to retail through different methods.
- All retail sales methods require the following records and procedures.**
 - Must have a valid Aquaculture Certificate of Registration or AQ card on hand during transportation and sale.
 - All records and receipts of sales must be retained by the certified aquaculturist for a minimum of 2 years, and may be subject to inspection by the Department at any time.
 - All dealer or processor tags must be removed and retained for a minimum of 90 days following sale.
 - All sales receipts must contain the following information:**
 - Name and address of seller
 - Seller's Aquaculture Certificate of Registration number
 - Name and ID Number of the Certified Shellfish Processor
 - Quantity and type of aquaculture product sold (oysters or clams).
 - Temperature of product at sale (must be below 45°F)
 - Date of sale


Product Flow Chart for Retail Sales of Farmed Shellfish



See the next page for information on each sales type, special requirements and to determine what records and authorizations are required for the type of retail sale you wish to conduct.

Transportation Requirements

- All aquacultured shellfish leaving a certified processing shellfish facility must be transported in a clean, pre-chilled enclosed container.
- Refrigeration (mechanical or ice) must be maintained below 45°F at all times.
- All ice must be obtained from a licensed commercial vendor.
- A thermometer must be kept inside the container at all times and final temperature must be recorded on all sales receipts and tags upon delivery to the customer.



Florida Department of Agriculture and Consumer Services
FDACS-P-02167 06/20



Oysters Rockefeller



WHAT IS ALABAMA GULF SEAFOOD?

Any seafood product sold by Alabama businesses and sourced from Gulf and local waters.

WHAT IS THE ALABAMA SEAFOOD MARKETING COMMISSION (ASMC)?

Created in 2011 to increase business for Alabama's seafood industry. ASMC helps to provide advice, oversight, management and encouragement to the marketing of Alabama seafood.



RECIPES

THE FRESHEST

ARTICLES



STORY - 09.28.21

ALABAMA GULF SEAFOOD'S GUIDE TO SHUCKING YOUR OWN OYSTERS



STORY - 07.08.21

WHY IT'S SAFE TO EAT ALABAMA OYSTERS DURING THE SUMMER MONTHS

FIND GULF SEAFOOD NEAR YOU

Enter your city & state, zip code, or street address...



WEB BASED RESOURCES @ [HTTPS://EATALABAMASEAFOOD.COM](https://eatalabamaseafood.com)

OYSTER

★ AMERICA'S SEAFOOD ★

Web-based Resources

<https://msseafood.com>

- Recipes
- Purchasing
- Preparation
- Storage
- Seafood Cook-off



Visit <https://msseafood.com>

Visit dmr.ms.gov for more information



SEAFOOD DEALERS

★ AMERICA'S SEAFOOD ★

All Crab Crawfish Fish Oysters Shrimp Retail Wholesale

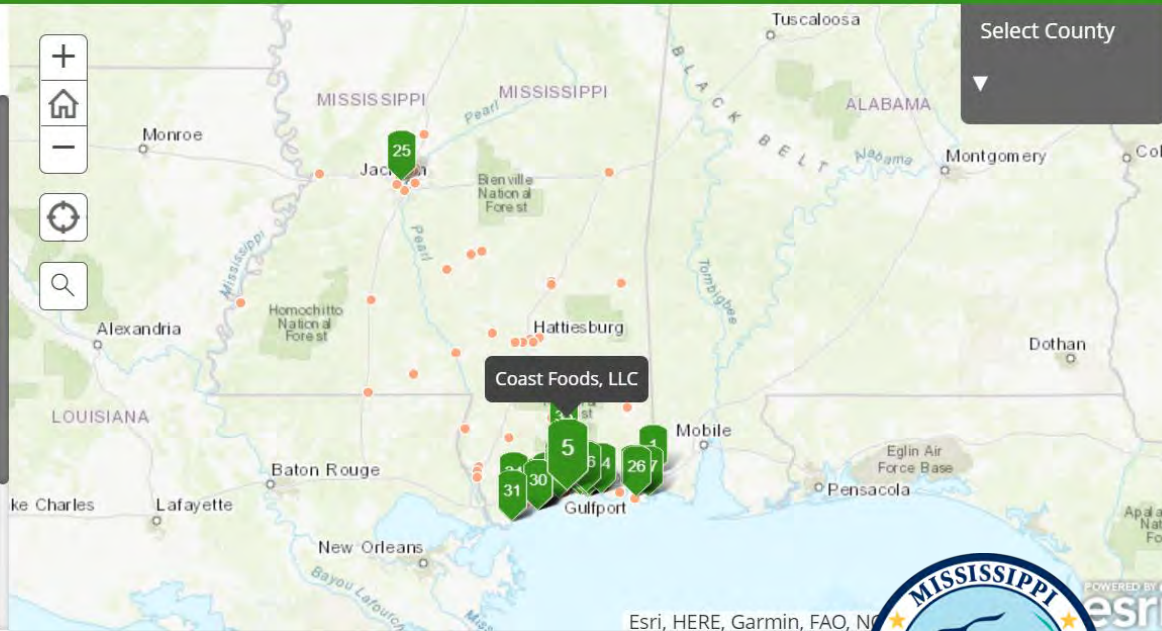
5 Coast Foods, LLC



Oyster Shellstock

Address: 10274 Corporate Dr, Gulfport, MS 39503

Phone: (228) 701-0361 Fax: (228) 701-0363



Visit <https://msseafood.com>

Visit dmr.ms.gov for more information



ENHANCE ★ PROTECT ★ CONSERVE

Louisiana Seafood Promotion & Marketing



<https://www.louisianaseafood.com/>

The Louisiana Seafood Promotion & Marketing Board was created to support Louisiana's seafood industry with programs that encourage the use of Louisiana seafood by consumers and commercial interests.



What's in Season - Louisiana Seafood

WHAT'S IN SEASON

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WHAT'S COOKING?

BROWSE RECIPES



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🌀 We put the world's best seafood on the map 🌀



DEMAND LOUISIANA SEAFOOD



DID YOU KNOW?



BUY LOUISIANA



LOUISIANA SEAFOOD COOK-OFF

Home » Locator » Consumer

SEAFOOD TYPE

- ALLIGATOR
- CRAB
- CRAWFISH
- FISH
- OYSTER
- SHRIMP

APPLY

RESET



DEMAND LOUISIANA SEAFOOD

www.louisianaseafood.com

READY TO TRY SOME LOUISIANA SEAFOOD?

Try our featured recipe or use the filters below to find exactly what you're craving.

SPECIES

- ALLIGATOR
- CRAB
- CRAWFISH
- FISH
- OYSTER
- SHRIMP

APPLY

RESET

MEAL TYPE

- APPETIZERS
- BREAKFAST
- ENTREES
- SALADS
- SIDES
- SOUPS

13 Recipes



CHAR-GRILLED LOUISIANA OYSTERS WITH BACON-ANCHOVY...



CHARGRILLED OYSTERS



DRAGO'S OYSTER PASTA



GRILLED OYSTERS WITH CRAWFISH BUTTER, PICKLED CORN AND...



- One-page informative fact sheet for consumers
- Can add business name for additional information
- Print-ready pdf file



Consumer Information Series

SRAC 7305
April 2015

Eastern Oysters



Latin name: *Crassostrea virginica*
Common names: Eastern oyster, Atlantic oyster, Virginia oyster, American oyster, common oyster

Description: The Eastern oyster occurs naturally from the Gulf of St. Lawrence in Canada south to the Caribbean and west through the Gulf of Mexico to the Yucatan Peninsula. This bivalve mollusk is farmed commercially throughout its native range. The Eastern oyster accounts for approximately 75 percent of the total harvest in the United States, with 60 percent of the harvest produced through commercial cultivation (See SRAC Publication No. 432, *Cultivating the Eastern Oyster, Crassostrea virginica*). According to the National Marine Fisheries Service, annual oyster harvest totals from 2005 to 2012 ranged from 19.4 million to 26.2 million pounds of meat valued at \$72.1 million to \$104.6 million. The Eastern oyster is a filter feeder capable of filtering 50 gallons of water per day. It has a thick, calcium carbonate shell. Inside its shell, the Eastern oyster has a fleshy, soft, cream to light grey body. The flavor of the Eastern oyster is described as delicate, brine-infused, and buttery or creamy, with a savory, crisp finish.

Product Forms: Live-in-shell oysters, often referred to as shellstock, are typically sold in mesh or burlap bags by the pound, though farm-raised oysters are often sold by count. They are always kept under refrigeration. Live on the half-shell (shucked) oysters are typically sold by count (per dozen) in oyster bars and restaurants. Previously shucked oysters (removed from the shell) are also marketed in fresh, refrigerated, frozen, canned, breaded, and pickled forms. Many cooked and raw oyster dishes and products, including canned soups or chowders, drinks, and sauces, can be found in seafood restaurants and grocery stores throughout the U.S.

Buying Tips: Look for a tightly closed shell when purchasing live oysters, as dead oysters will often have an open shell. If a shell is only "gaped" or opened slightly, tap the shell; if the oyster is alive it will respond by tightly closing its shell. A dead oyster will remain open and should be discarded. Within the shell look for rich, plump, moist, cream-colored meat with no hint of an off-scent. Traditionally, it is best to consume raw oysters in fall, spring, or winter months because oysters spawn in the summer and may not have the desired fatty consistency then. Or, purchase cultured "four-season" oysters that will not spawn and have a plump texture year round.

Preparation Tips: If the product is frozen, canned, or jarred, follow preparation instructions on the label. Serve live oysters raw on one-half of the shell, chilled on a bed of ice. Shucking should be done with a specialized oyster knife, available at most restaurant supply stores. If shucking is difficult, place the oysters in a

| Nutritional Facts: | |
|---|-----------------------------|
| Per 85 grams (approximately 6 medium-sized shucked oysters) | |
| Calories | 50 |
| Total fat | 1.32 grams |
| Saturated fat | 0.4 grams |
| Protein | 4.44 grams |
| Cholesterol | 21 milligrams |
| Sodium | 151 milligrams |
| Iron | 4.91 milligrams (27% DRI) |
| Phosphorous | 79 milligrams (9% DRI) |
| Zinc | 32.23 milligrams (215% DRI) |
| Vitamin B-12 | 13.77 micrograms (230% DRI) |

Source: USDA National Nutrient Database for Standard Reference, Release 24 (2012)

freezer for no more than 10 minutes to relax the muscles and allow them to be opened easily. Six live oysters per person are considered a normal portion. Raw oysters are typically served with some combination of lemon, butter, shallot or white wine vinegar, or cocktail or Mignonette sauce, although many oyster connoisseurs insist they be consumed plain. It is customary, when serving raw oysters, that the shell be no larger than the palm of your hand. For cooked recipes, oysters of any size will suffice. Oysters make delicious baked, grilled, smoked, or broiled dishes on the half-shell with a variety of toppings. When removed from the shell, oysters can be steamed, fried, or microwaved. No salt is required, but recommended herbs for cooking are thyme, tarragon, paprika, and parsley.

Storing Tips: After purchase, place live oysters in a well-ventilated container and store them in a refrigerator at 34 to 45 °F and 100 percent humidity. Do not store live oysters in water. This can cause them to die rapidly from oxygen depletion unless the water is mechanically aerated. When stored properly, the shelf life of live oysters is up to 2 weeks. However, most live oysters are consumed within 24 to 48 hours of purchase for food safety and quality reasons, as the time from harvest is difficult for the consumer to establish and the flavor and quality degrade over time. Another way to store live oysters is to shuck them and store them in the liquid within their shells, also known as their "liquor," for up to 5 days at 34 to 45 °F. If oysters are purchased previously shucked and refrigerated, store them no longer than the expiration date on the container. Shucked oysters can be vacuum-sealed and frozen for up to 4 months before use. Never freeze unshucked oysters and never store them in a sealed container. See SRAC Publication No. 434, *Aquacultured Oyster Products: Inspection, Quality, Handling, Storage, Safety* for further details.

Cultivation: Oysters are cultivated by a variety of methods along the coasts of the U.S. Two common methods are cultch planting and off-bottom culture. Cultch planting involves taking shucked oyster shells (cultch) and planting them as indi-

vidual shells in areas that are known to be rich in oyster larvae. After 1 to 3 years, oysters can be dredged and harvested. Off-bottom culture involves collecting adult oysters and spawning them in a hatchery facility, then growing the free-swimming larvae on a diet of algae until they attach to a hard substrate, producing "seed." Then they are raised in various types of mesh containers, where they feed on the phytoplankton in the water, and harvested as adults. See SRAC Publication Nos. 432, 4300, 4302, 4307, 4308, and 4311 for further details on culture.

Harvest: Oyster harvest from the bottom is a process of harvesting clumps of live oysters (often attached to a substrate of oyster shell or rock) and then removing the legal-sized ones (cultch) from the substrate with a soft hammer. Wild oysters usually are harvestable once they reach at least 3 inches in length. Oysters cultured in hatcheries may be available for harvest year round.

Sustainability: Oyster farming is a sustainable industry. It has a low impact on the environment and the oysters themselves serve to filter and clear great quantities of water. Since farming can take place directly on the seafloor or on trays off the bottom, oyster farming and harvest rarely have any impact on the surrounding ecosystem. Oysters that are farmed in a natural setting require no additional input and no chemicals or antibiotics. Oysters grown in a natural environment relieve pressure from overfishing and supplement natural wild oyster populations. Oysters farmed in hatcheries require food (often algae) and a salt water source. The Monterey Bay Aquarium Seafood Watch considers farmed oysters a "best choice" because of their low impact on the marine environment and the benefits of water filtration that oysters provide.

History: Oysters have been a food source for humans since the early days of civilization. Ancient oyster shell middens (mounds) are found worldwide. Oyster cultivation in France and the British Isles dates back to Roman times. The consumption of Eastern oysters, specifically, predates written history as some Native American oyster middens span 10,000 years of consumption.

For additional information, contact:

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Beth Silvy, Extension Associate, The Texas A&M University System
William Walton, Extension Associate Professor, Auburn University



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

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Listserv

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Brochures for Consumers, Harvesters and Shippers on Keeping Shellfish Safe



Harvester Brochure



Folleto de Cosecha en Espanol



Consumer Brochure



Shipper Guide

Oyster Shucking 101

GLOVES REQUIRED

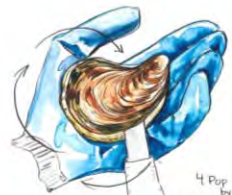
Tight oyster = Fresh!



1 Use a wire brush + running water to remove muck + gunk.

2 Hold the round part of the shell in glove/hand. Flat side facing you. Make sure hinge is away from you.

* to preserve yumminess, always eat upside down under a cool damp cloth. The "cupside" is the inside, rounded of the two shells.



4 Pop it open w/ knife by pulling up.



3 Slip knife betw top/bottom shells NEAR HINGE. RUN KNIFE AROUND ENTIRE OYSTER.



5 Gather the oyster + break it from the muscle.



Step-by-Step Guide for Shucking Oysters from the spruce

1 Pick a tool to open the oysters.



2 Use something to hold the oysters.



Hold the oyster flat side up, cupped side down.

3 Insert the tool and twist.



4 Slide the tool between the shells.

5 Open and enjoy.



HOW TO SHUCK AN OYSTER

ITEMS NEEDED: HANDS (IMPORTANT) KNIFE GLOVES OR TOWEL (PROTECTION)



1 INSERT THE KNIFE INTO THE HINGE OF THE SHELL.



2 RUN THE KNIFE ALONG THE TOP OF THE SHELL.



3 NOW, RUN IT ALONG THE BOTTOM TO SEVER THE MUSCLE.



4 PLACE THE OYSTER IN ICE IN ITS OWN SHELL. ENJOY!

How to Shuck an Oyster: Diagrams, Videos, Websites



Other Web-based Resources



While not a threat to healthy individuals, consumption of raw or undercooked oysters by at-risk individuals may cause serious illness. Learn about these potential threats and be oyster aware.

Videos and brochures available at www.beoysteraware.com/.

Processing, marketing and distribution resources on national and state levels are provided at <https://seagrants.noaa.gov/seafood-resources>.



Check out the websites of oyster growers and shellfish wholesalers, which contain great information about their businesses, pictures, blogs, and web-based purchasing.

