

An Introduction to Harvesting and Marketing Cultured Oysters

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.**

For further information or to
request a DVD of this workshop,
please contact:

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



WORKSHOP AGENDA

Marketing Strategies for Cultured Oysters

- 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
- How to target key buyers and get maximum return

Bob Rheault, PhD, Executive Director, East Coast Shellfish Growers Association (ECSGA), Email: bob@ecsga.org

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.

Promotional Materials for Marketing Florida Oysters

*Martin May, Bureau Chief, Florida Department of Agriculture and Consumer Services, Bureau of Seafood and Aquaculture Marketing
Email: Martin.May@freshfromflorida.com Phone: (850) 617-7291*

Rules of the Road: Harvesting and processing requirements for oysters during summer months

*Kim Norgren, Environmental Administrator, Florida Department of Agriculture and Consumer Services, Division of Aquaculture
Email: Kimberly.Norgren@freshfromflorida.com Phone: (850) 617-7619*

SUPPORTED BY:

