

# 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.**

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

Over 290 oysters. What are your favorites?

Apalachicola | Bagaduce | Bald Point | Barnstable | Barron Point | Basket  
Baynes Sound | Baywater Sweet | Beach Angel | Beach Point | Beausoleil  
Belon (France) | Belon (Maine) | Big Rock | Black Pearl | Blackberry Point  
Blue Pool | Bluepoint | Bluffton | Bodega Bay Atlantic | Bodega Bay Kumana  
Bras D'Or | Brewster | Broadwater | Buckley Bay | Bulls Bay | Calm Cove



## 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

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