



The USDA Northeast Regional Aquaculture Center, in collaboration with Maine Sea Grant, University of Maine Cooperative Extension, Maine Aquaculture Innovation Center, Maine Aquaculture Association, East Coast Shellfish Growers Association, Connecticut Sea Grant, and Salem State University, present:

Marketing Shellfish Aquaculture Products

Glickman Library, 7th Floor
University of Southern Maine
April 8, 2010

8:00am – 9:00 am

Registration

9:00 am – 9:10am

Welcome

Dana Morse: *Maine Sea Grant / Univ. of Maine Cooperative Extension, Walpole, ME*

Chris Davis: *Maine Aquaculture Innovation Center, Orono, ME*

Review of the program, recognize sponsors, organizers, collaborators

9:10 – 10:00am

Keynote Speaker

Skip Bennett: *Island Creek Oyster, Duxbury, MA*

10:00 – 10:50

Marketing 101

Sebastian Belle: *Executive Director, Maine Aquaculture Association, Hallowell, ME*

Getting grounded in the basics of marketing your crops, developing a marketing plan, understanding the value of marketing to your sales

10:50-11:05 mid-morning break

11:05am -12:00 noon

Developing a Marketing Cooperative

Bill Brockhouse: *Agricultural Economist, Cooperative Development Division, USDA, Washington, DC.*

How-to's on making a successful co-op come to life and operate effectively, and resources to help get you there.

12-1pm Lunch

1pm – 1:50 pm

Branding and Brand Development

Robert Rheault: *Executive Director, East Coast Shellfish Growers Association, N. Kingstown, RI*
Developing and maintaining a strong brand, and the benefits and costs of certified or eco-labeled product.

1:50pm – 2:50pm

Panel Discussion: **Identifying Markets and Getting Your Products There.**

Finding new customers, and understanding the transport pathways to serve them.

The Producer's Perspective:

Tollef Olson – *AquaFarms LLC, and Ocean Approved*

The Marketer's Perspective:

Terry Callery, *Marketing Consultant, former VP of Sales and Marketing at Great Eastern Mussel Farms, Waldoboro, ME*

The Transportation Perspective:

Jeff Payson – *Northeast Transport, Waldoboro, ME*

2:50-3:10 mid-afternoon refreshment break, networking

3:10 pm – 4pm

Panel Discussion: **Sales and Customer Relations.**

How not to lose a customer: Customer and product support, follow-up, and customer retention.

The Shellfish Buyer's Perspective:

Peter Ramsden: *CEO and Co-Owner, Foley Fish, Boston, MA*

The Chef's Perspective:

Jeremy Sewall: *Executive Chef at Lineage (Brookline, MA), and Eastern Standard (Boston, MA)*

4pm

Wrap-up and Adjourn

Thank you to our Partners and Sponsors!

