

RAMBLINGS NASAC NEWSLETTER

PRESIDENT'S MESSAGE

JANUARY 2011

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Dear Coordinators,

As I think about what to share in this newsletter regarding recent NASAC news, people come to mind. That may not seem newsy but the truth is people are the backbone of NASAC and change continues to happen with all of us. As a result, the coordinator list http://www.nasac.net/NASAC_Directory.pdf has been revised and the fish health contact list is in the process of being updated. Anyway, here is what has been happening with some of our members:

The meeting in Branson with the US Trout Farmers Association was great. I would definitely do that again. Thank you to everyone who came. It was a well planned meeting with good speakers but what I enjoyed the most was getting to visit with people. This included a few new NASAC people but mostly people with USTFA who were new to me. There also were some familiar faces that yielded a lot of great stories. Undoubtedly, the most memorable new face belonged to someone I knew already: Marvin Emerson. He was a great sport about being 'honored' with the ugliest trout farmer award. The entire Emerson family was wonderful as they hosted us for the celebration of Crystal Lake Fisheries 50th anniversary. On a sad note, Mary Alice Emerson who helped found the family business died Sunday, December 12th.

One notable change is that the Ohio coordinator, Gary Stansberry, has returned home from military deployment. Rather than replacing Lindsey Mandau though, the Ohio Department of Agriculture now has two people dedicated to aquaculture on the NASAC list.

Paul Zajicek has done an outstanding job as NASAC's Aquatic Nuisance Species Task Force (ANSTF) representative but could no longer serve in this capacity because of the financial constraints his agency is facing. Ron Johnson from Wisconsin kindly accepted an invitation to replace Paul and has already attended one ANSTF meeting.

Sean Bowen from Massachusetts is a new addition to the NASAC Board. He was elected to the Board during the meeting in Branson. He is filling a position in the Northeast region that opened up when Joe Myers from New Jersey took over as treasurer. I really appreciate both of them being willing to serve in these new Board roles.

Please also join me in congratulating a former NASAC Board member Sherman Wilhelm. He has been appointed the Director of Policy and Budget in the Office of the Commissioner for the Florida Department of Agriculture. As a result, Lesley Palmer is now the coordinator for the Sunshine State. I had the chance to visit with both of them and their new jobs sound like a great fit for each of them. Thank you for all your effort on behalf of NASAC, Sherman.

I must close with a couple business items. First, Ron Johnson poses some questions in this issue regarding how states are complying with EPS effluent guidelines. Please take a moment to send him a note. Second, Virginia is hosting the NASAC meeting next year and Robins Buck needs everyone to complete the survey that is in his section of the newsletter. We hope to see you there.

Bart

LYNNE CANTER, Editor
nasac@nasac.net

VICE PRESIDENT'S MESSAGE

Debra Sloan
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FROM THE SNOWY MOUNTAINS OF WNC

Each year the regulatory landscape changes and one significant regulation, new FDA Food Safety Modernization Act, will influence the way many people manage their food crops and raw oysters fall squarely into that scope. I encourage everyone to familiarize himself or herself with the ACT and determine how your producers may be affected. Listed below is a notice sent out by Dr. Gary Jensen regarding post harvest processing of raw oysters.

Food Safety Legislation, HR 2751, the "FDA Food Safety Modernization Act" was approved on December 21, 2010 by the US House of Representatives, clearing the measure for enactment into law by the President, who is expected to sign it - The bill was approved on Sunday evening by the full US Senate.

The text of the HR 2751 is posted at

<http://origin.www.gpo.gov/fdsys/pkg/CREC-2010-12-19/pdf/CREC-2010-12-19-pt1-PgS10738.pdf#page=8>

* Scroll down to Page S10745 for the text of the Food Safety Bill, HR 2751. Below is a copy of a Section in the Bill specific to post harvest processing of raw oysters that has stirred considerable discussions among the shellfish community and the government.

On another note ... let's use 2011 to strengthen our NASAC network ... talk to each other, share information, data, and anything that may serve to help us do our work ... what is going on in your state?

In NC, aquaculture continues to grow slowly each year. Marine fish are beginning to move from the research stage into commercial production. The prawn industry continues to expand and is quite successful in marketing all that was produced. Over all, NC remains pro aquaculture.

Of course, there are challenges to face and pressure from the regulators is present. That just means our folks have to be more diligent farmers and good stewards practicing BMPs based on science.

AQUACULTURE NEWS

2011 NASAC ANNUAL MEETING

NASAC 2011 PLANNING SURVEY: (Robins Buck requests that you take a few minutes to consider the following and give him feedback by early to mid January, 2011, at robins.buck@vdacs.virginia.gov)

1. What month of the following choices would you prefer: first half of May _____; some combination of September 14-18 _____; October _____; November 16-19(20) _____ (allow me to explain this one: we are holding our VA Aquaculture Conference beginning at 1:00 p.m. on Friday, Nov. 18 through lunch on Saturday, Nov. 19 in Williamsburg; we could start-out in VA Beach with business meeting and opening reception on Wednesday afternoon/evening, Nov. 16, industry tours on Thursday, Nov. 17; Friday morning could be check-out of VA Beach, free-time and travel to Williamsburg???) _____
2. Could you afford a room rate in a range of \$79 to \$89? _____
3. Can you get an early intent, pre-travel approval? _____
4. Not planning on attending? _____

Thanks, and I look forward to your feedback and comments, Robins

e-mail: robins.buck@vdacs.virginia.gov

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robins.buck@vdacs.virginia.gov

VIRGINIA PLANS OYSTER FARMING ZONES IN BAY

Virginia plans to make 1,000 acres of state-owned bottom in the Chesapeake Bay exclusive to oyster farming. According to the statement from the Virginia Marine Resources Commission, the agency expects to create 15 "aquaculture opportunity zones" in the bay. In the zones, the Commission will waive the normal lease cost, which typically ranges from \$600 to \$1,000 annually. The effort is the latest in a series by the Commission to persuade the state's struggling watermen to abandon the traditional approach to oystering. The State has spent about \$2.5 million the past two years training watermen how to grow in cages and by other means. The Commission has scheduled a hearing for January 25. [from the Richmond Times-Dispatch, 12-9-10] This recent action by VMRC was a result of General Assembly action during the 2010 session. A brief of HB138 appears below.

HB 138 AQUACULTURE OPPORTUNITY ZONES: MARINE RESOURCES COMMISSION ESTABLISH FOR PROPAGATION OF SHELLFISH -

Requires the Marine Resources Commission to establish by regulation aquaculture opportunity zones for the placement of temporary protective enclosures off the shores of the Northern Neck, Middle Peninsula, and Tangier Island for the propagation of commercial shellfish. The regulations are to establish the location of the zones, the procedures for maintaining zones, and penalties for violating the regulations. The Commission may set a single fee for the application and use of the zones.

Ron Johnson
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EPA: EFFLUENT GUIDELINES FOR CONCENTRATED AQUATIC ANIMAL PRODUCTION (CAAP) FACILITIES

By Ron Johnson, Wisconsin Aquaculture Outreach Specialist

In June of 2004 the Environmental Protection Agency (EPA) finalized a new rule which established effluent limitations guidelines for concentrated aquatic animal production (CAAP) aquaculture facilities. The new rules were promulgated based on a settlement with the Natural Resources Defense Council (NRDC). Many people in the aquaculture industry worked hard over several years during the rule making process to ensure the rules would work for aquaculture. The rule covers CAAP facilities that use flow-through, recirculating, or net pen systems, that directly discharge wastewater and produce at least 100,000 pounds of fish a year. The rule requires best management practices to control the discharge of pollutants in the wastewater instead of setting numeric limits.

Many states, including Wisconsin, have defined wastewater from aquaculture facilities as industrial or like municipal wastewater, setting effluent limits and fees associated with discharge of pollutants such as BOD, suspended solids, nitrogen, ammonia and phosphorus. There is testing required sometimes quarterly or even on monthly bases which establish the concentration of the pollutant and usually by formula a fee is instituted.

The Wisconsin Aquaculture Industry is exploring possibilities to have the Wisconsin Department of Natural Resources adopt the EPA 2004 CAAP rules. In discussions with the agency the question came up as to how many states have adopted the EPA rules? So please check in your state and answer the following questions then send me a note on how your state handles aquaculture wastewater discharge permits.

- Has your state adopted the 2004 EPA CAAP rules for discharge of wastewater, and if so what year?
- Does your state have rules other than the EPA CAAP, like effluent limit based rules? If so are they based on industrial rules or are they specific to aquaculture.
- How many fish farms in your state have discharge permits?
- Those states that follow EPA CAAP are the fish farmers satisfied with those rules or is there anything that needs changed?

Your timely help in answering these questions is greatly appreciated. Please send responses to me at ron.johnson@uwsp.edu or give me a call at 715-779-3189.

Lindsey Mandau
Ohio Department of Agriculture
614- 325-0735 614-728-6310 Fax
lmandau@agri.ohio.gov

OHIO AQUACULTURE MEETING

The time has come once again for the Ohio Aquaculture Association (OAA) to hold their annual meeting. The annual meeting and banquet has been scheduled for February 11-12, 2011 at the Columbus Airport Marriot in Columbus, Ohio. This year's OAA meeting will coincide with the North Central Region Aquaculture Center (NCRAC) quarterly business meeting. Representatives from the 12 NCRAC states are expected as well as international businesses.

This two-day meeting will begin Friday afternoon with a special bluegill workshop hosted by Ohio State University South Centers and followed by a banquet. Saturday's agenda will continue with regulatory, production and aquaculture business workshops, as well as a full tradeshow and silent auction. Open panel discussions are also planned.

For more information and registration please contact:

Ohio Aquaculture Association
Attn: Julie Strawser-Moose
1864 Shyville Road
Piketon, OH 45661
Phone: 740-289-2071 ext. 223 Fax: 740-289-4591

OHIO AQUACULTURE INDUSTRY

With the return of Gary Stansberry as aquaculture coordinator, Lindsey Mandau will continue to work with ODA in aquaculture marketing. Both positions will work in tandem and with the Ohio aquaculture industry to help the industry achieve great success.

These positions will continue to work both in the field and office to keep moving Ohio aquaculture forward. The Ohio Aquaculture Plan and Strategic Plan will serve a guide for Gary and Lindsey to follow. These documents identify the current industry position as well as barriers and recommendations to assist the growth of the Ohio aquaculture industry. Gary and Lindsey are looking forward to the upcoming year and the positive changes that are sure to come for Ohio!

**TO GET AN UPDATED COPY OF THE AQUACULTURE COORDINATORS
AND CONTACTS GO TO THE NASAC WEB SITE
WWW.NASAC.NET AND CLICK ON NASAC DIRECTORY**

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NJ DEPARTMENT OF AGRICULTURE AQUACULTURE SPECIALIST TO TOUT BENEFITS OF BRANDING AT NATIONAL AQUACULTURE CONFERENCE

For Immediate Release: December 22, 2010

Contact: Lynne Richmond (609) 633-2954

(TRENTON) – New Jersey Department of Agriculture Aquaculture Specialist Joseph Myers will lead a panel discussion titled, “Effectively Developing and Managing Your Brand,” on Wednesday, March 2, 2011 at Aquaculture America 2011, in New Orleans, Louisiana.



Aquaculture America, sponsored by the U.S. Aquaculture Suppliers Association, National Aquaculture Association and the U.S. Aquaculture Society, is the largest aquaculture conference and exposition in the western hemisphere. This session on brand strategy, in its second year, is part of the producer sessions sponsored by the National Aquaculture Association.

The session will stress the importance of developing a unique marketing position as part of a well-rounded business plan. Myers helped launch the Jersey Seafood branding program in 2006, which aims to develop passion in the marketplace for seafood, just as the 26-year-old Jersey Fresh branding program has done for fruits and vegetables grown in New Jersey.

“When a brand becomes a valuable asset to your business, not only does it help increase sales, it also acts as an insurance policy against declines when your product or category faces a challenge in the marketplace,” said Myers. “Even if marketing budgets decline for Jersey Fresh, the brand still means a great deal to consumers. That is the power of a good brand.”

Panelists in this session will include people who have developed successful brands in the aquaculture business. Robert Rheault, CEO of Spatco, Ltd., the grower of Moonstone Oysters, and President of the East Coast Shellfish Growers Association, said since more than 90 percent of U.S. aquaculture producers are classified as “small farms,” niche and local markets are usually critical for their survival, especially for start-ups.

“Developing a strong brand identity can boost profits by 5-10 percent or more and should be considered a critical part of your firm’s market development strategy,” said Rheault. “But developing a brand identity takes time and a consistent strategy. Learn the keys to developing and marketing a brand from someone who has done it and save yourself from repeating the costly mistakes of others.”

Myers will talk about an interesting dynamic of brand management -- that of shared ownership. A company owns its brand, but there also is a strong ownership consumers feel toward the brands they know and love. An example would be the negative reaction a popular orange juice brand incurred when it tried to do away with its well-known ‘straw in the orange’ logo a few years ago.

One of the most successful brands in the aquaculture industry, Troutlodge, was founded in 1945 and now is the world’s leading producer of eyed salmonid eggs, shipping to more than 50 countries yearly.

“For us, branding is all about differentiation and controlling the message,” said Andrew Barfoot, Troutlodge Director of Sales and Marketing. “It’s a matter of reflecting the value that is received through our products, while also adding to that perceived value. What consumers see in our logo, our advertising, or on our website is often the first impression they have of Troutlodge, and we want that impression to match with what they can expect to receive from us.”

Panelists also will include Bill Achor who manages Empyreal 75 for Cargill Corn Milling, and returning panelists from the 2010 session: Tim Grooms of YSI, Inc. and Bruce Vizueta of Aquatic Eco-Systems, Inc.

Audience interaction with the panelists will be key, designed to provide attendees with a great deal of useful information so they can replicate others’ success in marketing their aquaculture products. Session-goers should come prepared to share stories, challenge strategies and likewise be challenged, because this is where the real work in developing a brand gets hashed out.

Myers has been with the New Jersey Department of Agriculture for seven years and recently earned his Master of Business Administration in the Executive Food Marketing Program at Saint Joseph’s University in Philadelphia.

For more information about Aquaculture America 2011, the conference brochure can be found at: <https://www.was.org/WasMeetings/meetings/pdf/AA2011RegBro.pdf>.

For online registration, visit: <https://www.was.org/WasMeetings/Registration/Default.aspx?Code=AA2011>.

To learn more about the Jersey Fresh branding program, go to: www.jerseyfresh.nj.gov or www.nj.gov/agriculture/divisions/md/prog/jerseyfresh.html.

To learn more about the Jersey Seafood branding program, go to: www.jerseyseafood.nj.gov.

NASAC is Now on LinkedIn.

LinkedIn is the preferred professional social networking site. If you already have a LinkedIn profile, request to join NASAC. Creating an account takes a little time, but is a great way to stay in touch.

http://www.linkedin.com/groups?gid=3128950&trk=myg_ugrp_ovr



Membership in NASAC is important. The stronger our association is the louder our voice will be heard when testifying or commenting on aquaculture issues. Membership form is included with this newsletter and available at http://www.nasac.net/Member_Application.pdf. Dues are good from July 1, 2010 to June 30, 2011. Questions concerning dues contact Joseph Myers, NJ Department of Agriculture, Fish and Seafood Development, PO Box 330, Trenton, NJ 08625, (609) 984-2502, (609) 633-7229 FAX, email joseph.myers@ag.state.nj.us.

**2010-2011 NASAC OFFICERS
AND BOARD MEMBERS**

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**DIRECTORY OF STATE AQUACULTURE
COORDINATORS**

As changes occur (**retirement, resignation, etc**) please send the new information to Lynne Canter, nasac@nasac.net

It is very important to keep your state's information current. Without the correct email or address your State will not receive the quarterly newsletter or important information disseminated concerning aquaculture issues. You can get an up to date copy of the Directory of State Aquaculture Coordinators from the NASAC website: www.nasac.net

NATIONAL ASSOCIATION OF
STATE AQUACULTURE COORDINATORS
(NASAC)

www.nasac.net

INVOICE/MEMBERSHIP FORM
DUES 2010/2011

(Please print or type)

NAME _____

TITLE _____

Agency/Institution _____

Address _____

City _____ State _____ Zip _____

Business phone _____

FAX number _____

E-Mail Address _____

Type of Membership (check one)		Total
<input type="checkbox"/> Executive Member	\$100	_____
(State, Province, Territory Coordinators)		
<input type="checkbox"/> Associate Member	\$ 50	_____
(Industry, Federal agencies, others)		

NASAC's Federal Employer Identification Number: 54-1589538

This application is also available as a fillable form at http://www.nasac.net/Member_Application.pdf.

Please remit annual membership dues for **fiscal year July 1, 2010 through June 30, 2011**. Please remit payment by the end of the first quarter, September 30, 2010. MAKE CHECKS payable to NASAC and remit to:

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