

Final
VIRGINIA MARINE PRODUCTS BOARD (VMPB)
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS)
WATERMEN'S HALL, DIRECTOR'S CONFERENCE ROOM
GLOUCESTER POINT., VA
May 16th, 2017



Call to Order: Vice-Chairman Peter Nixon called the meeting to order at 2:10 PM. Seven board members were present which represents a quorum.

INTRODUCTIONS:

BOARD MEMBERS PRESENT:

Ann Gallivan
Kim Huskey
William Purcell
Peter D. Nixon
Dan Kauffman
Meade Amory
Kevin G. Wade

BOARD MEMBERS ABSENT:

Kelly Lewis Minor
Wayne France
Hannah Kellum
Heather Lusk

STAFF PRESENT:

Mike Hutt, VMPB
Dylan Mills, VMPB

GUESTS PRESENT:

J.C. Hudgins- Watermen's Association
Melissa Ball- VDACS

Approval of Last Meeting's Minutes

Meade moved to approve the minutes from last meeting, this was seconded by Bill and the motion passed after a vote.

UNFINISHED BUSINESS

SUSTA Fall Conference
Nov. 29-Oct. 2, 2016

Held in New Orleans, we went over proposals for 2018 calendar year. Mike will be activity manager for Seafood Expo Global as well as the Asian Seafood Show. We are also looking at other opportunities for seafood shows if we can find companies that are interested.

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Sensible Seafood Card
October 6, 2017

J.C. Hudgins and Meade Amory applied for the Fisheries Resource Grant in conjunction with the Sensible seafood program, VMPB, and the VA Aquarium, and VMRC. The grant was not approved however it also was not denied, they had some unanswered questions so we will be making additions and edits to the original proposal and then resubmitting.

VA Agribusiness Legislative Reception
January 12, 2017

Mike: Dylan, Deborah Pratt, and I served half shell oysters at this event. We went through 900 oysters in about 2 hours. It was a great opportunity to see all the legislators and get some exposure for the industry. This is also a good educational event on the Virginia oyster industry.

Florida Oyster Shucking Training
January 24-26, 2017

Mike: A distributor down on the Florida panhandle has been buying some Virginia Oysters and having trouble with the restaurants having breakage when they are trying to shuck them. They shuck from the hinge so Deborah Pratt and I went down to teach the owners and shuckers in Destin and Panama City how to properly shuck Virginia Oysters. We visited 14 different restaurants, the trip was definitely a success, the distributor has already started buying more oysters.

VDACS/China-Japan Buyers Mission
March 8, 2017

Mike met with a potential buyer, Bill Court, from Japan that would like to start buying some Virginia products (Oysters, fish, Squid, Scallops). He is trying to move products throughout Asia, he has plenty of literature from us to educate people and we are hoping there are opportunities to move VA products.

VIMS/Chefs Seafood Symposium (Gloucester Point)
March 14, 2017

Mike: Dylan and I attended this symposium that VIMS hosts every year, we took and handed out educational materials during the event and the attendees seemed very interested. Hopefully getting to interact with these chefs will help to bring more VA products into restaurants in the area.

Seafood Expo North America (Boston, MA)
March 19-21, 2017

Mike: It was a successful show we came back with roughly 100 leads. VDACS allowed David Wong to attend which was a huge help with the international leads, Deborah Pratt was there shucking oysters and Dylan Mills was also in attendance to help work the

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booth.

SUSTA Spring Conference (New Orleans)
March 28-31, 2017

Mike: SUSTA brought in their consultants from other countries that will be working with us on various projects throughout the year to talk about these programs and what they can do to help.

Congressional Staff Tour
April 18-20, 2017

Mike: We had 12 staffers come on the tour. Dylan took myself and AJ to D.C. on Monday and we stayed the night in a hotel and met the staffers at the bus in the morning. On Tuesday we went to Bevans Oyster Company for a tour and lunch, after that we went to Tides Inn and got on the boat for a tour of the Kellum facility and saw them planting shells for future harvest. Tuesday night we had a seafood reception at Tides Inn provided by Omega Protein. Wednesday morning, we went to Cowart seafood to look at his bait operation, after that we went to Omega Protein for a tour on one of the Menhaden boats and as well as a reception on the boat. That night we went to Hampton for a reception at Amory's Seafood. Thursday morning, we went on a tour of the Graham and Rollins crab picking plant and then they were on the bus back to D.C. The staffers seemed very interested and overall it was a very successful week. The main issue we addressed with them was H2B seasonal workers and how important it is to have them. At Cowart Seafood we visited a processing plant that he uses H2B workers to process menhaden for chum bait. He had not received his workers at this time and without them he will not be able to process the Menhaden for chum. If he does not inventory and his distributors have to look for other suppliers he does not think, he would be able to get the business back if he gets workers at a later time. If the Virginia seafood processing plants that use H2B workers don't get them, we will lose Virginia processing companies. If we lose them, it will affect the Virginia watermen who harvest the products to be processed.

Seafood Expo Global (Brussels, Belgium)
April 25-27, 2017

Mike: I was a co-activity manager for this show. I flew out Friday and arrived Saturday. Three companies exhibited in the SUSTA pavilion. They hired a chef out of New Orleans who did a phenomenal job preparing the seafood for potential buyers. We came back with about 50 trade leads. SUSTA has renewed floor space for next year, let me know if you are interested in exhibiting.

VA Seafood Outbound Mission to Shanghai/ Beijing, China
VDACS/SMH
June 9-16, 2017

Mike: VDACS approached me about a year ago about doing this mission with their support and help from a consulting firm they have in China. Two companies have signed up to go on this trip and have one on one meetings with companies in China. I will be

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going with them to China to assist. Each company paid \$200.00 to register with VDACS as well as they have to pay all of their own expenses. VDACS will pay the freight charges for the products needed for the receptions we will be hosting and samples for potential buyers.

NEW BUSINESS

Yorktown Farmer's Market
May 18, 2017

Mike: The market was cancelled due to the weather conditions on this day and it will be rescheduled at a later time.

American Culinary Federation (Orlando, Fl.)
July 8-12, 2017

Mike: We did this about 5 years ago and they have invited us again to come down and exhibit for 2 days and sample Virginia products. Deborah Pratt will be going down with us as well to do onstage Oyster shucking training. We will have a small display to promote VA products. We will be driving down because of how the logistics for shipping the products works out.

Oyster Educational Event with Deborah Pratt
Math, Science, and Innovation Center
Richmond, VA
June 21, 2017

Mike: Deborah Pratt and myself will host an educational program for about 12-15 students and staff about shucking Oysters, the health of the bay, and what the oysters mean to the bay.

Canada Inbound Seafood Mission (VA Companies)
July 24-27, 2017

Mike: VDACS will be financially backing this and bringing in 3-5 Canadian companies. I have sent them a list of products that I think would be good to export to Canada, from that list they are working to get companies signed up, they have 2 verbally committed so far. Once I get a final list of the companies attending and what they are interested in I will put together a tour.

Seafood Expo Asia (Hong Kong)
September 5-7, 2017

Mike: This is a SUSTA event so all of my expenses are paid through them. We have 5 companies currently registered to exhibit and 2 of them are VA companies. We have a slot for one more company if anybody is interested let me know.

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Singapore and Bangkok, Thailand
September 8-15, 2017

Mike: This is a SUSTA event I was approached about while in Brussels this year, we have to get 3 companies from the SUSTA region signed up and interested in this in order for me to participate. This would be a good opportunity for anybody interested in that market.

Social Media

Dylan: We are currently working with VDACS to get a press release sent out about Blue Crabs, hopefully that will be released soon. I am also working on an updated list of VA Seafood festivals this summer to put on the website, so if anybody knows of any please send me the information for the event. As always, if you have any quality seafood photos feel free to send them to me to be posted on our social media outlets.

Interested Party Reports

VA Institute of Marine Science
No Report

Virginia Tech

Dan: They have started their campaign for a new building and have a good start in funding.

VMRC

No Report

VA Seafood Council

Kim: We are providing all the seafood through myself and Meade for Tommy Norman's annual golf tournament/clam bake. The 2018 VA Legislative Reception is January 24th at the Hilton Garden Inn in Richmond.

Cooperative Programs

VDACS

Mike: As we spoke about before they are helping us with several projects and we are continuing to get support from them.

Melissa: The Marine Products Board is in our strategic plan so you can continue to count on our assistance.

Aquaculture Oysters Update

Mike: We are seeing that a lot of places are having trouble shucking our oysters, however this can be solved with educating these places.

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Reports

Finance

Mike: Carryover balance of \$382,255.20 for FY 2015-2016. Our current balance at the end of March is \$407,163.30.

Public Comments

No Comments

Expenses for travel to Board Meeting

Pete: If you are interested in getting reimbursed for your travel to this meeting I will email the forms for you to fill out to Dylan and he will send them all out to you.

ADJOURNMENT

Meade moved to close it was seconded by Kim. Meeting was adjourned at 4:15 PM.

Respectfully Submitted,

Mike Hutt
Executive Director

Peter D. Nixon
Chair