

FINAL
VIRGINIA MARINE PRODUCTS BOARD (VMPB)
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS) WATERMEN'S HALL, DIRECTOR'S
CONFERENCE ROOM GLOUCESTER POINT., VA
INFORMATIONAL MEETING ONLY
4/30/19



Call to Order: J.C. Hudgins called the meeting to order at 2:02 PM. 5 board members were present which does not represent a quorum. This is an informational meeting only. The meeting is being held at VIMS in the Director's Conference Room in Waterman's Hall.

INTRODUCTIONS:

BOARD MEMBERS PRESENT:

Rick Barlow
Ann Gallivan
Hannah Kellum
J.C. Hudgins
Dan Knott

BOARD MEMBERS ABSENT:

Wayne France
Kim Huskey
John Anthony Hall
Mike Oesterling
Mike Schwarz
Wayne France
Brian Terry

STAFF PRESENT:

Mike Hutt, VMPB
Dylan Mills, VMPB

GUESTS PRESENT:

Melissa Ball- VDACS

Approval of Last Meeting's Minutes

We do not have a quorum so this was tabled until next meeting.

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UNFINISHED BUSINESS

**Interview Made in Virginia TV
December 17, 2018**

Mike Hutt did an interview with Made in Virginia TV for a 30-minute segment on the Virginia Oyster Industry. They also worked with a couple Virginia Oyster companies in filming. (A schedule was handed out to all attendees of air times.)

**Seafood Source Webinar- "The Evolving U.S. View of the Asian Seafood Market"
February 27, 2019**

Mike Hutt was asked by Seafood Source to put together a presentation on the Virginia Seafood industry for a webinar and how our products could fit into the Asian market. Mike received a lot of positive feedback from this webinar and some personal emails. This was another great way to get the word out about Virginia products.

**VIMS Chef Symposium
March 12, 2019**

Mike Hutt and Dylan Mills were both unable to attend this event because of scheduling conflicts but they did send some brochures to be handed out.

**Seafood Expo North America
Boston, MA
March 17-19, 2019**

The show this year was the busiest the first 2 days than it has been in years. The board sampled shucked Oysters and had Deborah Pratt working the booth as well. The board acquired 108 trade leads which were distributed to the industry. Hannah Kellum suggested it may be time to sample a different product in Boston since the board has done Oysters for so long, perhaps Blue Catfish?

**Seafood Expo Global
Brussels, Belgium
May 7-9, 2019**

Mike Hutt will be unable to attend this show this year so Dylan Mills will be going in his place to be a co-activity manager with Paul Balthrop from Florida. All of his travel expenses will be paid for by SUSTA. One Virginia company, Chesapeake Bay Packing, will be exhibiting.

**VDACS China Inbound Seafood Buyer's Mission
May 21-24, 2019**

Last year VDACS had a mission however one company could not attend because there

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was a typhoon where they were located. This company is still interested and requested to still come, so they will be coming in May and sending 3 reps to take a tour of the Virginia Seafood industry. This is a VDACS sponsored mission.

**American Food Fair @ the National Restaurant Show
Chicago, IL
May 18-21, 2019**

Dylan Mills will be attending this show to walk it and determine whether it would be a good fit for the board to exhibit at next year.

**Fancy Food Show
New York, NY
June 22-24, 2019**

Mike Hutt and Dylan Mills will be attending this show in June (pending approval from show managers). Mike attended last year and received some very good leads. Mike and Dylan will be taking samples of various Virginia products to display at the show.

**Seafood Expo Asia
Hong Kong
September 3-5, 2019**

Mike Hutt is still a co-activity manager on this and will be his 10th or 11th year at this show. It is a very productive show and we get trade leads from all over the world there. All travel expenses are paid for by SUSTA.

**Winter Fancy Food Show
San Francisco, CA
January 13-15, 2020**

The board is currently exploring the possibility of attending this show. Either Mike Hutt or Dylan Mills would attend this show with the other staying in Richmond to work the Legislative Seafood Luncheon.

**Legislative Seafood Luncheon
January 20, 2020**

Mark your calendars for January 15th, 2020 for our next seafood luncheon and start thinking about what we would like to serve next year. J.C. suggested alternating between using Graham & Rollins and Arnest Seafood every year if they can prepare the menu.

Website Update-Stratum

Updates for the VMPB website are moving along smoothly. Dylan and Mike have selected a layout for the homepage and Jean from Stratum has mapped out the site and is currently working on inputting all data from the old site into the new one. If anybody has any recipes or generic photos for the new website please send them to Mike Hutt or Dylan Mills.

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NEW BUSINESS

Benefits of Oysters and Oyster Reefs

Mike Hutt passed out a draft document that lists the various ecological benefits of Oysters and Clams to be used on the boards new website as well as a press release from VDACS once it is finalized.

Billboards

Mike Hutt passed out quotes for various billboard locations that are owned by Lamar and explained the breakdown of the prices and discounts. A representative from Lamar will be more than happy to attend our next board meeting and explain this further. The board needs to now start thinking about what the actual content of the billboard should be. Ann suggested we use the artwork from the Boston banner.

**SUSTA Conference
New Orleans, LA
March 26-29, 2019**

Mike Hutt and Dylan Mills attended the SUSTA Spring Conference last month. This is a great time to speak with SUSTA employees face-to-face and get a better idea of how the various SUSTA programs are doing. Seafood Expo Global had the highest R.O.I of any program last year with Seafood Expo Asia also in the top 5.

**Alliance for the Chesapeake Bay Crab Cake Week
Richmond, VA
June 1-9, 2019**

This is an event being held by the Alliance for the Chesapeake Bay the first week in June with various restaurants in Richmond to help promote local VA Blue Crab meat. Each participating restaurant has agreed to serve crab cakes using on VA Crab meat during this week with 10% of the proceeds going back to the alliance. Mike Hutt provided the restaurants with a list of VA Crab pickers that can be a direct source to the restaurant. Mike would also like the board to consider the possibility of a \$500 donation to the program in order to get the board's website promoted on the events webpage and twitter as well as to show our support for a program helping to raise awareness of Virginia Seafood products.

**VDACS/Canada Inbound Trade Mission
June 10-12, 2019 or June 16-18, 2019**

This is a project through VDACS International marketing, they are working with consultants from Canada to come to Virginia and tour some Seafood companies. They are currently working on finding companies and setting an exact date, once they do Mike Hutt will set an itinerary.

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**Yorktown Farmer's Market
July 13, 2019**

Mike Hutt will be working this market, however he is not sure what product he will be sampling yet.

**Cochran Inbound Thailand Buyers Mission
August 19-20, 2019**

This is through FAS. Cochran funds support foreign trade and this is a mission hosted through Alaska Seafood Marketing and they contacted Mike Hutt about wanting to bring 5 buyers from Thailand to the East Coast that are interested in various Virginia Seafood products. This would not cost the Virginia Marine Products Board anything.

**VDACS/China Outbound Mission
Guangzhou & Shanghai
September 2019**

This is a tour that VDACS is putting together with their consultants in China (SMH). They have buyers in these regions interested in Virginia Seafood so what will probably happen is any Virginia companies exhibiting at Seafood Expo Asia will go on this mission immediately after.

**SUSTA Fall Conference
November, 20-22, 2019
Baton Rouge, LA**

It is unclear whether Dylan, Mike, or both will be attending this conference. This is the meeting that SUSTA has all of their consultants attend and give presentations.

Interested Party Reports

VA Institute of Marine Science

No Report

Virginia Tech

No Report

VMRC

No report.

VA Seafood Council

Hannah Kellum says that the membership for the council has grown into the 30's which is a huge improvement from a few years ago and it is a various diverse group of members.

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Virginia Waterman's Association

A big topic going on at the moment is the issue regarding Striped Bass quotas. Most of the issue is on the recreational since the commercial side is only 10% of the quota, so at the moment nothing has been done on the commercial side. However, on the recreational side it is now illegal to tow fish and they have also put a moratorium on the upcoming trophy Striped Bass season. As of now ASMSC is looking for a 15%-17% cut in Striped Bass quota unless states can provide a conservation plan for the species.

Shellfish Growers of Virginia

No Report

Cooperative Programs

VDACS

No Report

Aquaculture Oysters Update

The market continues to be strong.

Reports

Finance

Mike Hutt: Carryover balance of \$578,799.48 for FY 2017-2018. Balance as of March 30, 2019 is \$540,956.27.

Public Comments

No Comments

Expenses for travel to Board Meeting

If you are interested in getting reimbursed for your travel to this meeting Dylan will email the forms for you to fill out and return to him.

ADJOURNMENT

Meeting adjourned at 4:08 pm.

Respectfully Submitted,

Dylan Mills
Seafood Marketing Specialist

Mike Oesterling
Chair