

Draft
VIRGINIA MARINE PRODUCTS BOARD (VMPB)
(Informational Meeting)
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS)
WATERMEN'S HALL, DIRECTOR'S CONFERENCE ROOM
GLOUCESTER POINT, VA



Call to Order: Chairman Peter Nixon called the meeting to order at 2:05 PM. 5 board members were present which does not represent a quorum, this will be strictly an informational meeting.

INTRODUCTIONS:

BOARD MEMBERS PRESENT:

Ann Gallivan
Kim Huskey
Peter D. Nixon
Meade Amory
Dan Kauffman

BOARD MEMBERS ABSENT:

Kevin G. Wade
Kelly Lewis Minor
Wayne France
Hannah Kellum
Heather Lusk
William Purcell

STAFF PRESENT:

Mike Hutt, VMPB
Dylan Mills, VMPB

GUESTS PRESENT:

Melissa Ball-VDACS

Approval of Last Meeting's Minutes

Tabled until next meeting since we do not have a quorum.

UNFINISHED 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.

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

Mike: This was a trade mission supported by VDACS with their consultants at SMH. Companies that were already approved to ship to China were invited. Two companies attended, Rappahannock Oyster Company and Chesapeake Bay Packing. Both companies had 1 on 1 meetings in each city and toured some markets and plants. Both say they have secured new business from the trip.

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

Mike: This event was cancelled due to a convention center policy that did not allow us to serve half shell Oysters at our booth. We received a full refund of our registration fee.

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

Mike: Deborah Pratt and myself hosted 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.

G-Fresh Tour
July 6-7, 2017

Mike: G-Fresh is an online platform sales company based out of Beijing. One of their representatives flew in to Virginia and I took her on a one-day tour of some Virginia companies that are interested in using her platform. She is very excited and enthusiastic about starting to work with Virginia companies.

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

Mike: VDACS financially backed this and brought in 3 Canadian companies. The Canadian Companies selected products and companies to visit from our VA Suppliers Directory. This was a very successful tour and several companies has reported securing new business from this tour.

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

Mike: This is a SUSTA event so all of my expenses were paid through them. We had 2 Virginia companies attend this year which were Rappahannock Oyster Company and Chesapeake Bay Packing. This show is not as large as Boston or Brussels, there are quality buyers that attend this show and we secured 60 trade leads from it this year. There was also a lot of interest in value-added Crab products due to the opening of a good amount of sandwich shops in the area. The show managers have offered SUSTA more booth space if we can recruit 4 or 5 more companies so hopefully we will be able to do that.

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Singapore and Bangkok, Thailand
September 8-15, 2017

Mike: This was also a SUSTA event. I attended this immediately after Seafood Expo Asia. Rappahannock Oyster Company from Virginia and D&D Seafood from Florida both registered to attend, but D&D was forced to cancel due to the hurricane in Florida. It was run very well with market and processing plant tours as well as one-on-one meetings. There is one buyer in Bangkok who is interested in coming to Virginia from an industry tour. Overall this was a very successful event and we gained 22 trade leads from it.

Sensible Seafood- VA Aquarium

Mike: This is funded by a grant from VIMS that was applied for and received by J.C. Hudgins and Meade Amory. We are currently working with the VA Aquarium on how we want the layout of the card to look and what species we would like to put on this card. This card will strictly contain sustainable Virginia species to help consumers decide what species they should purchase.

NEW BUSINESS

China Fisheries & Seafood Expo/G-Fresh Invite
November 1-3, 2017

Mike: I was invited by G-Fresh to this event in Qingdao, China and offered free space for the VA companies that are already using their online platform which are Wanchese Fish Company, Chesapeake Bay Packing, and Rappahannock Oyster Company. I will be attending and doing a cost share with VDACS to cover the expenses.

Virginia Aquaculture Conference
November 17-18, 2017

Mike: This is an event held every other year at the Towne Center here in Newport News, VA. Dylan and I will be working a booth there and educating people about aquaculture Oysters as well as meeting new companies to add to our Suppliers and Oyster growers' directories.

VA Legislative Week
Richmond, VA
January 15-18, 2018

Mike: The delegates will be in a new building this year for their session due to construction and I have been notified that they will not have any tabling inside the building. However, we may still be able to have our luncheon, I will be meeting with them in the near future to plan that out if space is available.

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Seafood Expo North America
Boston, MA
March 11-13, 2018

Mike: We have secured our booth space for this show and VDACS will be paying for half of our booth space like they have done in the past and this is a huge help to us.

Seafood Expo Global
Brussels, Belgium
April 24-26, 2018

Mike: I am the co-activity manager on this with Paul Bauthrup from Florida. We started recruitment last week and 2 companies have already signed up. I have spoken with a few Virginia companies but none have committed yet, a big reason for this is that the shellfish ban has not been lifted yet. SUSTA does have a cost share program for this if any companies are interested.

Seafood Expo Asia
Hong Kong
September 4-6, 2018

Mike: SUSTA has already secured booth space for this and I will be the activity manager for it. We will be sending out a recruitment flyer to companies shortly. So far all 5 companies the exhibited this year have verbally committed to exhibiting next year. If we can get a few more companies, the show has offered us more booth space.

Catfish Processing USDA Inspection from FDA

Mike: The processors inspection program has changed from FDA to USDA as of September 1st which means an inspector needs to be on site whenever catfish are processes. If this is outside of normal business hours they will have to pay the overtime fee which makes it prohibitive to process at this time. This has had an impact on Virginia processors who are no longer going to process Catfish and has an impact on the watermen's market for selling Catfish. The major processors left in Virginia, Maryland, and North Carolina have not been able to take the overrun of fish since some the smaller Virginia processors are no longer processing Catfish. This is going to have a major impact on the Virginia businesses and watermen who process and harvest Catfish. By not harvesting these Catfish it will have a negative impact other species such as Blue Crab, White American Shad, and Herring which the federal and state government agencies are imposing regulations to try to restore. The wild catfish industry in the gulf and on the east coast formed the American Wild Catfish Coalition and hired a lobbyist to try and have this legislation taken from USDA back to FDA. The industry feels like this USDA inspection is uncalled for and there has not been any food-born diseases from the wild Blue Catfish.

Social Media

Dylan: This month is National Seafood month so I will be putting some posts on Facebook promoting that. Also, I am currently working on getting a new software downloaded so I can start to make changes to the website again since the old software I was using no longer works.

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Interested Party Reports

VA Institute of Marine Science

No Report

Virginia Tech

No report.

VMRC

No Report

VA Seafood Council

Kim: 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: Oyster season has just begun and I am hearing nothing but positive assessments about the season and market.

Reports

Finance

Mike: Carryover balance of \$481,543.95 for FY 2016-2017. Our current balance at the end of July is \$460,239.66.

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.

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ADJOURNMENT

Meade moved to close it was seconded by Kim. Meeting was adjourned at 3:10 PM.

Respectfully Submitted,

Mike Hutt
Executive Director

Peter D. Nixon
Chair