

FARMERS AND FISHERS

WANT TO FIND OUT ABOUT THE LATEST TRENDS IN SEAFOOD?

WANT HELP INTERPRETING FINANCIAL INFORMATION?

WANT MARKETING IDEAS?

WANT TO LEARN HOW TO MAKE YOUR PRODUCTS MORE COMPETITIVE?

**WANT TO LEARN HOW TO TRACK YOUR BUSINESS FINANCES AND
LOOK FOR SIGNS OF TROUBLE AND SUCCESS?**

IF YES, THEN JOIN US FOR A FREE

BUSINESS MANAGEMENT & MARKETING WORKSHOP

When: Wednesday, May 22, 2013 1 - 5:15 pm. Refreshments afterwards.

Where: Department of Natural Resources, Fort Johnson, SC.

What: An opportunity to interact with experts and work on real-world problems that apply to your business. Examples provided will be from the shellfish industry but the fundamentals apply to everyone. Bring your numbers and work on them with the experts!

Who: Aquaculturists/mariculturists and commercial fishers welcome. Presenters are from the National Aquaculture Association.

**TO REGISTER VISIT: WWW.SURVEYMONKEY.COM/S/BUSINESS_WORKSHOP
OR CONTACT JULIE DAVIS AT 843-255-6060 EXT. 112 OR julie.davis@scseagrants.org
REGISTER EARLY!!! SPACE IS LIMITED**



Aquaculture Business Management and Marketing Workshop

Sponsored by NAA

15 minutes Welcome, Overview of NAA Betsy Hart/Linda ODierno

120 minutes Managing Your Aquaculture Business during
Difficult Financial Times Dr. Carole Engle

Foodfish industries across the U.S. have struggled to cope with the financial effects of high prices of feed and other inputs, competition from imports, and depressed markets in several sectors. Management decisions based on close attention to key financial indicators can make the difference between surviving difficult financial times and business failure. For those segments of aquaculture with fewer financial problems, there is no better time to take steps to avoid the type of financial distress that is being experienced elsewhere in U.S. aquaculture. The presenter has worked with more than 100 catfish farmers to develop comprehensive financial analyses and business plans. The workshop will discuss what steps were taken by the catfish farmers who survived these difficult financial times and what the early warning signs were for farms that did not survive. A simplified system to conduct an annual checkup of financial health will be presented with supporting materials (workbook and flash drive with electronic materials). Hands-on exercises will be included that focus on interpreting financial indicators and how to use them in management decision making for aquaculture businesses to remain successful.

15 minutes Break

45 minutes Supermarket Sales Trends for Aquaculture Products Dr. Madan Dey

The University of Arkansas at Pine Bluff has acquired 7 years of weekly scanner data (2005-2012) for 52 cities across the U.S. Summaries of trends in prices and quantities sold of the most important regional aquaculture products will be presented and reports made available to workshop participants. Prices, promotion, and trends of the most important competing products for the most important markets will also be presented. Individual producers will have the opportunity to request customized reports.

45 minutes Innovative Marketing Strategies Linda ODierno

Marketing strategies to help the small grower survive in difficult economic times will be the focus of this session. Diversification strategies including e-marketing, Community Supported Agriculture (CSA), niche marketing, farmers markets, product branding, and exporting will be discussed. Product placement, pricing, and cost-effective distribution schemes will be emphasized. Organizational structures that include vertical and horizontal integration (i.e. forming producer organizations for meeting product demand, processing specifications, distribution and/or marketing), contract growing and multi-level marketing will be covered. The goal will be to provide tactics that can reduce costs and increase profits.

15 minutes Question and Answer Session/Wrap-up