Aligning Stakeholder Communications for U.S. Marine Aquaculture

A forum co-sponsored by the Aquarium of the Pacific's Seafood for the Future program and American Honda in partnership with the Marine Science Foundation

Agenda - October 4, 2018

Location:
Aquarium of the Pacific, 100 Aquarium Way, Long Beach, CA 90802

The goal of the forum is to expand responsible marine aquaculture, or farming in the sea, in the U.S. to complement its well-managed wild-capture fisheries by facilitating the communication of accurate information to consumers and the general public. *The output will be a communications strategy to facilitate more cohesive and accurate messaging among diverse stakeholder groups about U.S. marine aquaculture in state and federal waters*

Day 1 Objectives:

To learn about and discuss:

1. **Challenges specific to perceptions and the growth of marine aquaculture in the U.S.**
2. **Communication tools, resources and strategies used by different stakeholder groups.**
3. **Communication tools, resources, and strategies that might be useful to support accurate and more consistent messaging about marine aquaculture in the U.S.**

9:00 a.m. **Breakfast and Check in -** Veranda

9:30 a.m. **Welcome -** Ocean Theater

- Jerry Schubel (Aquarium of the Pacific)
- Steve Center (Honda)
- Kimberly Thompson (Seafood for the Future/Aquarium of the Pacific)

10:00 a.m. **Session 1: Farmer/producer panel -** Ocean Theater

- Dave Mergle (Blue Ocean Mariculture)
- Matt Moretti (Bangs Island Mussels)
- Frank Roberts (Lady's Island Oyster Inc.)
- Brenna Schlagenhauf (Hog Island Oyster Company)
- **Moderator**: Julie Davis (South Carolina Sea Grant Consortium)

10:50 a.m. **Coffee break –** Ocean Theater

11:00 a.m. **Session 2: Chef/brands/retail panel –** Ocean Theater

- Jacqueline Claudia (Love the Wild)
- Andrew Gruel (SlapFish)
- Michael King (King's Seafood)
- Logan Kock (Santa Monica Seafood)
- **Moderator:** Tj Tate (Seafood.life)

Agenda - October 4, 2018 (Continued)

11:50 a.m. **Lunch - Veranda**

1:00 p.m. **Session 3: Regulatory/permitting panel –** Ocean Theater

- Ev Ashworth (Ventura Shellfish Enterprise)
- Don Kent (Pacific Ocean AquaFarms, LLC.)
- Randy Lovell (California Department of Fish and Wildlife)
- Diane Windham (NOAA Fisheries)
- **Moderator:** Jerry Schubel (Aquarium of the Pacific)

1:50 p.m. **Break**

2:00 p.m. **Session 4: Communication/reaction panel –** Ocean Theater

- Claire Atkinson (Aquarium of the Pacific)
- Linda Chilton (USC Sea Grant)
- Polly Legendre (Polished Brands)
- Russ Parsons (Journalist)
- Cynthia Sandoval (NOAA Fisheries Office of Aquaculture)
- **Moderator:** Kimberly Thompson (Seafood for the Future/Aquarium of the Pacific)

2:45 p.m. **Coffee break –** Ocean Theater

3:00 p.m. **Group Discussion: Audience and panelists –** Ocean Theater
Moderated by:

- Julie Davis (South Carolina Sea Grant Consortium)
- Jerry Schubel (Aquarium of the Pacific)
- Tj Tate (Seafood.life)
- Kimberly Thompson (Seafood for the Future/Aquarium of the Pacific)

3:45 p.m. **Wrap up and next steps –** Ocean Theater

4:00 p.m. **Adjourn**

5:30 p.m. – 7:00 p.m **Reception -** Veranda
(heavy appetizers and beer and wine will be served)

7:00 p.m. – 8:30 p.m ***Ocean to Table: Stories of Food, Farming and Conservation* –** Ocean Theater
Video series preview and panel discussion featuring:

- Chef Stuart Brioza (State Bird Provisions & The Progress)
- Julie Davis (South Carolina Sea Grant Consortium)
- Tyler Korte (Blue Ocean Mariculture)
- Matt Moretti (Bangs Island Mussels)
- Frank Roberts (Lady's Island Oyster Inc.)
- **Moderator:** Kimberly Thompson (Seafood for the Future/Aquarium of the Pacific)