

2020

Maryland Shellfish Aquaculture Conference

Tuesday, November 10 • 8:30 a.m.–2:00 p.m.

PROGRAM

- 8:30 a.m. Welcome & Webinar
Logistics Overview**
- 8:40 a.m. Opening Remarks**
Don Webster, UMD Extension
- 8:45 a.m. Keynote Address**
Paul Zajicek, President,
National Aquaculture Association
- 9:15 a.m. Marketing & Branding for
Industry Diversification**
Moderator: Matt Parker, UMD Extension
So you've got oysters to sell—now what?
Marketing and branding are key to success in
the aquaculture industry. Growers and experts
share their tips and experience to maximize
sales and profit.

10:15 a.m. New Horizons: Tech & Innovation in Aquaculture

Moderator: Shannon Hood, UMD Extension

Growers and experts explore ways in which new and emerging technologies can increase production, streamline farm management, and improve efficiency for higher profits.

11:15 a.m. Lunch break (30 minutes)

11:45 a.m. Nutrient Credit Trading: Challenges & Opportunities

Moderator: Dr. Jeff Cornwell, UMCES

Nutrient credit trading has been touted as a gamechanger for the oyster aquaculture industry, but how does it actually work? Growers and experts weigh in on how to take advantage of this growing opportunity and discuss challenges to implementation.

12:45 p.m. Finance: Securing Capital & Protecting Investments

Moderator: Scott Knoche, Director, MSU PEARL Lab

From startup to expansion to maintenance and operations, money makes the oyster farm run. Growers and economists review options for finding capital, maximizing profits, and protecting your investments for long-term financial sustainability.

1:50 p.m. Closing Remarks

Danielle Blacklock, NOAA Office of Aquaculture

2:00 p.m. Adjourn

