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**