



***2022 Annual Meeting***

***Welcome!***

**( Please note that this meeting is being recorded. )**

# Zoom Webinar House Keeping

- Panelists and Attendees
- Panelists will be visible on screen. Attendees will not be visible.
- Attendees are asked to use the “chat” or “raise hand” function to ask questions or make comments.
- Attendees will be given an opportunity to ask questions or comment after presentations.
- If joining the meeting through phone AND computer; please **mute** your computer to avoid feedback.
- Please **mute** yourself when not speaking



Chat



Raise Hand



Q&A



# Welcome and President's Remarks

Seth Garfield, MAA President - Cuttyhunk Shellfish Farms, Gosnold, MA

- **MAA 2022 Golden Oyster Award**
  - *In Memory of Richard "Dick" Kraus – Accepted by Lynn Kraus*
- **Departing MAA Trustees**
  - Chris Sherman and Joe “Dr. Joe” Buttner
- **MAA Trustee Election Results**
  - Congrats to re-elected Trustees; Mark Begley, Bill Doyle, Seth Garfield, Alex Hay, Les Hemmila, Dave Ryan
  - Congrats to new Trustee: Charmaine Gahan
- **Big thanks to “Shuck-tember” participants**
  - Generated over \$21,000!
- **Please consider committee participation**
- **Please consider a MFBF membership**
  - MFBF.net

# **Massachusetts Aquaculture Association 2021 Annual Report**

2022  
**2021**  
2020

AR  
NE  
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UO  
AR  
LT

- *Communications and Activity Highlights*
- *Grants and Contributions*
- *Membership Report*
- *Treasurer's Report*



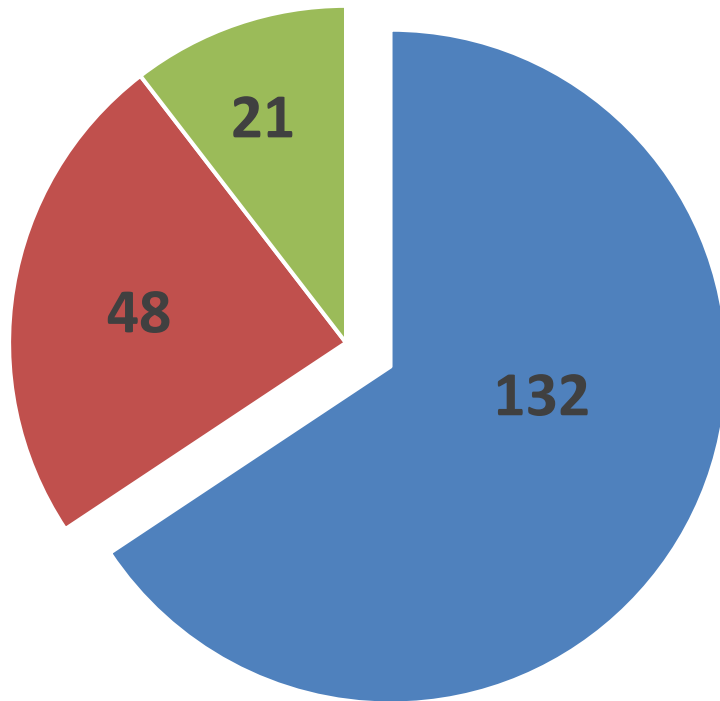
# MAA 2021 Communications

- **Direct** - Current and Former Members and ALL holders of DMF Shellfish Propagation and Aquaculture licenses
- **Public** – Social Media (FB) and Web Page
- **Indirect** – On behalf of MAA



# 2021 MAA Direct Communications

## *MAA 2021 Listserv emails*



■ Membership and Industry  
■ Trustees  
■ Committees

## By the numbers:

- 201 total emails sent Jan-Dec 2021
- Sent to an average of 219 email addresses (range of 57 – 776 per email)
- Similar to 2020 email volume (220)
- 54.7% overall average open rate.
- More than 30% of all emails were opened by 60 – 68% recipients
- ***Open rate more than 2X the average open rate for all industries. Most average 10-15% per campaign (constant contact)***

# 2021 MAA Public Communications

@MASSAQUAASSOC

## By the numbers:

- 365 Total posts vs 327 last year
- Cumulative Post reach of over 29,000



## Impact:

- Top 5 Posts:
  1. Happy Shucktember!
  2. Beginning and underserved farmers (USDA programs)
  3. Meet the Oystamaran (Tech)
  4. Hurricane "Henri" closures (August 22)
  5. Cottage City fish eggs
- Leading Themes - Product Sourcing, Industry Support, Tech, Regulatory impact and Environment

# MAA Committees

- 9 Standing or Adhoc
- 2021 Active Committees
  - Membership-Finance
    - Membership outreach, fiscal management
  - State Policy
    - Policy and legislative priorities
  - Research Guidance
    - Research priorities, support letter review
- Guide MAA policy and priorities
- Enables Trustee Candidacy
- **Your opportunity to shape MAA**





# MAA Oyster Purchasing Program

- ✓ **Grower revenue**
- ✓ **New product development**
- ✓ **Increased awareness**

## Thanks to:

**Catch Together and Farm Credit East  
Cape Cod Commercial Fishermen  
Assoc.  
Barnstable County Coop. Ext.**



**Massachusetts  
Aquaculture  
Association**

**2021**

## Oyster Purchasing Program

*MAAquaculture.org*

### ● **The Impact**

**147,200**

Oysters Purchased

**19,627**

Shucked Oyster Servings

**2,568**

Individuals or Families Served

**37**

Oyster Farms Supported

**24**

Food Service Organizations Participated

**5**

Shellfish Dealer and Processing Companies supported

**\$101,568**

Total funds to MA Aquaculture Industry

**\$58,880**

Support to MA Oyster Farms

**\$27,968**

Support to MA Oyster Processors

**\$14,720**

Support to Oyster Dealers

### ● **The Project**

The MAA Oyster Purchasing Program 2021 (OPP) was developed in response to excessive economic stress to oyster growers, dealers and processing companies that was brought on by the COVID-19 pandemic.

The MAA OPP objectives:

- Provide sales opportunities to oyster growers who had lost upwards of 80% of their sales due to restaurant closures that caused limited demand for oysters.
- Cultivate oyster processing capacity and develop an additional market channel for a "new" shucked oyster product in an effort to diversify oyster products and attain greater resiliency for the MA oyster farming industry.
- Introduce a new high quality healthy protein for food banks and food pantries while at the same time contributing to reduce hunger issues that were exacerbated by the COVID-19 pandemic.

**\$108,050**

Catch Together Grant

**\$29,400**

Oyster Growers In-Kind Match

**\$4,750**

Cape Cod Cooperative Extension est. Match

**\$3,000**

Farm Credit Ag-Enhancement Grant

**\$1,000**

Shellfish Dealer Match

**Project Support**

### ● **The Outcome**

The MAA Oyster Purchasing Program achieved its objectives by not only providing financial support that was critically needed by MA oyster farmers but also introduced oyster growers, processors and consumers to a new oyster product that contributed to greater product diversity and resiliency for the MA oyster farming industry.

# Shuck-tember Buck-a-Bag Fundraiser



- Alternative to an in-person event
- Special thanks to Ben Lloyd, Pangea
- Generated \$21,314.25
- Thanks to 18 Participating Farms

Barnstable Seafarms

Billingsgate Shellfish

Cottage City Oysters

Cotuit Oysters

Cuttyhunk Shellfish Farm

Ichabod Flat Oysters

Indian Cove Aquaculture

Island Creek Oysters

Merry Shellfish Farm

Padanaram Oyster Farm

Pangea

Plymouth Rock Oysters

Sandy Neck Oysters

Saquish Oysters

Signature Oysters

Sweetheart Creek Oysters

Ward Aquafarm

Wellfleet Shellfish Co.



# MAA Membership Update

- ✓ Online functionality
- ✓ MSPA MAA Challenge Grant 2021
- ✓ MAA 2021 Membership all time high of 111 (30%+ all MA Licenses)
- ✓ Current 2022 membership 57 and growing (proposing 67-75)
- ✓ New membership category – Corporate employee \$75
- ✓ Joint MFBF membership ended
- ✓ Industry representation is KEY to MAA's impact.



**PLEASE ENCOURAGE OTHERS TO JOIN!**

# What's happening in 2022



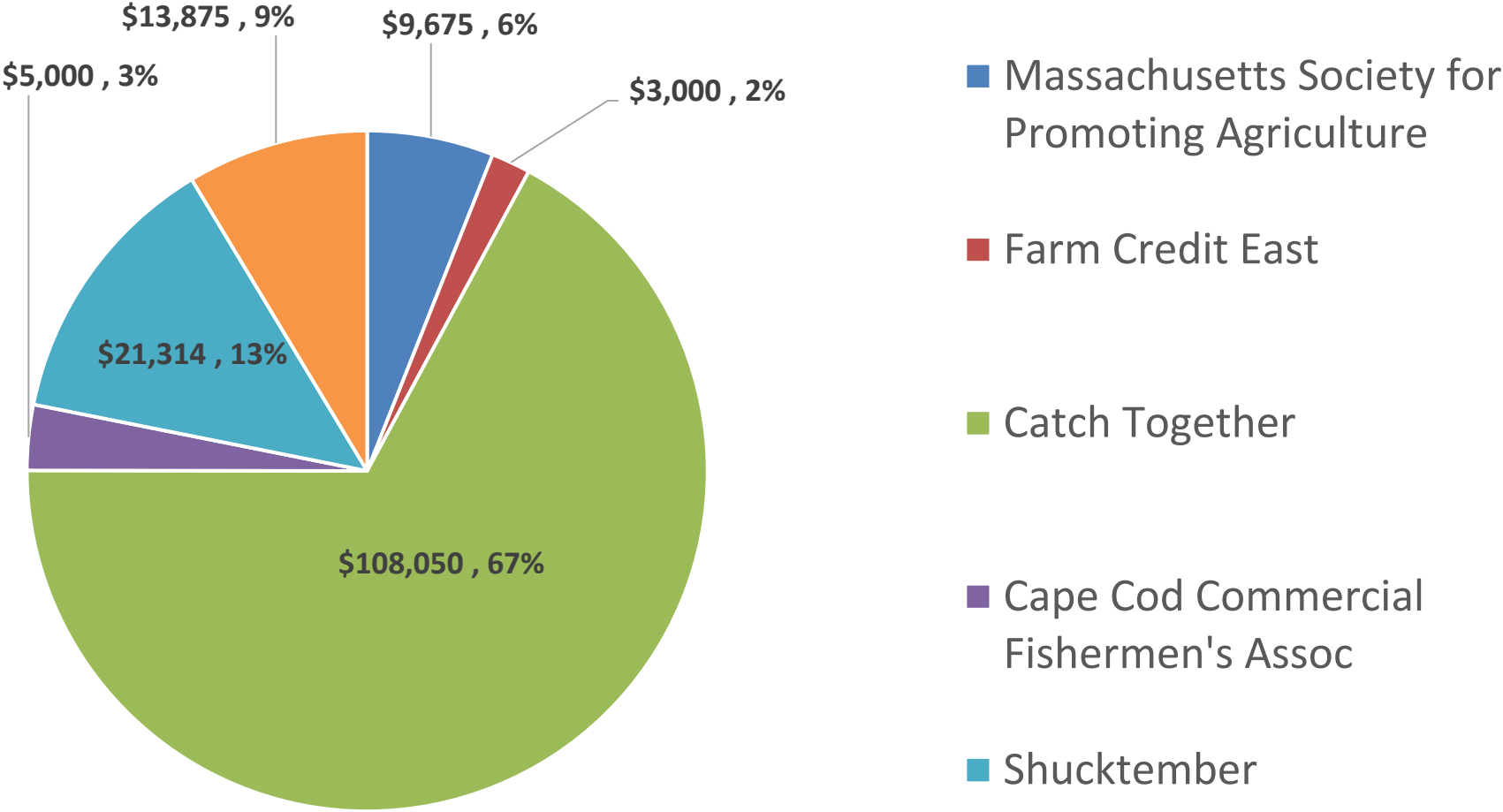
- Working with Shellfish Advisory Panel
- Holtec Radioactive water discharge
- Growing area reclassification (ISSC)
- Jone's Act reform (ECSGA lead)
- European Union (?)
- "Shuck-tember 2022"
- Seeking new grants, contributors and collaborators
- MAA Committees – Please consider participation

# Treasurer's Report

- Steve Wright, MAA Treasurer

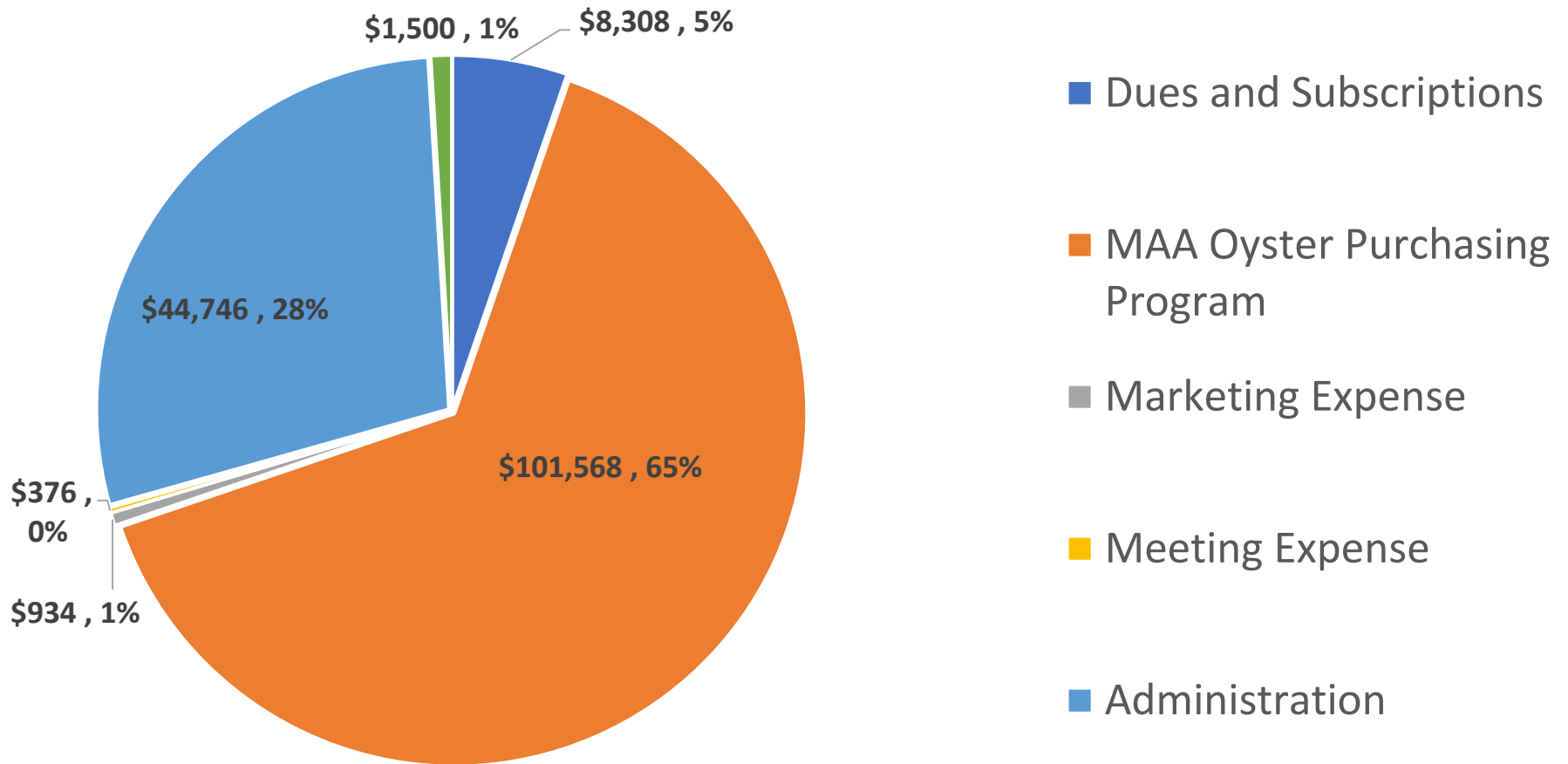


# MAA 2021 Grants and Support



- 78% Grants
- 13% Fundraising “Shucktember”
- 9% Membership Dues

# MAA 2021 Operating



- 72% Projects, professional services, dues
- 28% Administration

# MAA Actual and Proposed Budget 2021 vs 2022

Item	Proposed 2022 Target Jan-Dec 2022	Actual 2021 Jan-Dec 2021	Proposed 2021 Target Jan-Dec 2021
<b>Membership total</b>	<b>\$ 22,500.00</b>	<b>\$ 13,875.00</b>	<b>\$ 9,525.00</b>
Associate Membership Income	300.00	225.00	275.00
Individual Growers Membership	9,750.00	6,750.00	3,750.00
Corporate Employee Membership	750.00		
Corporate Membership	11,700.00	6,900.00	4,500.00
PEARLS			1,000.00
<b>Grant and Contribution total</b>	<b>\$ 53,000.00</b>	<b>\$ 163,214.25</b>	<b>\$ 151,350.00</b>
Shucktember	25,000.00	\$21,314.25	
Contributions TBD*	25,000.00		8,000.00
<i>Total Income</i>	<i>\$ 75,500.00</i>	<i>\$ 177,089.25</i>	<i>\$ 160,875.00</i>
Fees and Bank Charges total	\$ 400.00	\$ 385.95	\$ 465.00
Meetings and Marketing total	\$ 2,000	\$ 1,811	\$ 1,500
Dues and Subscriptions total	5,000.00	8,308.00	6,000.00
Projects Total	15,000.00	101,568.09	101,550.00
MAA Support (Research, Scholarships, etc)	15,000.00		
MAA/MSI Admin Travel/Expenses			
MAA Admin Total	53,150.00	46,266.91	51,100.00
<b>Total Expense</b>	<b>\$ 75,550.00</b>	<b>\$ 158,339.51</b>	<b>\$ 160,615.00</b>
<b>Net Income</b>	<b>(50.00)</b>	<b>18,749.74</b>	<b>260.00</b>

## 2022 Conditions:

- 10% increase in # of memberships and new membership category
- 10% increase in “Shucktember”
- \$25,000 grants and/or contributions
- MAA support program (research, scholarships)





# Legislative/Policy Update

Massachusetts Farm Bureau Federation

- *Brad Mitchell*
- *Katelyn Parsons*



# State Agencies Updates

- Massachusetts Division of Marine Fisheries
  - Director Dan McKiernan, Jeff Kennedy, Chrissy Petitpas, Tom Shields
- Massachusetts Department of Agricultural Resources
  - Commissioner John Lebeaux , Sean Bowen



# Aquaculture Support Organizations Updates

- Barnstable County Cooperative Extension
  - Josh Reitsma, Harriett Booth
- The Nature Conservancy / Northeastern Univ.
  - Steve Kirk, Kelsey Shultz
- East Coast Shellfish Growers Association
  - Bob Rheault
- National Aquaculture Association
  - Paul Zajicek



# Federal Agencies Update

- NOAA Aquaculture
  - Chris Schillaci
- USDA Farm Service Agency
  - Bailey Stokes, Dawn Wilhelmsen, Mercedes Baker
- USDA Rural Development
  - Lyndon Nichols
- USDA Natural Resources Conservation Service
  - Rita Thibodeau



# Risk Management

- USDA Crop Insurance / Risk Management
  - Paul Russell, Tom Smiarowski
  
- Oyster Insurance Policy Development – Crop Growers
  - Rob Cerda, Devon Smolak



# Open Forum

Hot Topics

*Shape MAA's 2022 Agenda*

(ALL Welcome to input; Please use the “Chat”, “Raise Hand” or “Q&A” function at the bottom of your screen to join the discussion)



Chat



Raise Hand



Q&A

# Closing Remarks and Adjourn

- *Seth Garfield*

***THANK YOU!***

***WISHING YOU ALL A SAFE,  
HEALTHY & PROSPEROUS 2022!***

