



# North Carolina Oyster Summit 2019

## **Next Steps to Making North Carolina the Napa Valley of Oysters**

March 12, 2019 | 9 a.m. to 5 p.m.

**North Carolina Museum of Natural Sciences**

11 West Jones St., Raleigh, NC 27601

Evening Reception | 5:30-7:30 p.m.

**Transfer Co. Food Hall**

500 E Davie St., Raleigh, NC 27601

### **This Summit Aims To:**

- Illustrate the remarkable progress made in the past two years to advance the N.C. Oyster Blueprint and Shellfish Initiative
- Demonstrate the broad collaboration and support from a diverse group of stakeholders, including bi-partisan legislative, cabinet, gubernatorial and federal endorsement
- Describe recent successes in oyster rehabilitation and wild stock enhancement
- Highlight the importance of water quality protection and restoration to ensure continued progress in these efforts
- Explore insights into the economic development and job creation opportunities that the shellfish industry can deliver to our coastal communities while protecting and preserving our coastal natural resources.

**The summit was organized by the North Carolina Coastal Federation, North Carolina Sea Grant, North Carolina Department of Environmental Quality, North Carolina Division of Marine Fisheries and National Oceanic and Atmospheric Administration**

Find out more at [ncoysters.org/oystersummit](http://ncoysters.org/oystersummit)  
**#oystersummit2019**



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## Summit Agenda

**8:30 a.m. Registration Opens**

**9:00 a.m. Welcome and Background**

Tom Looney, *Economic Development Partnership of North Carolina*

**9:15 a.m. Governor Cooper's Support for Clean Water and Oysters**

Secretary Michael Regan, *North Carolina Department of Environmental Quality*

**9:30 a.m. Rural Economic Development**

Mary Penny Kelley, *Office of the Governor*

**9:45 a.m. Legislative Support for Oyster Initiatives**

- Sen. Harry Brown, *Jones and Onslow Counties*
- Sen. Rick Gunn, *Alamance and Guilford Counties*
- Rep. Pat McElraft, *Carteret and Jones Counties*
- Sen. Norm Sanderson, *Carteret, Craven and Pamlico Counties*

**10:15 a.m. Recipe for Success: Key Ingredients in North Carolina's Shellfish Initiative**

Howard Schnabolk, *National Oceanic and Atmospheric Administration*

**10:30 a.m. Coffee Break**

**10:45 a.m. If You Build It They Will Come: Ongoing and Future Efforts to Promote Healthy Wild Oyster Stocks**

*"Efforts to rehabilitate wild oyster stocks are successful and create waves of success in other fisheries. Continued investment is needed to see a sea change in our wild stock."*

**Panel Moderator:** Dr. Brian Boutin, *The Nature Conservancy*

**Panelists:**

- Dr. Seth Theuerkauf, *National Oceanic and Atmospheric Administration*
- Jacob Boyd, *N.C. Division of Marine Fisheries*
- Dr. Lexia Weaver, *North Carolina Coastal Federation*
- Jess Hawkins, *Crystal Coast Ecotours, Inc.*
- Keith Bruno, *Endurance Seafood*



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**11:25 a.m. The Age-Old Question: What Comes First – Oysters or Clean Water?**  
*“Our waters are some of the best in the country. They’re worth protecting. Continued innovation and coordination will keep them the envy of the nation and support the growing farmed and wild oyster fisheries.”*

**Panel Moderator:** Erin Fleckenstein, *North Carolina Coastal Federation*

**Panelists:**

- Shannon Jenkins, *N.C. Division of Marine Fisheries*
- Anne Deaton, *N.C. Division of Marine Fisheries*
- Steve Weeks, *Crab Point Seafood*
- Todd Miller, *North Carolina Coastal Federation*

**12:05 p.m. Lunch**

**12:50 p.m. The Roadmap to Build a \$100M Mariculture Industry in North Carolina**  
*“End to End blueprint to deliver clean water, jobs and economic development while preserving our coastal environment”*

**Presenters:**

- Tom Looney, *Economic Development Partnership of North Carolina*
- Dr. Joel Fodrie, *University of North Carolina Institute for Marine Sciences*

**1:35-2:15 New Face of Growers: Building a Foundation for Growth and Investment**  
*“Oysters the ultimate clean tech and are attracting investment, savvy entrepreneurs and inspiring startups”*

**Panel Moderator:** Katherine McGlade, *Slash Creek Oysters*

**Panelists:**

- Chris Matteo, *Chadwick Creek Oysters & North Carolina Shellfish Growers Association*
- Ryan Bethea, *Oysters Carolina*
- Dr. Chuck Weirich, *North Carolina Sea Grant*
- Dave Cerino, *Carteret Community College*
- Ana Zivanovic-Nenadovic, *North Carolina Coastal Federation*

**2:15- 2:55 Consider the Environment: Advances in Research and Regulations**  
*“Explore major advancements in research and proposed regulation changes that are supporting this new industry as well as a look into the future”*

**Panel Moderator:** Leda Cunningham, *The Pew Charitable Trusts*

**Panelists:**

- Ted Wilgis, *North Carolina Coastal Federation*



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**Panelists Continued:**

- Denene Blackwood, *University of North Carolina Institute for Marine Sciences*
- Dr. Ami Wilbur, *University of North Carolina Wilmington*
- Dr. Craig Harms, *North Carolina State University Center for Marine Sciences and Technology*
- Bill Cary, *Brooks Pierce*

**2:55-3:10**      **Break**

**3:10-3:50**      **Success Breeds Success in North Carolina: - Learning From the Best!**  
*“Best practices from those who have built billion dollar industries in North Carolina”*

**Panel Moderator:** Will Best, *North Carolina Department of Commerce*

**Panelists:**

- Whit Winslow, *North Carolina Wine and Grape Council*
- Richard Greene, *North Carolina Craft Brewers Guild*
- Ron Fish, *North Carolina Department of Agriculture (invited)*

**3:50-4:30**      **Sales, Distribution & Marketing Engine: Building a Global Brand**  
*“Secrets to developing and executing a branding strategy for North Carolina and globally”*

**Panel Moderator:** Dan Lewis, *Coastal Provisions Oyster Bar and Wine Cafe*

**Panelists:**

- Lin Peterson, *Locals Seafood*
- Tres Hundertmark, *NCOyster365*
- Dr. Chuck Weirich, *North Carolina Sea Grant*
- Wit Tuttle, *Visit North Carolina*

**4:30- 5:00**      **Call to Action**

- Todd Miller, *North Carolina Coastal Federation*
- Tom Looney, *Economic Development Partnership of North Carolina*

**Adjourn to Evening Reception- Transfer Co. Food Hall**

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