



Florida Department of Agriculture and Consumer Services
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TO: Kal Knickerbocker
Division of Aquaculture

FROM: Dorothy Williamson
Bureau of Seafood and Aquaculture Marketing

DATE: October 1, 2008

SUBJECT: First Quarter Progress Report for ARC Grant
"Florida Aquaculture Marketing and Education"
FDACS Contract Number: 01363

Since execution of the Grant on July 23, 2008, Bureau of Seafood and Aquaculture staff have interviewed aquaculture industry people involved in the farming of clams, tropical plants, alligators and hybrid striped bass through personal and telephone visits. Interviews were conducted to gain additional insight into their production methods, size of farms, number of people employed and environmental safeguards. In addition interviewees were asked what guidance they would share with a student interested in aquaculture as a vocation. Research was also been conducted on history and various production methods used to raise aquaculture products in the state of Florida.

The copy writing for the brochure is in the beginning stages. Planning meetings have been held with videographers and copy writers mapping out initial outline of what the video feature should include and types of footage needed to convey the educational message to consumers on what aquaculture in Florida is. Approximately 15% of the total work has been completed.

As of this date no monetary expenditures have been made.

The next quarter will be active with filming conducted around the state. The first filming will be in the Indian River/Brevard area. The draft for the printed piece should be completed by the end of the second quarter. It is anticipated that the printed piece will be ready for printing by the first of next year.

Funding for this project is provided by the Florida Department of Agriculture and Consumer Services, Charles H. Bronson, Commissioner

Please note that the principal investigator will change as I am retiring in November. Phyllis McCranie will take over this responsibility.



Florida Agriculture and Forest Products
\$97 Billion for Florida's Economy