



Florida Department of Agriculture and Consumer Services  
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Please Respond to:  
Bureau of Seafood & Aquaculture Marketing  
(850) 488-0163

**TO:** Kal Knickerbocker  
Division of Aquaculture

**FROM:** Phyllis McCranie  
Bureau of Seafood and Aquaculture Marketing

**DATE:** January 1, 2009

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

The following are the activities associated with the "Florida Aquaculture Marketing and Education" conducted during the October 1<sup>st</sup> through December 31, 2008 time period.

- **Educational booklet:** The copy has been drafted and the graphic design is being finalized. This educational booklet is targeted toward the consumer and middle and high school students and teachers. The concept is intended to provide basic information for individuals who know little or nothing about Florida aquaculture. The completion and printing of the booklet is anticipated by the end of January.
- **Educational and media video:** The first stages of filming began early in December in Sebastian, Florida at the Aquagem Farms. Filming will continue during the next quarter. Completion of the video is scheduled for the end of April.

**Expenditures** –The expenditures to date are for travel to Sebastian for video taping. The total was \$2,175.61. Please transfer this amount to FDACS organization code 42060601000 AS. Copies of travel reimbursements for each of travelers in the following amounts are attached.

- Bureau Chief Joanne McNeely - \$912.62
- FDACS Radio-Television Producer-Director Rick Lurding - \$684.99
- FDACS Radio-Television Specialist Richard Hill - \$578.00



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