



Florida Department of Agriculture and Consumer Services
CHARLES H. BRONSON, Commissioner
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www.doacs.state.fl.us

TO: Kal Knickerbocker
Division of Aquaculture

FROM: Phyllis McCranie
Bureau of Seafood and Aquaculture Marketing

DATE: March 31, 2009

SUBJECT: Third 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 through March 31, 2009.

- **Discover Florida Aquaculture booklet:** This educational booklet was printed during the third quarter. It will be a companion piece to the video of the same name. Letters and order forms will be sent to all middle and high school principals during the fourth quarter to inform them about the availability.
- **Educational and media video:** The filming for the video continued in February. Staff traveled to Blue Heron Aquatic Farms in Florida City, Florida Aquatic Nurseries in Ft. Lauderdale and Gatorama in Palmdale to get live footage of the daily activities involved in aquaculture of food fish, aquatic plant and alligators. Completion of the video is scheduled for the end of April. In addition to distribution to schools as mentioned above, Bureau staff will meet with television media and deliver the video in five major Florida markets during the fourth quarter.
- **Development of aquaculture web pages:** The design phase of aquaculture dedicated web pages on the www.FL-Seafood.com website began during this quarter. These pages will be designed to provide middle and high school teachers and students, as well as the general public quick access to aquaculture information and the "Discover Florida Aquaculture" booklet and video. Still photo shots for the web pages are planned for the fourth quarter.



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

Page two

Expenditures –The following are staff time in-kind contribution and direct expenditures as of the end of the quarter. Please transfer \$24,383.04 to FDACS organization code 42060601000 AS. Copies of travel reimbursements and invoices are attached.

IN-KIND CONTRIBUTION

603 Marketing Division staff hours have been dedicated to this project to date. This equates to a value of \$15,382.66 in salary and \$4,307.15 in fringe benefits.

TOTAL IN-KIND TO DATE: **\$19,689.81**

DIRECT

Travel to film live footage for the video component: \$ 1,884.38

- Phyllis McCranie - \$525.00
- FDACS Radio-Television Producer-Director Rick Lurding - \$834.38
- FDACS Radio-Television Specialist Richard Hill - \$525.00

Interface Storage System (hard drive) for video camera 294.95

Printing of 50,000 “Discover Florida Aquaculture” booklets: 20,105.00

TOTAL DIRECT **\$22,284.33**

INDIRECT: Five per cent of total project

In-kind \$19,689.81 + Direct \$22,284.33 = \$41,974.14 x 5% = **\$ 2,098.71**

TOTAL TRANSFER **\$ 24,383.04**