Coastal Restoration Drives Economic Development
North Carolina Oyster Opportunity
April 20, 2016

Tom Looney tflooney52@gmail.com
Thank You
Coastal Economic Development Goal

- Protect Public Trust
- Drive Sustainable Coastal Economic Development
- Protect Our Coastal Natural Resources & NC Brand
Timeline

• RTI Study Completed - February 2015
• Discussed Plan John Skvarla - February 13, 2015
• Oyster Summit - March 10/11, 2015
• NCCF, NC Sea Grant & Kenan Institute Partner June 2015
  • Position paper completed August 2015
• UNC Department City & Regional Planning August 2015
  • Ecological Restoration Can Stimulate the Economy
• Economic Developer Engagement 4Q ’15
• NC Tourism Jan 15 ’16
• Maurice Jones Secretary Commerce VA Jan ‘16
• NC Clean Tech Summit Feb ’16
• Duke Wetlands Symposium Mar ’16
• NCDMF meeting April 9’16
  ❖ **NC Coastal Local April 20 ’16**
• Oyster Road Trip April 30- May 9 ‘16
• State VA Deep Dive May 8 ‘16
Virginia Major Turn Around


### Virginia oyster bushel production

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<th>'10</th>
<th>'15</th>
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<tr>
<td>100,000</td>
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Source: Virginia Marine Resources Commission

### Year | Public Landings (Bushels) | Private Landings (Bushels) | Total
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Virginia vs NC Oyster Production

Bushels

North Carolina Coastal Federation
Working Together for a Healthy Coast
Virginia’s Oyster Results
Planted & Aquacultured Sold

Fig. 1 Number of Single Oysters Planted (millions)

Fig. 2 Number of Aquacultured Market Oysters Sold (millions)
Virginia’s Oyster Results
Prices & Employment

Fig. 3 Prices Reported for Sale of Individual Oysters

Fig. 5 Virginia Oyster Farm Employment

North Carolina Coastal Federation
Working Together for a Healthy Coast
Hampton Roads, Virginia harvesters pull in record oyster haul

Governor McAuliffe Announces Creation of Virginia Oyster Trail

~Proclaims November as Virginia Oyster Month, Recognizes Virginia as “Oyster Capital of the East Coast”~

Virginia Is Leading East Coast Seafood Producer, Third Largest in the Nation

Governor Terry McAuliffe cuts ribbon for Virginia Oyster Trail

News Headlines

Aquaculture helping to boost Virginia oyster harvest

February 06, 2015

LOTTSBURG—Virginia’s oyster harvest rose 25 percent last year, passing the 500,000-bushel mark. The dockside value of that harvest increased to $22.2 million, with an estimated economic impact of over $58 million.

Va. Oyster Trail should become boon for region

Details Last Updated on Tuesday, 26 August 2014 15:09 Published on Tuesday, 26 August 2014 15:09 Hits: 1796

The new Virginia Oyster Trail will help watermen in King George and Westmoreland, area residents said.
For Immediate Release: November 3, 2014

Governor McAuliffe Announces November as Virginia Oyster Month

~Virginia is the Leading East Coast Seafood Producer, Third Largest in the Nation~

Governor Terry McAuliffe announced today that November is Virginia Oyster Month. Visitors and Virginians alike are encouraged to experience the fresh wild-caught and farm-raised oysters from Virginia’s seven different oyster regions throughout the month of November, as well as participate in the numerous oyster festivals and events around the Commonwealth.

Virginia oysters have diverse flavors from the saltiest in the waters of Chincoteague on Virginia’s Eastern Shore to the sweet taste of Rappahannock River oysters and the rebirth of Lynnhaven oysters in Virginia Beach. This diversity gives visitors a lot to love about oyster travel in Virginia.

“Virginia oysters are the best in the world, and they play an increasingly important role in growing our economy and keeping the Chesapeake Bay clean,” said Governor McAuliffe. “My team and I are working hard to make Virginia the Oyster Capital of the East Coast, and I hope Virginians will join us by enjoying local, fresh and delicious Virginia oysters during the month of November.”

Virginia's oyster harvest increased by 25% from 2012 to 2013, with more than 500,000 bushels - the most in nearly a generation. Over the past 12 years, the oyster harvest in Virginia has increased from approximately 23,000 bushels in 2001 to last year's level of just over 500,000 - the highest level since 1987. The dockside value alone of the oyster harvest is 2013 was more than $22 million, up from approximately $16 million in 2012.

"Tourism is an instant revenue generator for Virginia, and the continued growth of the oyster industry, combined with private sector investment, positively impacts the tourism industry in the Chesapeake Bay region and the Commonwealth," said Maurice Jones, Secretary of Commerce and Trade. "In 2013, visitors spent $21.5 billion, supporting 213,000 jobs and contributing $1.4 billion in state and local taxes. Marketing Virginia as an oyster destination will help us attract more of those visitors and continue to help our economy grow.”
“The continued growth of the oyster industry and our fisheries management programs, combined with private sector investment, positively impacts the Chesapeake Bay and Virginia's economy, particularly with respect to tourism,” said Maurice Jones, Secretary of Commerce and Trade. "Tourism is an instant revenue generator for Virginia, accounting for over $21.2 billion in revenue and supporting 210,000 jobs in 2012. The Virginia Oyster Trail is sure to continue this growth in tourism around the Commonwealth."
RICHMOND – Governor Terry McAuliffe today announced new exports of Virginia seafood to Canada as a result of his recent trade and tourism mission to the country. The trade deals represent significant new revenue streams for Rappahannock River Oyster Company (Rappahannock) into the important Canadian market, the second largest export market for Virginia’s agricultural and forestry industries, which include seafood and aquaculture products. Today’s announcement is the fourth significant development this week in Virginia’s oyster industry, the largest on the East Coast.
Virginia Oysterman

“The business case has legs; I'm making a living and then some, but I've been doing it for a little over 20 years. Everything I have is paid for, house, vehicles, boats and farming equipment. Growing oysters is the easy part; marketing is the hard part and what takes time, especially if the farmer is trying to cultivate his own markets. It's not so bad if you can find a distributor to sell to but you have to sell more volume because you get a little less per oyster.”

“There will be a time in the not too distant future where prices and demand will level off and then the prices may drop some as more people get into it, but for now I'm riding a nice wave hanging ten all the way down the pipeline.”

Tommy Leggett
Chessie Seafood and AquaFarms
Hayes, Va.
12/27/15
Coastal Shoreline

Coastline of the United States

<table>
<thead>
<tr>
<th>State</th>
<th>Lengths, statute miles</th>
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<tbody>
<tr>
<td></td>
<td>General coastline¹</td>
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<tr>
<td>Atlantic Coast:</td>
<td></td>
</tr>
<tr>
<td>Maine</td>
<td>228</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>13</td>
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<tr>
<td>Massachusetts</td>
<td>192</td>
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<td>Rhode Island</td>
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<td>Delaware</td>
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<tr>
<td>Maryland</td>
<td>31</td>
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<tr>
<td><strong>Virginia</strong></td>
<td><strong>112</strong></td>
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<tr>
<td><strong>North Carolina</strong></td>
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<tr>
<td>South Carolina</td>
<td>187</td>
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<tr>
<td>Florida (Atlantic)</td>
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<td><strong>Total Atlantic Coast</strong></td>
<td><strong>2,069</strong></td>
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NC vs Virginia Wine
NC vs Virginia Craft Breweries

N.C. craft beer industry now tops in the South
NC Top Six Commercial Landings 2014

NC Commercial Landings $000

- Blue Crab, 29954
- Summer Flounder, 8211
- Southern Flounder, 4838
- Shrimp, 14131
- Oysters, 4539

Legend:
- Oysters
- Blue Crab
- Shrimp
- Southern Flounder
- Summer Flounder

North Carolina Coastal Federation
Working Together for a Healthy Coast
NC Coastal Shellfish Closings
Quality & Monitoring Funding
Tourism and Oyster Revival
Proof Points

• Virginia Model Successful and Accelerating
  • Executing on the plan
  • Oyster Trail launched
  • Oyster integrated into tourism campaigns
    • Craft Beer, Wine and Dining
  • Export market being cultivated

• NC Case for Oyster Plan and Execution
  • Habitat supports vibrant shell fish industry
  • Commercial landings declining
  • Strong Tourism Base
  • Case to Protect & Restore Wetlands/NC Brand
The Ultimate Clean Tech NC Oyster

- Jobs
- Tourism
- Habitat
- Clean Water
- Living Shorelines
- Financial Return
- Culture NC Brand Community
- Community
Oysters Triple Bottom Line

Viable Financial Return
- ROI
- Profit
- Proven Business Case

Jobs
- Livelihoods
- Culture
- Rural Economic Development

Clean Water
- Sustainability
- Natural Resources
- Tourism

North Carolina Coastal Federation
Working Together for a Healthy Coast
Critical Success Factors

Regulation
- Public Trust
- Leasing
- Monitoring
- Enforcement

Research
- Seed Stock
- Disease Resistant
- Environmental Impact
- Grower Technology

Education
- K12
- Community Colleges
- Environmental Groups
- Local Outreach

Investment
- Business Case
- Seed Money
- Investors
- Low Cost Loans
- Grants

Mktg/Dist.
- Community Engagement
- Tourism
- Job Training
- Export

North Carolina Coastal Federation
Working Together for a Healthy Coast
How can you help?

Phase One- Collect the facts and identify proof points

*Build business case and develop consensus*

*Establish credibility and value proposition*

*Get the message out- Secure champions*

*Support DMF proposals*

*Protect Coastal water quality & habitat thru local ordinances*

Phase Two- Establish Support/Ownership

*Executive Branch, Cabinet Support & Local elected officials*

*Mccrory/ Shvarla/ Troxler/ van der Vaart*

*Establish End to End Ownership- Regulation to Distribution*

*Possible private /public partnership*

Phase Three- Execution/Metrics/Accountability

*Run this like a business- help people be successful!!!!*

*Get maximum return on state natural resources!!!!!*

*Maximum value to the community*

*Preserve natural Beauty/ Jobs/ Tourism/ Clean Water/ Pride*
Napa Valley of Oysters

Silicon Valley of Aqua Culture