



North Carolina Strategic Plan for Oyster Aquaculture

Delivering Coastal Economic
Development, Jobs, Resilience
and Clean Coastal Waters for
North Carolina

Explore your oyster knowledge

Economic/Environmental

Question

1. Oyster demand doubling every ____ years?
2. US annual consumption ____ MM lbs.?
3. Can oysters be eaten year-round?
4. One acre oyster reef cleans ____ MM gal/day?
5. Living shorelines reduce ____% wave action?
6. One acre supports ____ tons of other seafood?

Answers

- ▶ 5 Years
- ▶ 35 Million pounds
- ▶ Yes
- ▶ 24,000,000
- ▶ 90%
- ▶ 1.5 Tons



January 2015

Coastal Restoration and Community Economic Development in North Carolina

Final Report

Prepared for—

**North Carolina Coastal
Federation**

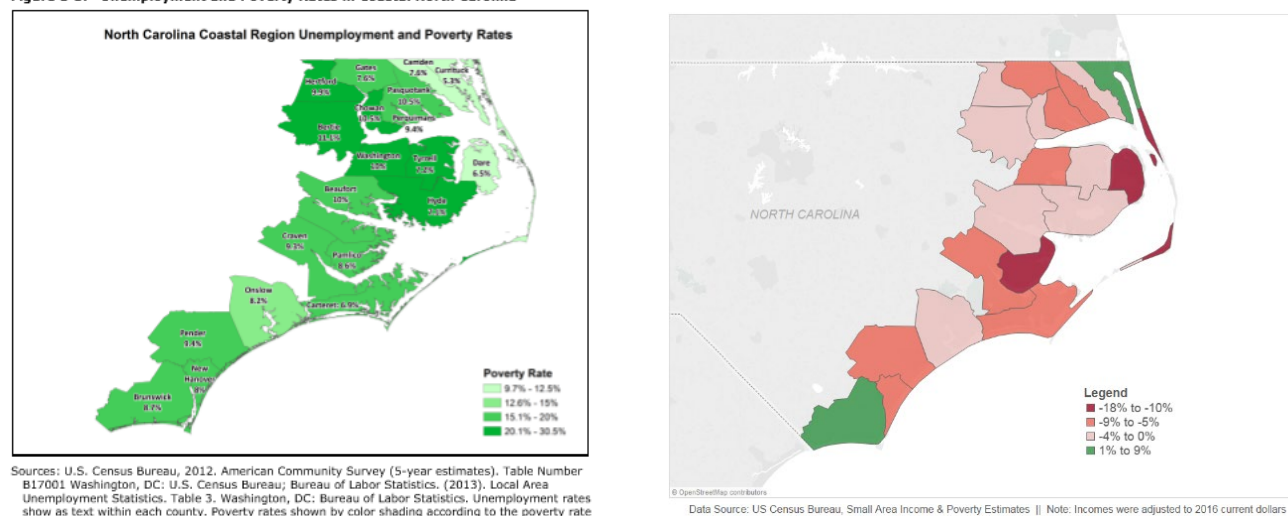
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Newport, North Carolina

Prepared by—

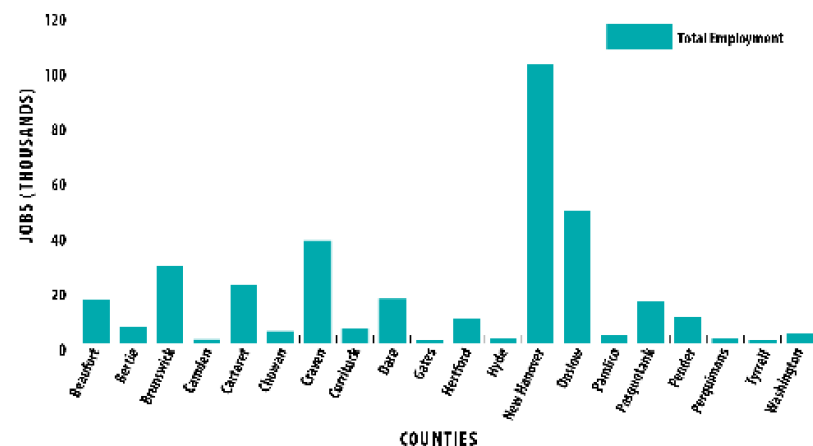
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Figure 1-3. Unemployment and Poverty Rates in Coastal North Carolina

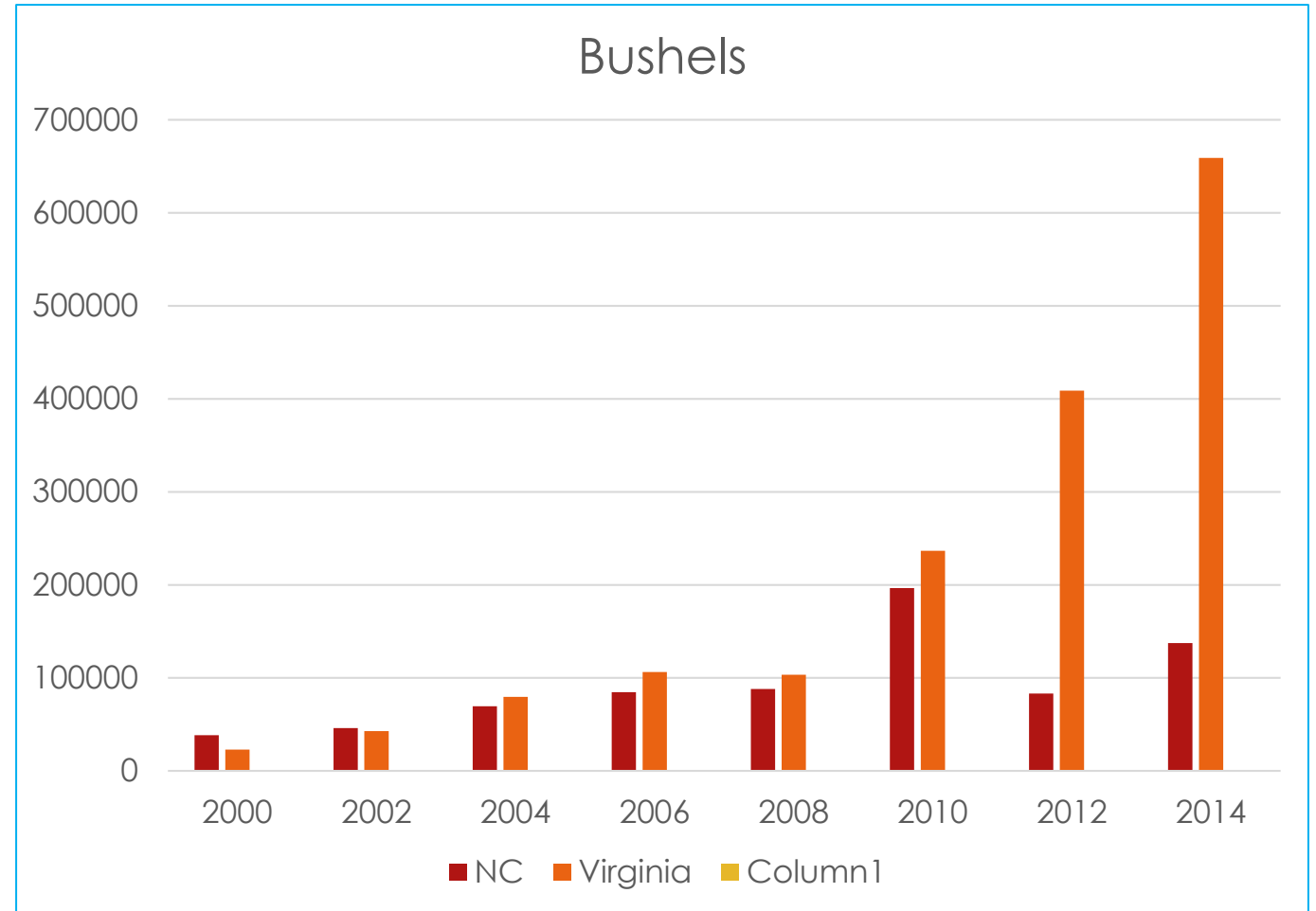


ANNEX 1. NORTH CAROLINA COASTAL GDP AND EMPLOYMENT



NC vs Virginia Oyster Production

2000-2014



CBS News



Listen & Learn

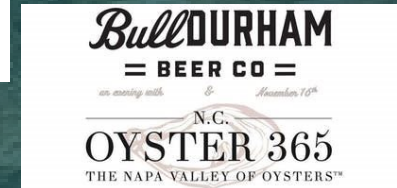
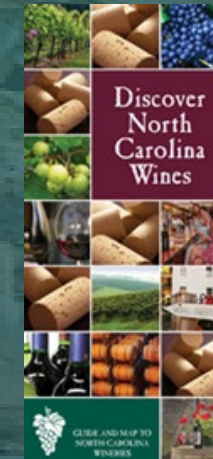
Duke
NICHOLAS SCHOOL
of the ENVIRONMENT



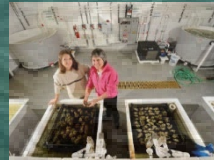
**NORTH
CAROLINA**
DEPARTMENT OF COMMERCE

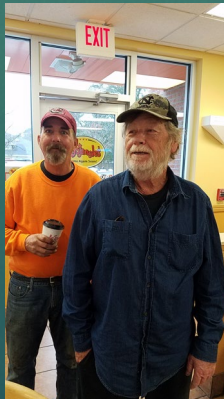


North Carolina
Coastal Federation
Working Together for a Healthy Coast



End to End Strategic Plan





The Oyster Blueprint/ Strategic Plan

\$100M 1000 Jobs

Regulatory Actions

- DMF Shellfish Leasing Section/ DMF Shellfish Advisory Committee

Statutory Action

- Shellfish Enterprise Zones/Poaching Laws/Use It or Lose it!

Grower Support

- Low interest Loans/Insurance/AG Shellfish Advisory panel

Research

- Aquaculture Business Agent/ Multiple NC Sea Grant Programs

Marketing & Distribution

- Oyster Trail/Strategic Study

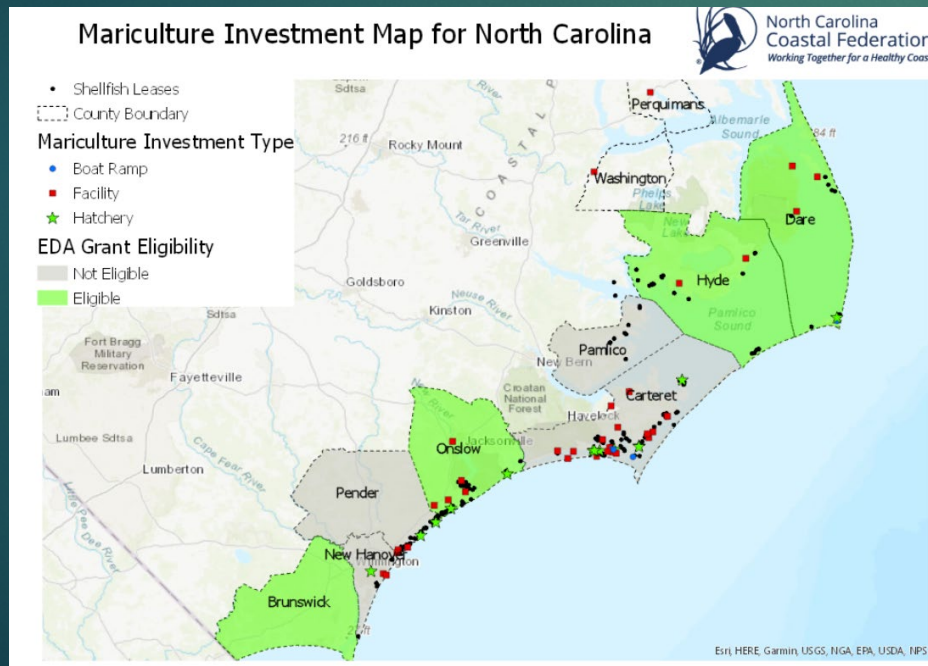
Water Quality

- DEQ Staff to Monitor Stormwater Systems
- Revise Grant Funding –Focus on growing water and habitat restoration
- Low Impact development- State funded construction projects

Oyster Economic Development Hub First of It's Kind in the World!

Carteret County/US EDA/Golden Leaf/NCGA

Current Infrastructure



Grower Feedback on Needs

SHELLFISH MARICULTURE INFRASTRUCTURE STUDY






Summary as of August 7, 2019

Challenges and Opportunities for NC Shellfish Mariculture Industry

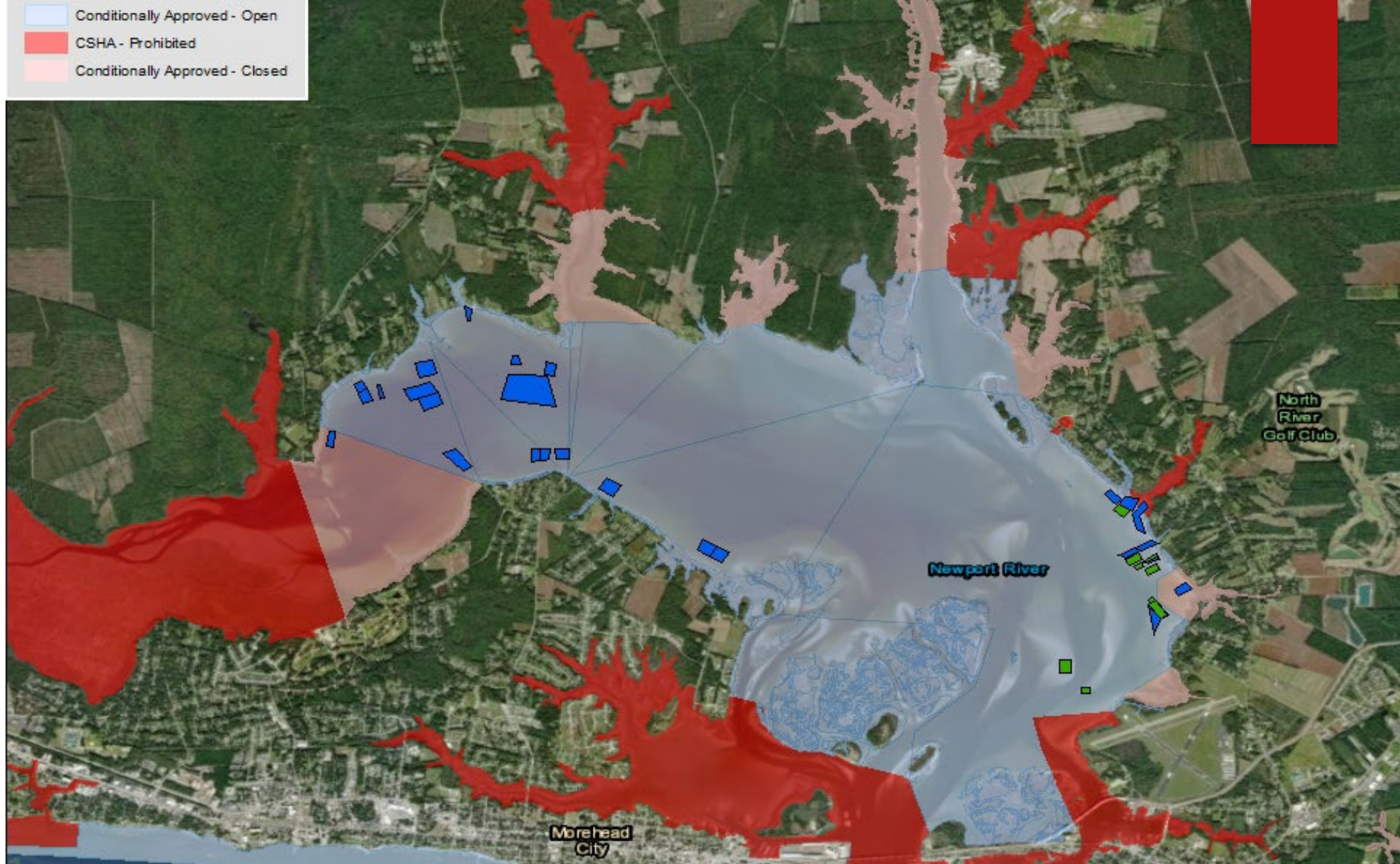
Challenges	No. of Interviewees	Opportunities	No. of Interviewees
Storm/rain events	18	Processing and distribution centers	21
Lease establishment	17	Hatcheries and nurseries	16
Waterfront access	15	Cooperatives	12
Financial capital	13	Public awareness	12
Product distribution	12	Working waterfront dock	8
Seed source	11	Shellfish grower connections	6
Processing and distribution centers	10	Crop insurance	6

North Carolina Oyster trail will be organized into regions that feature a variety of food and beverage, cultural, and natural sites

Choose your own oyster experience:

Restaurant	Brewery	Winery	Historic Site	Aquarium	Museum	Natural Site	Eco-tour	Outdoor activity
<p>For the connoisseur:</p> 			<p>For the history buff:</p> 			<p>For the outdoorsman:</p> 		
<p>For the beer lover:</p> 			<p>For the science nerd:</p> 					

- Conditionally Approved - Open
- CSHA - Prohibited
- Conditionally Approved - Closed





Success Breeds Success



Set aspirational targets

Focus on the singles and doubles
Sights on a Home Runs



Build a plan/set priorities

Do not spray and pray



Embrace Diversity of “Ideas”

Come at things from different directions
Assume positive intent



Inspire Confidence

Sell your plan



Earn the right to ask

Deliver on commitments
Ask for the order



Be Impatient

Time Kills Deals!!!!!!!!!!





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