

DRAFT MINUTES  
VIRGINIA MARINE PRODUCTS BOARD (VMPB)  
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS)  
WATERMEN'S HALL, DIRECTOR'S CONFERENCE ROOM  
GLOUCESTER POINT., VA  
June 7<sup>th</sup>, 2016



**Call to Order:** Vice-Chairman Peter Nixon called the meeting to order at 4:25 PM. Seven board members were present which represents a quorum.

**INTRODUCTIONS:**

**BOARD MEMBERS PRESENT:**

Ann Gallivan  
Kim Huskey  
Dan Kauffman  
Hannah Kellum  
Kelly Lewis Minor  
William Purcell  
Peter D. Nixon

**BOARD MEMBERS ABSENT:**

Meade Amory  
Wayne France  
Heather T. Lusk  
Kevin G. Wade

**STAFF PRESENT:**

Mike Hutt, VMPB  
Dylan Mills, VMPB

**GUESTS PRESENT:**

Melissa Ball- VDACS  
Katie May Laumann- VMRC  
J.C. Hudgins- Watermen's Association  
Jimmy Hudgins- Waterman's Association

**UNFINISHED BUSINESS**

**VA Agribusiness Legislative Annual Banquet  
Richmond, VA  
January 14<sup>th</sup>, 2016**

Mike Hutt: This is an event put on by VA Agribusiness in which all legislative groups are invited to attend while they are in session. VDACS provided a booth for the VMPB and we sampled 900 Oysters to legislators and guests. Deborah Pratt also assisted in shucking the Oysters. It was very successful and a great way to keep VA Seafood in front of the delegates.

Virginia Marine Products Board, 554 Denbigh Blvd, Suite B, Newport News, VA 23608  
(757) 874-3474 Fax: (757) 886-0671  
[www.virginiaseafood.org](http://www.virginiaseafood.org) – [www.virginiaoysters.org](http://www.virginiaoysters.org)

DRAFT MINUTES  
VIRGINIA MARINE PRODUCTS BOARD (VMPB)  
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS)  
WATERMEN'S HALL, DIRECTOR'S CONFERENCE ROOM  
GLOUCESTER POINT., VA  
June 7<sup>th</sup>, 2016

**VA Seafood Legislative Week**  
**Richmond, VA**  
**January 18<sup>th</sup>-21<sup>st</sup>, 2016**

Mike Hutt: VMPB sets up a booth in the General Assembly Building providing education materials and displaying tools of the trade. One day out of the week we set up a luncheon for the delegates with the help of the Watermen's Association. This year we served close to 550 lunches which was catered by Arnest Seafood and Graham and Rollins. The luncheon consisted of wild Blue Catfish Fillet and Clam Chowder.

J.C. Hudgins: We have been doing this for 5-6 years now and it's been growing great. We get a chance for one on one meetings with the legislators when delivering meal tickets which is a great chance for us to voice our opinions about various issues going on within the seafood industry.

**North American Seafood Expo**  
**Boston, MA**  
**March 6<sup>th</sup>-8<sup>th</sup>, 2016**

Mike Hutt: Had a 20 foot booth as usual and generated 73 trade leads from the show. Mike appreciates the help of Virginia Seafood Industry members that stopped by to help at the booth. Booth space for 2017 has already been contracted and VDACS International Marketing paid for the booth in full this year and has committed to paying for half of the booth next year. \*J.C. asked "Did any other Virginia seafood companies attend the show?" Mike stated that 9 other Virginia seafood companies exhibited at the show and many other Virginia companies attended the show; Little River Seafood allowed us to ship our booth, materials, and seafood on their truck which helped to offset shipping and handling costs, this saved us around \$6,000-\$8,000. There is room for other Virginia companies to come and exhibit, if you are interested contact Mike Hutt.

**Election of Officers**

Peter Nixon was nominated for Chair by Kim Huskey and the motion was seconded by Ann Gallivan, this was the only nomination for this position. After voting Peter Nixon was elected Chairman of the board by unanimous decision. Meade Amory was nominated for Vice-Chair by Kim Huskey and this was seconded by Peter Nixon. The nomination was voted on and Meade Amory was elected as Vice-Chairman by unanimous decision.

**Powerpoint Presentation by Mike Hutt " The Basics of the Marine Products Board"**

Mike gave a presentation outlining the duties of the Marine Products Board as well as other rules and regulations that concern and may interest the members of the board.

**Approval of Minutes from Last Board Meeting**

Motioned by Dan Kauffman and seconded by Kelly Minor. Minutes were approved by unanimous vote.

DRAFT MINUTES  
VIRGINIA MARINE PRODUCTS BOARD (VMPB)  
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS)  
WATERMEN'S HALL, DIRECTOR'S CONFERENCE ROOM  
GLOUCESTER POINT., VA  
June 7<sup>th</sup>, 2016

**NEW BUSINESS**

**Virginia Seafood Council Legislative Reception  
January 27<sup>th</sup>, 2016**

Kim: The reception was held at the Hilton Garden Inn in downtown Richmond. Overall the event went well however they are currently seeking out a new venue for next year due to some small attention to detail issues that may have been cause by the fact that the hotel was remodeling.

**Region 8 Oyster Sensory Panel Tasting  
February 9<sup>th</sup>, 2016**

Mike: At the opening of the Oyster Trail the Governor announced that there are now 8 Oyster regions in Virginia instead of 7. This 8<sup>th</sup> region will be the Tangier region. We worked with VT Sea Lab and did 3 different tastings to see if Region 8's Oysters have a different taste. We found that there is a slightly different taste, this information was sent to the Governor and we expect that an official announcement of region 8 will be in the near future. If this happens we will begin recreating the Oyster brochures and maps.

**VIMS Chef Symposium- Catfish  
March 15<sup>th</sup>, 2016**

Mike: This is an event hosted by VIMS where they bring in Chefs and students to display the different ways that Catfish can be served in a restaurant. The main purpose of the event is to educate the public and future chefs on Blue Catfish. Since the event we have seen chefs start to purchase more Blue Catfish and add it to their menus.

**VA Food & Beverage Show  
Richmond, VA  
March 22<sup>nd</sup>-23<sup>rd</sup>, 2016**

Mike: This is an event put on by VDACS and is held at the Richmond Convention Center. We had two booths and used them to promote VA Seafood and more specifically VA Oysters. We shucked and sampled Oysters from 2 different regions which generated about 16 trade leads (mostly local contacts).

Pete Nixon suggested that we look into during a television show similar to what the North Carolina Department of Agriculture does highlighting North Carolina products. They do company tours and then visit a restaurant to prepare the products and show the path the product takes from water or farm to table.

DRAFT MINUTES  
VIRGINIA MARINE PRODUCTS BOARD (VMPB)  
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS)  
WATERMEN'S HALL, DIRECTOR'S CONFERENCE ROOM  
GLOUCESTER POINT., VA  
June 7<sup>th</sup>, 2016

**SUSTA Spring Conference  
New Orleans, LA  
March 29<sup>th</sup>- April 1<sup>st</sup>, 2016**

Mike: This conference gives activity managers from the SUSTA region to meet and discuss the trends that the market is showing. As well as to talk about each other's projects and bounce ideas off one another to try and increase the sales of SUSTA region products. I also got the chance to meet with the SUSTA international consultants.

**Seafood Expo Global  
Brussels, Belgium  
April 26<sup>th</sup>-28<sup>th</sup>, 2016**

Mike: This is the world's largest seafood show, however I did not attend this year due to the attacks in Brussels earlier this year. I have been told that attendance was way down compared to usual however 1 SUSTA company still attended and the SUSTA industry consultants worked the booth. They generated a few trade leads from this event however attendees was extremely low compared to usual.

**Virginia Tech Grant  
Marketing Live Soft Shells in Europe  
May 2016**

Mike: Dan Kaufmann applied for a grant which will be used to create a new packaging method for shipping live soft shell crabs to Europe. If this can be achieved we feel that we can tap into the high-end seafood market with our live softshell crabs. We will find out in September whether or not we have received the grant.

Dan: Everybody who has worked with them before knows that packaging is always a problem with soft shell crabs, so this grant (if awarded) would be a great help in developing a new packaging method. It would allow us about \$15,000 for boxes/packaging and \$15,000 for testing the market and doing promotions, as well as sending samples to Europe.

**Sensible Seafood  
VA Aquarium, VA Beach  
May 26, 2016**

Mike: Chef Greg Burroughs at the Virginia Culinary Institute in Norfolk highlighted Blue Catfish at this as an unutilized species and his culinary students cooked and prepared these Catfish to sample at the event. For their cooking they won the best booth highlighting an unutilized species.

DRAFT MINUTES  
VIRGINIA MARINE PRODUCTS BOARD (VMPB)  
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS)  
WATERMEN'S HALL, DIRECTOR'S CONFERENCE ROOM  
GLOUCESTER POINT., VA  
June 7<sup>th</sup>, 2016

**VA Blue Crab Sustainability  
VMRC/VIMS**

Mike: I have been contacted by some grocery store chains contact me and asking about the sustainability of our products. A lot of them want MSC certifications on our products however most if not all companies in the area do not have enough money to pay for these certifications. However I have worked with VIMS and VMRC to compare our Blue Crab to the same criteria as becoming MSC certified and we are definitely sustainable. We are currently working on creating a state certification in order to let these companies know that our blue crabs are wild and sustainable. Ann Gallivan asked if this could be done for Clams and Oysters also. She also wanted to know if a state agency could sign off on the certificate.

**Interested Party Reports**

**VA Institute of Marine Science  
No Report**

**Virginia Tech**

Dan: 300,000 pounds of Red Crab were packed last year and we are approaching 140,000 pounds of packed Red Crab this year. We are also currently working on a live recirculation system to keep the crabs alive. A HACCP class was just completed with 36 participants in English and another 10 participants in Spanish. These classes are given about once every quarter. We also now have 4 new interns.

**VMRC**

Katie: We are currently working to find a way to show that the blue crab is sustainable; our next meeting is on June 28<sup>th</sup>.

Peter: VMRC makes all the rules and regulations for next season right now. These will be voted on in late June.

**VA Seafood Council  
No Report**

**Cooperative Programs**

**VDACS  
No Report**

**Aquaculture Oysters Update**

Mike: Showing a lot of growth, we are in the process of updating the directory and getting it up on the website.

DRAFT MINUTES  
VIRGINIA MARINE PRODUCTS BOARD (VMPB)  
VIRGINIA INSTITUTE OF MARINE SCIENCE (VIMS)  
WATERMEN'S HALL, DIRECTOR'S CONFERENCE ROOM  
GLOUCESTER POINT., VA  
June 7<sup>th</sup>, 2016

**Reports**

**Finance**

Mike: Carryover balance of \$267,890.53 for FY 2014-2015. Our current balance at the end of April is \$303,957.42. Projected to have a little over \$300,000 in revenue for this fiscal year.

Kim: Kim brought up the license plate sales idea that was visited and will be looking into more in depth to see if she believes it will be beneficial for VMPB to pursue further.

**Public Comments**

No Comments

**Expenses for travel to Board Meeting**

Melissa: If you are interested in getting reimbursed for your travel to this meeting I will email the forms for you to fill out to Dylan and he will send them all out to you.

**ADJOURNMENT**

Dan moved to close it was seconded by William Purcell. Meeting was adjourned at 6:03PM.

Respectfully Submitted,

---

Mike Hutt  
Executive Director

---

Peter D. Nixon  
Chair