

Strengthening Aquaculture Associations

Presented By:

Carole R. Engle

ENGLE-STONE
Aquatics



Aquaculture Webinar Series Introduction

Voice of:



D. Allen Pattillo

Iowa State University Extension
NCRAC Extension Committee Chairman
USAS Board Member



Strengthening Aquaculture Associations

Presented By:

Carole R. Engle

ENGLE-STONE
Aquatics



Why Are Aquaculture Associations Important?



Who is Watching Out
for Your
Aquaculture Business?



Regulatory Issues

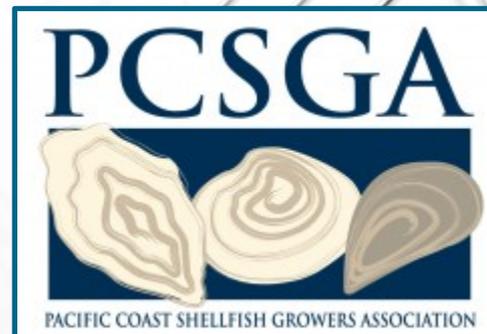
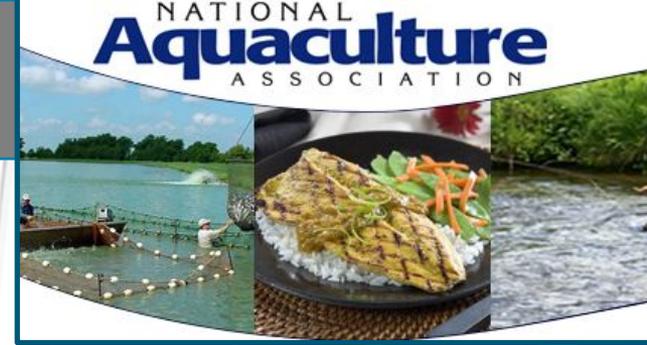
- **Lacey Act**
- **Wildlife Diseases & USFWS**
- **Aquatic Invasive Species & Fish Transportation**
- **Ambiguous State Aquatic Animal Health Regulations**
- **Critical Habitat for Endangered Species and Additional Listings**
- **Numeric Nutrient Criteria**

What Can Be Done?

- **Send in comments on proposed rules, stating how they will affect your farm.**
 - **Burden of considering impacts of proposed rules is on you, not the government.**
- **Be an active member of associations.**

Why Join?

- Numbers matter
- Representation is critical to counterbalance regulators & NGOs



Why Pay Dues?

- To protect your business
- To invest in future of your business



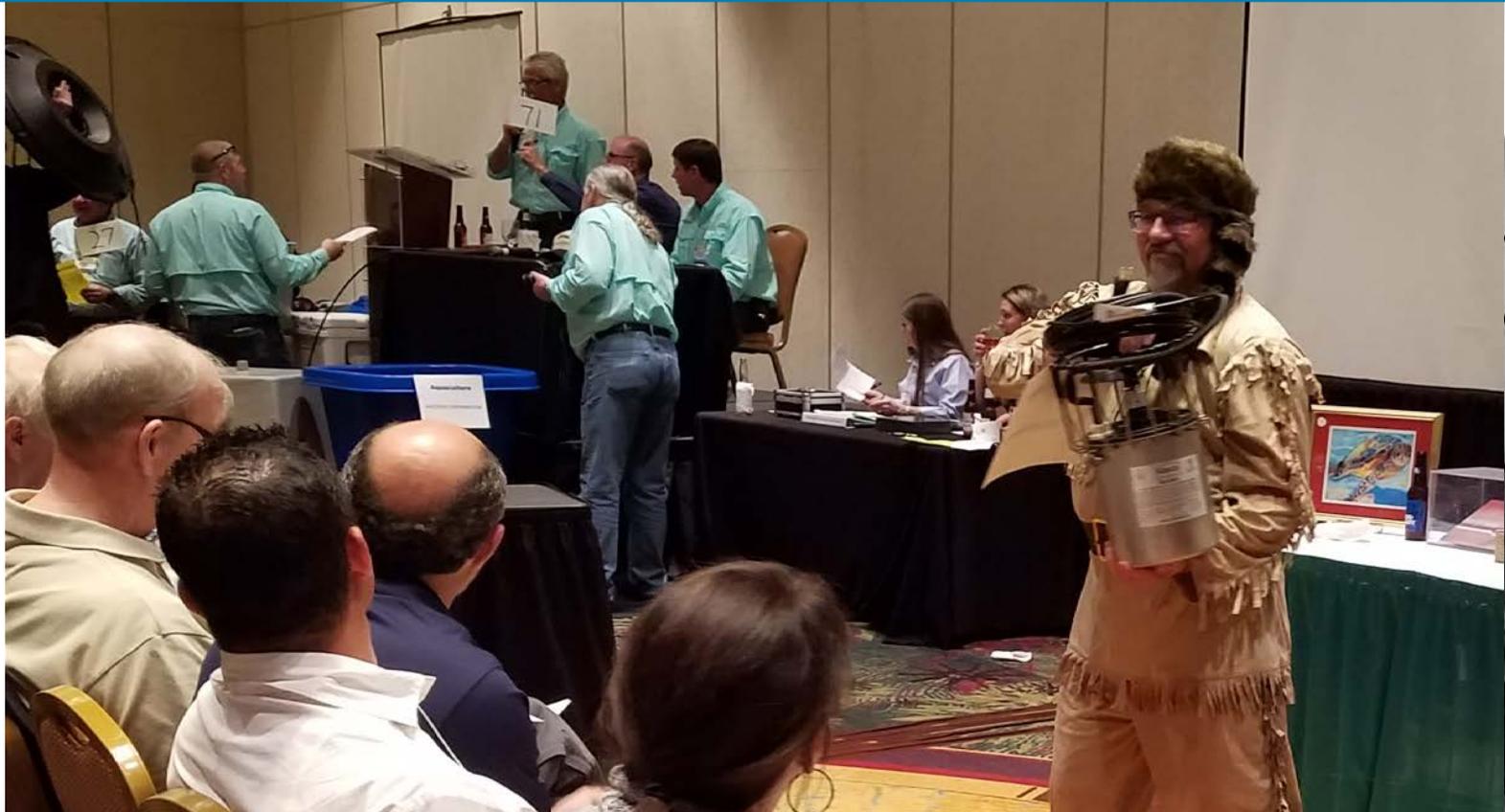
Why Spend Time on Association Activities?



- It's easier for your elected officials to take actions on behalf of association rather than an individual.



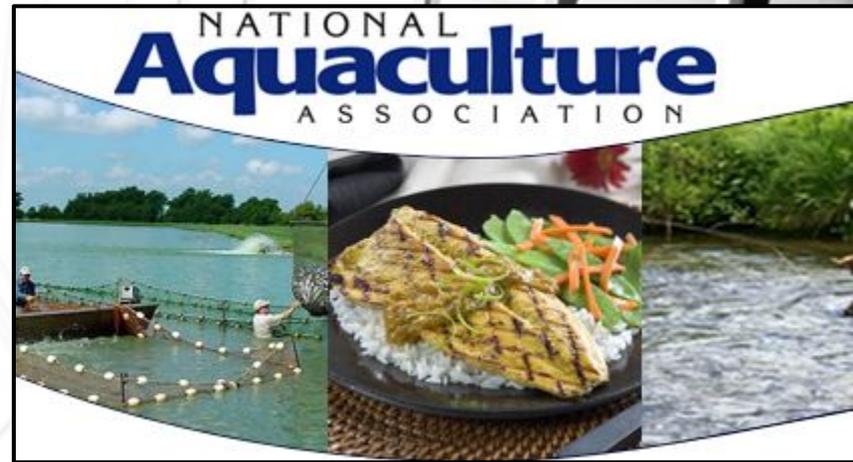
It's also fun.....



NATIONAL
Aquaculture
ASSOCIATION



National Policies Are Best Addressed by National Associations



- **The Lacey Act**
- **Petition to list many fish species as injurious (including tilapia, etc.)**
- **Depredation order for cormorants**

Species-specific issues best addressed by Species Associations



Farm Bill

- Catfish Inspection Rule
- Catfish Insurance
- Anti-dumping tariffs



- Branding, Co-marketing
- Young Farmers
- State COOL

Species-specific issues best addressed by Species Associations

Research Forum:

- **Farmers select papers to be presented**
- **Researcher-of-the-year awards**
- **Service awards**



**Catfish Farmers
of America**





Costs of Regulations on Baitfish/Sportfish Farms:

79% Are State Regulations

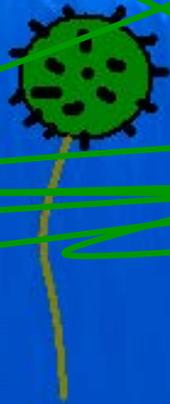


Carole R. Engle and Jonathan van Senten

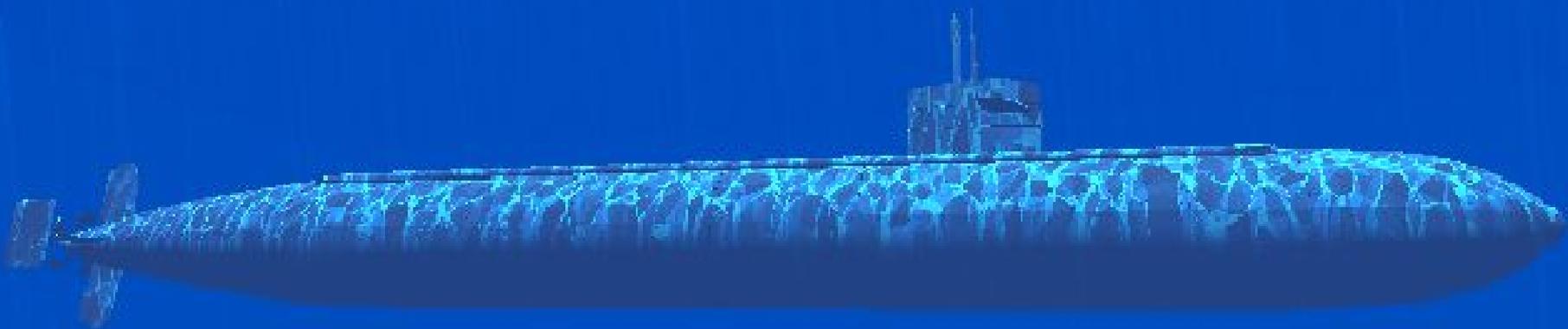
ENGLE-STONE
Aquatics

 **VirginiaTech**
Invent the Future

PETA



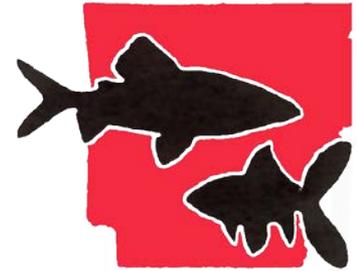
Fish and Wildlife Service



Run Silent, Run Deep

Success Stories:

Arkansas Bait & Ornamental Fish Growers Association



- **Obtained label for Special Local Needs approval for chemicals**
- **As non-foodfish product, label claims of various chemicals did not include the species that they raised.**

Success Stories: Arkansas Bait & Ornamental Fish Growers

Joint marketing



Scott Martin Challenge!



The Safe Bait.

CFAr Success Stories



Worked to change to preferred customer status for quick service in outages & change billing systems to reduce cost.

CFAr Success Stories



- **Hold annual catfish fry for state legislators and their aides.**
- **Engage with elected officials.**
 - **Speaking invitations.**
 - **Opportunities for them to learn about aquaculture businesses.**

CFAr Success Stories



- **Lobbied state government successfully.**
 - **Restaurant labeling law -**
Must inform patrons whether U.S. or imported.
 - **Convinced state to enforce labeling law with routine inspections.**

CFAr Success Stories



- **Created a Catfish Promotion Board that funds promotional and research activities important to their industry.**
- **AR Secretary of Agriculture featured in radio spot for advertising.**
- **Billboards promoting product.**
- **Plaques thanking restaurants.**

CFAr Success Stories



- **Recognize research & extension personnel for doing the kind of work that is helpful to you.**
- **Recognize industry people who go out of their way to contribute to the association and to the industry.**

Value of associations generally – What does the research literature say?

- Associations contribute to industry growth through increased entrepreneurial activity (Techchandani 2014).
 - **Through networking functions & opportunities for interaction of members.**
 - **Conferences, workshops, and other meetings.**
- Centers of expertise emerge through frequent and effective interactions among the membership (Marshall and Standifrid 2005).
- Industry viability enhanced when associations engage their elected officials (Knoke 1990) on policies & framework conducive to new industry growth.

Value of an aquaculture association - Prokopovych (2015)

Shellfish Grower Associations in N.E. U.S.:

- Created value and promoted cooperation among shellfish growers in the region.
- Organized workshops, conferences.
- Identified research needs.
- Educated elected officials about the needs of their industry.
- Educated the general public on their industry.

Value of an aquaculture association - Prokopovych (2015)

Shellfish Grower Associations in N.E. U.S.:

- Disseminated policy, industry news, & information to their industry.
- Disseminated information to membership on:
 - Shellfish poisonings for specific locations.
 - Prevention of spread of invasive species that predate on shellfish.
 - Research updates.

Value of an aquaculture association –

Prokopovych (2015) asked shellfish respondents to respond to questions on relative importance of various types of association activities.

- **90% of respondents rated receiving information on issues such as shellfish diseases and invading species that predate on shellfish as “important” or “extremely important.”**
- **75% of respondents rated information on products and suppliers as “important” or “extremely important.”**
- **80% of respondents considered lobbying & advocacy activities on regulatory initiatives with policy makers as “important”.**

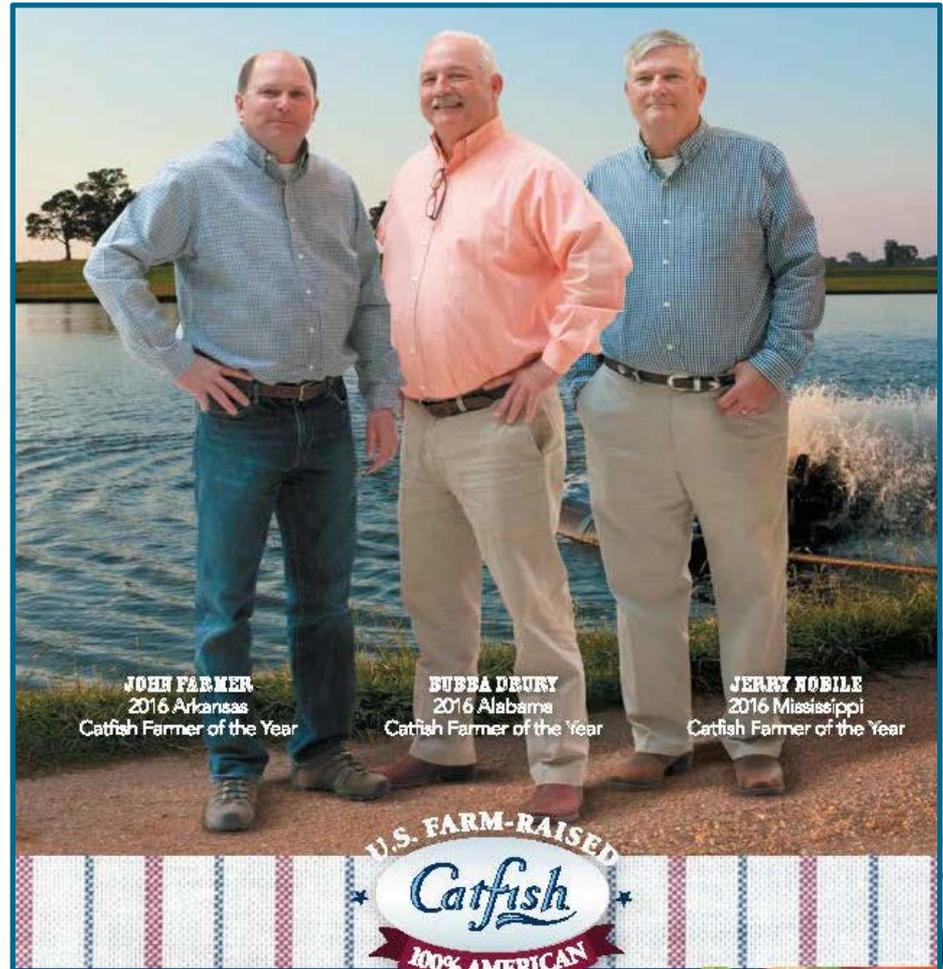
Most Important Benefits to Producers:

- **Conferences/networking.**
- **Industry alerts.**
- **Representation with regulators.**
- **Comments on rule-making activities.**

Producers Rate Benefits & Services From Associations Differently From Extension & Research Personnel

Am I going to make any money this year?

Where can I publish this?



JOHN FARMER
2016 Arkansas
Catfish Farmer of the Year

BUBBA DEURY
2016 Alabama
Catfish Farmer of the Year

JERRY NOBILE
2016 Mississippi
Catfish Farmer of the Year



What are the lessons from other state associations about what makes them effective?

- **Producer driven.**
 - **University Extension people cannot advocate.**
 - **Producers can and should advocate for their industry.**
- **Leadership.**
 - **Create transparency & trust.**
 - **Focus on general good; not specific agendas.**
- **Engage with membership**
- **Create value for membership.**

What are the lessons from other state associations about what makes them effective?

- **Training for leadership succession.**
- **Members need to spend time.**
- **Members need to travel to speak for association goals and initiatives.**
- **Often a small group of people can make it happen.**
- **Sometimes a single individual (other than President) can be the catalyst and spark.**

How Can Associations Be Strengthened?

Keys

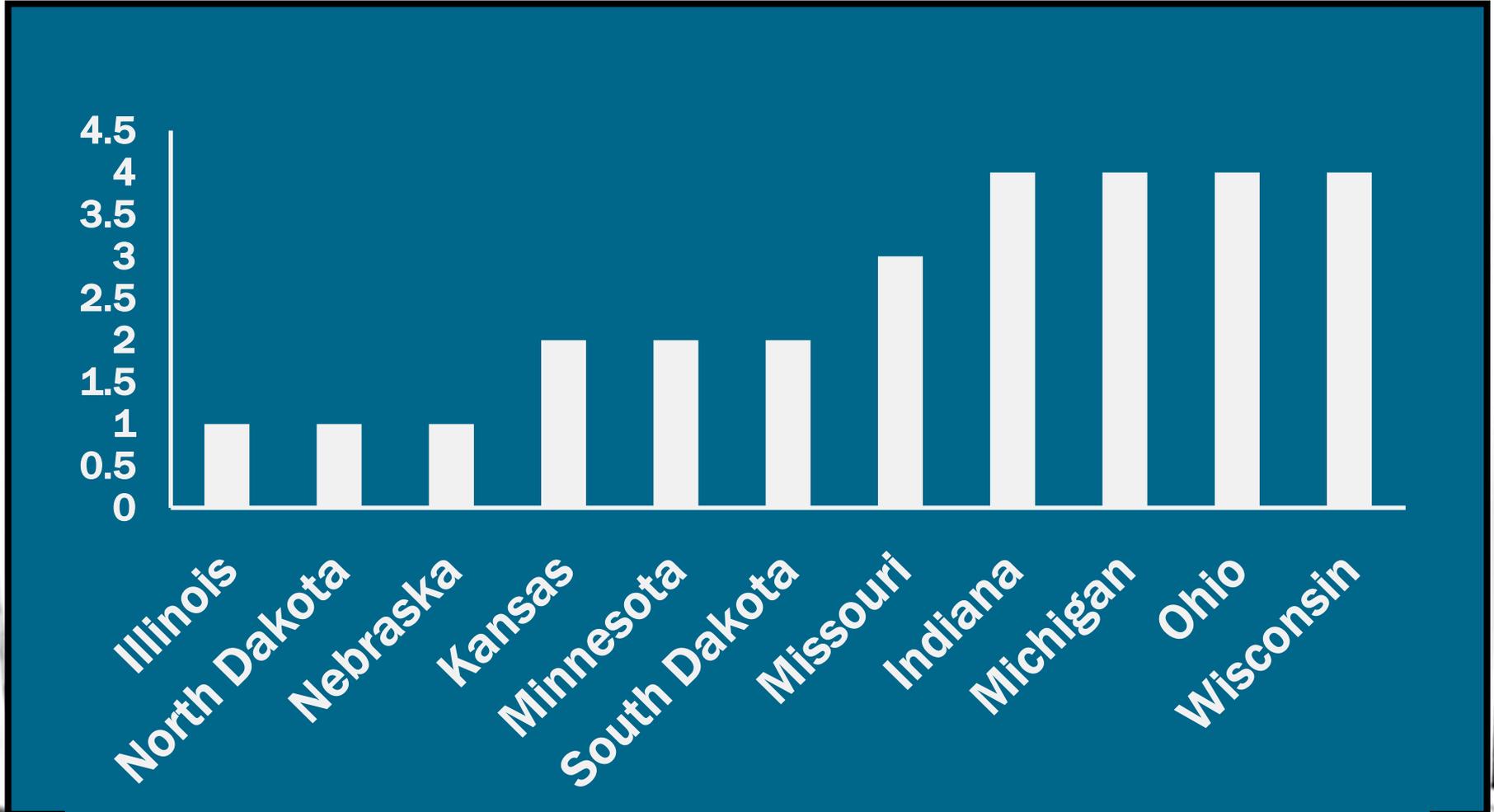
- 1. Leadership.**
 - Effective & transparent governance.**
 - Development of trust.**
- 2. Leadership succession.**
- 3. Governmental affairs.**
- 4. Public affairs.**

How Can Associations Be Strengthened?

Keys

- 5. Communications.**
 - Internal for members' trust.
 - External for public affairs & perceptions.
- 6. Added value for members.**
- 7. Leadership succession**
- 8. Training younger farmers for future leadership roles.**

North Central Region



How Do We Strengthen State Aquaculture Associations In the North Central Region?

Background work: Survey underway

- Identify reasons of NCR producers for:
 - Current membership.
 - Not renewing membership.
 - Never joining.
- Identify barriers & challenges.
- Identify services likely to attract membership.

How Do We Strengthen State Aquaculture Associations In the North Central Region?

Develop leadership:

- Develop strategies to enhance association participation:
 - Member satisfaction/value-added.
 - Mission, goals.
 - Structure.
 - Engagement & Activities.
 - Communications.

How Do We Strengthen State Aquaculture Associations In the North Central Region?

Develop leadership:

- Design leadership training program.
 - Invite participants from across region.
 - Seeking both experienced & newer producers.
 - Participants will identify state priorities.
 - Each participant will choose initiative related to their state priorities;
 - Work on initiative throughout training period with mentoring of peers in program & program facilitators.

How Do We Strengthen State Aquaculture Associations In the North Central Region?

Two Training Workshops:

- Work with participants on initiatives for their state.
- Effective Engagement with Association Members.
- Effective Media Relationships.

How Do We Strengthen State Aquaculture Associations In the North Central Region?

Disseminate Educational Materials Developed throughout region, for possible use in Extension programming in NCR:

- Design of workshops
- Background materials
- Educational deliverables
 - Training packets
 - Recorded webinar
 - Fact sheets



**What Will YOU Do to
Help Strengthen
Aquaculture
Associations?**

Questions?

Carole R. Engle

ENGLE-STONE
Aquatics