

AGRICULTURAL COMMODITY BOARD

ANNUAL REPORT

for the Virginia Marine Products Board

FY 2020-2021

Date Due: November 1, 2021

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I. Narrative.

Goals -

- To develop and implement marketing plans that promote economic development of all Virginia seafood products while emphasizing the importance of the seafood industry to the state's economy in terms of revenue and employment.
- To serve as a resource to the Commonwealth's seafood industry, to individual processors, to watermen's associations and seafood buyers to assist in selling and marketing Virginia seafood.
- To continue proactive industry public relations and promotions programs to increase the sale of Virginia seafood to buyers and consumers.
- To continue successful cooperative programs and create additional co-promotions to leverage the board's budget.
- To comply with all state rules and regulations while administering funds on behalf of the seafood industry.

Audiences -

- Seafood trade: customers, buyers of Virginia seafood products including wholesalers, processors, supermarkets, retailers, hotel, restaurants, importers and distributors in the national and international market.
- General seafood consuming public in prime market/distribution area.
- Trade and consumer media in Virginia, national and international.

Objectives -

- Create brand awareness for Virginia seafood.
- Gain wider acceptance for wild and Aquaculture grown, sustainable, available Virginia species fish and shellfish.
- Create and maintain solid relationships with the trade, media, elected state and local officials.
- Demonstrate Virginia Watermen's concerns about the environment, the health and safety of the products they harvest and process and the appropriate regulation of fishing to ensure the long-term health of the industry.
- Keep the seafood industry informed so that all parties speak with one voice.
- Create and maintain pro-active rather than reactive position.
- Educate retailers, the food service trade and wholesale distributors about Virginia seafood and the companies that produce it.

Strategies -

- Effectively brand Virginia seafood products to create lasting awareness and impressions on target audiences so that the product is perceived as premier in its category.
- Promote programs and increase buyer access to the industry domestic and internationally.

Programs -

- Marketing Calls.
- Market Aquaculture Oysters.
- Web Site.
- Limited Consumer Advertising
- Trade Shows.
- Cooperative Programs with the Southern United States Trade Association and Virginia Department of Agriculture and Consumer Services.

II. Budget and Finances

ANNUAL BUDGET

FY 2020-2021				
			Budget	Comment
Salary & Fringe			\$180,000.00	
Telecommunications			\$6,000.00	
VITA			\$5,500.00	
Equipment Rental			\$2,500.00	
Electricity			\$1,300.00	
Rent			\$12,000.00	
VDACS / EVA Charges			\$1,500.00	
Website / Social Media			\$3,300.00	
Travel & Events (Breakdown Below)			\$54,913.00	
	SEA, Singapore November 2020	\$1,000.00		
	Canadian Seafood Show September 2020	\$2,713.00		
	VA Agribusiness Reception January 2021	\$500.00		
	VA Watermen's Luncheon January 2021	\$6,000.00		
	SENA Boston March 2021	\$20,600.00		
	SEG Barcelona, April 2021	\$1,000.00		
	NRA Show Chicago, May 2021	\$18,100.00		
	Misc In-state events	\$5,000.00		
Advertising (Billboards)			\$23,000.00	Five Year Est (Per Year)
Advertising (Seafood Source)			\$8,800.00	
Printing / Office Supplies			\$5,000.00	
Economic Impact Study			\$77,500.00	Two Year Project \$155,000 Total
Photoshoots			\$9,950.00	
State Vehicle			\$4,500.00	
Reserve			\$100,000.00	
Total			\$495,763.00	

III. Research, Education, Promotion, & Market Development Projects

A. RESEARCH

Economic Impact Study	\$77,500.00
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B. EDUCATION N/A

C. PROMOTION/ADVERTISING

Advertising (Billboards)	\$23,000.00
Advertising (Seafood Source)	\$8,800.00

D. MARKET DEVELOPMENT

<u>Project</u>	<u>Funding Level</u>
SEA, Singapore November 2020	\$1,000.00
Canadian Seafood Show September 2020	\$2,713.00
VA Agribusiness Reception January 2021	\$500.00
VA Watermen's Luncheon January 2021	\$6,000.00
SENA Boston March 2021	\$20,600.00
SEG Barcelona, April 2021	\$1,000.00
NRA Show Chicago, May 2021	\$18,100.00
Misc In-state events	\$5,000.00

- Due to COVID-19 most trade shows in 2020-2021 were cancelled.

E. OTHER

Website / Social Media	\$3,300.00
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IV YEAR-END FUNDING LEVEL SUMMARY

	<u>ACTUAL EXPENDITURES</u>
1. Cash Balance: June 30, 2020	<u>\$709,909.59</u>
2. Receipts: July 1, 2020 – June 30, 2021	
Assessment Receipts	<u>\$287,044.00</u>
Interest Receipts	<u>\$4,238.35</u>
3. Total (1+2)	<u>\$1,001,191.94</u>
4. - Expenditures	<u>\$307,899.54</u>
= Cash Balance: June 30, 2021	<u>\$693,292.40</u>

V. 2020-2021 BOARD MEETINGS SUMMARY¹

<u>Date</u>	<u>Time</u>	<u>Location</u>
1. 9/15/2020	1:00 PM	Virtual via Webex
2. 12/8/2020	1:00 PM	Virtual via Webex
3. 3/16/2021	1:00 PM	Virtual via Webex
4. 6/15/2021	1:00 PM	Virtual via Webex

MEMBER ATTENDANCE

Member	9/15/20	12/8/20	3/16/21	6/15/2021
Michael H. Schwarz	P	P	P	P
Brian Terry	A	A	A	A
Mike Oesterling	P	P	P	P
John Anthony Hall	A	P	A	A
Ann Gallivan	P	P	P	P
Kim Huskey	P	P	P	P
Hannah Kellum	P	A	P	P
J.C Hudgins	P	P	P	P
Dan Knott	P	P	P	P
Rick Barlow	A	A	A	A
Wayne France	A	A	A	A