

2010 NAA Workshop
National Aquaculture Association presents:

**The Four P's of a Safe and Sustainable Aquaculture Industry: Practices,
Presentation, Promotion and the Press**

When: October 8, 2010, 9:00am - 4:00pm

Where: Harbor Branch Oceanographic Institute at Florida Atlantic University Marine Education Center Auditorium 5600 US 1 North, Fort Pierce, FL 34946

Cost: \$12.00 per person for lunch, breaks, and parking fees

Registration: Download and complete the Registration Form at:
<http://www.fau.edu/hboi/Aquaculture/naa2010home.php> and return to Tina Angelo. Please reserve a spot by September 8, 2010.

What: U.S. aquaculturists face a variety of challenges to the marketability of their products including cheaper imports from foreign producers, environmental advocates who don't fully understand U.S. aquaculture, and negative media coverage that can result from these factors. To help regional aquaculturists meet such challenges and grow their businesses, the National Aquaculture Association (NAA) and the National Soybean Board are teaming up with Harbor Branch Oceanographic Institute at Florida Atlantic University and the Florida Aquaculture Association to present a day-long workshop. The workshop presentations will cover product safety and sustainability, the knowledge and skills necessary to help shape public perception of aquaculture at the local level, and information on regulatory verification and the certifications that various private organizations use. In addition to a local speaker presenting on "Why Aquaculture within the Region is Environmentally and Sustainably Sound," workshop instructors will include aquaculture experts Drs. Andy Goodwin and Nathan Stone from the University of Arkansas at Pine Bluff, NAA Executive Director Betsy Hart, and NAA Outreach Coordinator and Communications Consultant Linda O'Dierno. All participants will receive an information toolbox containing handy references and important information to help spread the good news about U.S. aquaculture.

Tours: Tours of the Harbor Branch Aquaculture Development Park will be available. There will be two tours offered (7:30 - 8:45 am and 4:30 - 5:45 pm) and you will be able to sign up upon arrival and on the registration form.

Florida Aquaculture Association: Following the workshop, the Florida Aquaculture Association will host their annual membership meeting from 4:00 - 5:30 pm at the Marine Education Center. This is open to FAA members and those that are interested in becoming members.

Contacts: Please feel free to contact us with additional questions about:
Conference, Tours, Agenda: Amber Garr, agarr1@hboi.fau.edu, 772.524.2578
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