Aligning Stakeholder Communications for U.S. Marine Aquaculture

A report on a forum held at the Aquarium of the Pacific
October 4 and 5, 2018

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Aligning Stakeholder Communications for U.S. Marine Aquaculture

Aquarium of the Pacific/ October 4-5, 2018

ACKNOWLEDGEMENTS

We thank American Honda and the Honda Marine Science Foundation for co-sponsoring this forum. We thank all of the speakers and panelists for their important contributions. We thank Linda Brown for handling all the logistics that are so important to the success of any meeting. We also thank Ms. Brown, Adina Metz, the Aquarium's audio visual and guest services staff for all of their logistics support. We would also like to thank Jonathan MacKay for taking copious notes and Julie Stuart (Making Ideas Visible) for visually capturing the forum discussions through a series of art panels, thanks to funding from Pacific6.

Student Competition Winners

Students were encouraged to attend and participate by submitting their own ideas for a communication strategy for U.S. marine aquaculture based on what they learned at the forum. More information is available on page 17. The winners are:

First place: Pamela Aranda-Ramos (Port of Los Angeles High School)
Second place: Antonio Torres (Port of Los Angeles High School)
Third place: Joan Schueller (Port of Los Angeles High School)

SUMMARY

On October 4 and 5, 2018, the Aquarium of the Pacific's Seafood for the Future program and American Honda, in partnership with the Honda Marine Science Foundation, convened and facilitated a forum, titled: *Aligning Stakeholder Communications for U.S. Marine Aquaculture* at the Aquarium of the Pacific. The forum's goal was to expand responsible marine aquaculture, or farming in the sea, in the U.S. by facilitating the communication of accurate information to consumers, regulators, policymakers, and the public. The output will be a communications strategy to facilitate more cohesive and accurate messaging about U.S. marine aquaculture in state and federal waters among diverse stakeholder groups.

Forum participants

U.S. marine aquaculture farmers, chefs, communications experts, regulators (state and federal), educators, students, scientists, representatives from farms seeking permits, seafood suppliers, and others.

Key Themes

- **Finding markets for U.S. marine aquaculture products from existing farms is not the issue…permitting new sites and expanding farms in the U.S. is.** The public can greatly influence regulators and policymakers. Public pressure driven by negative perceptions can make the permitting process very expensive and difficult, thereby discouraging many farmers from entering the process.

- **It's not about farmed vs. wild, it's about U.S. seafood.**
  More people need to eat seafood to support an environmentally responsible food supply. Despite the many nutritional and environmental benefits of seafood, Americans only eat about 15 pounds of seafood versus 60 pounds of beef per year. We should be working together to raise the profile of U.S. seafood. A seafood coalition that brings wild and farmed seafood sectors together could go a long way to supporting increased consumption of seafood in the U.S.

- **Sharing stories and developing strong and compelling narratives are important.**
  We need to do a better job of telling farmers' stories and describing the important role marine aquaculture plays in the nation's food supply. We also need to develop strong narratives to support strategies designed to approach specific audiences and accomplish specific communication goals in regards to all types of marine aquaculture.

- **We need to strategize and collaborate to identify and approach various target audiences with engaging and informative communications.**

- **Building and maintaining relationships and strengthening communication among all stakeholder groups is important.** We need to identify and define cohesive political, public, and consumer-facing messaging that targets these diverse audiences.

- **We need to pool and share resources (images, video, fact sheets, etc.) to help amplify stories and accurate information about responsible marine aquaculture across diverse networks.**

- **It is important to understand and strategize as a community when to engage and when not to engage with marine aquaculture detractors.**

Action Items and Next Steps

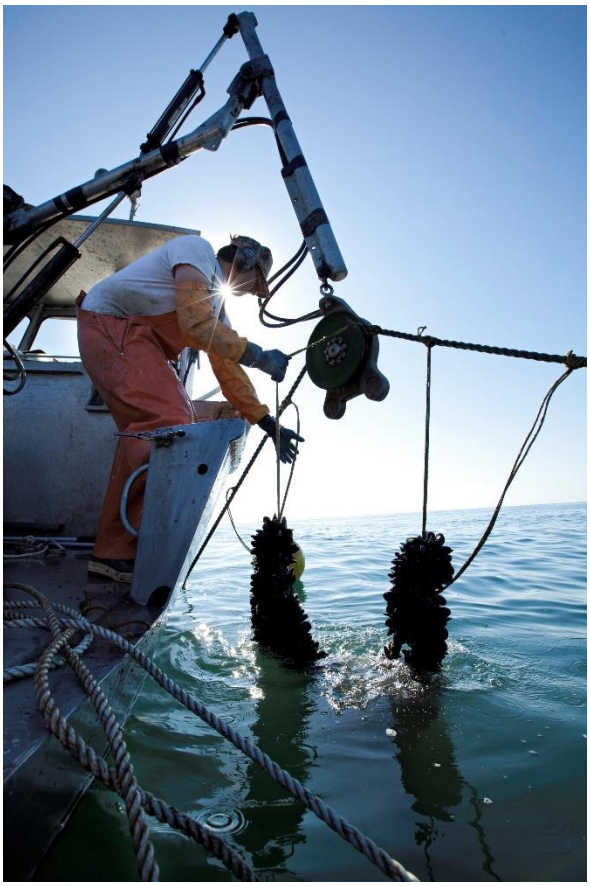
In response to the key themes identified in day 1, participants from day 2 (a smaller cross-section of participants representing the various stakeholder groups gathered on day 1) recommended separate working groups to draft specific strategies for general communications, legislative and policy outreach, and strategic alliances. Seafood for the Future will coordinate and facilitate the working groups to support the development of the drafts and ensure there is follow up with the broader community to review and execute the strategies.

1. Draft strategies from all three groups should be completed and ready for review by end of the first quarter of 2019. They will be presented to colleagues at Aquaculture Triennial and Seafood Expo North America Conferences in 2019.
2. The Communication and Policy toolkits will be available by June 2019.
3. Aquarium of the Pacific will work with University of Southern California (USC) Sea Grant to develop some tools and resources for educators to incorporate marine aquaculture into their curriculums.

Lady's Island Oyster Inc.

INTRODUCTION

On October 4 and 5, 2018, the Aquarium of the Pacific's Seafood for the Future program and American Honda, in partnership with the Honda Marine Science Foundation, convened and facilitated a forum, titled: *Aligning Stakeholder Communications for U.S. Marine Aquaculture* at the Aquarium of the Pacific. The forum's goal was to expand responsible marine aquaculture, or farming in the sea, in the U.S. by facilitating the communication of accurate information to consumers, regulators, policy-makers, and the public. It was implemented to address the growing consensus that perception-based concerns can and do influence permitting decisions and hinder aquaculture development in the U.S.



Santa Barbara Mariculture

The long-term sustainable solution to creating a safe, secure, and sustainable global food system to feed a growing population is developing an integrated program of responsible land-based agriculture and ocean-based aquaculture. The U.S. imports more seafood than any other nation, most of it from farmed sources. It has the scientific knowledge and technological and ecological capacity to grow a responsible marine aquaculture sector to complement its well-managed wild-capture fisheries and land-based agriculture. To realize its potential, the U.S. must overcome the paralysis that prevents farms from being permitted and investors from investing in its waters. One of the key variables that impacts permitting in the U.S. is public perception.

There are a number of national and international efforts underway to address public perception of marine aquaculture. The forum was designed to complement current efforts and facilitate collaboration among diverse groups to participate in the creation and execution of solutions to ensure that we can provide accurate information about marine aquaculture more consistently across diverse networks. It will provide the connective tissue between the various efforts and stakeholder groups.

Forum participants included U.S. marine aquaculture farmers, chefs, communications experts, regulators (state and federal), educators, students, scientists, representatives from farms seeking permits, seafood suppliers, and others. There were 92 attendees throughout the day on Day 1.

The output will be a communications strategy and toolkit to facilitate more cohesive and accurate messaging about U.S. marine aquaculture in state and federal waters among diverse stakeholder groups.

FORUM DISCUSSIONS– DAY 1

The first day of the forum was a public event that featured a series of moderated panels to discuss how public misperception about marine aquaculture affects participants' businesses and organizational objectives. Each panel featured different stakeholder groups involved in U.S. marine aquaculture and included moderated discussion amongst the participants and with the audience. Day one concluded with a group discussion between the moderators and the audience.

Farmer Panel Discussion

Panelists: Dave Mergle (Blue Ocean Mariculture), Matt Moretti (Bangs Island Mussels), Frank Roberts (Lady's Island Oyster Inc.), and Brenna Schlagenhauf (Hog Island Oyster Company)

Moderator: Julie Davis (South Carolina Sea Grant Consortium)

Stories and narratives are key!
People make decisions based on emotions. Stories should be based on and supported by facts, but facts and figures don't resonate with the general public. Farmers need to play a role in developing and sharing the narrative.

We need to familiarize the public with marine aquaculture.
Much of the public is not familiar with, and therefore not comfortable with, marine aquaculture. Sharing images and video to highlight the people, communities, and spectacular environments in which these products are farmed can help connect the public with farms. Farm tours are also a powerful tool to increase public awareness and understanding about marine aquaculture.

Finding markets for U.S. marine aquaculture products is not the issue…permitting new sites and expanding farms in the U.S. is.
The public can greatly influence regulators and policymakers. Public pressure driven by negative perceptions can make the permitting process very expensive and difficult, thereby discouraging many farmers from entering the process.

NIMBYism (Not in my back yard) plays a big role in public acceptance of the act of farming.
The public is familiar with and accepting of land-based farms as part of the landscape, but prefers their ocean views to be pristine. People who are concerned about this tend to react negatively to farms that are trying to permit the expansion of current sites or development of new farms.

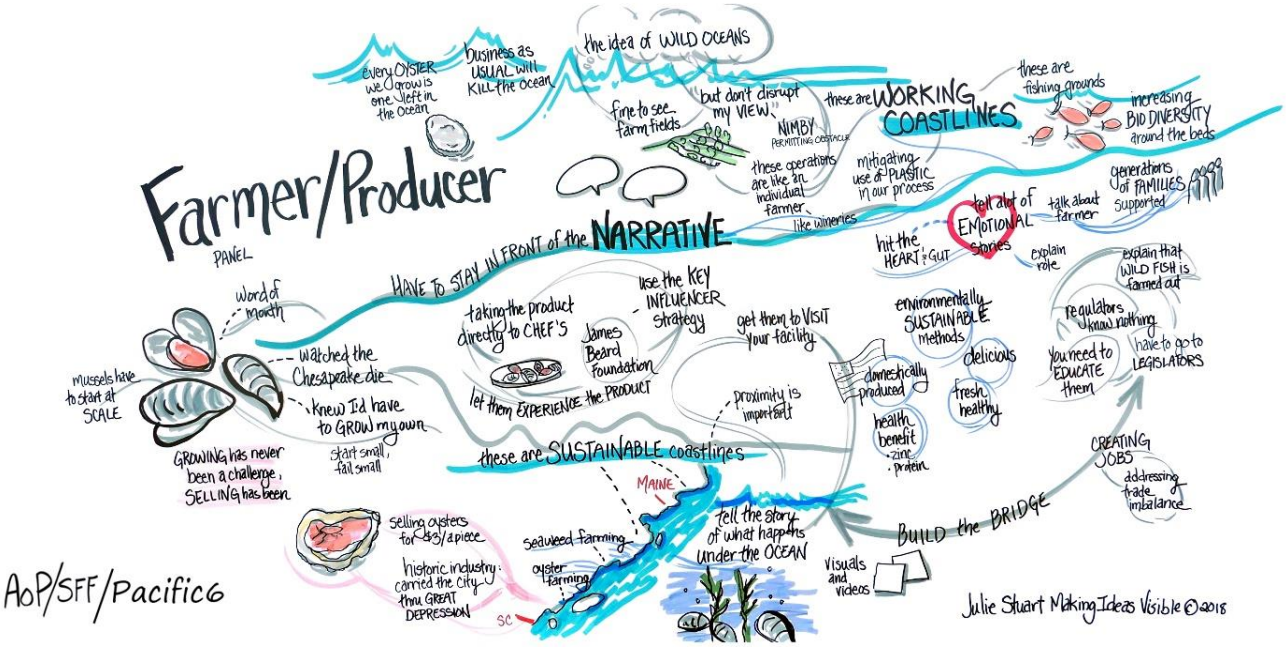
We need to educate regulators and legislators.
Regulators and legislators are largely uninformed about marine aquaculture in the U.S. It is important to have champions to talk to these groups and provide factual information about marine aquaculture so they can make informed decisions.

Strategic partnerships help farmers communicate and grow.
Farmers don't always have the marketing budgets or bandwidth to work on large marketing campaigns. Partnerships with organizations like the Aquarium of the Pacific can help tell the stories and share information about responsible marine aquaculture and its role in the food supply. Academic and scientific partnerships allow for research on how farms interact with the environment and best practices informed by research. Connecting with chefs and influencers can also help.

Permitting is time consuming and expensive.
We need to reduce the permitting time. One way to support this is by educating the public, legislators, and regulators about marine aquaculture so they can make more informed decisions about if or how they can support it.

People are warming up to the idea of farmed seafood.
A decade ago, farmed seafood was associated with poor farming practices for shrimp, salmon, and other species. Today, farmed seafood is generally more accepted. It's the act of farming the seafood that still faces public opposition, in large part by the NIMBY crowd and those who are not familiar with marine aquaculture.

It is important for the public and legislators to understand the realities and limits of farm operations.
Responsible farmers should take appropriate steps to reduce and, if possible, eliminate environmental impacts. Some environmental concerns, such as plastics in the ocean, can be challenging for farms to address due to the limitations of gear available to them. The ocean environment requires very specific materials and gear to ensure the health and safety of the animals being farmed and the farmers. Through science-based best practices, farmers can greatly reduce their impact in these areas while still using the materials and gear best suited to grow their product in the environment in which they are working to support healthy ocean ecosystems and people.



Culinary/Consumer Panel Discussion

Panelists: Jacqueline Claudia (Love the Wild), Chef Andrew Gruel (Slapfish), Michael King (King's Seafood), and Logan Kock (Santa Monica Seafood)

Moderator: Tj Tate (Seafood.life)

Price and quality are primary drivers of seafood consumption.
Most consumers make seafood purchasing decisions based on price and quality. If it tastes good and works with their budget, they will buy it. Customers who ask questions or indicate they prefer wild over farmed are the minority. The main issue is getting more people to eat more seafood as opposed to other menu items that may have a bigger environmental impact, such as beef.

It's not about farmed vs. wild, it's about U.S. seafood.
More people need to eat seafood to support an environmentally responsible food supply. Despite the many nutritional and environmental benefits of seafood, Americans only eat about 15 pounds of seafood versus 60 pounds of beef per year. Wild-capture fisheries have leveled off and cannot supply enough seafood to meet the growing demand. In coming years marine aquaculture will play a critical role in complementing well-managed U.S. wild seafood to meet the demand while supporting working waterfronts. It can also provide seafood at price points that are more accessible to more people. We should be working together to raise the profile of U.S. seafood. A seafood coalition that brings wild and farmed seafood sectors together could go a long way to supporting increased consumption of seafood in the U.S.

Need to lead conversation with good food that is more accessible to more people.
Making seafood easier to prepare is important to engage customers who aren't shopping in the seafood aisle of grocery stores or ordering from the seafood menu. Making it social media-worthy and providing layers of information for the foodie crowd to brag about their seafood experiences are a plus.

It takes investment.
Chefs and retailers want to see that there is investment in the industry so they can support it by making it part of their sourcing portfolios. Investment requires strong policies so the industry can grow. It is a "chicken/egg" scenario in the U.S. right now since few investors are willing to be the first.

It's a matter of food security.
More than 90 percent of the seafood consumed in the U.S. is imported from countries that may not adhere to the same stringent environmental, social, and health regulations that U.S. producers do. More people in major exporting nations like China are consuming the seafood they produce, leaving less available for export. At the same time, land and water resources, as well as climate change, limit land-based food production. Marine aquaculture will play an important role to increase our domestic food supply as the population grows and the climate changes.

We need to develop compelling narratives that are rooted in fact, but appeal to emotions.
While the people who oppose farmed seafood are the minority, they control the narrative and have a lot of influence in policy. They do a great job of using misinformation to appeal to emotions. We need to use the facts to develop compelling and emotionally engaging narratives to garner support for U.S. marine aquaculture.

Regulatory/Permitting Panel Discussion

Panelists: Ev Ashworth (Ventura Shellfish Enterprise), Don Kent (Pacific Ocean AquaFarms, LLC), Randy Lovell (California Department of Fish and Wildlife), and Diane Windham (NOAA Fisheries)

Moderator: Jerry R. Schubel (Aquarium of the Pacific)

We need a clear path for the permitting process.
The National Oceanic and Atmospheric Administration (NOAA) has taken the lead in an ad-hoc group of federal and state agencies to administer regulatory requirements for permits, such as the Clean Water Act and The National Environmental Policy Act, for a project off the coast of California that would be the first offshore finfish operation in U.S. federal waters. NOAA has the scientific tools and experience to lead this process in collaboration with other agencies to ensure projects satisfy statutory requirements and adhere to support a safe, sustainable, and secure source of seafood. This process should be codified into law to enable a clear permitting pathway for future projects.

Perceptions play a critical role in the permitting process.
The number of people and organizations that publicly oppose marine aquaculture are relatively small, but they are very influential. Regulators make decisions based in part on public comments and engagement. The groups opposing marine aquaculture know how to effectively engage with regulators, legislators, and concerned members of the public to communicate on an emotional level. It's hard to combat emotionally charged misinformation with facts. These groups currently dominate the narrative in California.

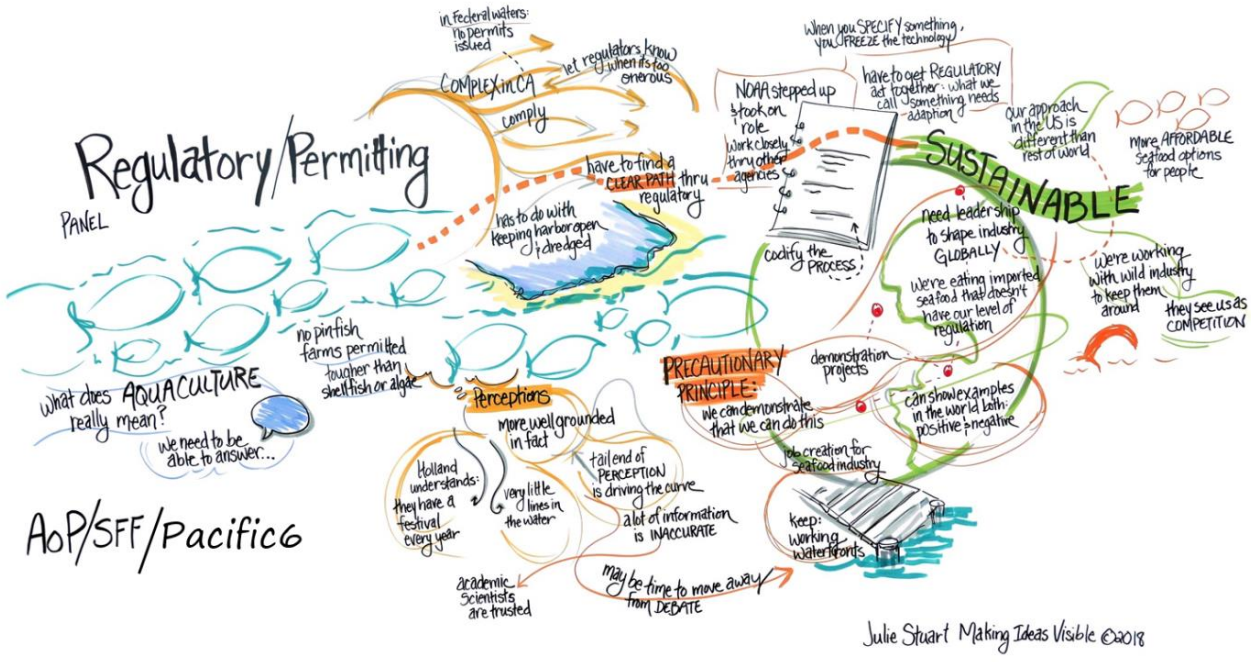
Demonstration projects are key to changing public perceptions.
We need projects to demonstrate through direct and empirical observations that we can do what we claim we can do…farm seafood responsibly in the ocean. These projects should be sited using sophisticated marine spatial planning tools and monitored to ensure compliance with permit requirements. They would play a critical role in demonstrating the science and ability to farm responsibly in the ocean and address potential impacts. They would also provide sites where the public can engage with the farmers and experience marine aquaculture firsthand. These projects can help alleviate fears based on inaccurate information and often sensationalized rhetoric.

It is important to recognize when to engage and when not to engage.
While the opposition is loud, they are relatively few. It is important to continue to educate the broader public about what marine aquaculture is and why it is important for U.S. seafood and the global food supply. We need to develop strong, compelling narratives based on facts and recruit more people and organizations to share those narratives with their audiences. It is critical that these narratives and messages are accurate and transparent. They must acknowledge the potential risks, as well as the tools and experiences we have to reduce and even eliminate those risks. When

opposing people and groups provide misinformation, it is important not to engage defensively, which can reinforce their narratives.

The precautionary principle should be used to look at a proposed endeavor in terms of the risks and threats it can replace in addition to the risks and threats it may create.
Marine aquaculture, done responsibly, can increase the global food supply using fewer land and fresh water resources than other animal proteins. This is important because global wealth is increasing along with the population. More people can afford animal protein than ever before and consumption is on the rise. Seafood can greatly reduce the environmental impacts from animal protein consumption, while also providing important nutritional benefits.

It's about U.S. seafood, not just aquaculture.
Marine aquaculture should complement well-managed wild-capture fisheries in the U.S. to support working waterfronts and sustain the maritime livelihoods this nation was founded on.



Communications Reaction Panel

Panelists: Claire Atkinson (Aquarium of the Pacific), Linda Chilton (USC Sea Grant), Polly Legendre (Polished Brands), Russ Parsons (*Los Angeles Times* – Retired), and Cynthia Sandoval (NOAA Fisheries Office of Aquaculture)

Moderator: Kimberly Thompson (Seafood for the Future/Aquarium of the Pacific)

We need to develop compelling narratives that are rooted in fact and appeal to emotions.
While the people who oppose farmed seafood are the minority, they control the narrative and have a lot of influence in policy. They often rely upon limited or misinformation to appeal to emotions. We need to use the facts to develop compelling and emotionally engaging narratives to provide a better foundation to garner support for U.S. marine aquaculture.

A seafood coalition for U.S. farmed and wild seafood can play an important role.
Individual time and resources for outreach are limited. A coalition could help pool resources to support more consistent messaging across broad networks, provide communications expertise, tools, and resources to those who need them, and provide a common platform to promote all U.S. seafood (farmed and wild).

Don't underestimate the cost-effective power of social media.
Social media is a cost-effective way that anyone can leverage to reach broader audiences. A social media user guide could help promote narratives and messages more effectively.

We need to understand different stakeholder groups and develop strategies to approach them as appropriate.
There are a lot of groups and priorities involved in the process of growing and expanding marine aquaculture in the U.S. Outreach and education efforts will only be effective if the messengers understand and engage with key messages and methodology that will resonate with the targeted audiences.

Educate the future leaders.
It is important to engage students who will make policy decisions and become farmers, researchers, and consumers in the future. Marine aquaculture proponents should consider working with educators to provide resources, tools, and internships to teach what marine aquaculture is, its role in the food supply, potential risks and issues, and the scientific and technological solutions to address the issues. It is also important to engage people in aquaculture fields in sharing what their daily responsibilities are (what a marine aquaculture farmer does), and the pathways and desired skills to become a farmer or work in aquaculture-related fields.

Think outside the box when developing narratives and stories.
Sometimes the most compelling stories are not what we think they will be. Consider talking to someone with a fresh perspective, who isn't involved in aquaculture to brainstorm some of these ideas. Consider different angles on different technologies, relationships with different community groups, experiments with different feed ingredients, seek out and learn the stories of innovators as well as multigenerational farming families, etc.

This group also identified communication tools and resources that they recommend for a communications repository:

Videos and images help the public and various audiences become more familiar with what marine aquaculture farms in the U.S. are actually like and how current practices support the growth of healthy seafood and sustaining healthy environments.

Fact sheets with evergreen (sustainable) information (e.g. general information about marine aquaculture's role in the food supply or a specific regional farm's origin story) can be readily available when needed for media interviews or as background for creating new content.

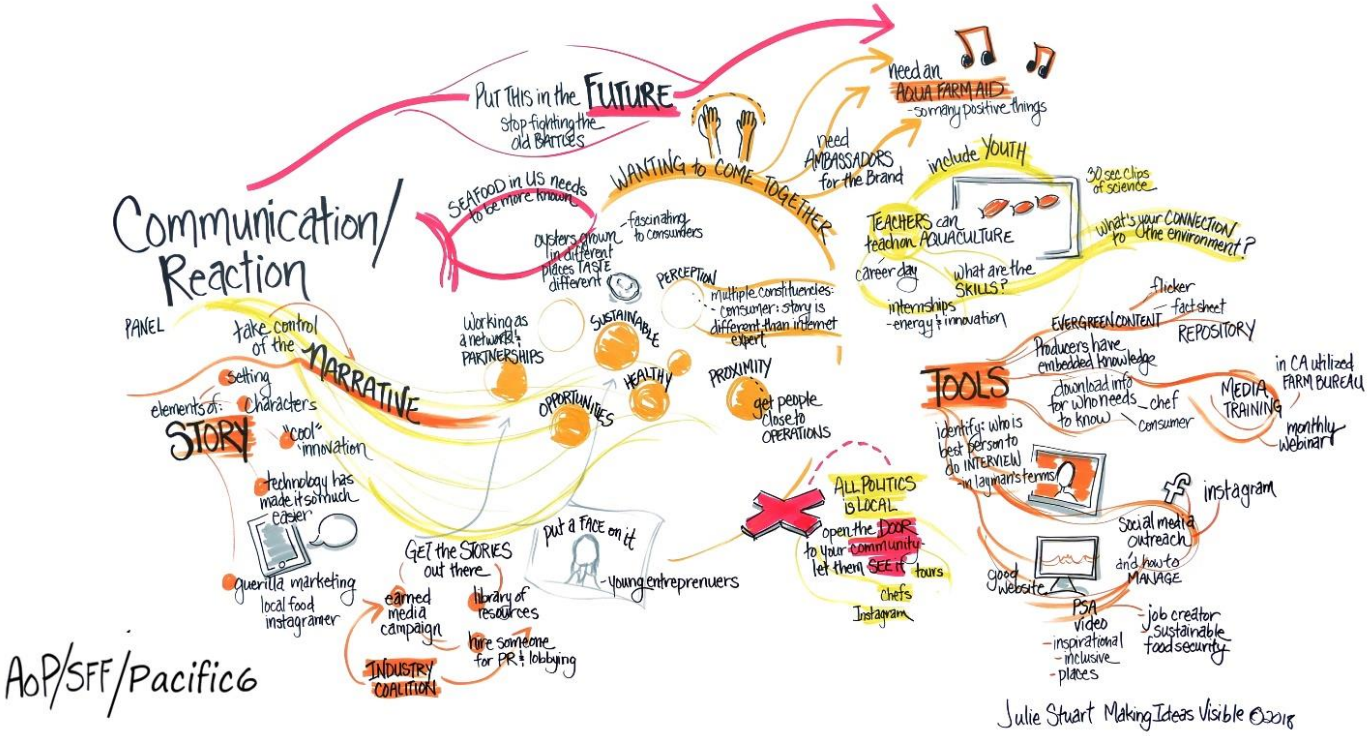
Expert interviews or "downloads" - interview farmers and aquaculture experts to do an initial "download" of their thoughts and ideas and have communicators help format them into cohesive narratives and stories for appropriate audiences.

Social media user guide to help farmers and aquaculture experts navigate the complex arena of social media to help support more cost-efficient and effective outreach and engagement about marine aquaculture.

Image of Blue Ocean Mariculture by Kimberly Thompson/Aquarium of the Pacific

Public Service Announcement (PSA) in the form of a series of short, inspirational videos that highlight the farmers, the farms, and the communities that the farms serve. The videos should be short enough to be useful on social media and internet video platforms, but also a quality that is appropriate for other media outlets.

Identify key representatives to speak to media and different audiences. Not everyone is comfortable in front of a camera or speaking to a group of people. Some people may be more effective with some audiences over others. It is important to identify farmers and experts who can communicate most effectively to the audiences targeted. A master list of potential spokespeople should represent a diversity of farmers and experts and include their contact information.



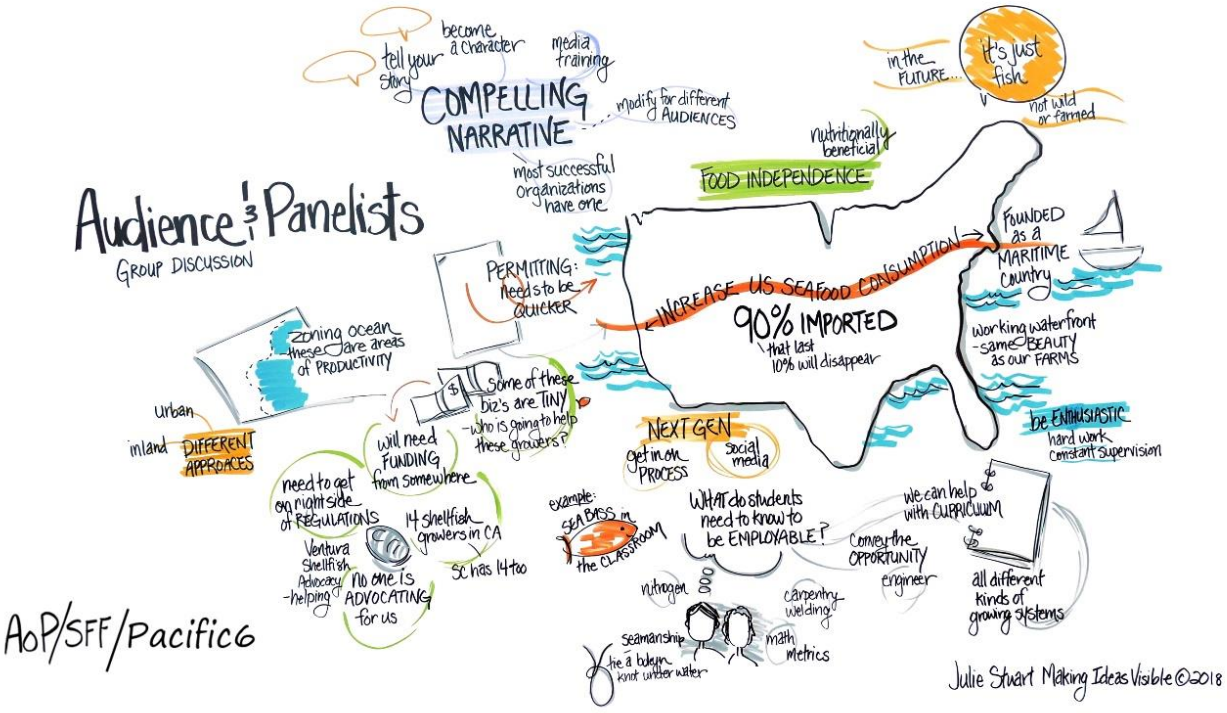
Audience Engagement

The forum's final session engaged the audience in discussion. They were asked to weigh in on their experiences with perceptions and marine aquaculture and identify tools and resources could help them address these perceptions challenges. Some of the highlights include:

- Teachers need resources, particularly at the high school level. In addition to educating about what marine aquaculture is, educators can provide foundational knowledge about potential careers in marine aquaculture and begin to develop appropriate skillsets for students who will work in aquaculture in the future. These resources should be created with input from the farmers and other professionals in the marine aquaculture sector. It

is important to consider the capacity of the regions in which content is taught to ensure students are trained and educated in skills that are relevant to their regions.

- Advocates are important! Many farmers don't have the time or resources to work on or execute a communications or legislative strategy.
- Farmers need support and guidance to navigate the complex permitting system and write grant proposals.



FORUM DISCUSSIONS – DAY 2

The second day of the forum was a closed session with a smaller group of participants who have expertise in communications and real-world experience dealing with misperceptions about marine aquaculture in the U.S. Participants discussed the key themes from Day 1 and next steps to develop a communications strategy to facilitate more consistent and accurate messaging about marine aquaculture across diverse stakeholder groups.

After much discussion, the group decided the most impactful course would be to create three multi-stakeholder working groups to develop strategies to help target specific audiences more effectively. The three groups identified are as follows:

Communications

The Communications Working Group will develop key narratives and messages and a communications toolkit with assets including b-roll video, photos, interview transcripts, fact sheets, etc.).

Alliances and Opposition

The Alliances and Opposition Working Group will do a landscape analysis of the various stakeholders involved in marine aquaculture communications and policy and use it to create a stakeholder map to help the Communications and Legislative and Policy Working Groups create strategies to effectively target appropriate audiences.

Legislative and Policy

The Legislative and Policy Working Group will identify specific policy needs for the advancement of marine aquaculture in the U.S., articulate a specific policy request, identify legislative champions, and identify pathways for these policies to succeed.

The group agreed to limit participation in the Working Groups to those who attended the forum in the initial stages to ensure that progress can be made with a manageable number of people. The draft strategies for communications and policy will be shared with a broader group of stakeholders for feedback in March 2019 at Seafood Expo North America in Boston and the Aquaculture Triennial Conference in New Orleans, Louisiana. We will begin the execution of the strategies as appropriate once we've factored in the feedback. The Communication and Policy toolkits will be available by June 2019. The Aquarium's Seafood for the Future program will coordinate these efforts.

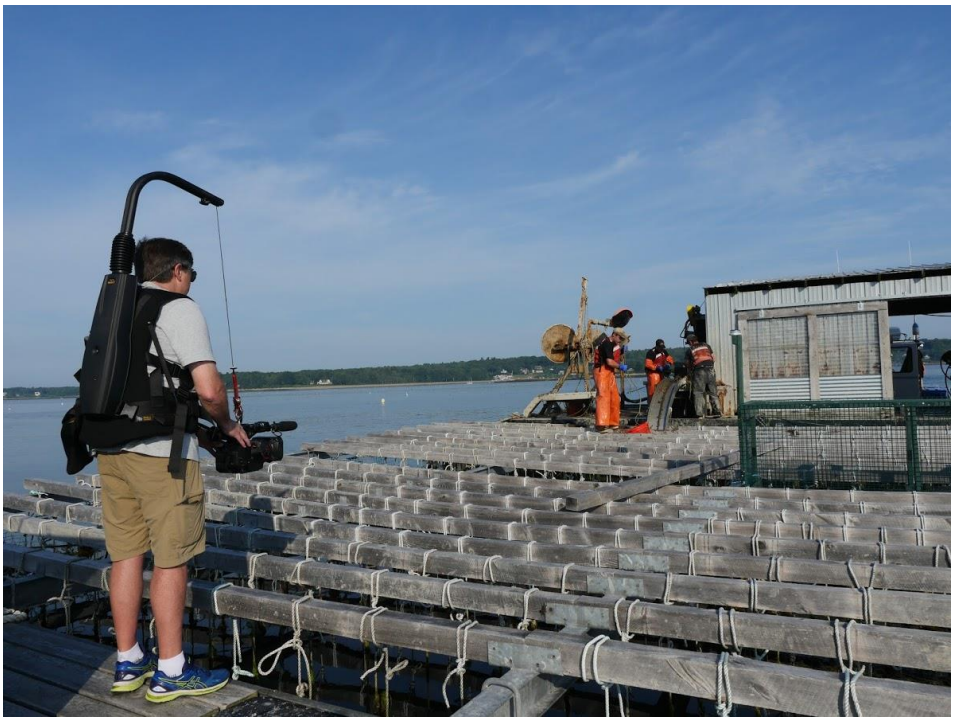


Image of Bangs Island Mussels by Jack Lawson/Aquarium of the Pacific

STUDENT COMPETITION

Students were encouraged to attend the first day of the forum and submit their ideas for a communication strategy for U.S. marine aquaculture based on what they learned. Entries were eligible for cash prizes. A group of students from the Port of Los Angeles High School attended the event and provided some interesting ideas and perspectives on this topic. The runners up, Antonio Torres and Joan Schueller, emphasized the importance of educating students and consumers, respectively. The first-place entry from Pamela Aranda-Ramos made a compelling case to engage teenagers through social media. These ideas will be included in the strategies created by the working groups.

CONCLUSION AND NEXT STEPS

The forum participants made it clear that public perceptions have a big impact on the growth of marine aquaculture in the U.S. We have the science, technology, and ecological capacity to grow marine aquaculture responsibly and the market demand for the seafood domestic farms produce. What is lacking is political will. Addressing perception challenges will require collaboration among diverse stakeholder groups to strategically communicate with specific audiences and to provide the tools and resources to amplify accurate information about marine aquaculture in the U.S. to broader audiences. It will require compelling stories and stronger connections with the communities in which the current farms or proposed farms will operate.

As per the recommendations provided at this forum, the Aquarium's Seafood for the Future program will coordinate and facilitate the working groups to support the development and execution of these strategies. We will also work with NOAA's USC Sea Grant to develop some tools and resources for educators to incorporate marine aquaculture into their curriculums.

Appendix 1 – Agendas

Day 1 – October 4, 2018

Day 1 Objectives:

To learn about and discuss:

1. **Challenges specific to perceptions and the growth of marine aquaculture in the U.S.**
2. **Communication tools, resources and strategies used by different stakeholder groups.**
3. **Communication tools, resources, and strategies that might be useful to support accurate and more consistent messaging about marine aquaculture in the U.S.**

9:00 a.m. **Breakfast and Check in -** Veranda

9:30 a.m. **Welcome -** Ocean Theater

- Jerry Schubel (Aquarium of the Pacific)
- Jessalyn Ishigo (Honda)
- Kimberly Thompson (Seafood for the Future/Aquarium of the Pacific)

10:00 a.m. **Session 1: Farmer/producer panel -** Ocean Theater

- Dave Mergle (Blue Ocean Mariculture)
- Matt Moretti (Bangs Island Mussels)
- Frank Roberts (Lady's Island Oyster Inc.)
- Brenna Schlagenhauf (Hog Island Oyster Company)
- **Moderator**: Julie Davis (South Carolina Sea Grant Consortium)

10:50 a.m. **Coffee break –** Ocean Theater

11:00 a.m. **Session 2: Chef/brands/retail panel –** Ocean Theater

- Jacqueline Claudia (Love the Wild)
- Andrew Gruel (SlapFish)
- Michael King (King's Seafood)
- Logan Kock (Santa Monica Seafood)
- **Moderator:** Tj Tate (Seafood.life)

11:50 a.m. **Lunch - Veranda**

1:00 p.m. **Session 3: Regulatory/permitting panel –** Ocean Theater

- Ev Ashworth (Ventura Shellfish Enterprise)
- Don Kent (Pacific Ocean AquaFarms, LLC.)

- Randy Lovell (California Department of Fish and Wildlife)
- Diane Windham (NOAA Fisheries)
- **Moderator:** Jerry Schubel (Aquarium of the Pacific)

1:50 p.m. **Break**

2:00 p.m. **Session 4: Communication/reaction panel –** Ocean Theater

- Claire Atkinson (Aquarium of the Pacific)
- Linda Chilton (USC Sea Grant)
- Polly Legendre (Polished Brands)
- Russ Parsons (Journalist)
- Cynthia Sandoval (NOAA Fisheries Office of Aquaculture)
- **Moderator:** Kimberly Thompson (Seafood for the Future/Aquarium of the Pacific)

2:45 p.m. **Coffee break –** Ocean Theater

3:00 p.m. **Group Discussion: Audience and panelists –** Ocean Theater
Moderated by:

- Julie Davis (South Carolina Sea Grant Consortium)
- Jerry Schubel (Aquarium of the Pacific)
- Tj Tate (Seafood.life)
- Kimberly Thompson (Seafood for the Future/Aquarium of the Pacific)

3:45 p.m. **Wrap up and next steps –** Ocean Theater

4:00 p.m. **Adjourn**

5:30 p.m. – 7:00 p.m **Reception -** Veranda
(heavy appetizers and beer and wine will be served)

7:00 p.m. – 8:30 p.m ***Ocean to Table: Stories of Food, Farming and Conservation –*** Ocean Theater
Video series preview and panel discussion featuring:

- Chef Stuart Brioza (State Bird Provisions & The Progress)
- Julie Davis (South Carolina Sea Grant Consortium)
- Tyler Korte (Blue Ocean Mariculture)
- Matt Moretti (Bangs Island Mussels)
- Frank Roberts (Lady's Island Oyster Inc.)
- **Moderator:** Kimberly Thompson (Seafood for the Future/Aquarium of the Pacific)

Day 2 – October 5, 2018

Day 2 Objective: Draft an outline for the strategy

9:30 a.m	**Breakfast**
10:00 a.m.	**Recap day 1 and review goals and objectives for day 2**
10:10 a.m.	**Discuss and identify key themes from Day 1** • Key stakeholder groups – who was there and who are we missing? • Who are the target audiences? • How are communication needs similar/different among stakeholder groups? ○ Proactive vs reactive? • What are some communication gaps among stakeholder groups?
12:00 p.m.	**Lunch**
12:30 p.m.	**Identify tools and resources (universal and specific to stakeholder groups) to fill the communication gaps and strengthen accuracy and cohesiveness of messaging among stakeholder groups identified.**
1:45 p.m.	**Wrap up and next steps**
2:00 p.m.	**Adjourn**
2:10 p.m. – 3:00 p.m.	**Pacific Visions update (optional)**

Appendix 2 – Participants

NOTE: This list does not include all participants. There were a total of 92 participants, including students who joined the audience throughout the day on day 1. Day 2 participants are indicated with an asterisk.

First Name	Last Name	Organization
Ev	Ashworth	Ventura Shellfish Enterprise
*Claire	Atkinson	Aquarium of the Pacific
David	Bader	Aquarium of the Pacific
Stuart	Brioza	State Bird Provisions & The Progress
Linda	Brown	Aquarium of the Pacific
*Linda Anne	Chilton	University of Southern California Sea Grant
Nathan	Churches	University of Southern California
*Jacqueline	Claudia	Love the Wild
*Caitlin	Coomber	California Sea Grant
*Julie	Davis	South Carolina Sea Grant Consortium
Bernard	Friedman	Santa Barbara Mariculture
Bob	Gordon	Pacific6
Bob	Grove	ArtCenter College of Design
Andrew	Gruel	SlapFish
*Jessalyn	Ishigo	American Honda Motor Company
*Raminta	Jautokas	American Honda Motor Company
*Don	Kent	Pacific Ocean AquaFarms, LLC
Ashley	Kidd	Aquarium of the Pacific
Diane	Kim	University of Southern California
Michael	King	King's Seafood Company
*Logan	Kock	Santa Monica Seafood
*Tyler	Korte	Blue Ocean Mariculture
*Polly	Legendre	Polished Brands
Katherine	Leitzell	California Sea Grant
Frankie	Lill	Aquarium of the Pacific
*Randy	Lovell	California Department of Fish and Wildlife
*Peter J	MacCracken	Strategic Communications
*Jonathan	MacKay	Aquarium of the Pacific
*Devan	Maserve	Global Aquaculture Alliance
*Jessica	McCluney	McCluney Consulting
Dave	Mergle	Blue Ocean Mariculture
Adina	Metz	Aquarium of the Pacific
John	Molina	Pacific6
*Matt	Moretti	Bangs Island Mussels

Jim	Milbury	National Oceanic and Atmospheric Administration
Michael	Murphy	Eco-Econ Future
Nicole	Neeman Brady	Renewable Resources Group
Katie	Nichols	Orange County Coast Keeper
*Paul	Olin	California Sea Grant
*Russ	Parsons	Los Angeles Times - Retired
Teresa	Phillips	American Honda Motor Company
*Frank	Roberts	Lady's Island Oyster Company
*Cynthia	Sandoval	NOAA Fisheries Office of Aquaculture
*Brenna	Schlagenhauf	Hog Island Oyster Company
*Jerry	Schubel	Aquarium of the Pacific
Tony	Schuur	California Aquaculture Association
*Paula	Sylvia	Port of San Diego
*Jodi	Stevens	Hog Island Oyster Company
*Tj	Tate	Seafood.life
*David	Telling	Pacific6
*Kimberly	Thompson	Seafood for the Future/Aquarium of the Pacific
Dallas	Weaver	Consultant
Diane	Windham	NOAA Fisheries Office of Aquaculture