

## Marketing and Processing Workshop

May 15 – 16, 2015

Piketon, Ohio

09:00 – 04:30

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*Brought to you by The Ohio State University (OSU), Aquaculture Boot Camp Program (ABC), and The Ohio Aquaculture Association (OAA)*

### Friday 15, 2015

<b>Time</b>	<b>Session</b>
08:30 – 09:00	Registrations
09:00 – 09:30	Ready to Harvest My First Crop of Fish... "Where will I sell them now?", <i>Traci and Craig Bell</i>
09:30 – 10:30	The four P's in Marketing: Product, Price, Promotion, and Place, <i>Kelly O'Bryant</i>
10:30 – 10:45	Coffee Break (15 minutes)
10:45 – 11:30	Health Benefits of Seafood, Contaminant Issues. <i>Kory Groetsch</i> , (Michigan Department of Community Health) <i>Webinar</i>
11:30 – 12:00	Regulations and Permitting of Aquaculture Products, <i>Dr. Dave Smith</i>
12:00 – 01:00	Lunch (provided)
01:00 – 01:30	Promoting Seafood Products, <i>Traci and Craig Bell</i>
01:30 – 02:00	Know Your Competition, <i>Dr. Dave Smith</i>
02:00 – 02:30	Making Wise Decisions When Direct Marketing Your Aquaculture Products, <i>Angela Caporelli</i>
02:30 – 03:00	Considerations when processing fish: my true story, <i>Mike Cospers</i>
03:00 – 03:15	Coffee Break (15 minutes)
03:15 – 03:45	Selling Successfully to Retailers, <i>Angela Caporelli</i>
03:45 – 04:15	Seafood Safety Considerations, <i>Angela Caporelli</i>
04:15 – 04:30	Wrap-up

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### Saturday 16, 2015

<b>Time</b>	<b>Session</b>
08:30 – 09:00	Registrations
09:00 – 10:00	Develop your HACCP Manual and Implementation, <i>Angela Caporelli</i>
10:00 – 10:15	Coffee Break (15 minutes)
10:15 – 12:15	Biosecurity for Aquaculture Operations, <i>Stephen Reichley</i>
12:00 – 01:00	Lunch (provided)
01:00 – 04:30	Biosecurity for Aquaculture Operations: Tour, <i>Stephen Reichley</i>



**THE OHIO STATE UNIVERSITY**

COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES



## Speakers

Health Benefits of Seafood, Contaminant Issues

**Kory Groetsch, Manager**

Michigan Department of Health and Human Services

Toxicology and Response Section

[groetschk@michigan.gov](mailto:groetschk@michigan.gov)

Blue2Green Aquaculture

**Michael Casper**

Aquaculture Boot Camp

Graduate 2013

[msbdcasper@yahoo.com](mailto:msbdcasper@yahoo.com)

Freshwater Farms of Ohio

**Dr. David Smith, Owner**

<http://fwfarms.com/>

Ohio Aquaculture Association, Secretary

<http://ohioaquaculture.org/>

ABC Mentor 2013 & 2014

Ripple Rock Fish Farms

**Traci & Craig Bell, Owners**

<http://www.ripplerockfishfarms.com/>

Craig Bell: Aquaculture Boot Camp Graduate 2014

The Ohio State University South Centers

**Kelly O'Bryant**

Business Development Specialist

ABC Mentor 2013 & 2014

[obryant.6@osu.edu](mailto:obryant.6@osu.edu)

Kentucky Dept. of Agriculture

**Angela Caporelli**

Aquaculture Coordinator and Marketing Specialist

Program Manager, KY Proud Restaurant Rewards

Organic Inspector: KDA, NOP

HACCP Certified: FDA, USDA

ABC Mentor 2013 & 2014

[angela.caporelli@ky.gov](mailto:angela.caporelli@ky.gov)

**Stephen Reichley**

[stephen.reichley@gmail.com](mailto:stephen.reichley@gmail.com)

ABC Mentor 2014

[Mississippi State University](#)

Doctor of Philosophy (PhD), [Aquatic Animal Health](#), 2017 (expected)

[The Ohio State University](#)

Doctor of Veterinary Medicine