



MEMO

To: OAA Membership and stakeholders

From: Randy Bentz, Vice President

Date: February 29, 2020

Subject: Expanding the scope of and investment in Oregon Aquaculture via the Association

As we enter into the third decade of the twenty-first century, aquaculture is becoming increasingly important in the United States and globally. The World Bank estimates that by the next decade aquaculture will provide over 60% of the seafood supplied to consumers around the world—only 7% of this total harvest coming from North America.

This means: (1) we will all be eating more and varied aquaculture products and (2) as underscored by the current \$14 billion seafood trade deficit, more and more of these products will be coming from off our shores.

Within this setting, over recent years, contrary to national and worldwide trends, we have seen the Oregon aquaculture program shrink by 20% in terms of number of producers and by 3% in terms of total sales. Furthermore, nearly 90% of the state's aquaculture sales come from the oyster industry. In short, Oregon has a relatively static and undiversified aquaculture industry. OAA seeks to address these needs through the below outlined vision, goals and areas of focus.

Oregon Aquaculture Association Vision Statement and Supporting Information

VISION STATEMENT: In 2020, the aim of the Oregon Aquaculture Association (OAA) is to mobilize investment and diversify production to bring responsible aquaculture into the group of agricultural enterprises that makes meaningful economic contributions to the State and her citizenry.

TARGET GOALS: Increased and expanded aquacultural production will: (a) provide a variety of high-quality products, including foods to local markets as well as develop specialized exports; (b) enhance the use of increasingly scarce land and water resources; (c) create new Oregonian markets for 21st-Century technologies such as alternative energy sources along with cutting-edge biological and Artificial Intelligence technologies; (d) catalyze new and innovative education pathways for the State's youth; (e) link synergistically with sister agricultural industries (e.g., horticulture and viticulture) to improve both profits and resource use; and, (f) offer opportunities to repurpose shuttered industries while generating investment and employment in rural communities.

AREAS OF FOCUS: To promote these objectives, OAA is launching a campaign to widen its membership and partner with other relevant associations such as Pacific Coast Shellfish Growers Association, Northwest Aquaculture Alliance, Oregon Horticulture Society and the Oregon Winegrowers Association among others. These partnerships will also provide a broader range of aquacultural operations which in turn will help to facilitate a coordinated and diverse Oregon aqua farming program covering the full spectrum of aquacultural crops—a program that, working with local, regional, and national partners, can compete both in the marketplace and with government priorities to attract businesses while pulling-down supportive public services.