



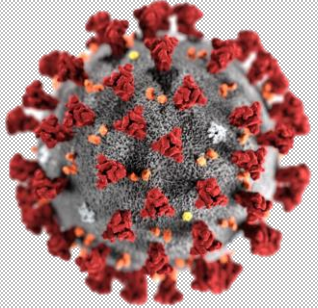
Role of Aquaculture Associations

Carole R. Engle

Engle-Stone Aquatic\$ LLC



There are many roles of associations, of course, but here's an example:



- No income
- Increasing farm inventory
- No room to stock another crop



**CFAP-1 & 2
of CARES Act.**

Back Story

**USDA did not have the data to
declare aquaculture eligible.**

If not for NAA, ECSGA, PCSGA, CFA & intensive efforts by their Executive Directors to mobilize the effort needed to gather & provide the data necessary to USDA, relief funding would not have flowed to aquaculture.

A number of farms credit their ability to stay in business to the relief funding received from CFAP-1 & 2 of the CARES Act.





Texas Department
of Agriculture

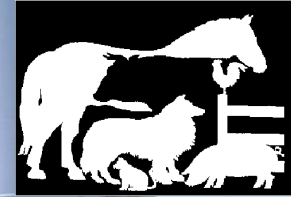
Todd Staples, Commissioner



Jobs for People. People for Jobs.
DWS
Department of
WORKFORCE Services



South Dakota
Department
of Health



TEXAS
PARKS &
WILDLIFE



TEXAS COMMISSION
ON ENVIRONMENTAL QUALITY

OSHA
Occupational Safety
and Health Administration



WASHINGTON STATE DEPARTMENT OF
Natural Resources



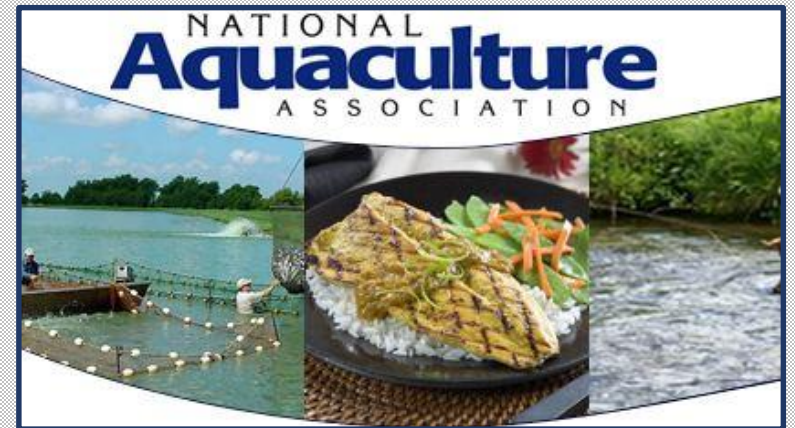
Role of Associations


Who watches out for your aquaculture business when regulatory agencies begin to consider new regulations?

It's easier for your elected officials to take actions on behalf of an association than an individual.

Networking opportunities,
both business & social.

Role of
Associations





Reach out & garner support from agencies & associations with similar issues.

*Role of
Associations*

- Oregon Farm Bureau
- Oregon Department of Agriculture
- NAA
- USTFA
- PCSGA

There are ~ 40 national, regional, state, or species associations. = **Team AQUA!**

Role of Associations

- ❑ ~ 22 are NAA members
- ❑ NAA encourages members to share NAA updates.
- ❑ Working across all state associations creates a national networking effort to address important issues.



Calls to action across this national network of aquaculture associations.

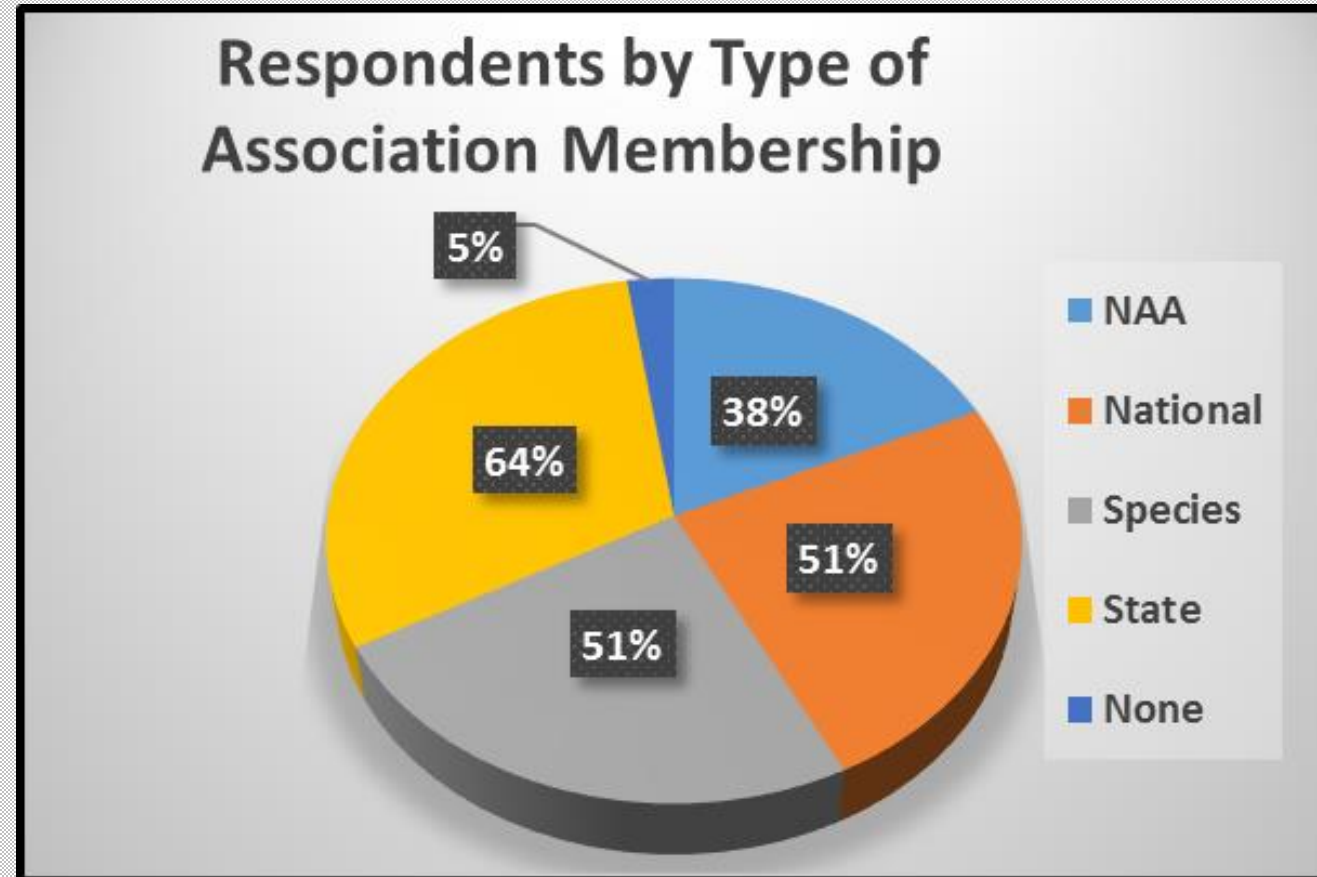
- ❑ Membership in an association carries responsibility
 - ❑ To join in efforts to contacted elected officials on important issues.
 - ❑ To provide that all-important voice of aquaculture producers in Washington, D.C. & in state legislatures.

*Role of
Associations*

Is it best to join national, species, or state associations? Or multiple associations?

2016 Survey of
Producers in North
Central Region

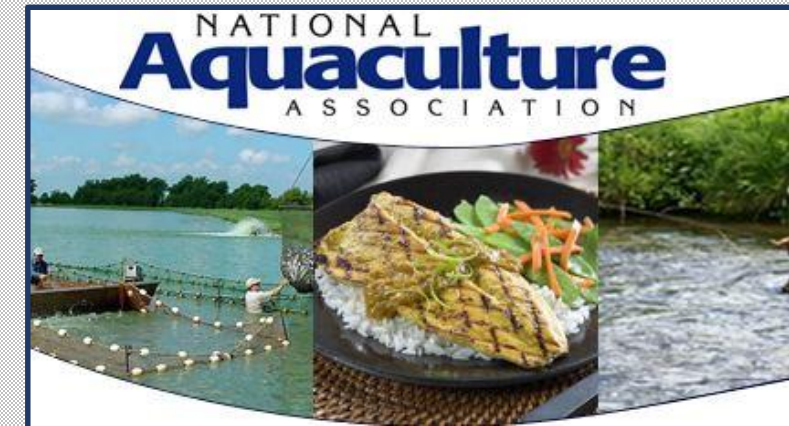
- **Your state association**
- **Your species**
- **NAA**





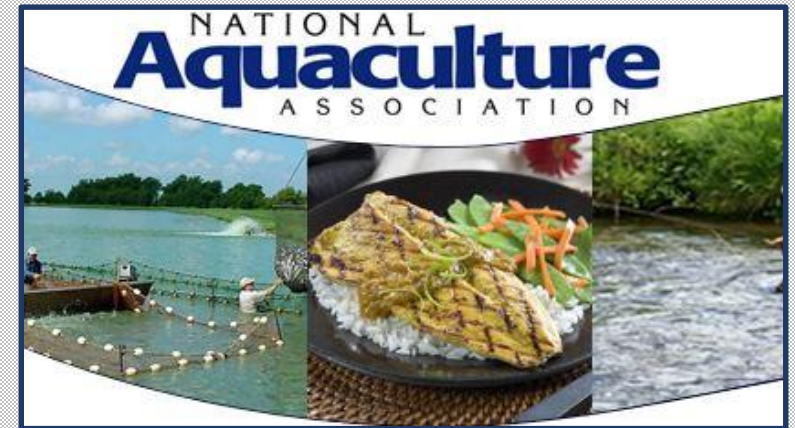
National Policies Are Best Addressed by National Associations, like NAA:

- CARES Act
- Lacey Act
- Endangered species listing of sturgeon
- Bird depredation permitting
- Interstate commerce
- Aquatic animal health issues
- FSA-ELAP



NAA also:

- **Disseminates news alerts, industry news, updates, research information continuously.**
- **Organizes multiple producer sessions at the annual Aquaculture America meeting.**
- **Lobbies in Washington.**
- **Holds national webinars.**
- **Engages in listening sessions.**
- **And many other activities.**



Species-specific issues best addressed by Species Associations



Farm Bill

- Catfish Inspection Rule
- Catfish Farm Insurance
- Anti-dumping tariffs
- Bird depredation issues
- Branding, Co-marketing
- Young Farmers
- State labeling laws



Species-specific issues best addressed by Species Associations



Hold annual convention

Research Forum:

- **Farmers select papers to be presented**
- **Researcher-of-the-year awards**
- **Service awards**



Species-specific issues best addressed by Species Associations



- OR shellfish farmers should be members of PCSGA.
- All trout farmers should be members of USTFA.
- Both associations hold annual meetings.
- Both put out informative newsletters.
- Both actively engage in industry issues at state, regional, & national levels.
- Farmers need to be part of those discussions.
- Associations need the membership to be effective.



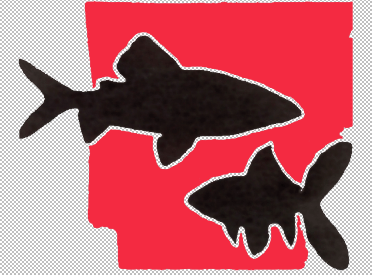


Studies on the regulatory compliance burden show that:

**Vast majority of regulations
Are State Regulations**

Thus, best served by state associations.

Success Stories: Arkansas Bait & Ornamental Fish Growers Association



- **Obtained label for Special Local Needs approval for chemicals**
- **As non-foodfish product, label claims of various chemicals did not include the species that they raised.**

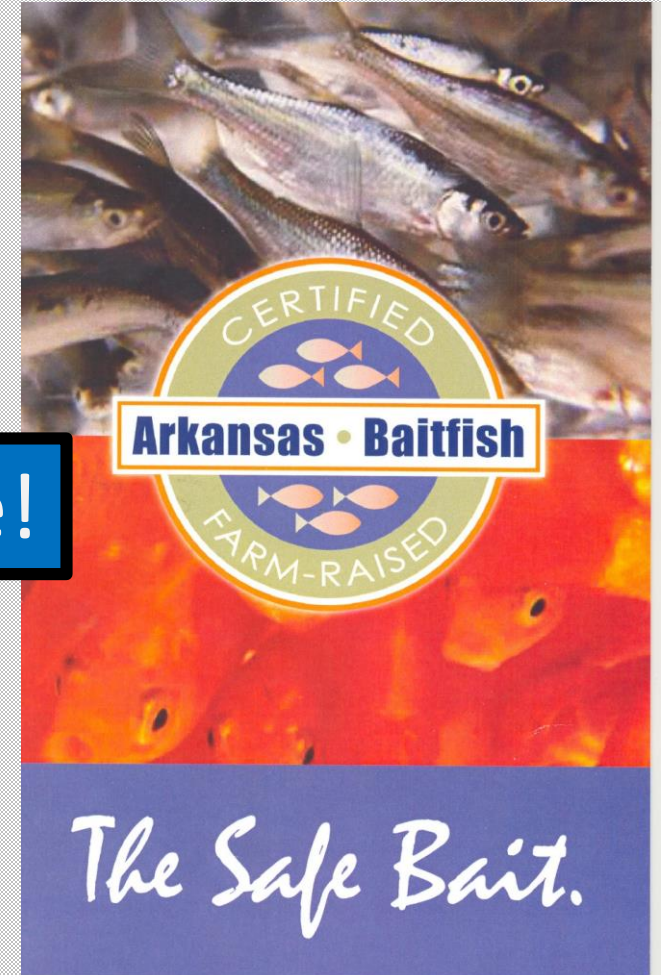
Success Stories:

Arkansas Bait & Ornamental Fish Growers Association

Joint marketing



Scott Martin Challenge!



CFAr Success Stories



Worked to change to preferred customer status for quick service in outages & change billing systems to reduce cost.

Success Stories: Catfish Farmers of Arkansas



- **Lobbied state government successfully for restaurant labeling law of U.S. or imported & convinced state to enforce labeling law with routine inspections.**
- **Created AR Catfish Promotion Board that funds promotional & research activities.**
- **Reward research & extension personnel for their help.**
- **Recognize industry people who go out of their way to contribute to the association and to the industry.**



What makes a strong association?

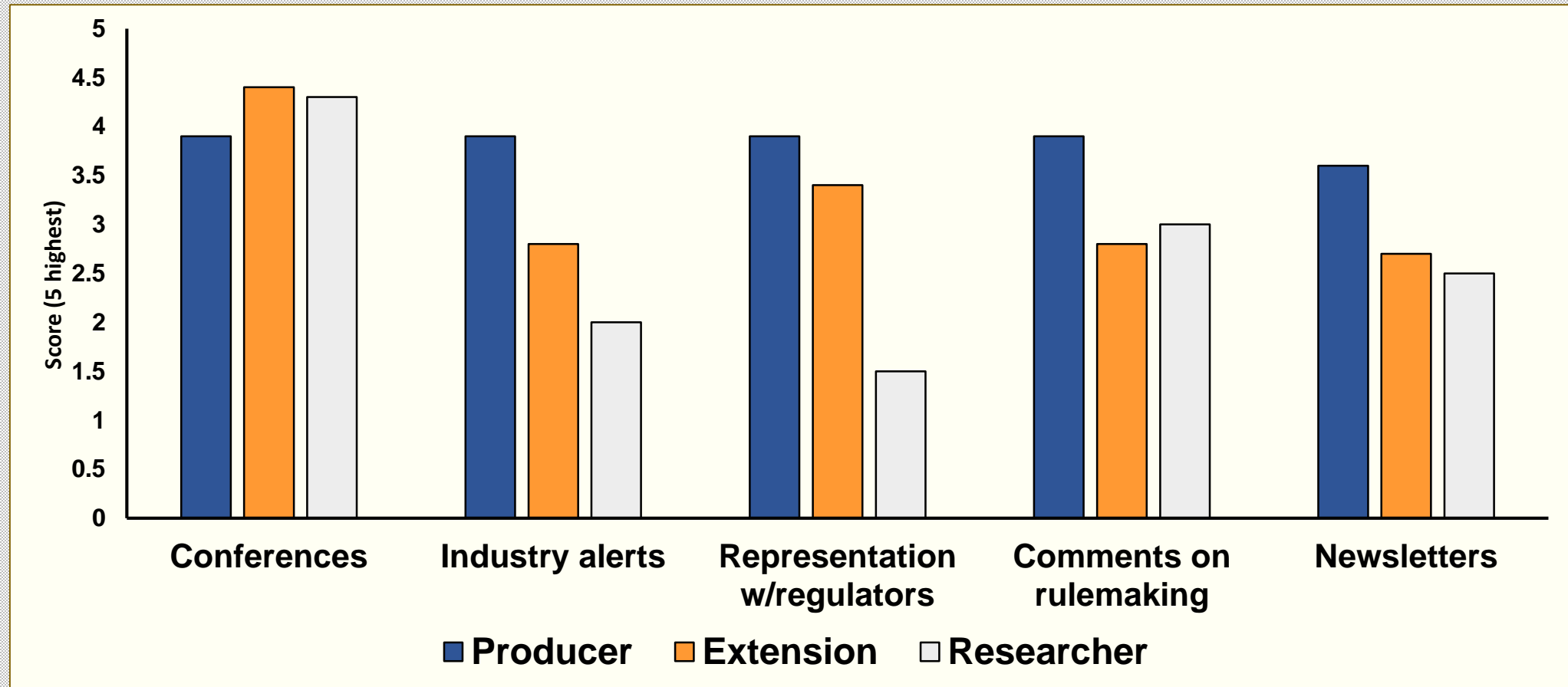
- **Active, engaged members.**
 - **Submit comments on regulatory issues.**
 - **Travel to represent association, attend events.**
- **Producer-driven.**
- **Focused on general good.**
- **Leadership development & succession training.**
- **Creates value – legislators, advocating for industry.**



What makes a strong association?

- **Communications**
 - **Disseminating news, policy, & other information to members**
 - **Disseminating news on diseases, new research**
- **Networking opportunities**
 - **Workshops, conferences**
- **Training for young farmers**

Producers Rated Benefits & Services From Associations Differently Than Extension and Research Personnel, NCRAC Survey.





What makes a weak association?

- ❑ **Activities not relevant to producers.**
- ❑ **Little communication from association.**
- ❑ **Failure to add value to business.**
- ❑ **Did not feel welcome; too “cliquish”.**
- ❑ **Poor policies.**
- ❑ **Inability to resolve conflicts among members.**
- ❑ **No young farmer programs.**



Who does the work of a strong association?

- Elected officers, yes, but the farmers serving in those positions also need to run their businesses.
- Most effective associations have paid Executive Directors.
- The larger associations often full-time staff, the smaller ones part-time (often retired extension).



Where do the funds come from for paid staff?

- ❑ Checkoff programs.
- ❑ Trade shows at annual conferences; with suppliers paying for a booth. Only works if enough producers attend to make it worthwhile to the suppliers.
- ❑ The AR Bait & Ornamental Association receives revenue from sales of a chemical for which they own the label.
- ❑ Auctions at conferences – USTFA; NAA.
- ❑ Some from membership fees, but often not the major portion.



What can we learn from the pandemic?

**“The only mistake
in life is the lesson
not learned.”**

Albert Einstein

**Your aquaculture
associations matter –
greatly.**

- ❑ **Support your associations with your membership.**
- ❑ **All aquaculturists should belong to at least one if not 3: NAA, PCSGA or USTFA, & your Oregon Aquaculture Association.**
- ❑ **The OAA can raise your specific issues to rally additional assistance.**

What about Oregon?

A strong association can help with state & federal issues, dispel myths in the media, the public, with legislators.

Individuals make a difference.



- Join aquaculture associations & be active.
- Participate in public meetings, seminars, etc.
- Help organize meetings.

Join the Oregon Aquaculture Association!

*Thank you for your
attention!*

Questions/Comments?

