

The Importance of State Aquaculture Associations

Iowa Aquaculture
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Ames, Iowa



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ENGLE-STONE
Aquatics

Why Are Aquaculture Associations Important?



**Who is Watching Out
for Your
Aquaculture Business?**

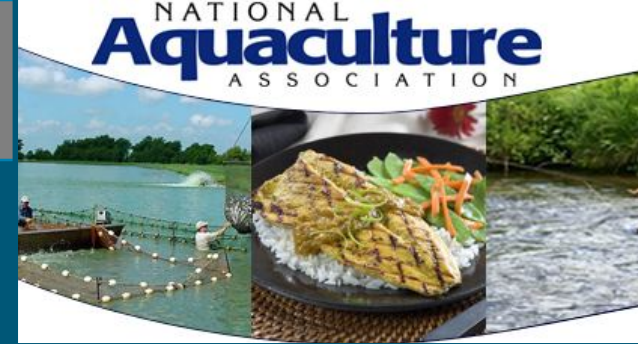


TEXAS COMMISSION
ON ENVIRONMENTAL QUALITY



Why Join?

- Numbers matter
- Representation is critical to counterbalance regulators & NGOs



Why Pay Dues?

- To protect your business
- To invest in future of your business



Why Spend Time on Association Activities?

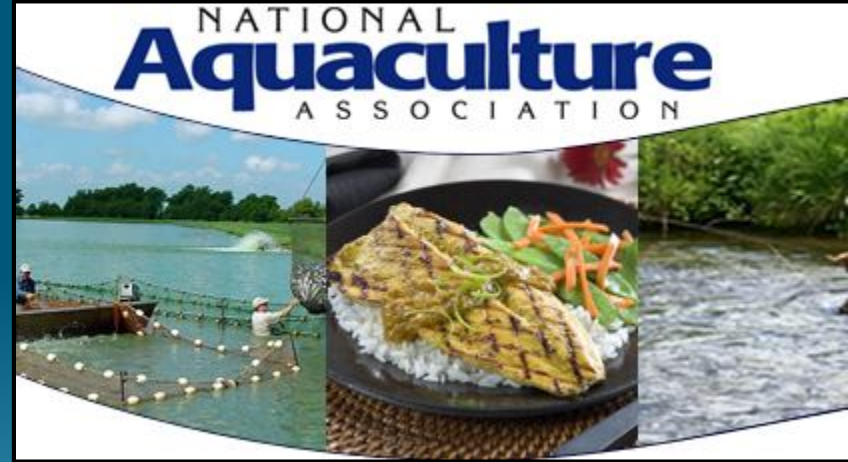
- It's easier for your elected officials to take actions on behalf of association rather than an individual.



It's also fun.....



National Policies Are Best Addressed by National Associations



- The Lacey Act
- Petition to list many fish species as injurious (including tilapia, etc.)
- Depredation order for cormorants

Species-specific issues best addressed by Species Associations



Farm Bill

- Catfish Inspection Rule
- Catfish Insurance
- Anti-dumping tariffs



- Branding, Co-marketing
- Young Farmers
- State COOL

Costs of Regulations on Baitfish/Sportfish Farms:



**79% Are State
Regulations**

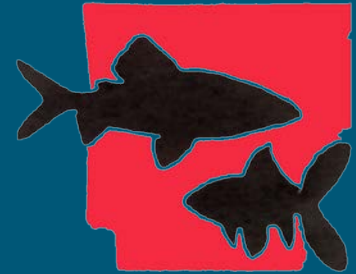
Carole R. Engle and Jonathan van Senten

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 **VirginiaTech**
Invent the Future

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

Joint marketing



Scott Martin Challenge!



The Safe Bait.

CFAr Success Stories



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

CFAr Success Stories



- **Lobbied state government successfully.**
 - **Restaurant labeling law -**
 - **Must inform patrons whether U.S. or imported.**
 - **Convinced state to enforce labeling law with routine inspections.**

CFAr Success Stories



- **Created a Catfish Promotion Board that funds promotional and research activities important to their industry.**
- **AR Secretary of Agriculture featured in radio spot for advertising.**
- **Billboards promoting product.**
- **Plaques thanking restaurants.**

CFAr Success Stories



- **Recognize research & extension personnel for doing the kind of work that is helpful to you:**
 - **Encourages them to work on your problems.**
- **Recognize industry people who go out of their way to contribute to the association and to the industry.**

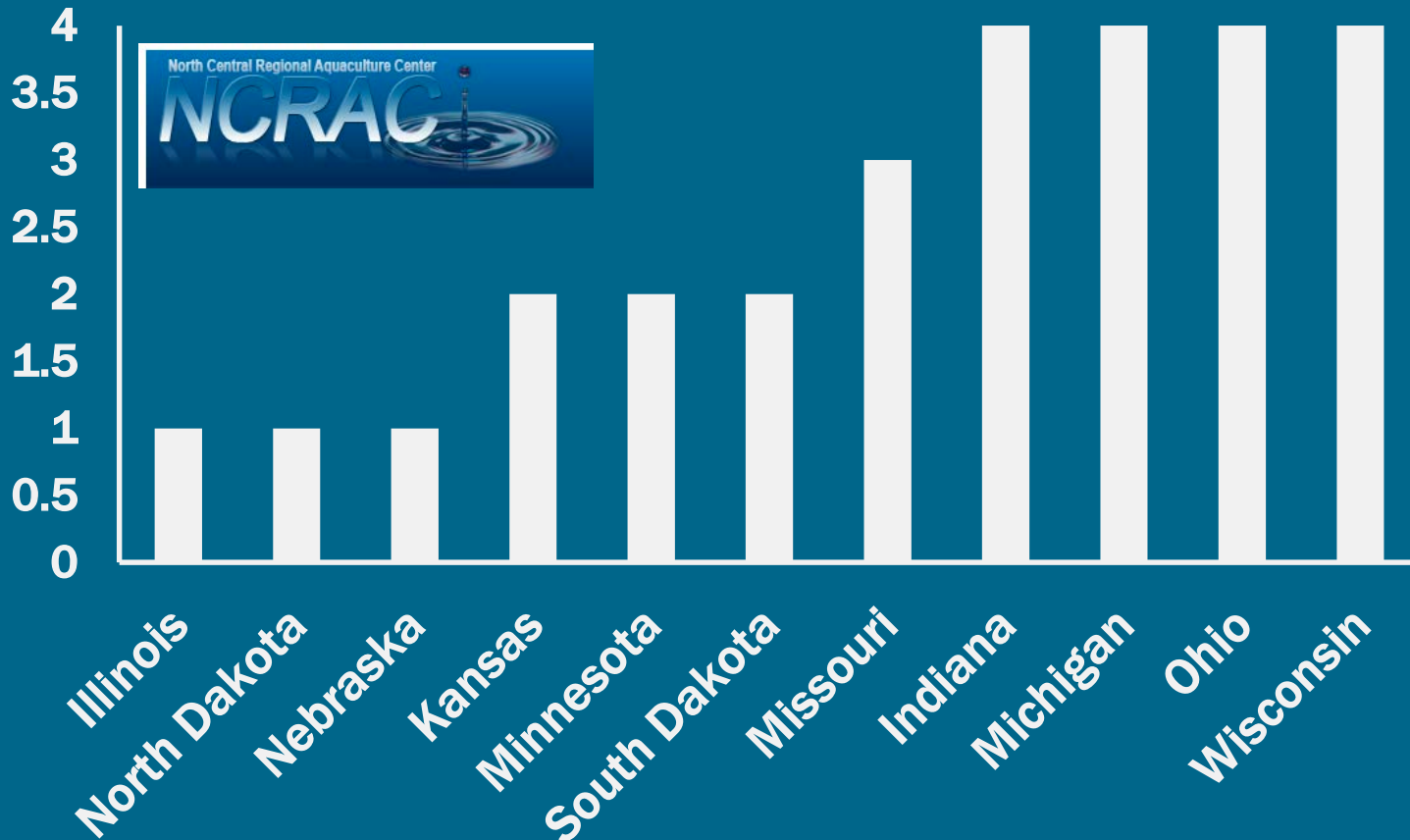
Who Should Join an Iowa Aquaculture Association?

- **Producers: voting members**
 - **Producers can and should advocate for their industry**
- **Industry Suppliers**
- **State & Federal Agency Personnel**
 - **Typically non-voting**
- **Research & Extension Personnel**
 - **Typically non-voting; cannot advocate**

Roles of Association Members

- Identify key industry problems & potential activities to resolve them
- Participate in association activities
- Communications
 - Edit newsletter
 - Create & maintain website
- Recruit new members
 - Especially younger farmers for future leadership roles.

What Would be Important for an Iowa Aquaculture Association?



1= History of association but not current.

2=Association exists but minimal activity.

3=Association exists, infrequent meetings & activities.

4=Association with regular meetings & elections.

What Activities are Most Important?

Survey Results

Ever belonged? 78%

Never belonged? 23%

Ended membership? 16%

Currently member (of those who had ever belonged)? 84%

Survey Results: Never Belonged

**Don't know how it would benefit
my business: 29%**

Have never been asked to join: 24%

There are none in my state: 18%

Not worth membership fee: 12%

**Other (just beginning, new, small pilot):
18%**

Reasons why respondents ended membership

- **Not relevant/helpful to business**
- **Decline in effectiveness of association**
- **Failure to add real value to business**

Need to provide value to members.

- **No longer exists**
- **No longer doing that species**
- **Moved**

Reasons why respondents ended membership

- Didn't feel welcome; too "cliquish"
- Disagreement
- Bad policies
- Organization not for industry; just for one family

**Conflict resolution
skills needed**

Reasons why respondents ended membership

- **Personal reasons/unable to attend meetings**

Need to know members; is there a better venue or time to schedule meetings?

- **Little communication**
- **Never heard anything from them**

Regular communications essential.

Reasons provided for decline in activity of aquaculture association by respondents who ceased their membership.

- **Decline in effectiveness of association**
- **Lack of interest**
- **Fear of information sharing**
- **Disagreements**
- **Too many factions**

Need to provide value to members.

Conflict resolution skills needed

Thoughts by respondents related to aquaculture associations that no longer exist and what happened.

- **Lack of participation**
- **Only care about big intensive operations going in**
- **Nobody worries about group; just about themselves**
- **Old members**

Need to provide value to members.

Need young farmer programs.

Need to engage members & address their problems.

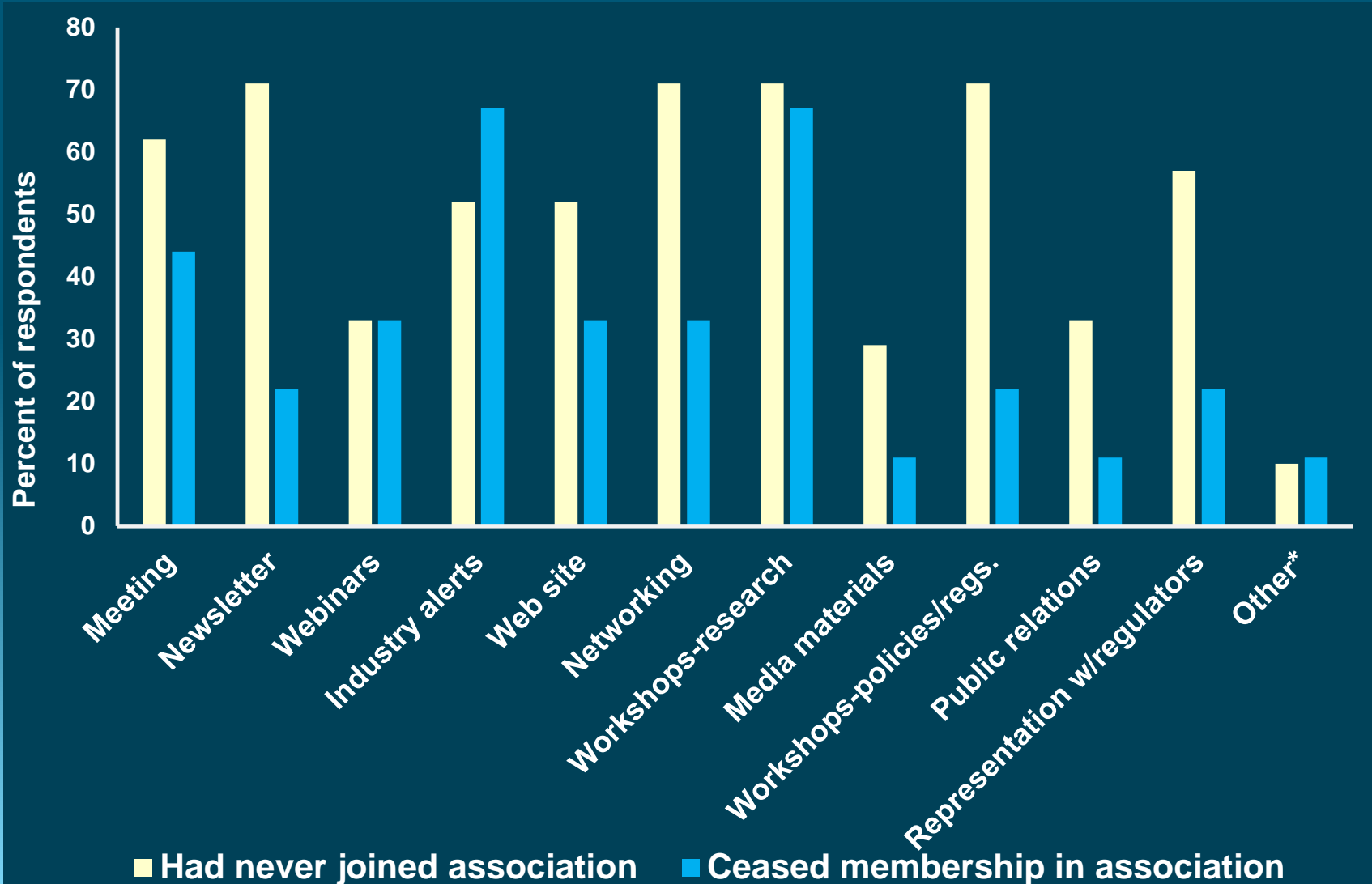
Ratings of benefits received, likelihood to renew membership, and likelihood of recommending membership to others.

Category	Rating (5 = excellent)
Benefits from membership	3.7
Likelihood of renewing membership	4.5
Likelihood of recommending membership	4.3

Mean ratings of value of benefits/services of membership (5 is “Excellent”)

Benefit/service received from aquaculture association	Avg. score
Annual/biannual meeting in state	4.3
Networking opportunities	4.1
Media materials	3.9
Representation with regulators	3.9
Newsletter	3.7
Industry alerts	3.7
Workshops on latest research	3.6
Workshops on latest policies & regulations	3.6
Website	3.5
Public relations campaigns	3.0
Webinars	2.7

Frequency of responses of interest in various benefits/services by respondents who had never joined an association and those who had ceased membership.



How To Move Forward?

- Steering Committee?
- Create bylaws? File for non-profit status?
- Identify key interests & issues of prospective members
- Develop plan to address those interests & issues
- Design action plan
 - Meetings/workshops
- Develop communications plan
 - Internal: newsletter, website, listserve
 - External: media, relevant agencies, NCRAC, elected representatives

How Will **YOU Help to
Create and Sustain an
Iowa Aquaculture
Association?**

Questions?

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