

**VIRGINIA COMMERCIAL MARINE FISHING IMPROVEMENT FUND
SUMMARY PROJECT APPLICATION***

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NAME AND ADDRESS OF APPLICANT: Virginia Marine Products Board 554 Denbigh Blvd., Suite B Newport News, VA 23608	PROJECT LEADER (name, phone, e-mail): Mike Hutt 757-874-3474 mhutt@vaseafood.org								
PRIORITY AREA OF CONCERN: Marketing Research	PROJECT LOCATION: Newport News, VA								
DESCRIPTIVE TITLE OF PROJECT: Proposal to continue to improve the marketing of the Virginia Aquaculture Oyster Industry.									
PROJECT SUMMARY: We will continue to introduce the Virginia Aquaculture oysters to food service, wholesale distributors, restaurants and retail stores.									
EXPECTED BENEFITS: Work with Virginia Aquaculture Oyster Growers to expand the introduction of the Virginia Aquaculture oysters in the United States and Internationally. Supply samples and educational materials to introduce the Virginia Aquaculture Oysters to buyers. Provide hand on sales support, direct mailing and sales materials to Virginia Aquaculture growers, distributors, restaurants, food service to introduce the Virginia Aquaculture oysters. Return a significant number of trade leads of domestic and international buyers who are interested in Virginia Aquaculture oysters to the Virginia seafood industry.									
COSTS: <table border="1" style="width:100%; border-collapse: collapse; margin-top: 10px;"> <tr> <td style="width:60%;">VMRC Funding:</td> <td style="text-align: right;">\$50,000.00</td> </tr> <tr> <td>Recipient Funding:</td> <td></td> </tr> <tr> <td>Other Funding Sources (please list) :</td> <td></td> </tr> <tr> <td>Total Costs:</td> <td style="text-align: right;">\$50,000.00</td> </tr> </table>		VMRC Funding:	\$50,000.00	Recipient Funding:		Other Funding Sources (please list) :		Total Costs:	\$50,000.00
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Total Costs:	\$50,000.00								
Detailed budget must be included with proposal.									

Updated 5/26/10

*This form alone does not constitute a complete application, contact Sonya Davis at 757-247-8155 or sonya.davis@mrc.virginia.gov. Please submit by April 15.

Proposal to Continue to Improve the Market of the Virginia Aquaculture Oyster Industry

This grant proposal is being made to improve the market of the Virginia Aquaculture Oyster Industry. With more people growing oysters we need to educate the restaurants, food service buyers, wholesale distributors, and retail stores about this new industry and the oysters we have to offer.

Continue to design promotional and educational materials, supplier's directory and direct mailing literature. **\$4,000.00**

Printing cost of the following materials: fact sheets, promotional materials, suppliers directory, and direct mailing literature and the cost to distribute. **\$7,000.00**

These materials will be distributed at the International Boston Seafood Show, International Busan Seafood Exposition, Asian Seafood Exposition, European Seafood Exposition, and any other trade shows that the Virginia Marine Products Board participates in. **\$4,000.00**

Advertise in the Seafood Business Magazine and do a direct mailing to seafood buyers inviting them to visit the Virginia Marine Products Board booth at the International Boston Seafood Show in 2012 to sample Virginia Aquaculture Oysters. **\$10,000.00**

Travel to wholesale distributors, food service buyers, restaurants, and retail stores with marketing materials to educate them on the Virginia Aquaculture Oysters. Invite buyers for a tour and sampling of the Virginia Aquaculture Oyster Industry. **\$10,000.00**

The Virginia Marine Products Boards "Virginia Aquaculture Oyster" web site to be updated with promotional and educational materials and suppliers directory. Print copies of the CD-Video "How to Shuck a Virginia Oyster" for buyers. **\$10,000.00**

Samples, packing and shipping cost to distribute them. **\$5,000.00**

Total = \$50,000.00