



COOPERATIVE EXTENSION PROGRAM • COLLEGE OF AGRICULTURE, FOOD SCIENCE, AND SUSTAINABLE SYSTEMS

KENTUCKY AQUATIC FARMING

A Newsletter for Improving Fish and Shellfish Production, and Pond Management

Volume 27, Number 2

Summer 2014

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*This newsletter is also available online at
www.aquanic.org/newsltrs/state/kentucky.htm and www.ksuaquaculture.org*

Kentucky Aquaculture Association (KAA) and National Aquaculture Association (NAA) Workshops

The Kentucky Aquaculture Association (KAA) Annual Meeting will be held October 17, 2014, from 9:00 a.m. until noon at Kentucky State University's Aquaculture Research Center and will include the following topics:

- Largemouth Bass Culture
- Aquaponics
- Koi Production and Genetics
- Economics and Marketing
- Large-scale Commercial Catfish Production
- Small-scale Commercial Catfish Production
- Fish Diseases and Water Quality Management
- Aquaculture Education
- KSU Fish Nutrition Research Outlook
- KSU Fish Production Research Outlook



Registration is \$15/person for KAA members (includes lunch, coffee, and handouts) and \$20 for non-KAA members. Make checks payable to Kentucky Aquaculture Association and mail to Ms. Carolyn Harris, KSU Aquaculture Research Center, 103 Athletic Road, Frankfort, KY 40601.

**KENTUCKY STATE UNIVERSITY/UNIVERSITY OF KENTUCKY
U.S.D.A. COOPERATIVE EXTENSION SYSTEM AND KENTUCKY COUNTIES COOPERATING**

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The National Aquaculture Association (NAA) Online Marketing Workshop "Using the Internet to Grow Aquaculture Sales" (with Web Page creation) October 17, 2014 - 1:00 – 5:00 p.m. After the KAA Annual Meeting

The Internet is becoming increasingly important as an inexpensive marketing tool, yet many U.S. fish farmers are hesitant to use electronic media. The National Aquaculture Association (NAA) and the United Soybean Board are offering an intensive four hour workshop, "Using the Internet to Grow Aquaculture Sales". The workshop will provide fish and shellfish producers with the knowledge and skills to use electronic media to showcase their products more successfully, grow their businesses, and help shape the public perception of aquaculture. An Internet presence is important for all sectors of the aquaculture industry including food fish and shellfish, baitfish, feed producers, sportfish, aquatic plants, and equipment suppliers.

A major portion of the workshop will be devoted to the development of individual websites. A website is one way to reach new buyers at minimal or no cost. Producers will be asked to preregister for the program, will need to complete a pre-workshop form (found on page 3) that will provide the

information for inclusion on their websites, and bring a laptop computer to the workshop. The NAA will provide some boiler plate information that can be added such as recipes, safe handling, etc. Experts will be on hand to help growers in easy to understand click by click construction.

Other social media tools such as Twitter, LinkedIn, and Facebook will be explored. Times are changing and there are new strategies. Facebook makes it easy to post new information photos and events. Twitter is a way to remind your customers and future customers about your products. LinkedIn helps you grow your identity. These strategies are out there and they are free! REMEMBER, YOU MUST PRE-REGISTER FOR THIS MARKETING WORKSHOP.

For more information on either of these events, please contact Dr. Bob Durborow, State Aquaculture Extension Specialist by phone (502) 597-6581 or by email robert.durborow@kysu.edu.

Sign Up for KAA Workshop and Annual Meeting AND/OR NAA Online Marketing Workshop. Both are on Friday October 17, 2014

_____ persons will attend only the KAA Workshop and Annual Meeting from 9 a.m. – 12 p.m.
(Please enclose \$15 registration per KAA member and \$20 per non-member)

_____ persons will attend only the NAA Online Marketing Workshop from 1 p.m. – 5 p.m.

_____ persons will attend **Both** the KAA and NAA Workshops from 9 a.m. – 5 p.m.
(Please enclose \$15 registration per person)

_____ persons would like to join KAA (Kentucky Aquaculture Association). Please enclose \$25 for each member payable to Kentucky Aquaculture Association (\$5 for student membership; include name of school)

Name(s): _____

Street Address: _____

City, State, Zip Code: _____

Phone Number(s): _____

Email(s): _____

Please return all registrations to Ms. Carolyn Harris, KSU Aquaculture Research Center, 103 Athletic Road, Frankfort, KY 40601. Carolyn can also be reached by phone at (502) 597-8103 or by email at carolyn.bolton@kysu.edu

Halamid® Aqua (Chloramine-T) Approval

Axcentive SARL (headquartered in France) recently announced that the U.S. Food and Drug Administration Center for Veterinary Medicine has awarded a New Animal Drug Application (NADA) approval for Halamid® Aqua (100% chloramine-T). This is a huge milestone for collaborative efforts between public and private-sector partners to obtain new FDA-approved drugs for use in aquatic species. Halamid® Aqua is the second waterborne drug approved for disease claims for finfish in almost 30 years, and is the third new aquaculture drug with an original approval covering multiple claims for use in a variety of finfish species.

HALAMID® Aqua can be used to control mortality in: Freshwater-reared salmonids due to bacterial gill disease at a dosage of 12-20 mg chloramine-T/L administered for 60 minute daily in a static or flow-through bath on three consecutive or alternate days; Walleye and all freshwater-reared warm water finfish due to external columnaris disease at a dosage of 20 mg chloramine-T/L administered for 60 minute daily in a static or flow-through bath on three consecutive or alternate days.

The approval of HALAMID® Aqua is the result of coordinated efforts between Axcentive SARL and public sector partners,

including the Association of Fish and Wildlife Agencies, USFWS Aquatic Animal Drug Approval Partnership Program, USGS Upper Midwest Environmental Sciences Center, and the National NADA Coordinator (currently Roz Schnick Consulting, LLC).

HALAMID® Aqua will be distributed by Western Chemical, Inc. (Ferndale, Washington) and is available in 5 kg buckets or 25 kg drums.

More detailed information can be found at the Axcentive website (www.axcentive.com/), the Western Chemical, Inc. website (www.wchemical.com/), and the FDA webpage of approved aquaculture drugs:

www.fda.gov/AnimalVeterinary/DevelopmentApprovalProcess/Aquaculture/ucm132954 or <http://www.fda.gov/AnimalVeterinary/NewsEvents/CVMUpdates/ucm396078.htm>

For additional information on this new antibacterial, please contact the FDA Center for Veterinary Medicine in Rockville, Maryland at: (240) 276-9300; fax: (240) 276-9115; email: AskCVM@FDA.HHS.gov

Using the Internet to Grow Aquaculture Sales Worksheet (Pre-Worksheet form)

- 1) **What is the purpose of your website?** (To increase sales, conduct Internet sales, provide information)
- 2) **Who is your audience and what does your audience need?** (Do you want to sell stockers to fishing clubs? Do you want to sell to restaurants and chefs?)
- 3) **What products or services do you offer?**
- 4) **Do you have a minimum purchase?**
- 5) **What contact information do you wish to use?** (Specific individual, email, phone, fax, address)
- 6) **List three things that you want people to know about your product or service.**
- 7) **What is the story of your company? Think of something that makes your company stand-out.** (Is it a family business that has been passed down? Is it located in a pristine area and surrounded by nature? Do you strive to be environmentally-friendly and sustainable?)
- 8) **Why should someone buy your product or service?** (Maybe it supports the local economy. Maybe it is local and very fresh. Maybe you are willing to provide small orders.)
- 9) **Do you offer farm tours or are there other public events?** (Maybe pond side sales, auctions, free fishing, etc.)

10) **Is there anyone using your product who would be willing to provide a testimonial?** (Maybe a local restaurant or chef.? Maybe a sportsfishing club?)

11) **What are three keywords or phrases about your product or service?**

12) **Think about the pages you would like to include on your website?** (These could include Home, About Products or Services, FAQs, Testimonials, Product handling, Recipes, Contact.)

13) **Please bring a minimum of five photos, digital are preferred, of your operation and your products.**

14) **Please list three possible domain names for your website.**

Name: _____

Company: _____

Address: _____

Phone: _____

Industry Update

APHIS TO LIFT VIRAL HEMORRHAGIC SEPTICEMIA FEDERAL ORDER

WASHINGTON, DC—The U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS) is lifting the Viral Hemorrhagic Septicemia (VHS) Federal Order that was first issued in 2006 in response to an outbreak of the fish disease in the Great Lakes region.

After studying the disease, conducting surveillance and evaluating the latest science, APHIS has determined it can safely remove the Federal Order as long as states maintain existing VHS regulations and other practices to reduce risk. By removing the Federal Order, which has become duplicative with state regulations, we can still protect the health of farmed and wild fish while also supporting the interstate movement needs of the aquaculture industry.

Beginning June 2, APHIS will no longer prohibit or restrict the interstate movement of VHS-susceptible species of live fish from VHS-affected or at-risk states, including: Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania and Wisconsin. In addition, APHIS will no longer restrict the importation of the same species of live fish from Ontario and Quebec, Canada into the United States. However, this action does not affect the U.S. Fish and Wildlife Service's salmonid importation requirements as found in title 50 of the Code of Federal Regulations.

Although APHIS will no longer regulate VHS, the Agency's Veterinary Services program will continue to work with states and industry to promote sound biosecurity practices and share scientific updates regarding the disease.

Source: <http://content.govdelivery.com/accounts/USDAAPHIS/bulletins/b11ee1>

KENTUCKY AQUACULTURE ASSOCIATION

Membership Application

Do you give permission to display the following information in an Agricultural Directory? Yes No

AQUACULTURE BACKGROUND (check more than one where appropriate):

- Producer Live Hauler Processor Pay Lake Owner
 Feed Mill Extension/Research
 Other (explain) _____

SPECIES

- Trout Minnows Largemouth Bass Catfish Bluegill
 Hybrid Striped Bass Freshwater Shrimp Red Claw Crayfish
 Paddlefish
 Other (explain) _____

WATER SOURCE (if applicable):

- Well Spring Watershed Pond Stream or Lake
 Other (explain) _____

Number of ponds or raceways: _____

Total acreage (if ponds) _____

Comments (e.g. issues you want the Association to address): _____

Name: _____

Street Address: _____

City: _____ County: _____

State: _____ Zip: _____

Phone: _____

Cell Phone: _____

Fax: _____

Email: _____

MEMBERSHIP DUES

Kentucky Aquaculture Association Dues: \$25.00

Student KAA Dues: \$5.00 School: _____

Current Project: _____

Please return this application to the address listed below:

Kentucky Aquaculture Association
c/o Angela Caporelli, Aquaculture Coordinator and Marketing Specialist
100 Fair Oaks Ln., 5th Fl.
Frankfort, KY 40601
ph. 502-564-4983 • fx. 502-564-0303 • email: angela.caporelli@ky.gov