



4th Annual NC Catch Summit

March 23-24, 2015

Ocracoke Community Center, Ocracoke Island

Monday, March 23

5:30–7:30pm **NC Seafood Dinner**

Everyone attending the Summit is invited to a local seafood dinner at the lovely and historic *Berkley Center* sponsored by the Ocracoke Working Watermen's Association and Dare to Hyde Adventures. Lots of opportunity for networking and fellowship. No formal program.

Tuesday, March 24

2015 Local Catch Summit: "Growing Business for the Seafood Industry"

8:30-9:00 Check in/Coffee at the Ocracoke Community Center

9:00-9:15 Welcome by NC Catch and Ocracoke Working Watermen Association

9:15-10:30 "*Grown, Raised, **Caught**, Made*" in North Carolina

In addition to its new slogan, the NC Department of Agriculture & Consumer Services has a lot to offer that you might not be familiar with. These NCDA&CS staff members will talk about agency resources and take your questions:

- G.W. Stanley, Domestic Marketing Supervisor
- John Aydlett, Seafood Marketing Specialist
- Randy Maness, Retail Marketing Specialist
Food Lion, BI-LO, Walmart, Spartan Nash, Piggly Wiggly Kinston Group, Hills Super Markets, Bo's Super Markets, MDI, Lowes Foods, Carlie C's, many independents, Events
- Tony Haywood, Retail Marketing Specialist
Ingles, Whole Foods, Fresh Market, Publix, Kroger, Military (6-Commissaries) Events
- Tim Parrish, Food Service Marketing Specialist
Pate-Dawson, Sysco, US Food Service, Independent Restaurants, all Food Service Wholesalers, Got To Be NC Competition Dining Series, Events

10:30-11:00 Networking Break (with refreshments, coffee)

11:00-11:30 ***Business Opportunities: Pate Dawson/Southern Foods***

Southern Foods and parent company [Pate Dawson](#) together provide more than 180 years of experience in the food service distribution business - anchored by Pate Dawson's 130 years of operations and its ownership by the fourth generation of the company's founding family, headquartered in Goldsboro. Southern Foods was founded in Greensboro in 1954.

Learn more about the company's focus on North Carolina produced foods, and about its particular interest in buying, selling and promoting North Carolina seafood and the fishermen who catch it.

11:30-12:00 ***Value-added Options for the North Carolina Plate***

Barry Nash, Sea Grant's Seafood Technology and Marketing Specialist is joined by Kris Cahoon, Hyde County Economic Development, Sherrie Carawan of Mattamuskeet Seafood, and Sharon Kennedy of Harbor Deli (Hatteras) to talk about locally produced seafood innovations that are expanding market opportunities.

12:00-1:00 Lunch with a Legislative Update

Lunch generously sponsored by Tideland Electric Membership Corporation

1:00 -1:15 ***2014 Fisheries Industry Status Report***

Scott Baker, NC Sea Grant, will bring us up to date on fisheries economics and important statistics from the past year.

****Fifteen-minute break****

1:30-2:00 ***Business Opportunities: Locals Seafood***

Lin Peterson and Ryan Speckman started Locals in 2010 with a pickup truck running to the coast. Since they last joined us at the 2013 Summit, this Raleigh-based enterprise has continued to grow, now processing and delivering to a variety of Triangle-area restaurants, groceries, and farmer's markets. Hear their story and learn what they look for.

2:00-2:45 ***Now It's Your Turn***

So, resources and opportunities are out there that you might not have considered before. You've also got some ideas of your own about how to improve business.

Participants will have time to gather in small groups to talk over what's been heard during the day and consider some questions: *How could some of these resources make a difference locally? What are the challenges? Are there partnership opportunities among Catch groups*

and others? Would you like to explore something further, or try a different way of doing things – what do you need to get started?

The day's speakers will be available to talk with each group and answer questions.

Reporting out and Next steps

2:45-3:15 *Next Year, we'll follow up on what's happened*
Jimmy Johnson will wrap things up and we'll head to the ferry line.
Thanks for coming!

Please join NC Catch in thanking our 4th Annual Summit Sponsors!

NC Department of Agriculture-Seafood

NC Sea Grant

Albemarle-Pamlico National Estuary Partnership

Tideland Electric Membership Corporation

NC Farm Bureau

Dare to Hyde Adventures

Hyde County

Special Thanks to our Summit host and Local Catch Organizations!

Ocracoke Fresh/Ocracoke Working Watermen's Association

Outer Banks Catch

Carteret Catch

Brunswick Catch