

## **Consumer Preferences for Delaware Oysters: An Economic Evaluation of Marketing Messages**

**Objectives:** To engage industry and policy stakeholders in Delaware to discuss recent research on consumer preferences for oysters. This workshop will also discuss the implications these results might have on the future of the oyster industry in Delaware and the mid-Atlantic.

**When:** Thursday, February 9, 2017

**Where:** 104 Cannon Lab in Lewes, Delaware.

### **Agenda:**

- 9:30 am Registration
- 10:00 am Welcome and Introduction of Workshop Presenters
- Francesca Piccone, Outreach Coordinator, UD Center for Experimental & Applied Economics
  - Dr. Kent Messer, Unidel H. Cosgrove Chair for the Environment; Director, UD Center for Experimental & Applied Economics
- 10:15 am Experiment Demo
- 10:45 am Presentation of Research Findings
- Ed Lewandowski, Coastal Communities Development Specialist, Delaware Sea Grant Marine Advisory Service
  - Dr. Maik Kecinski, Assistant Professor, University of Alberta
  - Dr. Tongzhe Li, UD Center for Experimental & Applied Economics
- 11:30 am Lunch
- 12:00 pm Overview of Status of Oyster Aquaculture Industry
- John Ewart, Aquaculture Specialist, Delaware Sea Grant Marine Advisory Service
- 12:20 pm Update Regarding Delaware's Aquaculture Leasing and Management Program
- Zina Hense, Environmental Scientist, DNREC
- 12:40 pm Seafood Health and Public Safety Related to the Delaware Oyster Industry
- Michael Bott, Environmental Scientist, DNREC
- 1:00 pm Discussion regarding new ideas for future research and collaborations to benefit the oyster industry

**For more information,** contact Francesca Piccone ([fpiccone@udel.edu](mailto:fpiccone@udel.edu)), 302-831-4748, Outreach Coordinator, Center for Experimental & Applied Economics.