

COASTAL RECREATIONAL FISHING LICENSE
FINAL PERFORMANCE REPORT

Recipient: NC Division of Marine Fisheries; PI: Sabrina Varnam

Grant Award #: 2011-H-001 (2H01)

Grant Title: Trash to Treasure: Oyster Shell as Critical Habitat

Grant Award Period: July 1, 2011 – August 31, 2013

Performance Reporting Period: January 1, 2013 – August 31, 2013

Project Costs: \$35,000

Expenditures for the Period:

<u>Category</u>	<u>Expenditures</u>
Design and Electronic Format of Brochures	\$ 8,477.00
Printing of Brochures	\$ 1,060.67
Video Production	\$16,877.05
DVD Production and Duplication	<u>\$ 3,038.25</u>
TOTAL	<u>\$29,452.97</u>

Total Cumulative Expenditures: \$29,452.97

Total Remaining Balance: \$5,547.03

Description of Work:

Objective:

1. Develop outreach materials targeting recreational fishing groups, consumers of seafood and the general public.
2. Develop outreach materials for restaurant owners/managers and county officials (solid waste, health department, and commissioners).
3. Develop educational materials for public groups and school use.

Objective 1: Develop outreach materials targeting recreational fishing groups, consumers of seafood and the general public.

Approach 1: Outreach materials for this objective include a brochure describing basic information on the oyster lifecycle, the role of oyster reefs in the environment, fishing around oyster reefs, the purpose of and how to recycle shell stock, and includes a recipe for preparing oysters to eat. NC Sea Grant will develop the brochure.

Objective 2: Develop outreach materials for restaurant owners/managers and county officials (solid waste, health department, and commissioners).

Approach 2: Outreach materials for this objective include a brochure describing the shell recycling program and the extent of state participation. The purposes and benefits of shell stock recycling will be discussed along with information on the logistics of getting involved from a perspective of solid waste management, health concerns, and needs on a county or city level. NC Sea Grant will develop the brochure.

Objective 3: Develop educational materials for public groups and school use.

Approach 3: The educational materials will include a 20-minute video for public groups and school use. This new shell recycling video will focus on the process of recycling the shells and the value of the restored reefs to the ecosystem and fisheries. A “lifecycle” of shell recycling whereby viewers can understand the entire process of how oysters are harvested, sold, consumed, recycled back to the environment, and promote new oyster production. Thus, expanding upon the basic oyster information provided in Sea Grant's earlier video "The Amazing Oyster". The footage and editing for the video will be created by an outside company who will be working closely with us. We will be making the assessment on what footage, dialogue, and editing will be needed to create this video. The Division of Marine Fisheries will retain copyright ownership, so that future publishing can be made at an affordable cost. The video will be distributed to public groups, schools and libraries, shared with cable access and on-line postings, and upon request.

In addition, we will develop text and graphical content to be used via Internet with links to existing educational resources related to oyster habitat (lesson plans, worksheets, activities, and projects). The video will be integrated on this webpage as well. The resources will be linked to the NC Division of Marine Fisheries' website and accessible for schools and other entities to download free of charge. These links will emphasize the importance of recycling oyster shells, the benefits of oysters and fish habitat in our estuaries informing students and future anglers how to be good stewards of our environment.

The NC Oyster Shell Recycling Program (NCOSRP) is the lead and will provide information and reviews into the development of the brochures, video, and educational webpage links.

NC Sea Grant (NCSG) will develop the brochures and review the video material and the webpage educational resource links.

NC Department of Agriculture (NCDA) Consumer's Services “Got to be NC Seafood” will provide input into the development of the brochures, video, and educational webpage links.

Project Status/Work Accomplished:

Objectives 1 and 2: 100% Completed

A contract was set up with NCSG to develop the brochures with their

Communicator. The brochure development was completed in October and all

files provided to the program. The brochures were printed by Department of Corrections and delivered to the program. The brochures have been handed out and ready for distribution when needed. Only brochure 2 was paid during this performance rating period. Brochure 1 was printed and received but was not paid out until January 2013. NCSG will be paid after the finalization of the video. Their contract includes guidance on video and educational website links.

Brochure 1

Target Audience = recreational fishing groups, consumers, and general public
Brochure describing the basic information on the oyster life cycle, the role of oyster reefs in the environment, fishing around oyster reefs, the purpose of and how to recycle oyster shells, and a recipe link through the NCOSP website for preparing oysters to eat.

Brochure 2

Target Audience = restaurant owners/managers; county officials in solid waste, health departments, and commissioners; and private waste companies
Brochure describing the purposes and benefits of oyster shell recycling, along with information on getting involved from the perspective of a restaurant owner and solid waste management personnel.

Objective 3: 100% Completed

NC State University's DELTA Program produced this video. A contract was setup in the state's Contract Processing System. All invoices have been received.

Filming for the video and production has been completed. Those locations included Brunswick, Carteret, and Wake County areas. These areas included marsh, beach and waterfront scenes, oyster reefs, DMF collecting shells from one of their stockpile sites – county landfill, DMF's cultch planting using barges, oyster roast functions, restaurants, and public oyster shell recycling sites. Interviews were conducted with program volunteers, conservation groups, university researchers, patrons at restaurants and oyster roast, restaurant owners, recreational and commercial fishermen, and DMF staff. The video was approved by DMF and DENR for final production in June. Some minor changes to the video were required for narration, video pictures and due to the Oyster Shell Recycling Program being eliminated in FY13-14. Request for Quotations for the transfer of the video onto DVDs (3,250), printing of the DVD labels and page inserts and packaging was sent out in April. A company was contracted in June and DVDs were received by in July. Videos are being passed out at this time to schools, conversations groups, and governmental agencies. The video is available on the DMF website as well.

The NCOSRP and NCSG were in the process of developing educational resources for the NCOSRP's website. The NC Oyster Hatchery Program had such educational links on their website which is now closed due to funding. They provided us these links but unfortunately they cannot be incorporated into the

NCOSRP's website along with other various resources (out of date by NC Education board Standards). It will take more time and resources to develop such a link that corresponds to the NC Education Standards.

A link on the program's website was set-up for sharing recipes from participating restaurants as well as a survey questionnaire about the program. At this time, these links and surveys are no longer available due to the elimination of the program.

The NCOSRP has worked with the Division of Marine Fisheries' webmaster updating the program's website and making it more user-friendly so the public, state agencies, county officials, restaurants, and schools can research information about the program, how to get involved, and its participants.

Updated photos have been incorporated as well.

Deviations:

An extension was requested in June for August 31, 2013. Due to video approval from DMF and DENR some minor changes were required before the video could be finalized and ready for production onto DVD and webpage.