

# Wisconsin Aquaculture Conference 2018

Friday March 2<sup>nd</sup> & Saturday March 3<sup>rd</sup> 2018

At Hotel Marshfield, Wisconsin



Collaboration between

Wisconsin Aquaculture Association

&

UW-Stevens Point Northern Aquaculture  
Demonstration Facility

## Wisconsin Aquaculture Conference 2018: Collaborative Efforts

The Wisconsin Aquaculture Association has collaborated with the UWSP NADF to offer this year's Wisconsin Aquaculture Conference in Marshfield on March 2nd and 3rd, 2018. The conference will pull in surrounding states including Minnesota and Michigan to discuss industry updates and state priorities. The idea to incorporate surrounding states suggests the potential for future collaboration and growth as Midwest aquaculture is taking great strides and advances.

The WAA conference will include topics such as industry updates, hatchery design, aquaponics, fish health and biosecurity, training opportunities, marketing and labelling, expert panel and also includes an industry tradeshow, lunch and cooking demonstration. This conference is a great way to connect with the industry and learn about new systems, techniques and best management practices.

CLICK TO REGISTER at: [wisconsinaquaculture.com](http://wisconsinaquaculture.com)

- **WAA Full Conference:** Includes tradeshow, lunch both Friday and Saturday, cooking demonstration and appetizer sampling. Saturday includes Aquaculture Boot Camp session on Aquaculture Business Marketing, Labeling, and Strategies for Success.

WAA Members: \$150.00

Non-Member\*: \$175.00

Boot Camp Applicant\*\*\*: \$100.00

Additional person from same farm/organization: \$125.00

Spouse: \$75.00

Student (College Level 18+): \$90.00

Children (18 and under): \$45.00

- **Friday Conference March 2<sup>nd</sup> Only:** Includes tradeshow, one lunch, cooking demonstration and appetizer sampling.

WAA Members: \$100.00

Non-member\*: \$125.00

Additional person from same farm/organization: \$75.00

Spouse: \$50.00

Student (College Level 18+): \$75.00

- **Saturday Boot Camp Session March 3<sup>rd</sup> Only:** Includes lunch and Aquaculture Boot Camp session on Aquaculture Business Marketing, Labeling, and Strategies for Success.

WAA Member: \$70.00

Non-member\*: \$85.00

Additional person from same farm/organization: \$50.00

Spouse: \$30.00

Student (College Level 18+): \$50.00

- **Trade Show Vendors:**

Manned Booth- One Registration: \$250.00

Unmanned Booth: \$100.00

\*Prices for non-members include an additional \$25.00 to become a member of WAA.

\*\* As part of a UWSP NADF project, Aquaculture Boot Camp applicants are able to attend Saturday's conference free of charge.



# 2018 Wisconsin Aquaculture Conference AGENDA

**Thursday, March 1<sup>st</sup>**

**12:00-5:00 WAA BOARD/WAIAC MEETINGS**

- *12:00-2:00 Wisconsin Aquaculture Association Board Meeting*
- *2:00-4:00 Wisconsin Aquaculture Industry Advisory Council Meeting*
- *4:00-4:30 BREAK*
- *4:30-5:00 Wisconsin Aquaculture Association Membership Meeting*

## **Friday, March 2<sup>nd</sup>**

### **8:30-10:00 STATUS OF AQUACULTURE: WI, MN, MI**

- 8:30-8:45 *“Welcome and Status of WI Aquaculture: Changes, Collaborations, Looking Forward”*  
Peter Fritsch- Rushing Water Fisheries, LLC.
- 8:45- 9:15 *“Sea Grant National Aquaculture Research, Outreach Initiatives & WI Strategic Plans”*  
Jen Hauxwell & David Hart- University of Wisconsin Sea Grant Institute
- 9:15-9:45 *“Aquaculture Extension and Education in Michigan”*  
Elliot Nelson- MI Sea Grant
- 9:45-10:00 *“Man-made Lake Project”*  
Lee Christensen

### **10:00-10:15 TRADE SHOW INTRODUCTIONS**

### **10:15-10:45 TRADE SHOW BREAK**

### **10:45-11:30 DNR & REGULATION UPDATES**

- 10:45-11:15 *“The Regulatory Cost Burden on Wisconsin Aquaculture Producers”*  
Dr. Jonathan van Senten- Virginia Tech
- 11:15-11:30 *“Summary and Progress of DNR-Fisheries Bureau’s Implementation of the Aquaculture Bill”*  
Todd Kalish- WI DNR

### **11:30-12:00 AQUAPONICS**

- 11:30-12:00 *“Treatment Options for Fish in Aquaponics Systems”*  
Alex Primus- University of MN

### **12:00-1:00 LUNCH**

## **1:00-2:15 HATCHERY MANAGEMENT & TRAINING**

- **1:00-1:30 “Aquaculture Hatchery Design 101”**  
Greg Fischer- UWSP NADF
- **1:30-2:00 “Aquatic Veterinary Medicine”**  
Dr. Bob Smith- Clayton Veterinary Care
- **2:00-2:15 “Aquaculture Training Opportunities & Resources”**  
Emma Wiermaa- UWSP NADF

## **2:15-4:00 KNOW A FACILITY**

- **2:15-2:45 “Indian Brook Trout Farm; Four Years in the Making”**  
Owen Ballow- Indian Brook Trout Farm, MI

### **2:45- 3:00 BREAK**

- **3:00-3:30 “Superior Fresh of Northfield, WI”**  
Brandon Gottsacker- Chief Operating Officer  
Kyle Woolever- Fish House Manager
- **3:30-4:00 “Urban Organics of St. Paul, MN”**  
Lee Scroggins- Fish House Manager

## **4:00-4:45 EXPERT PANEL & DISCUSSION**

### **PANELISTS:**

- **Greg Fischer-** UWSP NADF
- **Chris Hartleb-** UWSP NADF & UWSP Aquaponics Innovation Center
- **Peter Fritsch-** Rushing Waters Fisheries
- **Bill West-** Blue Iris Fish Farm
- **Owen Ballow-** Indian Brook Trout Farm
- **Tim Gollon & Dave Gollon-** Gollon Bait and Fish Farm
- **Ben Gollon-** Gollon Brothers Wholesale & Live Bait Farm
- **Dr. Bob Smith-** Clayton Veterinary Care
- **Tim Winkel-** Silver Moon Springs Trout Farm

## **4:45-5:30 TRADE SHOW BREAK**

## **5:30-8:00 COOKING WITH DANI, COCKTAIL HOUR, TASTING, AUCTION**

## **Saturday, March 3<sup>rd</sup> Option 1:**

- ***Aquaculture Boot Camp (ABC) – Aquaculture Business Marketing and Labelling Session***

- 8:30-9:00 ***“Welcome to Aquaculture Boot Camp Business & Marketing Session”***  
Dr. Chris Hartleb- UW-Stevens Point
- 9:00-10:00
  - ✓ ***“Adapting To Ever-changing Market Demands”***
  - ✓ ***“Strategic Marketing”***
  - ✓ ***“Farm Financial Health”***  
Dr. Jonathan van Senten: Virginia Tech
- 10-10:45 ***“Aquaponics Farm Marketing & Labelling”***  
Lee Scoggins- Urban Organics
- **10:45-11:00 BREAK**
- 11:00-11:30 ***“Plymouth Springs Fish Company”***  
Grant Johnson-Plymouth Springs Fish Company
- 11:30-12:00 ***“From Farm to Fine Dining-A Marketing Approach”***  
Owen Ballow- Indian Brook Trout Farm
- **12:00-1:00 LUNCH**
- 1:15-1:45 ***“Marketing Your Company, Yourself, and Your Products”***  
Bob Robinson- Kasco Marine
- 1:45-2:15 ***“Urban Controlled Environment Agriculture”***  
Clarence Bishop-Blue Water Hatchery
- 2:15-2:30 **FINAL DISCUSSIONS/DISMISS**



**Saturday, March 3<sup>rd</sup> Option 2:**

- ***Agriculture Teachers in Aquaculture- Hosted by Bill West***
  - ***10:00-12:00 Aquaculture Education Discussion***
  - ***12:00-1:00 LUNCH***
  - ***1:00-2:00 Q&A***

## Conference Hotel & Lodging



# HOTEL MARSHFIELD

715.387.2700

Toll Free: 855.583.2700

<http://hotelmarshfield.com/>

2700 S. Central Avenue  
Marshfield, WI 54449

Rooms Reserved under Wisconsin Aquaculture Conference

For more information please contact Wisconsin Aquaculture Association at  
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