



So You Want to Sell Your Fish? Here is the checklist.

Speaker Spotlight

Dr. Kwamena Quagraine, also known as KK in the farming community, works for Purdue University and is a crucial part of the Illinois-Indiana Sea Grant aquaculture extension team. Originally from Ghana, he received his doctorate in Agricultural Economics from the University of Alberta in Canada.

Dr. Quagraine's research focuses on market analysis, market definition, facilitating the development of distribution and market structures, identifying value-added opportunities for aquaculture products and feeds, and developing fish farming budgets. As an extension specialist he provides assistance, training, and educational materials to aquaculture producers to pursue and realize economic and market development opportunities.

For More Information

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Dr. Kwamena Quagraine

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For years prior to COVID-19, farmers producing fish on a small to medium scale have had interest in direct sales to consumers and also through intermediaries such as local restaurants and grocery stores. With COVID-19 and post-COVID-19, what will the “new normal” marketplace be like for direct marketing for fish farmers? This webinar will provide some helpful business and marketing principles to develop a market, be competitive, remain profitable, and sustain your business.

**November 24, 2020
1:00 PM EST**

**Register at:
<https://bit.ly/32Ar1Ba>**

This aquaculture marketing webinar series is co-hosted by:

