

## Speakers



**Stacy Schultz**  
Fortune Fish



**Chef Jeff**  
Fox Valley Tech



**Paul Hitchens**  
Southern Illinois University, Carbondale

## For More Information

**Amy Shambach**  
Aquaculture Marketing Outreach  
Associate, Illinois-Indiana Sea Grant  
ashambac@purdue.edu  
765-496-4085

# What Buyers Want Exploring Market Channels

Are you as a producer looking to get your foot in the door of a restaurant? Are you interested in selling fish to a distributor or live hauler? Are you wanting to break into a processed market?

We learned from Dr. Quagraine's talk, "So You Want to Sell Fish? Here is the Checklist," that building relationships is a very important part of developing your market and marketing plan. Now it is time for us to circle back to this important point.

Join guest speakers Stacy Shultz, Chef Jeff, and Paul Hitchens on April 20 at 11:30 am Eastern Standard time for "What Buyers Want," a live panel discussion, to hear what processors, distributors, chefs, brokers, and live haulers are looking for when buying fish and shellfish from farmers.

Questions can be submitted in advance, or during the live virtual event, to Amy Shambach.

**April 20, 2021**

**11:30 AM EST**

**Register at:**

**[http://bit.ly/exploring\\_market\\_channels](http://bit.ly/exploring_market_channels)**

This aquaculture marketing webinar series is co-hosted by: