

Appendix III- Other Workshop Materials

Panelist bios- Carol Sanford, James L. Anderson, Katy Pelissier, Jeanne McKnight, Dan Occhipinti, Rick Spinrad

Food from the Sea Worksheet- Blank, filled out

Food from the Sea tour information

Sponsor sheet

Seafood Systems Infographic

Carol Sanford

The Regenerative Business Summit

Senior Fellow of Social Innovation, Babson College, Entrepreneur in Residence, Babson and The Lewis Institute; Founder and Executive Producer, The Regenerative Business Summit; Founder, The Regenerative Business Development Community (membership of over 1000 Businesses,) offering



Regenerative Business Education to business and organizations; author three award-winning best selling books with case stories of Carol Sanford Institute.

Announced Last Week: Nautilus Gold Winner, The Regenerative Business: Redesign Work. Cultivate Human Potential. Achieve Extraordinary Outcomes. Top Business Book of the Year.

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KEYNOTE PRESENTATION:
LIVING SYSTEMS THINKING FOR INNOVATION
MONDAY, MAY 14th @4:15 P.M.

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James L. Anderson

Professor and Director,
Institute for Sustainable Food
Systems, University of Florida



James L. Anderson is Director of the Institute for Sustainable Food Systems and Professor of Food and Resource Economics at the University of Florida. Prior to joining UF, he served as leader of the Global Program on Fisheries and Aquaculture (PROFISH) at The World Bank. Before that, he was chair of the Department of Environmental and Resource Economics at the University of Rhode Island. His research focuses on natural resource management, fisheries and aquaculture economics, markets and international trade. Recent work has been on toward the role of seafood in food security, constraints to aquaculture development, and developing Fishery Performance Indicators (FPIs) to monitor and evaluate fishery systems from an environmental, economic and social perspective. He received his Ph.D. in Agricultural and Resource Economics from the University of California, Davis.

Katy Pelissier

Food and Farms Program
Manager, Ecotrust



Katy Pelissier is helping create a robust regional food system in the Pacific Northwest by supporting regenerative farmers and ranchers as they grow their businesses and connect with key resources and enabling infrastructure. By harnessing the purchasing power of schools and institutions, empowering local farmers and ranchers, and developing infrastructure to connect the two, Ecotrust is helping build a food economy that nourishes communities and renews the resources on which we depend. She has deep experience administering federal grant programs and enjoys coordinating diverse coalitions and partnerships. Katy's background is in farm to school, including working directly with children and educators, as well as helping develop a statewide dashboard for measuring farm to school impact in Oregon. Katy holds a Bachelor of Arts in Family & Human Services from the University of Oregon, and joined Ecotrust in 2012.

Jeanne McKnight

President and Chairman,
McKnight Group



After teaching English at Lewis & Clark College in Portland, Oregon, she began her seafood career as Director of Communications for the Portland-based West Coast Fisheries Development Foundation, representing the fishing industry in California, Oregon, and Washington and promoting underutilized species throughout the United States. She subsequently joined the Alaska Seafood Marketing Institute in Juneau as the first Director of Communication, promoting Alaska seafood in major markets. In 1984, Jeanne started her business in Seattle, working on behalf of seafood producers and trade associations to address marketplace challenges and advocate for the industry.

Dan Occhipinti

General Counsel and Director
of Government Affairs, Pacific
Seafood



Dan Occhipinti handles business development and strategic growth for Pacific Seafood Group. Founded in 1941 as a small retail store in Portland, today Pacific Seafood employs more than 3,000 team members across 41 facilities in 11 states as well as in Canada, Chile and China. The company is among the largest employers in many coastal communities in Oregon, Washington and California, and is supported by more than 800 independent fishermen and women who deliver their catch to Pacific's docks each year. In his role at Pacific, Dan works with all aspects of the company's supply chain including harvesting (fish, crab and shrimp), aquaculture (steelhead and salmon), mariculture (oysters and clams), processing, and distribution throughout the US and the world. Dan also works closely with industry partners including West Coast Seafood Processors Association, Food Northwest, and the National Fisheries Institute to promote seafood as one of the world's healthiest and most sustainable sources of protein. Dan holds a bachelor's degree from University of Oregon and a law degree from UC Berkeley.

Rick Spinrad

Dr. Spinrad is Professor of Oceanography and Senior Adviser to the Vice President of Research where his responsibilities include a focus on funding for the OSU/CEOAS Pacific Marine Energy Center – South Energy Test Site wave-energy project.

In 2016 Dr. Spinrad retired as Chief Scientist of the National Oceanic and Atmospheric Administration (NOAA), where he had been appointed by President Barack Obama in 2014.

An internationally recognized scientist and executive with more than 35 years of experience and numerous leadership awards, Dr. Spinrad was the Vice President for Research at OSU 2010 - 2014, and from 2003 until 2010 was the head of NOAA's Office of Oceanic and Atmospheric Research and the National Ocean Service.









Among his accomplishments, Dr. Spinrad was a co-lead of the White House Committee that developed the nation's first set of ocean research priorities and oversaw the revamping of NOAA's research enterprise. Prior to joining NOAA, Dr. Spinrad held leadership positions at the U.S. Office of Naval Research and Oceanographer of the Navy, where he was awarded the Distinguished Civilian Service Award (highest award given by the U.S. Navy to a civilian). He has held faculty appointments at three universities (OSU, US Naval Academy, and George Mason University), served as Executive Director at the Consortium for Oceanographic Research and Education, was President of Sea Tech, Inc., and worked as a research scientist (at OSU and Bigelow Lab). He also developed the National Ocean Sciences Bowl for high school students.

KEYNOTE PRESENTATION
FOOD FROM THE SEA: THE PULL AND THE PUSH
TUESDAY, MAY 15th @8:50 A.M.

FOOD FROM THE SEA







WORKSHOP TO DESIGN AN OSU CENTER FOR SEAFOOD SYSTEMS AND INNOVATION

 Key Resources Key Partners	 Key Activities	 Mission Value Propositions	 Stakeholder Engagement Customer Relationships & Channels	 Stakeholders Customer Segments
 Revenue Streams Cost Structure				

Adapted from: Business Model Canvas, Strategyzer AG

FOOD FROM THE SEA

WORKSHOP TO DESIGN AN OSU CENTER FOR SEAFOOD SYSTEMS AND INNOVATION

 Key Resources Key Partners	 Key Activities	 Mission Value Propositions	Stakeholder Engagement Customer Relationships & Channels 	Stakeholders Customer Segments 
<p>What are the key resources a center needs to create the services it provides?</p> <p>Physical assets? Be specific.</p> <p>Human resources? Be specific. How many people and what kind?</p> <p>Who are the key partners that help the center with these resources or help create the services the center provide to those it serves?</p> <p>What do partners do for the center?</p> <p>Look around you today. Who is here? Who is not here but should be?</p>	<p>What are the key activities that create the services the center provides? Think in 4 broad categories:</p> <ul style="list-style-type: none"> • Research projects • Education/curriculum • Outreach and engagement • Business development/workforce training <p>What specific projects or programs would be most relevant to helping you do your work?</p>	<p>How does the center help those it intends to serve?</p> <p>In your own work, how does the center's work help you get your job done better?</p> <p>Write future headline for your favorite trade magazine/publication's cover about a success that the center became famous for.</p> <p>In your community, and with those that are underserved or underrepresented, what value could the center provide?</p>	<p>In your own work, how do you want to be connected to and engaged with the center?</p> <p>What are important best practices that a new center could use to involve all stakeholders and audiences in research, training, and outreach and engagement?</p>	<p>Who should the center serve, and what are they (stakeholders) trying get done?</p> <p>In your own work- what "jobs" are you trying to get done that the center could help with?</p> <p>In your community who are most underserved stakeholders that should be included?</p> <p>In the seafood system where are OSU's relationships most needed and underrepresented?</p>
<p>Revenue Streams How does the center's key activities and value translate into revenue? What are the most creative ways to generate money for a seafood center?</p> <p>Cost Structure  For what services are individuals or businesses willing to pay?</p> <p>How do the key partners, resources, and activities translate into our institution's cost model?</p> <p>If you were in charge of a \$5,000,000 budget for a university center focused on seafood system innovation, how would you use it?</p>				

Adapted from: *Business Model Canvas*, Strategyzer AG

**Food from the Sea
Workshop May 14-16, 2018
Newport, Oregon**



Register for these tours! http://oregonstate.qualtrics.com/jfe/form/SV_1AHRqMT8FkMa8JL

Monday, May 14 Morning

Two, no-cost tour options:

#1 8:30 am- 9:30 am. Newport Dock Walk

Come learn about Newport's commercial fishing industry with Oregon Sea Grant's marine extension agent, Kaety Jacobson. Guests will go on a guided walk of Newport's Port Dock 5, to learn about the various types of commercial fishing vessels, what they catch and the families that own them

(<https://www.pacificseafood.com/about-us/locations/details/pacific-shrimp-company>). Meet Kaety on the sidewalk, near the benches, in front of Port Dock 5, directly across the street from Local Ocean Seafoods. Participants need to be dressed for the weather and wear sturdy walking shoes. Limited to 12 people.

#2 10:00 am-11:00 am. Pacific Shrimp Company

Get a behind-the-scenes tour of Pacific Seafood's Pacific Shrimp Company, located on the Bayfront at 213 SW Bay Blvd (<https://www.pacificseafood.com/about-us/locations/details/pacific-shrimp-company>). Pacific Shrimp operates year-round and processes a wide variety of seafood species, including Dungeness crab, pink cold water shrimp, numerous bottom fish species, several species of troll-caught wild salmon, albacore tuna and Pacific Whiting. Join John Moody, from Pacific Seafood, on this facility tour as they process 'in season' shrimp and groundfish. Limited to 20 people.

Take these two tours 'back-to-back' for a fuller experience of local marine food industries.

Note: If you sign-up for both tours, be prepared for an approximately 10-minute walk from the Dock Walk to Pacific Shrimp Company. Dress for the weather and wear sturdy walking shoes. Also, lunch is 'on your own'. There are numerous options on Newport's Bayfront. The workshop begins at 12:30 pm at Samaritan Center for Health Education (approximately 5-minute drive from the Bayfront). The doors open at 11:30 and light refreshments of fruit and pastries will be available starting at 11:30 am at the workshop location.

Wednesday, May 16 Afternoon

Four tour options: three no-cost and one fee-pay. Take tours #1 and #2 'back-to-back' for a fuller experience of the local academic program.

Note: If you sign-up for both #1 and #2 tours, be prepared for to drive from the Oregon Coast Community College to Hatfield Marine Science Center, which takes no more than 10 minutes.

#1 1:00-2:00 pm. Aquarium Science Program

Join Tim Miller Morgan for a tour of the one-of-a-kind Aquarium Science program at the Oregon Coast Community College (<http://www.oregoncoastcc.org/aquarium-science-program/>). This tour will last 45 minutes (no more than an hour, max), and can accommodate no more than 20 people. Dr. Tim has been an integral part in the development and delivery of the Aquarium Science Program since its beginning in 2003

and currently teaches Fish and Invertebrate Health Management (AQS 270) and Animal Husbandry in a Research Capacity (AQS 245) for the program. Meet in front of the Aquarium Science Building on the Oregon Coast Community College Campus (400 SE College Way, Newport). <http://www.oregoncoastcc.org/aquarium-science-facility>

#2 2:30 -3:00 pm. Hatfield Marine Science Center Aquaculture Research Facilities

Blaine Schoolfield will lead a tour of the HMSC Molluscan Broodstock Program (<http://marineresearch.oregonstate.edu/molluscan-broodstock-program>) and the Dulse – “seaweed that tastes like bacon”- propagation program for a half hour tour, for no more than 20 people. The Molluscan Broodstock Program (MBP) works in partnership with the West Coast oyster industry to improve the performance of Pacific oysters through genetic selection. Chris Langdon began growing dulse in the lab to feed abalone as part of his shellfish polyculture research. Over the past 15 years, Langdon has developed a patented strain of dulse (*Palmaria mollis*) that he grows in bubbling vats of cold seawater just outside his office. Meet in front of the Guin Library at Hatfield Marine Science Center. 2030 SE Marine Science Drive, Newport. http://hmsc.oregonstate.edu/sites/hmsc.oregonstate.edu/files/directionstohmscguinlibrary_0.pdf

#3 1:00-2:00 pm. Oregon Oyster Farms

(due to scheduling, cannot be packaged with other tours on same day)

Take a scenic drive up Yaquina Bay and visit Oregon Oyster Farms at 6878 Yaquina bay Road <https://www.oregonoyster.com>. This tour will take up to at least an hour and is limited to 10 people. In 1968, Professor Willy Breese and Dr. Anja Robinson, along with Newport's Tom Becker and Mo Niemi, built three insulated rooms at the Hatfield Marine Science Center and began research into the feasibility of hatching Pacific oysters locally. From those three rooms and these early research efforts, arose the thriving oyster industry in Yaquina Bay as we know it today; contributing to the rise of the west coast as the top producer of oysters, surpassing the production of the east and gulf coasts.

Note: the oyster farm is located just 6 miles east of the Embarcadero on Yaquina Bay Road. Car Pooling is advised due to limited parking.

#4 2:30-4:30 pm. Marine Discovery Tour of Yaquina Bay

(due to scheduling, cannot be packaged with other tours on same day)

Join a Marine Discovery Tours (<http://marinediscoverytours.com/sea-life-cruise>) "Floating Adventures" trip, endorsed by the Oregon Coast Aquarium. This fisheries family-owned company offers programs crafted with a team from HMSC, along with boots-on-the-deck input by the owners - a retired Bering Sea crabber and fisheries journalist. Since 1994, these original programs continue to blend marine science and fisheries for a variety of audiences from K-University, domestic and international tour bus groups, to a diverse global visitor base, offering the opportunity to experience the Pacific Ocean, estuaries and seafood webs - from the fisher to the fishmonger. On this tour, you will be joining a small student group from Eastern Oregon aboard the deluxe 65ft DISCOVERY. You will see how marine education supports aquaculture and other marine industries. The trip includes a harbor tour and exploration Oregon's largest coastal port and its maritime industry -including the commercial fishing fleet, fish processing plants and the Coast Guard station. Onboard activities include a Bottom Trawl, a Plankton tow, tank critter identification, and Fisheries Discussion points (Fish awareness, Coastal Culture, Fishing Boats and Gear Types, By-catch). 345 SW Bay Boulevard, Newport.

This tour is offered at a discounted fee of \$25.00 cash/ \$30.00 credit card per person (this is the student rate, vs \$42 general admission)



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FOOD FROM THE SEA

THANKS OUR SPONSORS:



Coastal Oregon Marine Experiment Station
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College of Agricultural Sciences
AquaFish Innovation Lab

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