



# Marketing Your Oysters

## RESTAURANTS

- Half shell/raw trend
- Feature several varieties at once
- Interest in different flavor profiles
- Used to buying by the PIECE
- Prefer clean shellfish

## RETAIL MARKETS

- Used to buying by the BUSHEL
- CLEAN is a plus
- Some turned off by “FARMED”
- Education:  
WILD vs. FARMED  
PRICE / SIZE / SHUCKING / COOKING



# Marketing Your Oysters

- Setting your PRICE
- Competition from WILD Harvest
- Getting product to MARKET
- Building your BRAND
- Learn your different markets
- Listen to what chefs want



# Events with Local Chefs



*BUBBLES*  
THURSDAY  
FEBRUARY 25  
6:00 pm  
*champagne reception*

*AND Pearls*

COOKING CLASS & DINNER | \$90 includes tax and gratuity

BOOK SIGNING  
by John Martin Taylor  
*after dinner*

START YOUR  
culinary adventure  
*sipping champagne  
on the front porch*

At 7pm your mouth waters  
as Crossroads Chapel Hill's  
Executive Chef James Clark  
& celebrated American Food  
Author John Martin Taylor  
DEMONSTRATE  
*the detailed preparation  
of 4 fabulous courses*

R E L A X  
with a dessert from Chef  
Sara Beth Thomas as Farmer  
Chris Matteo of Chadwick  
Creek Oysters speaks

Purchase tickets at  
CarolinaFarmSociety.com

# Eco-Tourism

## Farm Tours & Sales



Demand is there, we need SUPPLY and VARIETY

