

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 / COOL.



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



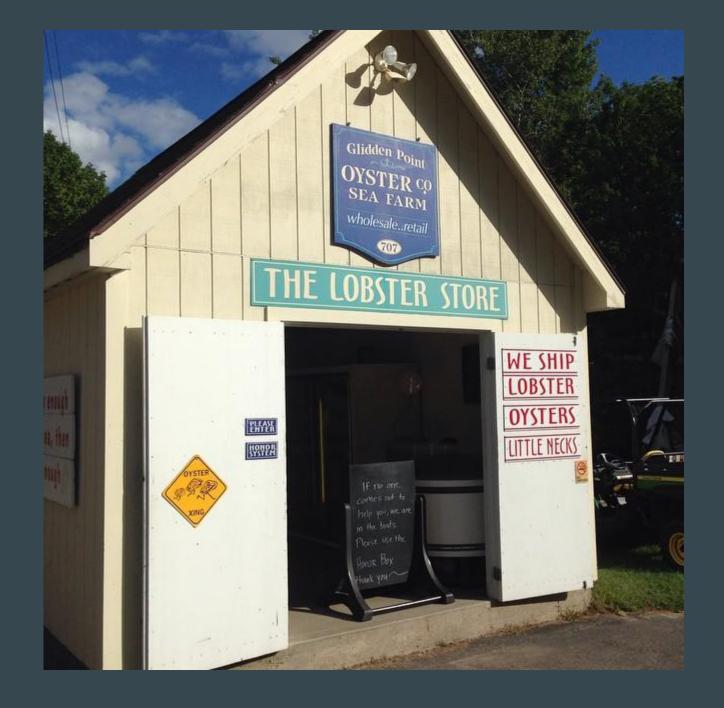
Events with Local Chefs





Eco-Tourism

Farm Tours & Sales



Demand is there, we need SUPPLY and VARIETY

