KNOW THY MARKET AND SERVE IT WELL
Thank you to...

- Scott Lindell
- MBL
- NRAC
- NE Sea Grant Consortium
- MAS Conference organizers
- Global mussel veterans and fisherman
- Farmers and entrepreneurs considering mussels
1,800,000 MT GLOBAL PRODUCTION WORTH ONE BILLION USD ANNUALLY. 7TH MOST IMPORTANT AQUATIC FOOD IN THE WORLD. FAO 2004
The U.S. is the global mouse of mussel production

- User conflicts near shore
- Technical and legal impediments offshore
- Sputnik moment
Three cardinal rules of Aquaculture

- Know and Respect Mother Nature
- Invest not ahead of thy learning curve
- Know thy market and serve it well
Mussel Business Plan

- Elegant prose about getting rich growing mussels
- Production Plan
- Marketing Plan...Segments, Price, Bottom Line
- Pro Formas...Cost Structure...Opportunity Cost
Growing US Market

Mussel Business is scalable

Dealing with a lot of weight

Popular packs for the live market are 2 lb. and 10 lb. bags

Weather will dictate the amount of time on the farm
What is the best use of my time on the farm?

How do I maximize the amount of marketable mussels I grow as a percent of total weight I deal with?

How do I transform tons of mussels into a lot of little kilo bags?