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2014 WISCONSIN AQUACULTURE CONFERENCE DRAWS ON LOCAL, REGIONAL AND NATIONAL SPEAKERS

This year's conference brought together 138 people and offering one of the biggest Trade Shows in recent years with 27 vendors and 5 research facilities represented. The theme, "Raising Fish Today for a Better Tomorrow" highlighted the Walleye Initiative for increasing production and capacity in the state, the Lake Sturgeon Report promoting a partnership on sturgeon production, possible mobile fish processing unit assisting small farmers to expand their markets (see notice on pg 18), raising algae for ammonia reduction and upcoming advanced training for farmers, as well as other topics (see related articles on pages 1, 4 & 9). Notable speakers included US Congressman Petri, WI Representative Jacque and DNR Deputy Secretary Matt Moroney. Friday's lunch featured trout from Rushing Waters Fisheries and Branch River Hatchery - which was open for post conference tours, with Dave & Derrick Luety giving the "Focus on: DL Aqua Farm" talk. Dave Gollon presented the industry awards which were again

Thanks for all your hard work, and that of your associates, to make the conference last week the success that it was. In the four years I have had a booth, I must tell you that I found this one at Fox Hills to be the best, followed by the one in Wisconsin Rapids two years ago. I do appreciate that the organization has changed the sites. I think that has great appeal to those who are based in different parts of Wisconsin.
Sharon, Midland Plastics

a surprise to the recipients (see story on page 11). Attendees had the opportunity to vote on posters submitted by high school students. Kristin Olson, Alice in Dairyland, gave a talk on Wisconsin Aquaculture and then announced the poster winners. First place was awarded to Hannah Sroka of Weyauwega Fremont High School, 2nd place to Alejandro Morales Saavedra of Ashland High School and 3rd went to the Exploratory Agriculture Class of New Auburn High School. Peter Fritsch noted in the Retail Product Showcase the expanding variety of aquaculture products, including produce from aquaponics facilities; and Friday's talks culminated with Dani and her 'sous chefs' making good use of the aquaculture product donations with numerous new recipes, delighting everyone's tastebuds and leading to a good social evening for all. The conference ended on Saturday with the Silent Auction, and Terry Hogan doing a great job with the Auction having one of the best proceeds in recent years (Please see page 14 for our donors, sponsors, supporters; and page 16 for photos).

2014 Conference Talk

Sea Grant project encourages consumers to 'Eat Wisconsin Fish'

By Sara Bredesen, Regional Editor, The Country Today

MISHICOT — Surveys of shoppers in Madison and Milwaukee grocery stores found that those surveyed often buy fish without having any idea where it's coming from, according to Jane Harrison, an outreach specialist with the UW-Madison Sea Grant program.

"They don't think about it. At least it doesn't come into their decision-making framework too often," Harrison told members of the Wisconsin Aquaculture Association at its annual conference March 7-8 in Mishicot.

Based on results of those surveys, Sea Grant rolled out a pilot project at the beginning of March in Madison stores to get more consumers thinking about eating Wisconsin fish.

Sea Grant educator Kathy Kline and fishery specialist Titus Seilheimer began developing the idea of promoting Wisconsin fish to consumers a few years ago. They found there was not a lot of information around, even at Sea Grant, which focuses on research, education and outreach about the Great Lakes.

They wanted to tie into a growing local food trend and educate consumers about what their local fish options were, Kline said. The team created a poster and brochure with the "Eat Wisconsin

Fish" tagline and tested them on grocery store focus groups. Harrison said they found the words that resonated most with consumers when talking about Wisconsin fish were "healthy," "local" and "delicious."

A statistic that resonated was that 90 percent of seafood eaten by Americans is imported from other countries. "They had no idea about that," Harrison said.

The March rollout included a presentation about Great Lakes commercial fishing and demonstration of a whitefish recipe by a chef at the Willie Street Co-op, and a beer and fish pairing at the Next Door Brewery.

"We've heard of a lot of wine and food pairings, and we figured what goes better with fish than beer?" Kline said. "That's definitely an event that we can see taking statewide in lots of different areas in Wisconsin."

The campaign now includes posters, brochures, magnets, point-of-purchase labels to identify local fish products, and "Eat Wisconsin Fish" aprons that are being given away at Madison's Seafood Centers to consumers who buy two pounds or more of local fish.

The four-year project is part of the Sea Grant budget for outreach and education and is funded with state and federal money.

"We're pretty excited about this project, so we anticipate continuing it," Kline said.

See article at: http://www.thecountrytoday.com/farm/country_options/article_65f1db94-aba2-11e3-9fff-001a4bcf887a.html

The CREEL

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WISCONSIN AQUACULTURE ASSOCIATION

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WISCONSIN AQUACULTURE ASSN. COMMITTEES

The following are committees that were formed at the June meeting. If you are interested in joining any committee, please contact any committee member. The effectiveness of our committees and our organization are based on membership participation.

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Business Development

Creation, review and development of business development tools for aquaculture

Peter Fritsch

Research & Education

Coordination and review of research, training, educational programming

Dan Gruendemann
Jim Held

Regulatory Policy

Coordination, review and impact assessment of regulatory actions

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Active (voting): \$50/ year, Associate (non-voting): \$25/ year
Group(1 vote): \$75/ year, All memberships RUN FROM January to
December and include annual subscription to *The CREEL*

The CREEL reaches many potential customers four times per year. If your business involves the growing or selling of any aquaculture product or any necessary equipment, feed or services, advertising will be a great benefit to you.

The CREEL goes to press the 1st of February, May, August, and November. Please submit photo-ready ad copy and payment to the Secretary/Editor 1 week prior to this for inclusion in the upcoming issue. Rates per issue are as follows:

1/8 page: \$30; 1/4 page: \$40; 1/2 page: \$60; Full page: \$100

PRESIDENT'S MESSAGE

MIKE KELM - QUIET SPRINGS FISH FARM

Hi All,

We had another great get together in Mishicot. I am referring to the Wisconsin Aquaculture Conference. We had a good time learning more about the industry, networking, and enjoying some good old fashioned camaraderie. The speakers again were outstanding, with our out of state talks bringing a different perspective, and some great ideas for the industry. It is always encouraging to see not only WAA members, but also others who are interested in fish farming come together each year.

A capacity study survey has been mailed out to WAA members, commercial farms and those who are raising gamefish. If you haven't received one and want to participate, contact Jim Held or Ron Johnson. Your effort spent filling out this survey is extremely important. A great deal of work was spent developing this survey, and in keeping it quick and easy to fill out. Information gathered from this survey is needed to make informed deci-

sions, at the state and industry levels. Your help is greatly appreciated.

Looking forward, this spring will most likely bring on many challenges, both on the State and Industry levels. The WAIAC and WAA board meetings, in March, were the most positive in nature, that I have ever seen. Please stay involved with your support of the association and the industry. Wisconsin is a leader in aquaculture production in the Midwest. Let's work together to keep it that way.

It looks like winter is finally giving it up, although there are usually a few last gasps left. Once the water softens up, we will have a lot of work to do to get our ponds ready for spring and summer business. The industry accomplished a lot last year and I am looking forward to this year .

Until next time
Mike

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Alice in Dairyland Announcing the 1st Place Winner - Hannah Sroka of Weyauwega Fremont High School

From the Editor

I always sweat out the conference and the last few weeks prior are a little light on the sleep end. But they always come together and this conference was no exception.

This year we had more vendors present than previous years, plus we added to our research poster participants. I want to thank both the vendors and researchers for their participation, and also our great speakers - all of you helped to make the conference a valuable learning and information resource for the farmers in the Midwest region. Many of our farmers have other commitments and are unable to make it to national conferences, and this conference brings the resources to them.

We had good comments on the conference and a few suggestions. Yes, the Trade Show was a little tight this year and I had to add a couple more tables at the last minute to accommodate everyone. And, yes the powerpoints will be made available on our website. If you have any suggestions for topics for next year, please let me or any board member know.

Both Ron & I were surprised with the honor bestowed on us with the Winton Aquaculture Hall of Fame award. I have enjoyed working for the Association and getting to know many of you, so have never considered this as a "job". To have a plaque with our names hanging on the wall in the same company as the Klontz's, Bob Winkel, the Gollons, and Hugo & Ruby is indeed an honor. Thank you very much!

Reminders:

◆ **Membership - if you haven't paid your dues, this will be your last Creel.**

◆ Aquaculture Day (July 19) will be here before you know it, so consider participating - I will be reminding you later on.

◆ We have a new book available for purchase - "Fish Hatchery Management". The new edition has an additional 300 pages of information. Cost is \$60, includes S/H. See book description on pg 12.

◆ We also have in the new 3rd edition of "Recirculating Aquaculture". This edition has been expanded and is still the same price of \$110, includes S/H

Cindy

2014 Conference talk

'Ultimate Rushing Waters experience' takes fish from pond to dinner plate

by Ray Mueller, Journal Sentinel

MISHICOT - Being able to "catch your fish and eat them too" is part of what Rushing Waters Fisheries President Peter Fritsch calls "the ultimate Rushing Waters experience" that's attracting aquatourism visitors to Palmyra in southeast Jefferson County.

"No one else is doing this," Fritsch told his audience at the 19th annual conference of the Wisconsin Aquaculture Conference. He was referring to how visitors can catch fish in one of the ponds at the facility and eat them soon after at the on-site Trout House restaurant that opened in November 2013.

Construction of the restaurant, which is open to the public Friday through Sunday during the winter and Wednesday through Sunday during the summer, was the latest step in innovation and develop-

Rushing Waters, continued

ment on the 80-acre site, Fritsch said.

The full-cycle fish farm specializes in raising trout but also harvests watercress from one of its stream outfalls, selling \$1,600 worth of the early spring delicacy in its retail store a year ago.

Local foods movement

At one time, the Rushing Waters fish were sold mainly to buyers in New York City, Atlanta, Denver and San Diego, Fritsch said. Today, most of them go to customers in the Midwest. Fritsch attributes the change to the interest in local foods, often described as the "farm to fork" movement. "People want to know where their food is from" — something Rushing Waters can show directly, he said. "Our sales and profit margins are up due to 'buy local.'"

Rushing Waters is now selling to 3 or 4 community-supported agriculture enterprises at volumes Fritsch described as "amazing." He mentioned orders of up to 400 pounds by Sandhills Organics, which is based in northern Illinois. Some marketing ventures have also been conducted with the Shedd Aquarium in Chicago.

To questions from conference attendees, Fritsch noted that a portion of the trout wastes are made into dog treats, but a majority of the scraps go to a mink farm. He said the payments received for the scraps approximately cover the disposal costs.

Aquatourism upgrade

Hosting educational visits has been a common practice at Rushing Waters, but it is being upscaled this year, Fritsch said. In the past, members of school groups were charged \$2 or \$3 per student while adults paid \$5 for about a one hour tour.

For 2014, however, bus tours of about 50 people each are scheduled for groups coming from as far away as Minneapolis and Indianapolis, he said. They will be paying \$50 to \$70 per person for "the ultimate Rushing Waters experience."

Horse riders who enjoy the scenic landscape of the southern Kettle Moraine are also candidates for group visits, Fritsch said.

Fritsch urged fellow fish farmers and growers of bait not to be reluctant to charge for tours. It's "pretty good money," he commented. Whatever the fee, it's justified because of the employee time that is needed to conduct a tour. Rushing Waters had 20 employees before the recent additions but has 46 today, Fritsch said.

Fritsch credited the receipt of a value-added grant from the U.S. Department of Agriculture in 2007 as the starting point for catapulting Rushing Waters into a new marketing dimension, which is proving to be very successful.

All of these achievements in recent years gained recognition from the Governor's Conference on Tourism and earned Fritsch a "rising star" nomination on the tourism scene.

Favorable reviews

On the morning Fritsch was speaking at the conference, the Trout House had received a very favorable review by a Milwaukee Journal Sentinel food critic. He jokingly referred to the addition of the restaurant as "my midlife crisis."

The facility houses a retail store, gift shop and bar with a full-liquor license. Fritsch noted that a special attraction is an eight-foot mural of the skin of a rainbow trout.

In addition to the restaurant meals, he plans to have patio dining and to stage trout boils with musical accompaniment for the diners.

Read more from Journal Sentinel: <http://www.jsonline.com/features/ultimate-rushing-waters-experience-takes-fish-from-pond-to-dinner-plate-b99223166z1-249575101.html#ixzz2wQeNBacW>

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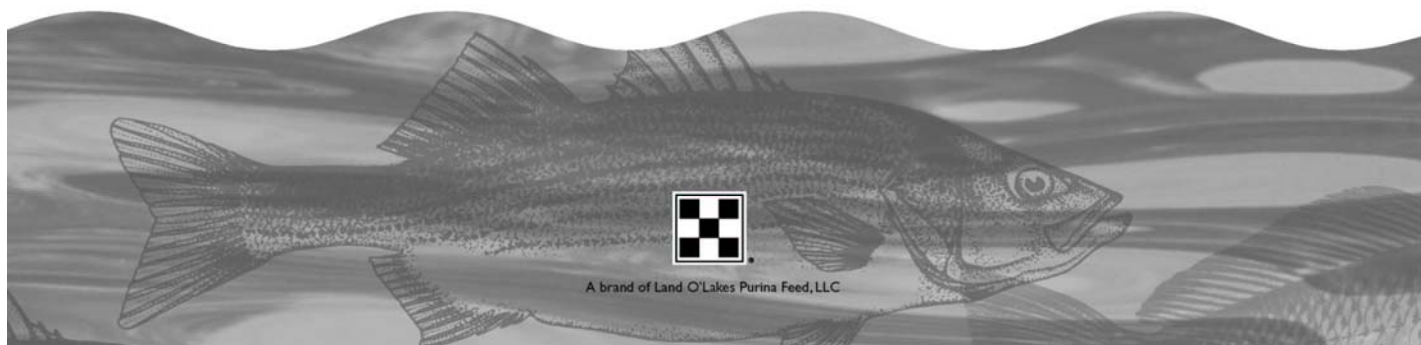


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Sea Grant and the University of Wisconsin-Stevens Point Northern Aquaculture Demonstration Facility Hook Up

<http://www.seagrants.wisc.edu/Home/Topics/Aquaculture/Details.aspx?PostID=1781>

Beginning in February, Sea Grant plans to undertake a formal relationship with the University of Wisconsin-Stevens Point: Northern Aquaculture Demonstration Facility (UWSP-NADF) to enhance technology transfer and the sharing of aquaculture knowledge with Wisconsin's would-be and current fish farmers.

Sea Grant would provide funding for the facility based in Red Cliff at the northernmost tip of Wisconsin near Lake Superior. In return, Sea Grant will be directly dialed in to the UWSP-NADF's innovative work to optimize the health and growth potential for fish species such as hybrid walleye and sauger, known as saugeye; lake trout; lake herring; Arctic char; yellow perch; and Atlantic salmon. It's all in pursuit of a robust commercial aquaculture industry in the state.

Prof. Chris Hartleb said he doesn't particularly like to highlight a negative but it is a fact: "One of the criticisms we hear about the UWSP-NADF is that it's as far north in the state as you can go." That balances with the fact that there are wonderful demonstration projects underway and learning opportunities abound. However, those in the aquaculture industry face travel challenges when trying to access the projects and learning.

Hartleb said the new relationship with Sea Grant will help. Given new funding expected to come through in early 2014, the UWSP-NADF will be able to more easily spread the word and strengthen the state's diverse aquaculture industry.

The UWSP-NADF in Bayfield County is co-directed by Hartleb and his colleague Dr. Matt Rogge of the College of Letters and Science at the University of Wisconsin-Stevens Point. Despite its far-flung location, the facility is a part of the school located in the central part of the state.

Greg Fischer is the facility's manager. He chuckled as he recounted past phone conversations with campus colleagues. "I'll be on the phone and the person will say, 'Can we meet? Can you come to my office?'" not realizing that Fischer is more than 200 miles away. But distance doesn't hinder productivity or passion. "We take a lot of pride in what we are doing," Fischer said.

And, just what is it that three full-time people, plus two part-time employees, are doing at the \$5 million facility? Hartleb said many aquaculture demonstration facilities work with one, maybe two systems. At the UWSP-NADF, it's all of them—recirculating systems, ponds, raceways and even, increasingly, aquaponics. Plus, there are Bell jar and Heath tray incubation set-ups and a water-quality testing lab.

Then, there's the fish. "A real interesting and real exciting project we are working on is saugeye. It's work that is really starting to take off," Fischer said. "It just seems to fit so well in the Midwest."

Like walleye, the sauger is a member of the perch family. Interbreeding can occur where the walleye and sauger exist together, resulting in fish known as saugeyes or hybrid walleyes.

The saugeye project is based on seven years of work raising the fish in an indoor recirculating system where they can bring the fish to market size—about a pound—growing four times as fast as yellow perch. Encouragingly, Fischer and his staff have been able to get

the saugeyes onto formulated feed from the larval stage. No one else has been able to do that. The UWSP-NADF crew and Hartleb plan to replicate the feed training and hope to publish results in a year or so.

Fischer stressed that the walleye work is significant because, "I don't think the current world market can sustain the demand for walleye. We have a market for walleye and we want to feed it."

Virtually all of the walleye consumed in the U.S. is imported from Canada where the fish are commercially harvested from wild fisheries. Walleye are considered a high valued species, with retail prices up to \$18 a pound for skin-on fillets.

Innovations with saugeyes—refining out-of-season spawning, as well as larval feed-training, stocking densities and system engineering and water quality—are a marquee effort for the facility. Outreach and training are other activities. The UWSP-NADF hosts several tours a week with participants coming from nearby locations as well as from across the country and even overseas.

In addition, there are one- to two-week training modules for aquaculturists to work alongside the UWSP-NADF staff to learn the engineering systems and fish biology. "They get wet. They get dirty. They clean the tanks. They take it all home with them. We've been doing that for free, developing modules and we want to get more folks involved," Fischer said.

The UWSP-NADF coordinates an annual workshop with the Wisconsin Aquaculture Association that attracts 70 to 100 people. On top of those training and hands-on activities, Fischer, Hartleb and Rogge publish in peer-reviewed journals as another method to share the learning.

It's all in pursuit of success. Fischer said "The things we have seen in Wisconsin that are the failures are because of an incorrect aquaculture system. We want people to see that when you put in good systems and hire good people you will be successful."

Hartleb weighed in: "Wisconsin's aquaculture industry is rather stagnant. About as many new people come in as go out in a year. So in that regard, there is a real potential to grow."

He said the UWSP-NADF can help solve problems or try new things on behalf of the industry. And, he said it's an industry that is "amazingly diverse." Hartleb said Wisconsin's aquaculturists embrace cold-, cool- and now warm-water species (using aquaponics). He said you go to the South and it's all catfish. In the West, it's Pacific salmon. One of Wisconsin's strengths is its varied species and varied operations.

Successful operations also require an understanding of marketing, about which Fischer commented, "You can raise as many fish as you want but if you can't sell them or sell them at the right price, you shouldn't be doing this."

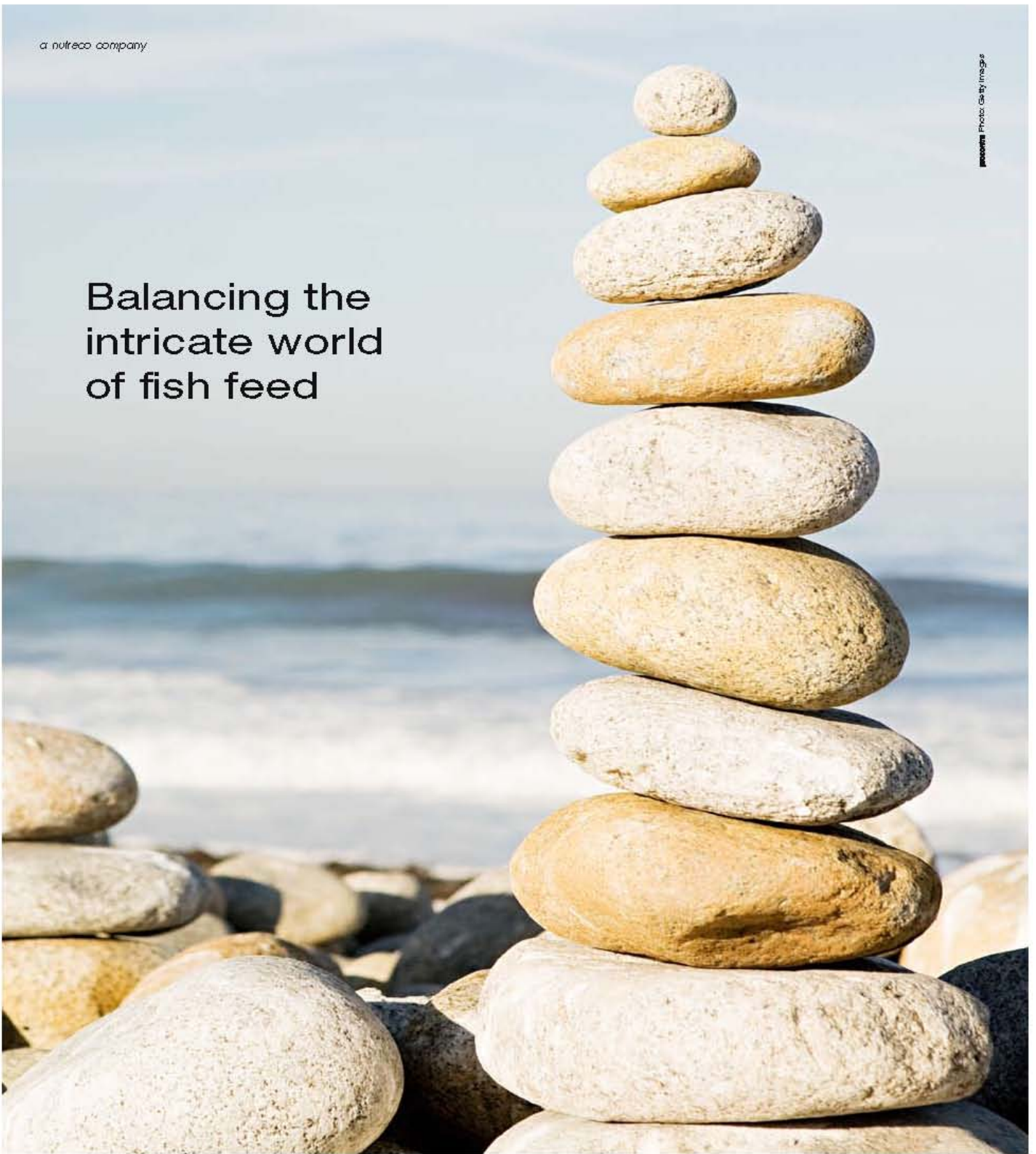
He can point to tanks full of Arctic char at the UWSP-NADF. A private firm, AquaTerra, funded research on the pink-colored fish similar to salmon. The firm is now setting up a production facility of its own in Kenosha, Wis. Company officials plan to sell the fish to restaurants, where it fetches as high as \$27 a plate. AquaTerra's officials shared the marketing ins and outs necessary to command that kind of a price with Fischer. He, in turn, can now share that wisdom with aquaculture brethren.

Fischer also has a commitment to training the next generation of aquaculturists. "That's been really gratifying. We're pretty proud of them," he said of the dozens of high school and college undergraduates who have spent time at the UWSP-NADF *Continued on page 8*

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Sea Grant/UW-SP NADF Hook Up,
continued from page 6

or whom the UWSP-NADF has placed at private aquaculture facilities around the state to foster their skills and eventual marketability in the industry.

Those on-farm placements also help overcome the distance to the Red Cliff facility, moving information and expertise throughout the broad sweep of the state.

About the students, Fischer said he, "Starts them young and hooks them." In particular, he proudly recalls one young man who started while in high school, developed a career in natural resources and is now working as a biologist for the Red Cliff Tribe.

As for the college students, the training is unique. The UWSP-NADF has developed an aquaculture minor that is administrated through UW-Stevens Point's Department of Biology. This minor is the only undergraduate aquaculture education program in the state and is one of only a select few in the country.

There is a consistent annual enrollment in the minor of approximately 14 students. These students are highly recruited by graduate programs and businesses throughout the U.S. with *continued*



There are one & two week training modules for aquaculturists to work alongside the UWSP-NADF staff to learn the engineering systems and fish biology.

Sea Grant/UW-SP NADF Hook Up,
continued

nearly a 100 percent employment and graduate program enrollment rate.

Fischer and Hartleb can relate to those students and their early-career interest in fish. Fischer said he has always been involved in wildlife management, tracking grey owls, managing the Red Cliff Tribe's resources and now the UWSP-NADF, a facility he helped engineer and construct. He's got 25 years of fish experience under his belt and has worked with 20 species. His favorite? The charismatic lake sturgeon.

For his part, Hartleb has some top-notch academic training from the University of New Hampshire and the University of Maine's Cooperative Fish and Wildlife Research. In the face of all that time in labs and in the field he has remained faithful to his "first love, the brook trout. It's just a beautiful fish."



HATCHERY TIPS

By Greg Fischer, UWSP-NADF Facility Operations Manager

Rearing fish is time consuming and expensive. In order to protect your investment, it is important to be prepared with good equipment and knowledge of that equipment. We have seen many different types of fish rearing equipment come thru our doors over the years and have come up with a few tried and trusted items and vendors that we can share with you.

Water quality is one of the most important things in any fish rearing facility. In order to be successful year after year you must have a good handle on your water quality. At NADF we use a water testing kit from Hach (model 850 CEL)(Aquatic Ecosystems) (1-877-347-4788) for most of flow thru and recirculation water testing. It is a fairly simple kit that utilizes powder pillows of the proper reagents to do many basic water testing needs on the facility. Also thru Aquatic Ecosystems, Pinpoint pH and salinity meters have also proven fairly fail safe and useful at NADF.

Knowing your water temperature and dissolved oxygen levels is very, very important for rearing healthy fish. At NADF we utilize several different oxygen and temperature meters from YSI and have had good success with them. A nice portable oxygen meter is the YSI model 550A, contact Darrin Honious at dhonious@ysi.com for more info and to get setup with a proper meter for your facility.

A good portable, water proof scale for weighing fish is important for many applications around the facility. We have been utilizing the Accu Weigh digital table top scale from Eagar Inc (1-800-423-6249) for many years with good success. Eagar also makes some really good nets with strong frames and lifting handles that have lasted for many years at NADF.

In the ponds, we utilize Kasco aerators to provide oxygen throughout the summer months to our fish. Contact Bob Robinson at 715-241-8227 for more info and professional help in sizing the correct aerators for your ponds.

Staying dry while working up fish is important for your staff. A good set of oilers can last a long time if you start with quality. We utilize Gruendens Oilers around the facility and have had good luck with them. You should be able to find these locally *continued on page 9*

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HATCHERY TIPS, continued from page 8

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Feel free to contact us for more information. Good luck with the coming season.



Lance Bresette, NADF Technician, modeling his Gruenden Oilers.

Fish checkoff? Start the discussion, Farm Bureau rep says

Sara Bredezen Regional Editor, The Country Today | stbrede@gmail.com

Publication Date: March 19, 2014 Page: 7A Section: News
MISHICOT — Tax may not be a pretty word, but when it comes to advancing the U.S. aquaculture industry, a tax in the form of a sales checkoff is a good idea, according to Dan Vogler, a fish farmer from Michigan.

Vogler, who is president of the Michigan Aquaculture Association and a member of the National Farm Bureau Aquaculture Advisory Committee, presented the idea of a checkoff to members of the Wisconsin Aquaculture Association at its annual meeting March 7-8 in Mishicot.

"Almost every other major commodity that is produced in the United States has a checkoff program," Vogler told the group. "We are an oddity. When I go to aggie meetings like Michigan Farm Bureau and American Farm Bureau, my aggie buddies don't understand why aquaculture can't grow up, pull on our big-boy pants and act like the rest of agriculture when it comes to improving our image and getting stuff done."

A checkoff program is an industry-wide, mandatory self tax on products. Funds generated are administered by an industry-elected board and can be used only for promotion, education and research. Vogler said the discussion has to be started now because consumers of the future will face huge food competition from a growing world population and shifting wealth. In the next 20 years, the global middle class will increase by 2.5 to 3 billion people with incredible buying power.

"Most of that growth will happen in developing Asian countries, not here, and that's going to create competition for the seafood that is currently consumed in the United States," Vogler said.

Currently 91 percent of all fish and seafood consumed *continued*

Fish checkoff? Continued

in the U.S. is imported, leading to a \$12 billion trade deficit.

"About the only thing that we do worse than aquaculture as far as major commodities that we (import) is bananas," Vogler said. Vogler said U.S. aquaculture depends on social acceptance and capital investment to survive. At present, consumers don't trust U.S. farmed fish to be safe, and investment is stagnant because of the lack of domestic acceptance. Money could be put toward marketing efforts to improve acceptance, he said.

"I think what (a checkoff) offers the growers in the United States is a bigger war chest; a bigger budget," he said.

Vogler recommended a percentage checkoff based on farm-gate sales from all producers.

"It works across all species, works regardless of relative input costs and everyone pays a fair share based on the value of their product," he said.

Vogler said there is no organized effort to get a checkoff in place. He is only presenting ideas to stakeholders to get a discussion going.

"My objective is to stimulate discussion on how to move the U.S. aquaculture industry forward," he said. "For me, status quo is not acceptable."

United States Department of Agriculture
National Agricultural Statistics Service

Wisconsin Ag News – Trout

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Cooperating with Wisconsin Department of Agriculture, Trade and Consumer Protection

March 6, 2014, Media Contact: Greg Bussler

Wisconsin's trout producers reported \$1.60 million in trout sales during 2013, a \$465,000 decrease from 2012. The value of trout distributed for restoration or conservation increased \$116,000 to \$2.51 million.

Sales of trout that were at least 12 inches long totaled \$1.45 million, a 25 percent decrease in value from 2012. The number of trout 12 inches or longer sold was 460,000, down 10,000 fish from 2012. Live weight of trout sold in this size category was 441,000 pounds, down 24,000 pounds compared to a year earlier. Producers received an average of \$3.28 per pound, down 86 cents from 2012.

The value of 6 to 12 inch trout sold was \$152,000, an increase of \$22,000 from 2012. The number of fish sold in this size category, at 110,000, was up 30,000 from the previous year. The average price was \$4.35 per pound, up 83 cents from a year earlier.

The value of sales for 1 to 6 inch trout totaled \$4,000, down \$8,000 from 2012. There were 50,000 trout sold in this size category, 45,000 less than a year earlier. Total pounds sold, at 1,000, stayed the same. The price for fish in the 1 to 6 inch category, at \$86 per 1,000 fish, decreased by \$41.

Producers raising trout for sale lost 183,000 fish weighing a total of 40,000 pounds to various causes during 2013. The number of trout lost was 147,000 less than last year, while total weight decreased 73,000 pounds.

UNITED STATES TROUT PRODUCTION

The total value of fish sales received by trout *continued on page 10*

Wisconsin Trout Production, continued from page 9

growers in the United States totaled 96.4 million dollars for 2013, an increase of 4 percent from 2012. Idaho accounted for 46 percent of the total value of fish sold.

The number of trout 12 inches and longer sold during 2013 totaled 41.0 million fish, down 2 percent from the previous year. The average price per pound was \$1.61, up 4 percent from 2012. The value of sales for the 2013 marketing year was 90.4 million dollars, up 5 percent from 2012. For trout 12 inches or longer, 63 percent were sold to processors. The number of 6"- 12" trout sold during 2013 totaled 3.66 million fish, a decrease of 46 percent from 2012. The average price per pound was \$3.78 during 2013, up 91 cents from the 2012 price. The total value of sales was 5.05 million dollars during 2013, a 15 percent decrease from the previous year. The major sales outlets for 6"-12" trout were for recreational stocking accounting for 51 percent of total sales, followed by wholesale to other producers with 18 percent.

The number of 1"- 6" trout sold during 2013 totaled 6.46 million, a 4 percent decrease from the previous year. The average value per 1,000 fish was \$155 during 2013, down from \$162 in 2012. The total value of sales was 1.00 million dollars, down 9 percent from last year's total.

Distributed Trout

Trout distributed for restoration, conservation, enhancement, or recreational purposes, primarily by State and Federal hatcheries, *continued*

included 8.49 million 12" or longer fish, 69.1 million 6"- 12" fish, and 58.8 million 1"- 6" fish. The estimated value of fish distributed totaled 109.5 million dollars, up 5 percent from 2012.

Trout Losses

Total losses of all trout intended for sale were 19.6 million fish during 2013. Disease accounted for 86 percent of these losses. The complete report can be found under **Publications** on the USDA NASS website at www.nass.usda.gov.

Gary Jensen, USDA-NIFA, Retires

Gary Jensen, national program leader for the Aquaculture Program at the National Institute of Food and Agriculture (NIFA), USDA retired in January 2014. Gary also chaired the Joint Subcommittee on Aquaculture, an interagency working group under the Committee on Science of the National Science and Technology Council. He provided national leadership and activities involving aquaculture and partner land-grant institutions and served as point of contact and expert resource to other agencies, state programs, and diverse stakeholders.

Jeff Silverstein, national program leader for aquaculture at USDA Agricultural Research Service (ARS) will serve as the interim-chair of the Interagency Working Group on Aquaculture (formerly Joint Subcommittee on Aquaculture) until *continued on page 11*

Trout, Wisconsin and United States, 2012 - 2013

	Wisconsin		United States	
	2012	2013	2012	2013
Trout 12 inches and longer				
Number sold..... 1,000	470	460	41,700	40,970
Pounds sold 1,000	465	441	55,529	56,269
Value of sales \$1,000	1,925	1,446	86,043	90,371
Average price per pound ... dollars	4.14	3.28	1.55	1.61
Trout 6 to 12 inches in length				
Number sold 1,000	80	110	6,780	3,660
Pounds sold 1,000	37	35	2,078	1,337
Value of sales \$1,000	130	152	5,967	5,050
Average price per pound dollars	3.52	4.35	2.87	3.78
Trout 1 to 6 inches long				
Number sold 1,000	95	50	6,750	6,450
Pounds sold 1,000	1	1	169	171
Value of sales \$1,000	12	4	1,094	1,000
Ave price per thousand fish dollars	127	86	162	155
Total sales (excluding eggs)	2,067	1,602	93,104	96,421
Trout lost to various causes				
Total number 1,000	330	183	22,038	19,640
Total pounds..... 1,000	113	40	5,100	4,594
Distributed for conservation & restoration				
Trout 12 inches and longer .. 1,000	15	15	9,335	8,490
Trout 6 to 12 inches in 1,000	2,680	2,350	66,730	69,050
Trout 1 to 6 inches long 1,000	2,240	2,440	59,235	58,785
Total value \$1,000	2,396	2,512	104,246	109,495

Gary Jensen, continued from page 10

NIFA hires a new national program leader to assume this role. Max Mayeaux will assume the duties of interim Executive Secretary for this interagency coordinating body. Max can be contacted by email at: mmayeaux@nifa.usda.gov or by phone at: 202-401-3352.

From Gary Jensen:

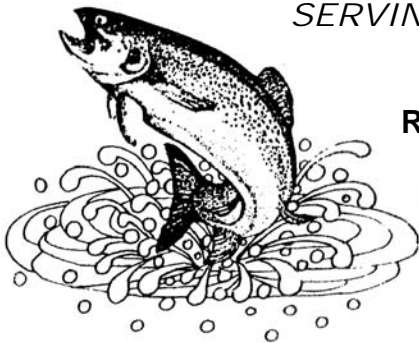
"It has been a great privilege and honor to fill this unique position of national program leader for aquaculture at NIFA for the past 23 years. It offered an incredible opportunity to meet so many professional and dedicated people from all walks of life who make up the aquaculture community in this country. I have learned much over the years from many talented individuals and numerous challenging experiences that have reinforced the fact that I did make a wise and rewarding choice for my career journey in aquaculture that began as a Peace Corp volunteer discovering fish farming in 1970. When one reaches this landmark over a long career it feels like it comes very suddenly and will surely take some time to better appreciate and comprehend. I do want to thank the many collaborators over the years who have responded with their expertise, resources and precious time, including my federal and state colleagues, university extension and research friends, and industry folks to tackle together many difficult issues with some good outcomes and new long-standing initiatives. Clearly many challenges still exist and others lie ahead but hopefully a stronger political will and more unified coalition of interested parties can come together to create a more enabling environment for future investment and growth of this unique sector of agriculture or farming.

continued

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Gary Jensen, continued

I hope to keep engaged with industry initiatives and needs as well as those of professional organizations while continuing to find ways to contribute toward the growth and prosperity of aquaculture in the US. I hope that my future path crosses again with many of you."

Jensen Receives Certificate of Appreciation

Dr. Gary Jensen, NIFA national program leader for aquaculture, received a certificate of appreciation from the Secretary of Agriculture Tom Vilsack at the quarterly meeting of the Interagency Working Group on Aquaculture that Jensen chairs under the National Science and Technology Council. The citation reads, "In recognition of your federal-wide leadership and sustained commitment to aquaculture development in the United States." He also received the Joseph P. McCraren Award from the National Aquaculture Association "for distinguished lifetime contributions to the aquaculture industry."

WAA Hands Out Awards to Key Individuals at Wisconsin Aquaculture Conference

Ray Cross, UW Systems President; and Mike Staggs and Ron Bruch, DNR; received Friend of the Industry awards, and Ron and Cindy Johnson received the Winton Award at the Friday luncheon.

Ray Cross, the newly chosen University of Wisconsin Systems President, was also chosen for a Friend of the Industry Award. Cross was unable to attend to receive his award, which will be presented at a later day. He has been a supporter for Wisconsin aquaculture since coming to the University in 2011.

In the past several years, the WDNR and WAA have forged better working relationships and partnerships, with the Wisconsin Wall-eye Initiative as a prime example. This is in part due to the personal relationships that have been brokered over



years of meetings, and the understanding of each others' responsibilities, while working towards common goals. This has not always been an easy course to follow. It was a pleasure to witness the Friend of Wisconsin Aquaculture Award as it was presented to Mike Staggs and to Ron Bruch "In appreciation for your outstanding service and dedication in moving the Wisconsin Aquaculture Association into the Future." They are well deserving *continued on pg 12*

Mike and Ron with their awards and wearing the new Wisconsin Sea Grant Aprons promoting **Eat Wisconsin Fish** – a fitting picture telling the story of relationship building and promoting a Wisconsin resource (fish), both wild and captive raised.

Recipients Surprised with Awards,

continued from page 11

for going beyond what is expected, to find ways of accomplishing goals that were beneficial for both the Department and the industry; many times this was thinking outside the norm or “box” and probably taking some “heat” along the way. The awards are a testament to the management of senior staff and the new direction the Department has taken to work with stakeholders and understanding how DNR policy effects businesses in the state. “It has been gratifying for me to work as a liaison between the agencies and the industry to view these positive relationships build and see productive outcomes such as the WWI and the Lake Sturgeon White Paper”, said Ron Johnson, UW-Extension. “Mike and Ron both have done outstanding work on these initiatives along with numerous other tasks over the years.” “We are very proud of our working relationship and the work of Mike and Ron,” stated Matt Moroney, Deputy Secretary, DNR.

Dave Gollon then proceeded to talk about the next recipients as giving their time to helping move the industry and the association forward and deserving of the Winton Aquaculture Hall of Fame award.

One of the clues he gave was that they were a couple. He had to be particularly sneaky about this award as it had to be kept a secret from



the Association’s secretary. Ron & Cindy Johnson were caught completely by surprise when he called them up to the podium to present them with the award. “My wife Cindy and I were extremely surprised and humbled by the award especially to be held in the same company as other recipients that have dedicated their lives to promoting the Wisconsin Aquaculture Industry,” Ron said afterwards.

Richard Nelson, 1953 ~ 2013 Long Time Supporter of Trout Industry Will be Missed

Known to family and friends as Dick, Richard will be missed by all who were lucky to have known him. Dick had been retired for the past year from the family business, Nelson and Sons, where he worked with his father, uncles and cousins, Dana and Chris Nelson, his entire adult life. His integrity, insight and penchant for organization were also appreciated when volunteering for organizations like the US Trout Farmers Assoc. and National Aquaculture Assoc.

Dick loved fishing, camping and outdoor pursuits. Dick and Toni, his wife, were avid travelers and loved nothing more than seeing new places. Whether traveling or at home, spending time with his children, and granddaughters was the joy of his life. Dickie and Toni had an amazing love story, married for 33 years they had eloped after knowing each other for only two weeks. Dick was born and lived his whole life in the Salt Lake Valley. *continued*

Long Time Friend, continued

Dick leaves his father, Calvin D. Nelson, Brother, William (Billy), beloved “Sisto” Julie and Husband Danny Nelson, nieces Kara and Danielle, husband Sean Clark and son Keeland.

FISH HATCHERY MANAGEMENT BOOK - 2ND EDITION NOW AVAILABLE THROUGH WAA

This second edition expands and updates the original Fish Hatchery Management, and includes advances that have been made since the first edition was published. Original published in 1982, and reprinted many times, this book has been considered the pre-eminent fish culture manual in North America. Written not only for those with a working knowledge, but also for those who are at an earlier stage of their businesses or studying aquaculture - it is the basis for successful fish culture operations worldwide and a day-to-day hatchery resource. Like the first edition, the book includes a great deal of information about particular species, but its focus remains on the requirements and practical operation of culture systems. The new edition has been completely rewritten by experts to include major advances in hatchery operation, practical knowledge about raising high-quality fish, production, water issues, transportation, stocking, open systems, controlled systems, semi-controlled systems, broodstocks and spawning, nutrition and feeding, fish health, and special considerations. and in optimal use of cultured fishes in management programs. The appendices (61 pages) are not included in the new edition, but are now online: go to fisheries.org, books, then Fish Hatchery Management appendices. Some are tables and some are interactive spreadsheets, so you don’t have to do the calculations yourself (when using these, keep in mind your fish may not exactly match the data).

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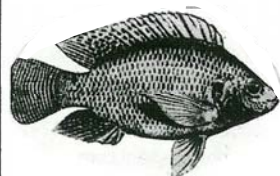
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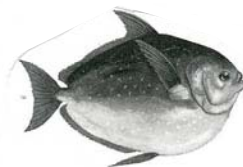


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Conference 2014 Snapshots



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Raymond W. Cross appointed UW System president



MADISON, Wis. – Raymond W. (Ray) Cross, chancellor of University of Wisconsin Colleges and University of Wisconsin-Extension, has been appointed as the next president of the University of Wisconsin System.

Cross plans to step into the new leadership post in mid-February. “Our colleges, universities, and extension networks are the pride of Wisconsin and the envy of the nation,” Cross said. “I’m eager to work with the Regents and all my UW System colleagues to enhance

these assets in ways that will benefit the entire state, in keeping with the richest traditions of The Wisconsin Idea. That involves strong two-way relationships and open, honest communication – bringing the resources of the university to the people of Wisconsin, while also bringing the problems of the people to the university. To do that, we have to be really good listeners – not just good lecturers,” said Cross.

Cross has led UW Colleges and UW-Extension since 2011. In that role, he has been responsible for the academic, financial, development, and administrative aspects of both statewide institutions.

“Chancellor Cross has a deep understanding of the opportunities and challenges that face both the University of Wisconsin System and higher education in general,” said Regent President Michael J. Falbo, who chaired the selection committee. “He has been a faculty member, a small business owner, a consultant, and higher education leader. He has an impressive record of success leading single institutions, multi-campus institutions, and statewide extension programs. Together with his character and knowledge, these experiences uniquely qualify him to lead the UW System as it evolves to meet the needs of those it serves.

Prior to coming to Wisconsin, Cross served as president of Morrisville State College, a residential agriculture and technology college of the State University of New York (SUNY). He has also served as president of Northwest Technical College in Bemidji, Minn., and was a department head and a professor at Ferris State University in Big Rapids, Mich.

In addition to his career in academia, Cross has experience in the private sector as a design engineer, small-business owner and consultant to business, industry and government. From 1967-70, Cross served with the U.S. Army and was awarded four medals for his service in Vietnam.

Cross received his doctorate in college and university administration from Michigan State University. He earned a master’s degree in industrial education at Central Michigan University and a bachelor’s degree in technical education from Ferris State University. In 2007, Colgate University awarded Cross an honorary doctorate of science.



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Potential of Mobile Fish Processing in Wisconsin

At the recent Aquaculture Conference in Mishicot Angela Caporelli, Kentucky Department of Agriculture Aquaculture Coordinator and Marketing Specialist and Peter Haase Bureau Director at the Division of Food Safety at DATCP gave talks on Mobile Fish Processing. Peter Haase said that DATCP is open for discussion to look at the possibilities for development of a mobile fish processing program in Wisconsin. If you are interested in mobile fish processing please contact Ron Johnson, UW-Extension Outreach Specialist so we can set up a work group. Please contact Ron: ron.johnson@ces.uwex.edu or 715-248-3657.

WAA Sends Letter of Comment on Proposed Changes to the Lacey Act

Representative Crawford of Arkansas has introduced a bill, H. R. 3105, the "Aquaculture Risk Reduction Act" - to make changes in the Lacey Act that would exempt animals accidentally included in shipments of aquatic species produced in commercial aquaculture and for other purposes.

WAA fully supports this amendment to the Lacey Act and in the letter states "... due to the fact that the USFWS defines "fish and wildlife" as any wild animal including those bred, hatched or born in captivity, the Act does not exempt domestically produced aquatic species, and due to the amendments of 1969 and 1981 which have extreme penalties, the Act as written castigates businesses which are taking practical precautions in lawful commerce." *continued*

WAA Sends Letter of Comment, continued

The letter further goes on to express the diligence farmers take by being "...proactive to prevent the spread of aquatic invasive species through education and training including AIS-HACCP and Biosecurity workshops ..., following the Best Management Practices (BMP's) developed in conjunction with the Wisconsin Department of Natural Resources (WDNR) "Best Management Practices (BMPs) and Other Strategies For Minimizing the Risk of Importing Invasive Fish Species in Bait and Forage Shipments" and support of programs like the "Stop Aquatic Hitchhikers!". Individual farms have developed their own AIS-HACCP plans and are diligent about reducing the risks. However, even when farmers have taken reasonable precautions to avoid the possession, transport and transfer of invasive species there could be an inadvertently included species in a shipment in interstate commerce; which makes the farmer subject to prosecution under the Lacey Act. H. R. 3105 does not reduce the effectiveness or the intent of the Lacey Act but prevents prosecution and extreme penalties for accidentally having one tadpole in a shipment."

This letter in its entirety is posted on our website https://secure.wisconsinaquaculture.com/News_Details.cfm?NID=432&LinkType=58 and the board encourages every member to send their comments to the US House subcommittee. Even though our Wisconsin congressmen/women are not on the subcommittee, WAA has copied so they remain informed on issues that affect our industry.



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Augustyn and Pigott Voted in as Board Directors

At the Annual Membership Meeting on March 7, Jim Augustyn of Augustyn Springs and Brandon Pigott of AquaTerra Farm were voted in as board directors for the 2014-2016 term. Both Rick Decker and Peter Fritsch's business positions have put more demands on their time and Jim and Brandon ran unopposed. Thank you Rick Decker and Peter Fritsch for your participation on the board.

BITS & PIECES,

The following was forwarded from Paul Zajick, FDACS

US Association of Reptile Keepers Files Lacey Act Law Suit

The United States Association of Reptile Keepers were very strong critics of the U.S. Fish and Wildlife Service during their effort to add four large constrictor snakes as Injurious Species under authority granted by the Lacey Act. The final rule became effect in March 2013. On December 18, 2013, the Association filed suit against the Department of the Interior and U.S. FWS in U.S. District Court for the District of Columbia challenging the listing. The challenge focuses on five scientific or legal issues: An inadequate economic impact analysis, failure to correctly implement the National Environmental Policy Act (NEPA), faulty environmental risk assessment, and not possessing the authority to prohibit interstate commerce. USARK summarizes their suit by stating, the "...Defendants have exceeded their authority under the Lacey Act by purporting to ban interstate transport of the listed snakes, failed to conduct a reasoned and lawful rulemaking process, and eschewed their responsibilities under NEPA." In relief, USARK asks the Court, amongst several requests, to vacate and remand an unlawful rule. A news release, additional explanation, and the legal filing can be accessed at USARK website: http://usark.org/2013-blog/usark_takes_action/.

Letter Delivered to President Obama Regarding Food Labeling

Four U.S. lawmakers and 200 food companies, organic groups and others delivered a letter to President Obama on Jan 16 asking him to require manufacturers to label foods containing genetically modified ingredients. Source: [Reuters](#)

New Hampshire State Reps Sad and Haefner Lists Why Labeling GMO Foods Makes No Sense

Sad and Haefner have given several *continued*

BITS & PIECES, continued

arguments against GMO labeling: No credible scientific study that proves that there is any material difference between GMO and non-GMO foods; no nutritional difference; no health safety difference; due to the fact we have been eating foods made with genetic engineering for more than 20 years requiring the labeling of foods that are indistinguishable from foods produced through traditional methods would mislead consumers, a labeling bill may be unconstitutional by requiring food companies to label their products when there is no health or safety reason to do; undermines commercial free speech; violates interstate commerce. and court challenges that would likely follow prove a backbreaking financial *cont on pg 21*

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White Paper: Lake Sturgeon Options for Private Aquaculture in Wisconsin

By: Ron Johnson, Jim Held, UW-Extension, and Ron Burch Wisconsin Department of Natural Resources

The Lake Sturgeon White Paper was reviewed and approved by the Secretary of WDNR Office on March 14, 2014. The Lake Sturgeon White Paper is a culmination of work which started as interest by the Wisconsin Aquaculture Industry to review the “2000 Study: Regulatory Options for the Commercial Rearing of Lake Sturgeon” looking at ways the industry could keep and raise lake sturgeon and assist the Department with their needs. A copy of the paper can be viewed at: https://secure.wisconsinaquaculture.com/News_Details.cfm?NID=431&LinkType=58

In October of 2012 one of the recommendations from the UW-Extension Aquaculture Needs Assessment Workshop was to find ways for better Public/Private Partnerships. At the December 2012 WAIAAC meeting the industry requested a review of the status of lake sturgeon regulations so on March 8, 2013 a Sturgeon Workshop was held. The workshop was attended by 36 people representing WAA, DNR, Sturgeon for Tomorrow, sturgeon researchers, Wisconsin Tribes, and other interested parties. Leo Ray, an Idaho fish farmer made a presentation on how Idaho has utilized private aquaculture for restoration of white sturgeon and has developed a meat and caviar industry.

Ron Johnson, Jim Held and Ron Burch followed up on the recommendations and concerns expressed at the workshop writing the Sturgeon White Paper. The Recommendations are that Wisconsin statutes be changed to allow DATCP registered fish farms to possess, raise and sell lake sturgeon (and parts); that Wisconsin’s Lake Sturgeon Management Plan is modified to reflect the statutory changes; and a Lake Sturgeon Team be authorized to *continued*

Lake Sturgeon, continued

work out details of a public/private sturgeon program. Implementing the main recommendation in the White Paper will require a change in state statutes, and likely some of the details worked out by the team will help shape rules that may be needed to implement a new statute, when and if one is passed and is signed into law. The next step is for the industry to find support in the legislature to change the statutes.

Courtesy Colorado Aquaculture Association, *The Fishline*

Fish Gill Health

By Carolyn Gunn, DVM | Aquatic Veterinarian, Colorado Parks and Wildlife Aquatic Animal Health Lab

The gills play a predominant role in the overall health of fish. In addition to the skin and scales, gills are the first line of defense against diseases and toxins that might affect fish. Maintaining healthy gills is paramount to the health of fish.

We have all heard how delicate our own lungs are. Imagine walking around with your lungs on the outside of your body. Then think about trying to protect them from being damaged by poor air quality, trauma, toxic chemicals, smog, and other insults. Basically, this is the condition in fish. Everything in the fishes’ environment comes in contact with the gills – debris floating in the water; any toxins including pesticides, herbicides, heavy metals and other chemicals; parasites; bacteria; viruses; and overall quality of the water.

In cultured fish, where the stressors of captivity or poor husbandry can occur, we must take on the responsibility for preventing deterioration of water quality to protect fish from diseases and substances that can either damage the gills or use *continued on pg 21*

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the gills as a portal of entry into the body of the fish. The gills function in respiration (uptake of oxygen and excretion of carbon dioxide), osmoregulation (maintaining the proper water concentration inside the body of the fish in relation to its environment), excretion of nitrogenous waste products from metabolism (excretion of 60-90% of ammonia occurs through the gills in fish rather than through the kidney), as a first line of defense against infectious agents and nonspecific physical and chemical barriers to entry into fish tissue, and maintaining appropriate acid-base balance in the fish. The external location of the gills makes them vulnerable to many problems. They also represent a very large surface area, which is not only vital to their normal physiological role, but exposes them to water quality problems. As an example, a two pound herring can have as much as one square meter of gill surface. The gill epithelium provides a single-celled barrier between the fishes' environment and the fish.

Although a number of diseases and parasites can affect the gills, the primary cause of problems is poor water quality; most gill issues can be avoided by providing good water quality. The main cause of poor water quality is crowding of fish, which causes increased ammonia levels and contamination of the water with feces, uneaten feed, and other debris. Assuring a high quality water supply sets the fish (and you) up for success rather than failure.

One of the first responses of the gills to irritants is to try to protect themselves by producing mucus and by increasing the number of cell layers between the gill tissue and the external environment, called hyperplasia (much like we develop calluses to protect our hands when the skin is exposed to irritation). Accompanying photos show normal gill tissue and contrasting hyperplasia. The mucus and increased layers of cells decrease the ability of oxygen to be absorbed and for carbon dioxide and products of metabolism to be discharged, stressing the fish. This condition can become so extreme that fish cannot tolerate warmer water temperatures and lower dissolved oxygen levels, resulting in death. Debris becomes entrained in the increased mucus, further clogging the gills. When gill irritation and changes occur, this first line of defense against other diseases and parasites is damaged, and the fish are susceptible to further problems. Fortunately, the gill tissues can return to a normal state *continued*



Normal gill tissue showing individual secondary gill lamellae.



Severe hyperplasia of trout gills. Primary and secondary gill lamellae hidden by built up layers of cells attempting to protect the gill tissue.

if the water quality stressor is removed. If fish start showing signs of gill problems including crowding fresh water inlet areas, piping or gasping at the water surface, swollen gills causing the gill covers to flare outwardly, decreased appetite, or "coughing", water quality parameters should be checked. Fish can respond well by thinning numbers of fish, increasing flow of fresh water or water exchange rates, avoidance of overfeeding, careful cleaning of raceways, and salt treatments.

Situations that can damage or irritate gills include:

1. Crowding – ammonia (NH₃) production; based on pH and temperature of the water, the ammonia can exist in a form very toxic to fish.
2. Parasites – cause irritation, increased mucus production, hyperplasia, direct damage to the gill tissue, and decreased oxygen and metabolite exchange.
3. Other irritants – chemicals and heavy metals such as mercury, zinc, and copper can cause changes in gills based on the type of metal, concentration of the metal, age of the fish, and duration of exposure.
4. Inadequate nutrition – magnesium, pantothenic acid (nutritional gill disease), vitamin C, and vitamin E deficiencies can cause degeneration, necrosis, deformity, and clubbing of gill filaments in rainbow trout.
5. Debris – dusty or moldy feed, floating algae, and sediment become entrained in gills, especially of very small fish.

The best (and cheapest) medicine for gill problems is prevention – provide the highest quality water possible and as little stress as culture conditions allow. Once gill disease ensues, not only is the fish stressed because the gills cannot function properly, but diseased gills are the perfect portal of entry for other bacterial and viral diseases that can affect the entire fish. Applying treatments is costly in terms of manpower, chemicals, and fish loss, and some treatments pose handling hazards for aquaculture staff. Therefore, application of Best Management Practices to prevent development of predisposing conditions of poor water quality, crowding, and other stresses is the first line of defense against gill diseases in fish.

BITS & PIECES, continued from page 19

burden to our state; the bill is unenforceable; and finally, product labeling is a federal — not a state — responsibility. The FDA, along with the American Medical Association, the National Academies of Science, the World Health Organization and other trusted scientific organizations have all come out in support of foods made with genetic engineering. For the rest of the story: [Union Leader](#)

Country of origin labeling makes final farm bill cut

Sen. Tim Johnson worked to get his 2002 Country of Origin Labeling (COOL) provisions into law in this year's farm bill. COOL requires meat to be labeled as to where animals were born, grown and processed. This was opposed by six domestic meat packing groups, two livestock producer organizations from Canada and one from Mexico, who sued the U.S. in 2013, claiming COOL put in place hurdles to imported meat and violates free trade provisions. These entities want meat to be labeled only as "North American". However, polls have shown that consumers want to know where their meat comes from. Animal producers think consumers will pay a premium for meat they know was raised and processed in this country.

Continued on page 26

A G E N D A S / M I N U T E S

WAA QUARTERLY BOARD MEETING DECEMBER 6, 2013 FOX HILLS RESORT, MISHICOT, WI 8-10 AM

Board meeting called to order by Dan Gruendemann at 8:39am.

Board Members Present: Dan Gruendemann, Board Chairman; Ben Gollon, Board Director; Rebecca Nelson, Board Director.

Board Members Absent: Mike Kelm, President; Terry Hogan, Vice President; Board Members: Jeff Taylor, Rick Decker, Tim Gollon, Peter Fritsch.

Others Present: Cindy Johnson, WAA Secretary; Ron Johnson, UW-Extension; Steve Oh, Pentair; Dave Gruendemann, Northside Enterprises; Fritz Gollon, Central Wisconsin Fish Farm; Jim Held, UW-Extension.

Financial Report

Dan made the motion to approve the Financial Report, Rebecca 2nd.

Minutes from September Board Meeting

Dan made the motion to approve the minutes, Ben 2nd.

Conference 2014

Speakers and topics - There was discussion on additional speaker and topics.

Poster Contest – The International Aquaponics Conference will be held every other year, so WAA will hold the poster contest this year.

“Raising Fish to Build a Better Tomorrow” was selected as the conference theme.

Updates from Extension

Ron Johnson briefly gave updates on the Lake Sturgeon White Paper, Rules & Regs Study, Walleye Initiative Grant Program, Walleye Initiative Capacity Study, EPA Water Quality, and ANSTF Meeting. He will give more detailed updates at the WAIAC meeting.

New Business

Steve Oh, the regional representative from Pentair, was introduced. He gave a brief overview of the company. Pentair is headquartered in Minneapolis and a year ago made the decision to get into the aquaculture field and purchased Aquatic Ecosystems and Point 4, they have 4 representatives for the US, with Steve covering the Midwest. He is visiting aquaculture farms in Wisconsin.

Dan made the motion to adjourn, Ben 2nd, meeting adjourned at 9:56am.

Respectfully submitted
Cindy Johnson,
WAA Secretary

WAIAC WINTER MEETING DECEMBER 6, 2013 FOX HILLS RESORT, 250 W CHURCH ST, MISHICOT, WI 54228 10AM-NOON

WAIAC Voting Members Present: Dan Gruendemann, Rebecca Nelson and Bill West. (Peter Fritsch, David C. Gollon, Mike Kelm and Jeff Taylor excused.)

Others in attendance: Mike Bandli (DATCP), Don Bloecher, Ron Bruch (DNR), David Garman (SFS UW-Milwaukee), Ben Gollon, Fritz Gollon, Dave Gruendemann, Jim Held (UW-Ext.), Cindy Johnson (WAA), Ron Johnson (UW-Ext), Roy Landskron, Christine Lilek (DNR), Phil Moy (UW-Sea Grant), Steve Oh, Brian Shepherd (USDA ARS), and Mike Staggs (DNR).

Call to order: The meeting was called to order at 10:10 a.m.

Minutes from June 25, 2013:

The council did not have a quorum to approve the June 25, 2013, WAIAC meeting minutes. Board members are asked to submit any edits or corrections to the minutes to Mike Bandli prior to the March WAIAC meeting, at which time we will seek approval of the minutes. Draft minutes are available in the September, 2013 Creel <https://secure.wisconsinaquaculture.com/Docs/572.PDF>

The Lake Sturgeon White Paper & Recommendations (Presented by Ron Bruch and Ron Johnson):

Ron Bruch, Jim Held and Ron Johnson have finished the Lake Sturgeon White Paper with Recommendations. A draft copy was provided at the meeting. It is now in the DNR Secretary's office for review and will move on to the Lt. Governor and Governor's Offices if approved.

The White Paper makes the recommendation that Wisconsin Statutes be changed to allow private aquaculture to keep and raise lake sturgeon. The report would guide the increase in raising different strains of sturgeon and help protect the State from *cont on page 23*

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catastrophic losses of sturgeon broodstock. The goal of this effort is to help industry explore market opportunities for sturgeon meat and caviar, and provide the DNR and conservation groups with tools to help with their restoration efforts.

Ron and Ron will be meeting with Lt. Governor Rebecca Kleefisch, probably in the next few weeks to present the paper and give her an update. Ron Bruch would also like to schedule a meeting with the stakeholders (industry, conservation groups, etc) to discuss specific details on how the program would work. Dr. David Garman mentioned if the group has an interest they may be able to meet at UW-Milwaukee and get a preview of the new lab space. Phil Moy asked UW-Sea Grant to be included within that team and an invite to participate be sent to Jim Hurley.

In addition, it was suggested a resolution be made by WAIAC and WAA in support of the sturgeon effort in advance of the meeting with the Lt. Governor. A resolution will be developed for consideration by the WAA and WAIAC Boards.

Walleye Initiative (Presented by Mike Staggs and Christine Lilek):

Mike Staggs provided a handout (a copy of the Walleye Initiative Website) for council information. The website <http://dnr.wi.gov/topic/fishing/outreach/walleyeinitiative.html> is set up to be a resource on the initiative and will be kept as current as possible.

Regulatory Review and Recommendations Study

(Report is available at: <http://dnr.wi.gov/topic/fishing/documents/outreach/WWIRuleReport.pdf>)

It is also available through the WAA website. Christine Lilek provided an overview of the report that was requested by and provided to the legislature. It was recommended that on Thursday March 6, 2014 that the UW-Ex Aquaculture Specialists facilitate a workshop with DNR and industry to review items of concern from the Regulatory Study like the genetic policy – Christine Lilek and Ron Johnson will coordinate this meeting.

Viability of Creating a Fish Hatchery Stamp

(Report is available here: <http://dnr.wi.gov/topic/fishing/documents/outreach/FishHatcheryStampProp.pdf>)

It is also available through the WAA website. The report indicates there are no real barriers to creating a stamp, however there needs to be care in how the statute would be created in order to balance the needs of industry and the fishing public. Mike Staggs provided an overview of the report that was requested by and provided to the legislature. Mike also indicated that he cannot guess at the likelihood of the hatchery stamp being created by the legislature.

Update on the Walleye Production Grant Program and Contracting

Production grant program information and materials were posted December 5th on the Walleye Initiative Website and include standards required for applications and provision of fish.

(<http://dnr.wi.gov/topic/fishing/outreach/walleyeinitiative.html>)

Mike Staggs also provided this as a handout.

The grants are for projects to be conducted within Wisconsin. Applications are due by January 31, 2014. The grants are competitive and fish farms that demonstrate experience raising walleyes may be able to strengthen their proposals. The grants include a 3 year commitment to provide fish as determined by the fish provision sheet and contingent upon Department funding.

The DNR is working to develop a master stocking list on what stocking needs exist and the required genetics.

Note: The bid process will be subject to open records and any application accepted will be subject to inspection through an open records request.

There was some concern about the contracting process. Contracting will need to follow State of Wisconsin purchasing rules.

Update on EPA Activities (Presented by Ron Johnson)

Ron provided a brief overview of several EPA proposals. The EPA's Water Quality Standards Regulatory Clarifications: On Wednesday, September 4th, the EPA published in the Federal Register the proposed regulatory clarifications. The EPA is proposing changes to the federal water quality standards regulation which helps implement the Clean Water Act. The 30 page document can be found at <http://www.gpo.gov/fdsys/pkg/FR-2013-09-04/pdf/2013-21140.pdf>

The EPA Draft report: Connectivity of Streams and wetlands to Downstream Waters has received a lot of criticism because the scientific data at the basis of the report has not been shared. The premise of the report is that upstream waters, including wetlands, have a significant impact on downstream waters and need to be regulated more thoroughly. More information on the report is available here: <http://cfpub.epa.gov/ncea/cfm/recordisplay.cfm?deid=238345>

Work Team Reports:

Business Development –

Update from Sea Grant on the Eat Wisconsin Fish campaign (Presented by Phil Moy)

Phil Moy provided hard copy drafts of a wallet card and brochure UW Sea Grant developed based on surveys conducted in Madison and Milwaukee grocery stores. These materials will be complemented with additional webpage content that promotes eating Wisconsin fish. UW Sea Grant will be conducting several focus groups December 13 and 14 in Madison and Milwaukee to gather feedback about these materials. Fish Farmers and consumers are welcome to send comments to be considered for revisions after the focus groups to Kathy Kline at UW-Sea Grant.

2013 Census of Aquaculture is scheduled to be taken this December. Ron Johnson mentioned it is important to fill out and provide good data.

Ron Johnson mentioned the Federal Fish and Wildlife and the organization Wildlife Forever have been promoting their threat campaign (“Stop Aquatic Hitchhikers”) with over 1 million members. Wisconsin aquaculture could also support this as a way to protect natural ecosystems and present another positive image of Wisconsin aquaculture to the public.

Regulatory Policy –

Proposed Lacey Act change (Presented by Ron Johnson)

Ron provided a brief overview of the proposed change to the Lacey Act and the position statement issued by the National Association of State Aquaculture Coordinators. Information is also available in the December issue of the Creel. <https://secure.wisconsinaquaculture.com/Docs/579.PDF>

Update on Great Lakes Compact issues *cont on pg 24*

No further discussion – The issue is being addressed in the Walleye Initiative regulatory review.

Research and Education –

UW System grant awards

It should be noted that 2 of the 12 proposals relate to the aquaculture industry, when 44 UW applicants got nothing at all and when other, larger, sectors got nothing at all.

UWSP (Presented by Jim Held)

Jim provided two handouts concerning grants involving UW-SP. The first supports workforce training and education and will develop training modules for aquaculture technology transfer. The second develops an Aquaculture Business Incubator that will provide resources for new and existing aquaculture businesses and help support continued growth. The second project also helps support the UW-Extension aquaculture positions.

UWM-SFS Dean David Garman (Presented by Dean David Garman)

Dean Garman said the industry being more active in the political world probably helped UW-Milwaukee and UW-Stevens Point access the grant funds. UW-Milwaukee will use the funds to advance their technology and capacity in the Milwaukee facilities and expand the teaching capacity of their programs. The school plans to offer certificate undergraduate and graduate programs with the 1st courses subject to approval and available next fall. It also plans to expand their outreach courses, work with the Technical College Systems and other UW-System Schools will have access to their courses.

The facility expansion includes an expanded teaching laboratory, aquaponics research facility, new recirculation system and several biosecure laboratories. The facility will also demonstrate an expanded technology base, especially in the area of water quality sen-

sors. The sensors will aid in contamination detection and improved dissolved oxygen monitoring.

Dean Garman expects they will occupy the building in May or June. He invited WAA or WAIAC or other aquaculture groups to setup a future meeting to have a tour of the facility.

UW-SP NADF – Although Greg Fischer was not able to attend, he provided a copy of the project summaries for the NADF. They are seeing interest and success with the hybrid walleye and out of season walleye SBIR project with Dan G. Also the Arctic Char group is moving forward with construction of their own facility in WI. And recently, they have been working with a group on Atlantic Salmon which will open up new opportunities for Wisconsin fish farmers with this species

Updates on Aquaculture Roundtable Teams:

Funding for Aquaculture Extension Positions – No report provided. Funding is currently being addressed through Walleye Initiative and UW System Incentive Grant.

Research on feed and nutrition – (Presented by Dean David Garman)

This is new area for UWM SFS and work has begun on new research on nutrition and microbial ecology of recirculation systems.

On-farm Research – No report provided.

Farm Modeling – (Presented by Dean David Garman)

UW-Milwaukee has been developing financial models and will be meeting with staff from UW-Whitewater soon to finalize the programs. The models will represent both extensive aquaculture systems and other farm systems.

Industry/government partnerships – Cate Rahmlow

Cate was not able to attend the meeting, but mentioned the partnership opportunity that exists as demonstrated by the Walleye Initiative and the UW-System Economic Development Grants.

Better partnerships/communications: *continued on pg 25*

Integrated meetings –

Integration of public/private partnerships – Mike Staggs mentioned the need to do the Aquaculture Capacity Study as requested through the Walleye Initiative by June 30, 2014. It may be similar to the NCRAC study, but without economics and a wide partnership between WAA, UW-Extension, DNR, DATCP, WEDC and USDA.

Online Education – No report

Next Meeting: The next meeting is scheduled for Thursday, March 6, 2014, 3:00 pm – 5:00pm at the Fox Hills resort, 250 W Church St., Mishicot, WI.

Adjournment: A motion was made to adjourn the meeting by Dan Gruendemann and seconded by Bill West. Voting membership unanimously voted to adjourn. The meeting was adjourned at 12:30 p.m.

Respectfully submitted by Mike Bandli.

THE COOK'S CORNER

Courtesy California Aquaculture Association

Grilled Apple Spiced Trout Fillets

Ingredients:

- 4 rainbow trout fillets
- 2 tablespoons thawed apple juice concentrate
- 1 tablespoon Dijon mustard
- 1 teaspoon cider vinegar
- 1/2 teaspoon paprika
- 1/4 teaspoon pepper
- 1 pinch salt

Directions:

Pat fillets dry; arrange skin side down, on plate. In bowl, stir apple juice concentrate, mustard, vinegar, paprika, pepper and salt; brush some of the sauce onto fillets.

Place fillets, skin side down, on greased grill over medium heat; close lid and cook, brushing once with remaining sauce, for 12 to 14 minutes or until fish flakes easily when tested with fork.

WAA Minutes

WAA QUARTERLY BOARD MEETING MARCH 6, 2014 FOX HILLS RESORT, MISHICOT, WI 1-3 PM

Dan Gruendemann called the meeting to order at 1:20pm

Board present: Mike Kelm, President; Terry Hogan, VP; Dan Gruendemann, Board Chairman; Board Members: Peter Fritsch, Rick Decker, Rebecca Nelson, Tim Gollon, Ben Gollon. Cindy Johnson, Secretary/Treasurer. Not Present: Jeff Taylor

Others present: Jim Held, Bill West, Ron Johnson, Fritz Gollon, Dan Bloecher, David C. Gollon, Dave Gruendemann, David Reto

Minutes from 12-6-13

Peter made the motion to accept, Rebecca 2nd.

Financial Report

The financial report for Jan 1-Mar 2, 2014 was presented. It hasn't been rectified with the bank statements yet. Rick made the motion to accept, 2nd by Terry.

Conference Update:

At this time it looks like we will have about 138 total attendees, 33 entities represented at the Trade Show. 14 manned tables and 7-8 research/project posters. There will be approximately 116 people for Friday lunch and 125 for the cooking demo.

Committee Reports

Regulatory

Need to address the issue of farmers being penalized for doing the right things when building ponds – ex when you build a pond, it becomes classified as a wetlands and then you are restricted on activities.

Need to address fees – additional fees are being imposed and the existing ones keep increasing.

Need to address promoting Wisconsin produced fish

It was brought up that USFWS is looking for authority over diseases and not only selling across state lines, but also in state.

Ron covered the following:

-EPA/water quality

-There are 3 federal bills regarding the Lacey Act: an aquaculture bill (Aquaculture Risk Reduction Act H.R.

3105) and 2 covering forestry and forestry products. Farmers need to contact their Congressmen to support this bill. Tim made the motion to have

Ron Johnson draft a letter of support for WAA for this bill,

Terry 2nd, all in favored – passed. This letter should also be made available to members to send.

WI A.B.746 was discussed. This bill provides immunity from civil liability to an agricultural tourism provider for the death of or injury to a participant in an agricultural tourism activity under certain circumstances. The bill would extend liability to the agricultural tourism provider whether or not a fee is charged to tour, explore or learn about the farm.

The liability protection would be provided if the participant's death or injury occurs as a result of a risk "inherent in the agricultural tourism activity." The agricultural tourism provider

WAA Minutes, continued

would be required to post a sign that contains a notice concerning the risk inherent in the activity. (*ed note* – this bill passed the Assembly)

Farm Bill – deprivation permits are included in this bill. Ron will check into this for more information.

Business Development

No report

Research

Dan has submitted for phase 2 of the SBIR grant for wall-eye for stocking and hybrid walleye for food. He should hear by May if he is approved.

Old Business

The board needs to designate what the cd's and savings are to be used for. Dan made the motion that the savings (\$10,512.16) be used for operational expenses, one cd (\$9,219.35) be used for educational purposes and the other cd (\$9,237.01) for conference expenses, 2nd by Mike.

WI Schools Aquaculture Poster contest. The International Aquaponics Society will be holding their 2nd conference this coming year (location TBA) and they can take over the poster contest if they wish. We have been getting fewer submissions the last couple of years. The money we used for the contest (approx \$200) can be put towards travel money for the SAE recipient to attend the conference.

FFA/SAE grant money is due to FFA – it is for \$600.

New Business

Jim Held was elected to the NCRAC Board.

NCRAC joint conference

NCRAC is considering another joint conference in 2016. The NCRAC board will discuss this and send out a request for aquaculture associations to indicate their interest. They want to use these joint conferences as a regional conference to pull in farmers from surrounding states to participate. The location would have to be near a major airport and shuttle service would need to be available.

2015 WI Aquaculture Conference

We need to pick a location for next years' conference – Stevens Point area?

2014 Members Annual Picnic

Jeff Taylor would like to offer to host the 2014 picnic at Star Prairie Trout Farm.

Other Items

A suggestion was made that WAA pursue the feasibility of an otter deprivation permit similar to the one for great blue herons.

Ron said the Capacity Study survey was sent out in the mail today (March 6). He gave an update on the study – will give a more in depth one at the WAIAC meeting.

There was a discussion of WAA's paid position for Secretary/Treasurer/Editor/Website manager. Ron & Cindy Johnson are planning on moving out of state the summer of 2015 and a replacement will need to be found for at least a part of the position.

Continued on page 26

WAA Minutes, continued from page 25

Mike made the motion to adjourn, Rick 2nd. Meeting adjourned at 2:35pm

Respectfully submitted by Cindy Johnson,
WAA Secretary.

WAA ANNUAL MEMBERSHIP MEETING MARCH 7, 2014 FOX HILLS RESORT, MISHICOT, WI 8-8:30 AM

Mike Kelm opened the meeting at 8:15am

End of Year Financial Report

The 2013 Income and Expense Report was passed out. Cindy went over a few items in the report.

Secretary's Report

The 2013 report was passed out. Cindy went over events & legislative issues this past year. This included the Sturgeon Workshop, Walleye Initiative (there are scheduled talks in the conference covering these), participation in the first International Aquaponics Society Conference, the annual Members Picnic was held at Rushing Waters, Wisconsin Aquaculture Day, and WAA participation in Kids Fishing Day & Farm Tech Days. WAA continues to sponsor the FFA/SAE Aquaculture grant program – Adam Richards from Brodhead High School was this year's recipient.

Nominations and voting for open director positions

Jim Augustyn of Augustyn Springs and Brandon Pigott of Aqua-Terra Farms were nominated. The floor was opened for other nominations. There were none. Dan Gruendemann made the motion to accept the slate, Peter Fritsch 2nd. All were in favor, passed.

There was no old or new business.

Dan Gruendemann made the motion to adjourn, Brandon Pigott 2nd. Meeting adjourned at 8:24 am

Respectfully submitted by Cindy Johnson,
WAA Secretary

BITS & PIECES, continued from page 21

Ohio interested in mobile processing units

By Tracy Turner

JEFFERSON, Ohio - A discussion on March 18 was designed to help producers understand the regulatory requirements behind a mobile processing unit and to help increase the availability of local foods as well as increase their financial bottom line by widening the potential market for their food products, said David Marrison, an Ohio State University Extension educator. "Mobile processing units could help producers who are looking to market ... fish to local restaurants, schools, grocery stores and farm markets," he said. "Numerous producers have recently lamented about the need to have easier methods to process ... fish in areas throughout the state. Very few processing centers exist in Ohio to *continued*

BITS & PIECES, continued

process ... fish products, and mobile processing units may help fill this processing void."

Angela Caporelli, of the Kentucky Department of Agriculture, will be one of the speakers and will discuss Kentucky's use of a mobile processing unit.

Gov Walker References the Walleye Initiative in State of the State Address

"During the past summer, we made a strategic investment, which will boost Wisconsin's \$2.3 billion sport fishing industry; and in less than a year, we have already increased stocking more than four times over, putting 440,000 walleyes into our lakes. In the coming years, resorts, guides, bait dealers, marinas, and all of the other local businesses that depend on good fishing will benefit as Wisconsin becomes the premiere destination for walleye fishing in the Midwest. "

Capacity Study Questionnaire

We need 10 minutes of your time.

If you have not sent in your questionnaire please do so today!

On March 6, 2014 a Capacity Study Questionnaire was sent out to Wisconsin fish farmers on behalf of the UW-Extension Aquaculture Program by the Survey Research Center at the University of Wisconsin River Falls. This is an important survey that the Wisconsin Legislature asked to be conducted to find out how much capacity the private aquaculture industry has for raising fish (this is for **all** species of fish). This information is anonymous and is completely confidential. We will use this information to write a report to the legislature so they can make decisions on partnerships with the aquaculture industry to help satisfy the State's unmet stocking needs. Please take a few minutes today to answer the questions in the survey and return it in the postage-paid envelope provided to you. This information will help aquaculture grow in Wisconsin.

If you have any questions or **did not receive** a questionnaire please contact us:

Ron 715-248-3657, ron.johnson@ces.uwex.edu or
Jim 920-648-2902 jaheld@wisc.edu

2014 CALENDAR OF EVENTS

MEETINGS

Summer Board Meeting
Location TBA
Date TBA

2014 WISCONSIN AQUACULTURE DAY

Date July 19
Location Statewide

WISCONSIN AQUACULTURE ASSOCIATION, INC. MEMBERSHIP APPLICATION/RENEWAL FORM

**2014 DUES ARE
DUE!**

Membership levels & benefits

Associate - \$25 Receive 4 issues of *The Creel*, name & address listed on members search, inclusion on member only list serv for vital information, discounts on conference and selected workshop registrations, use of WAA portable display to promote Wisconsin Aquaculture, annual members' picnic, participation in annual Wisconsin Aquaculture Day, annual membership meeting.

Business/Active - \$50 Benefits of Associate level, plus: active members can vote and serve on board, as officers or on WAIAC, listed on members search by business, processing, produce type, sales and fish species (this is an asset if you sell fish wholesale or retail).

Group - \$75 1 business membership and up to 4 associate members - farm employees, vendor employees, agencies, university, etc.

For Renewals: Check here if your name, address, phone, fax or email has changed

Name _____ Title/Position _____

Business Name _____

Address- Mailing _____ Physical _____

City, State Zip Code _____

Phone: Home (will not be on website) _____ Business (on website) _____

Website _____ Email _____

Put me on WAA list serv Yes (need email address) No

Type of Membership: Renewal New

Business/Active (\$50.00/year - voting) _____ Associate (\$25.00/year - non-voting) _____ Group (\$75.00/year) _____

For Group level includes 1 business member, up to 4 associates - list members name (designate business member)

If you have a **Business membership** please include: types of processing (ex. fillet, whole, smoked, etc), producer types (ex. food, stocking, bait, etc), fish species, sales types (ex. adult, fingerling, fry, egg, etc)

ADVERTISING OPTIONS AND RATES

On our website

WAA now has 2 hot link categories to choose from:

Industry Links, with subcategories of **Aquaculture Product**, **Live Fish** and **Misc.**

Consumer Links with subcategories of **Fee Fishing** and **Fresh/Smoked Fish**, etc.

Cost is \$20 a year for members, \$30 for non members.

Don't Have a Web Site? WAA has a special price of \$100 for a 1 page web site—includes 1-2 pictures, text description of your farm and contact info, your own stand alone domain name, your logo can be added. After the first year, maintenance with changes is \$55/year.

Want a more descriptive listing of your online directory? Get an Enhanced Listing - for \$20/year you will get a map, photos, narrative.

Banner Ads: \$100/year

Web classifieds are free

In the **CREEL**

Prices are per issue Full Page \$100; 1/2 Page \$60; 1/4 Page \$40 ; Business card \$30

Send this form & a check or money order to: **WAA, P.O. Box 37, Star Prairie, WI 54026**

Wisconsin Aquaculture Association, Inc.

P.O. Box 37

Star Prairie, WI 54026

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