

Reports

2014

Market Development for Chesapeake Bay: Final Report

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Fishery Resource Grant Program

Final Report

Market Development for Chesapeake Ray

C. Meade Amory

May 2013 –May 2014

Summary:

Beginning in May 2013 we purchased 76,810 lbs. of Ray from fisherman in the lower Chesapeake Bay region. We processed 1900 lbs. of filets for Wegmans and put up another 700 lbs. of filets and frozen skin on wings for samples. We worked closely again with the Virginia Marine Products board to market this product and were featured on a segment of Bizarre Foods with host Andrew Zimmern. We had several restaurants purchase the Ray after the show, but these sales quickly faded.

We continued to push for other markets overseas and shipped many sample with the VMPB to dozens of countries. Again we have yet to receive orders. The marketing efforts domestically also met with very limited success.

We have sent frozen chucks of Ray for bait to crabbers in Florida and Lobsterman in Maine with not return orders. We were able to get some Whelk fisherman in the Mid-Atlantic region to use some ray , but it was only to keep sea lice from eating they more important horseshoe crab bait and did nothing to attract the target species. In the last year these fisherman have imported horseshoe crabs for bait and were no longer interested in ray.

Conclusions:

During the past 4 years we have learned the best methods for handling and processing this product. Although we have not create the large market. We have been able to create a small market for the Chesapeake Ray, which we will be able to continue to service and slowly expand. The orders to Wegmans will continue this season.

We are very grateful for the opportunity to develop and grow a market for Chesapeake Ray, which would not have been possible without the availability of this grant. With the help of the Virginia Marine Products Board, Virginia Seafood Council, and Virginia Marine Resource Commission, we have been able to build a sustainable foundation to grow this market. The large volume that many had hope for, has not been reached yet. However the potential is more possible with the success this project has achieved.

L D AMORY AND CO., INC

Federal Dealer Number: 1069 State Dealer Number:

Summary By Species

Printed: 04/02/2014

01/01/2013 To 12/31/2013

COWNOSE RAY,COWNOSE \ ROUND \ UNCLASSIFIED \ LB

<u>Ticket #</u>	<u>Fisherman's Name</u>	<u>VTR #</u>	<u>Purchase Date</u>	<u>Quantity</u>	<u>Price</u>	<u>Total</u>
0006103	CHARLES DRYDEN	2267	05/20/2013	1,175.00	\$0.15	\$176.25
0006103	CHARLES DRYDEN	2267	05/20/2013	11,253.00	\$0.15	\$1,687.95
0006123	CHARLES DRYDEN	2267	05/30/2013	23,133.00	\$0.15	\$3,469.95
0006129	CHARLES DRYDEN	2267	06/03/2013	17,655.00	\$0.15	\$2,648.25
0006135	CHARLES DRYDEN	2267	06/12/2013	5,643.00	\$0.15	\$846.45
0006143	CHARLES DRYDEN	2267	06/17/2013	1,716.00	\$0.15	\$257.40
0006146	CHARLES DRYDEN	2267	06/20/2013	2,046.00	\$0.15	\$306.90
0006147	CHARLES DRYDEN	2267	06/24/2013	1,056.00	\$0.15	\$158.40
0006160	CHARLES DRYDEN	2267	07/09/2013	660.00	\$0.15	\$99.00
0006161	CHARLES DRYDEN	2267	07/05/2013	891.00	\$0.15	\$133.65
0006166	CHARLES DRYDEN	2267	07/16/2013	825.00	\$0.15	\$123.75
0006167	CHARLES DRYDEN	2267	07/12/2013	594.00	\$0.15	\$89.10
0006176	CHARLES DRYDEN	2267	07/25/2013	1,320.00	\$0.15	\$198.00
0006182	CHARLES DRYDEN	2267	07/31/2013	1,155.00	\$0.15	\$173.25
0006189	CHARLES DRYDEN	2267	08/06/2013	1,155.00	\$0.15	\$173.25
0006194	CHARLES DRYDEN	2267	08/12/2013	2,244.00	\$0.15	\$336.60
0006212	MATTHEW BLOXOM	0354	08/30/2013	1,386.00	\$0.15	\$207.90
0006218	CHARLES DRYDEN	2267	09/04/2013	726.00	\$0.15	\$108.90
0006232	CHARLES DRYDEN	2267	09/12/2013	2,145.00	\$0.15	\$321.75
0006383	CHARLES INSLEY	1138	10/19/2013	32.00	\$0.15	\$4.80
				76,810.00	0.15	11,521.50
	RAY,COWNOSE		Total:	76,810.00	\$0.15	\$11,521.50

Total Quantity:	76,810.00
Average Unit Price:	\$0.15
Grand Total:	\$11,521.50

	Number	Date	Customer Name	QUANTITY	Slm	Customer P.O. #	Cust#
H	13583200	I 09/10/13	Wegmans	140.00	AS		3425
H	13573300	I 09/03/13	Wegmans	180.00	AS		3425
H	13554400	I 08/20/13	Wegmans	190.00	AS	9220703	3425
H	13538400	I 08/13/13	Wegmans	140.00	AS	9213857	3425
H	13525700	I 08/06/13	Wegmans	240.00	AS	9206970	3425
H	13488500	I 07/16/13	Wegmans	270.00	AS	9186725	3425
H	13476900	I 07/09/13	Wegmans	50.00	AS	9180228	3425
H	13453100	I 06/25/13	Wegmans	210.00	AS		3425
H	13426300	I 06/04/13	Wegmans	220.00	AS	9149269	3425
H	13405900	I 05/21/13	Wegmans	250.00	AS	9137960	3425