RESULTS OF BRAINSTORMING SESSION ON WHAT ARE THE NEXT STEPS, July 17, 2010.

MARKETING
-Boutique branding
-Marketing, sell plates and simultaneous sample giveaways (open farmer’s markets)
-What is the name of the fish at origin?
-Theme for blue fish
-Chef by chef, introduce the product for marketing…visitors don’t have bias
-Tilapia festival…sunfish festival
-Competition for most creative recipe
-TV recipe show
-Tilapia value-added products
-Tilapia mascot
-Federally funded seafood promotion (Federal grant)
-Program (Olelo) showcase farms…know your farmer
-Lunch trucks
-Buy local/buy fresh
-Tilapia “throwdown” Alan Wong VS
-Aquariums in local stores (live food)
-Marketing/legislative strategy (environmental) communicate talking points…one person at a time education

COOPERATIVES
-Co-op
-Develop strategy…co-ops?
-Membership drive for HAAA
-Association for marketing
-Consolidated networking lists
-Maintaining product quality control
-Branding, group marketing strategy…“sunfish”?
-Join HAAA?
-Committee before co-op?

OTHER
-Assemble Frequently Asked Questions
-Processing plant (fillet, pickle, value-added)
-Classes for cleaning fish (gut and cook)
-Workshop (public) to promote aquaculture/aquaponics
-Grant monies for processing facility

OUTCOME of brainstorming session was the identification of a working committee:

-Co-op committee: Howard Deese (marketing chair), Glenn Martinez, Bula, Ken Koike