

AGRICULTURAL COMMODITY BOARD
ANNUAL REPORT

for the Virginia Marine Products Board

FY 2009 - 2010

Date Due: December 1, 2010

I. Narrative

Page 2-3

II. Budget and Finances

Pages 4-5

III. Projects and Funding

Pages 6-7

IV. Year End Funding Level

Page 8

V. Board Meetings and Board Member Attendance Roster

Page 9

I. Narrative.

Goals -

- . To develop and implement marketing plans that promote economic development of all Virginia seafood products while emphasizing the importance of the seafood industry to the state's economy in terms of revenue and employment.
- . To serve as a resource to the Commonwealth's seafood industry, to individual processors, to watermen's associations and seafood buyers to assist in selling and marketing Virginia seafood.
- . To continue proactive industry public relations and promotions programs to increase the sale of Virginia seafood to buyers and consumers.
- . To continue successful cooperative programs and create additional co-promotions to leverage the board's budget.
- . To comply with all state rules and regulations while administrating funds on behalf of the seafood industry.

Audiences -

- . Seafood trade: customers, buyers of Virginia seafood products including wholesalers, processors, supermarkets, retailers, hotel, restaurants, importers and distributors in the national and international market.
- . General seafood consuming public in prime market/distribution area.
- . Trade and consumer media in Virginia, national and international.

Objectives -

- . Create brand awareness for Virginia seafood.
- . Gain wider acceptance for wild and Aquaculture grown, sustainable, available Virginia species fish and shellfish.
- . Create and maintain solid relationships with the trade, media, elected state and local officials.
- . Demonstrate Virginia Watermen's concerns about the environment, the health and safety of the products they harvest and process and the appropriate regulation of fishing to ensure the long-term health of the industry.

Objectives (continued) -

- Keep the seafood industry informed so that all parties speak with one voice.
- Create and maintain pro-active rather than reactive position.
- Educate retailers, the food service trade and wholesale distributors about Virginia seafood and the companies that produce it.

Strategies -

- Effectively brand Virginia seafood products to create lasting awareness and impressions on target audiences so that the product is perceived as premier in its category.
- Promote programs and increase buyer access to the industry domestic and internationally.

Programs -

- Marketing Calls.
- Continue to develop a test market for Chesapeake Bay.
- Market Aquaculture Oysters.
- Web Site.
- Limited Consumer Advertising
- Trade Shows.
- Cooperative Programs with the Southern United States Trade Association and Virginia Department of Agriculture and Consumer Services.

II. Budget and Finances

ANNUAL BUDGET

July 1, 2009 through June 30, 2010
BOARD COST CODE (695)

A.	EXPENSES <u>DESCRIPTION</u>	AMOUNT <u>BUDGETED</u>	ACTUAL <u>EXPENDITURES</u>
1.	PERSONAL SERVICES (11XX) ¹		
	a. Fringe Benefits (1111-1115)	\$ 54,757.00	\$ 39,973.00
	b. Salaries (1123)	\$162,581.00	\$160,586.50
	c. Per Diem (1134)	\$.00	\$.00
	d. Wages (1141)	\$.00	\$.00
	e. Other (1116, 1117, 1138, 1154, 1162, 1163)	<u>\$ 6,586.00</u>	<u>\$ 3,745.11</u>
	TOTAL PERSONAL SERVICES	\$223,924.00	\$204,304.91
2.	CONTRACTUAL SERVICES (12XX)		
	a. Freight (1211)	\$ 1,400.00	\$ 703.69
	b. Postal (1214)	\$ 4,000.00	\$.00
	c. Printing (1215)	\$ 20,100.00	\$ 2,295.85
	d. Telecommunications (1216)	\$ 3,300.00	\$ 2,958.06
	e. Convention/Education (1223)	\$.00	\$.00
	f. Paid on Approved Projects (1244-1246)	\$ 60,011.00	\$ 150.00
	(1) Promotion/Publicity	\$.00	\$.00
	(2) Research	\$.00	\$.00
	(3) Education (1224)	\$.00	\$ 635.00
	(4) Market Development	\$.00	\$.00
	(5) Other	<u>\$.00</u>	<u>\$.00</u>
	Approved Projects Subtotal	\$ 81,811.00	\$ 6,742.60
	g. Advertising	\$.00	\$.00
	h. Media Services (1248)	\$ 250.00	\$ 4,721.75
	(1) Radio	\$.00	\$.00
	(2) Newspaper	\$.00	\$.00
	(3) Television	<u>\$.00</u>	<u>\$.00</u>
	Media Services Subtotal	\$ 250.00	\$ 4,721.75
	i. Food & Dietary Services (1264)	\$ 400.00	\$.00
	j. Travel (1282-1285)	\$ 37,000.00	\$ 3,157.72
	k. Meal Reimbursements (1287-1288)	\$ 5,100.00	\$ 462.49
	l. Other (1209, 1212, 1213, 1217, 1218, 1219, 1221, 1222, 1227, 1234,1242, 1243, 1253, 1259, 1263, 1265, 1267, 1268, 1274,1277, 1278, 1279)	\$ 52,093.00	\$ 9,553.85
	TOTAL CONTRACTUAL SERVICES	\$183,654.00	\$ 21,018.20
	m. Undistributed Contractual Services	\$.00	\$.00
3.	SUPPLIES AND MATERIALS (13XX)	\$ 1,525.00	\$ 825.17

¹Standard State Object Codes

	<u>AMOUNT BUDGETED</u>	<u>ACTUAL EXPENDITURES</u>
4. <u>DESCRIPTION</u>		
TRANSFER PAYMENTS (14XX) ₁		
a. Special Awards Program (1413- recognition, production excellence)		
(1) _____	\$.00	\$.00
(2) _____	\$.00	\$.00
(3) _____	\$.00	\$.00
SPECIAL AWARDS SUBTOTAL	\$.00	\$.00
b. Contributions to National or State Commodity Organizations (1451, 1452)		
(1) _____	\$.00	\$.00
Name		
Contributions Subtotal	<u>\$.00</u>	<u>\$.00</u>
TOTAL TRANSFER PAYMENTS	\$.00	\$.00
5. CONTINUOUS CHARGES (15XX)		
a. Property Insurance (1516)	N/A	N/A
b. Equipment Rental (1534)	\$ 700.00	\$ 3,309.32
c. Plant Rental (1535)	\$21,000.00	\$ 9,906.78
(1) Board Meeting Rental	.00	\$.00
(2) Exhibit Space	\$.00	\$.00
(3) Exhibit Storage	\$.00	\$.00
(4) Office Rental	\$.00	\$.00
Plant Rental Subtotal	\$21,000.00	\$ 9,906.78
d. VDACS Service Charges (1541)	\$ 3,000.00	\$ 1,939.02
e. Liability Insurance (1551)	\$ 300.00	\$ 200.00
f. Surety Bonds (1554)	\$ N/A	\$ N/A
g. Workmen's Compensation (1555)	\$ 500.00	\$ 800.00
h. Other (1542)	\$ 1,100.00	\$ 1,239.48
i. EVA Transaction Fee (1597)	\$.00	\$.00
j. Continuous AMES Charge (1509)	\$.00	\$ 661.40
k. Comptroller's Non Compliance (1546)	\$.00	\$ 5.00
l. Private Vendor Service Charge (1547)	\$.00	\$ 37.71
TOTAL CONTINUOUS CHARGES	\$26,600.00	\$ 18,098.71
6. PROPERTY AND IMPROVEMENT (2123)	\$.00	\$.00
7. EQUIPMENT (22XX)	\$ 575.00	\$ 377.59
8. PLANT AND IMPROVEMENTS (23XX)	\$ N/A	\$ N/A
9. TOTAL EXPENSES	\$436,278.00	\$ 248,244.61

III. Research, Education, Promotion, & Market Development Projects

A.	RESEARCH <u>Project</u>	<u>Funding Level</u>
1.	Test Marketing Chesapeake Bay (Funded by Virginia Marine Resources Grant)	\$ 55,900.00 (no cost to board)
2.	Aquaculture Oyster Marketing (Funded by Virginia Marine Resources Commission Grant)	\$ 65,000.00 (no cost to board)
	Total	\$120,900.00
B.	EDUCATION <u>Project</u>	<u>Funding Level</u>
1.	_____	\$

	Total	\$
C.	PROMOTION/ADVERTISING <u>Project</u>	<u>Funding Level</u>
1.	Seafood Business Magazine	Total \$ 4,721.75

D.	MARKET DEVELOPMENT	
	<u>Project</u>	<u>Funding Level</u>
1.	Trade Shows (4), International	\$ 5,525.00 - IBSS
	<u>Boston Seafood Show (115)</u>	
	<u>Busan Seafood Exposition</u>	\$ 79,200.00 - (no cost to board)
	<u>(funded by SUSTA) (15)</u>	
	<u>Chicago Marketing Calls (7)</u>	\$ 2,578.68 - (no cost to board)
	<u>(funded by Ray & Oyster Grants</u>	
	<u>Food & Beverage Exposition (13)</u>	
		\$ 87,303.68
		Total
	<u>Generated over 150 solid</u>	
	<u>Trade Leads.</u>	

E.	OTHER	
	Web Site	\$ 4,999.00
		<u>\$ 4,999.00</u>
		Total

IV YEAR-END FUNDING LEVEL SUMMARY

	<u>ACTUAL</u> <u>EXPENDITURES</u>
1. Cash Balance: June 30, 2009	<u>114,802.44</u>
2. Assessment Receipts: July 1, 2009 – June 30, 2010	+ <u>276,133.50</u>
3. Other Receipts: July 1, 2009 - June 30, 2010	+ <u>2,587.05</u>
4. Total Balance and Receipts (1+2+3)	= <u>393,522.99</u>
5. Deduct Total Actual Expenditures (line 9 above)	- 248,244.61
6. Cash Balance: June 30, 2010.	= <u>\$ 145,278.38</u>

V. 2009-10 BOARD MEETINGS SUMMARY¹

	<u>Date</u>	<u>Time</u>	<u>Location</u>
1.	10/6/2009	4: 45-7: 10 P. M.	Virginia Institute of Marine Science Gloucester Pt. , VA
2.	11/5/2009	3: 42-5: 45 P. M.	Virginia Institute of Marine Science Gloucester Pt. , VA
3.	2/4/2010	4: 39-5: 55 P. M.	Virginia Institute of Marine Science, Gloucester Pt. , VA
4.	6/8/2010	4: 40-7: 06 P. M.	Virginia Institute of Marine Science, Gloucester Pt. , VA
5.			
6.			
7.			
8.			
9.			
10.			

MEMBER ATTENDANCE

<u>COMMISSIONER</u>	<u>TERM EXP.</u>	10/6/09	11/5/09	2/4/10	6/8/10
H. M. Arnold	6/30/10	A	P	P	P
Jane Crowther	6/30/10	A	P	A	P
Thomas Gallivan	6/30/12	A	P	P	P
Mark Wallace	6/30/12	A	P	P	P
Roy Insley	6/30/11	P	P	P	A
Clarke Morton	6/30/10	P	A	P	P
Kevin Wade	6/30/11	A	P	P	P
John Gray	6/30/10	P	P	P	P
Maggie Haynes	6/30/12	P	P	A	P
A. J. Erskine	6/30/11	P	P	P	P
William Martin	6/30/10	P	P	A	A

¹ Attach copies of all meeting minutes, including a summary of member attendance for each meeting.