



## **FOR IMMEDIATE RELEASE**

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### **The 2012 Annual Wisconsin Aquaculture Conference Set to Make a Big Splash**

*Bayfield, Wisconsin, January 26, 2012*— With seafood's healthy halo and the current interest in where our food comes from and how it's produced, farm-raised fish remains a popular part of the American diet. According to the National Fisheries Institute, five of the top ten fish species that Americans eat are at least partially farmed. That's why "Aquaculture for the Future" is an appropriate theme for the upcoming 17<sup>th</sup> Annual Wisconsin Aquaculture Conference. This year's conference will be held March 9 and 10, 2012, at Hotel Mead and Conference Center in Wisconsin Rapids, WI.

The Wisconsin Aquaculture Conference offers networking opportunities and educational sessions for those involved in regional aquaculture. The event also features a Trade Show, Retail Product Showcase and Taste of Wisconsin Aquaculture Cooking Demo. Aquaculture (fish farming) is an important part of the State's agriculture industry, contributing to local economies, reducing the number of miles our food travels and decreasing our dependence on seafood from overseas. In 2009, Wisconsin aquaculture ranked number 20 in the U.S. and number one among the nine Midwestern states. The 2012 Wisconsin Aquaculture Conference will appeal to current fish farmers in the region, as well as to those who are interested in learning more about this industry.

The conference is sponsored by Wisconsin Aquaculture Association, Inc., University of Wisconsin—Stevens Point/Northern Aquaculture Demonstration Facility, University of Wisconsin—Extension, and Wisconsin

Department of Agriculture, Trade and Consumer Protection. The conference is also supported by the many vendors participating in the event.

The 2012 Wisconsin Aquaculture Conference will be kicked off by a welcome from Jeff Taylor, President of Wisconsin Aquaculture Association, followed by more than a dozen educational sessions and panel discussions during the two-day event. Timely topics for sessions range from marketing and healthy seafood to aquatourism and research updates. During three Build-it-Yourself Sessions, fish farmers will share information about how they modified or built components for their farms. Other highlights include the 5<sup>th</sup> Annual Poster Contest for the Wisconsin High School Aquaculture Program. Winners will be announced by Katie Wirkus, the 64<sup>th</sup> Alice in Dairyland. In addition, Friday's lunch will feature fresh trout from Silver Moon Springs and tasteful tilapia from KP Simply Fresh, both members of WAA.

Registration fees for the event are \$100 for Wisconsin Aquaculture Association members and \$130 for non-members prior to March 4, 2012. After that date, a \$25 late fee will be added. The registration fee for non-members includes a complimentary one-year membership to Wisconsin Aquaculture Association (WAA). To register online, visit the website at [www.WisconsinAquaculture.com](http://www.WisconsinAquaculture.com) or contact WAA Secretary Cindy Johnson at 715-373-2990 for more information.

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*The Wisconsin Aquaculture Association (WAA) is the voice of aquaculture in the Badger state. An industry led and producer centered organization dedicated to promoting, educating and advocating for economic vitality and environmental sustainability while aiding the expansion of aquaculture in Wisconsin. WAA is a member of the National Aquaculture Association, the Wisconsin Farm Bureau and the Wisconsin Agriculture Tourism Association and works closely with the University of Wisconsin-Extension Aquaculture Specialists.*