



Community Economic Development in Underserved Rural Coastal Acadiana Parishes

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UNIVERSITY of
LOUISIANA
LAFAYETTE

Louisiana Entrepreneurship &
Economic Development Center

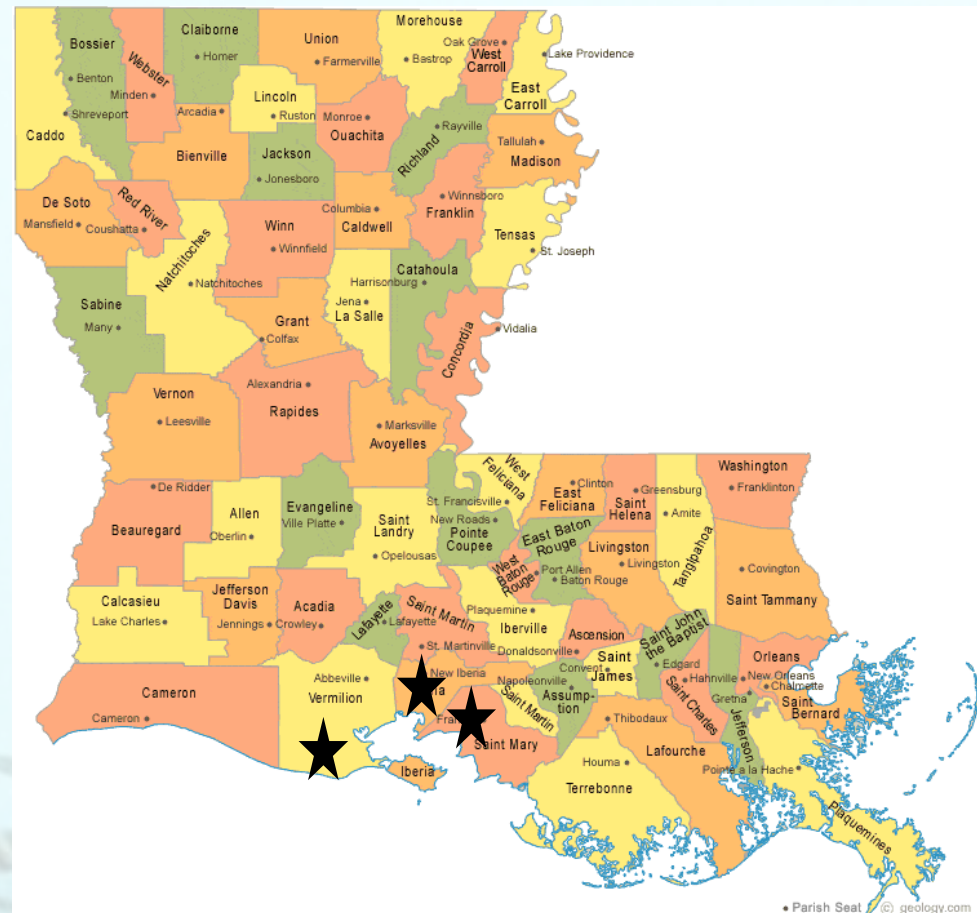


Introduction

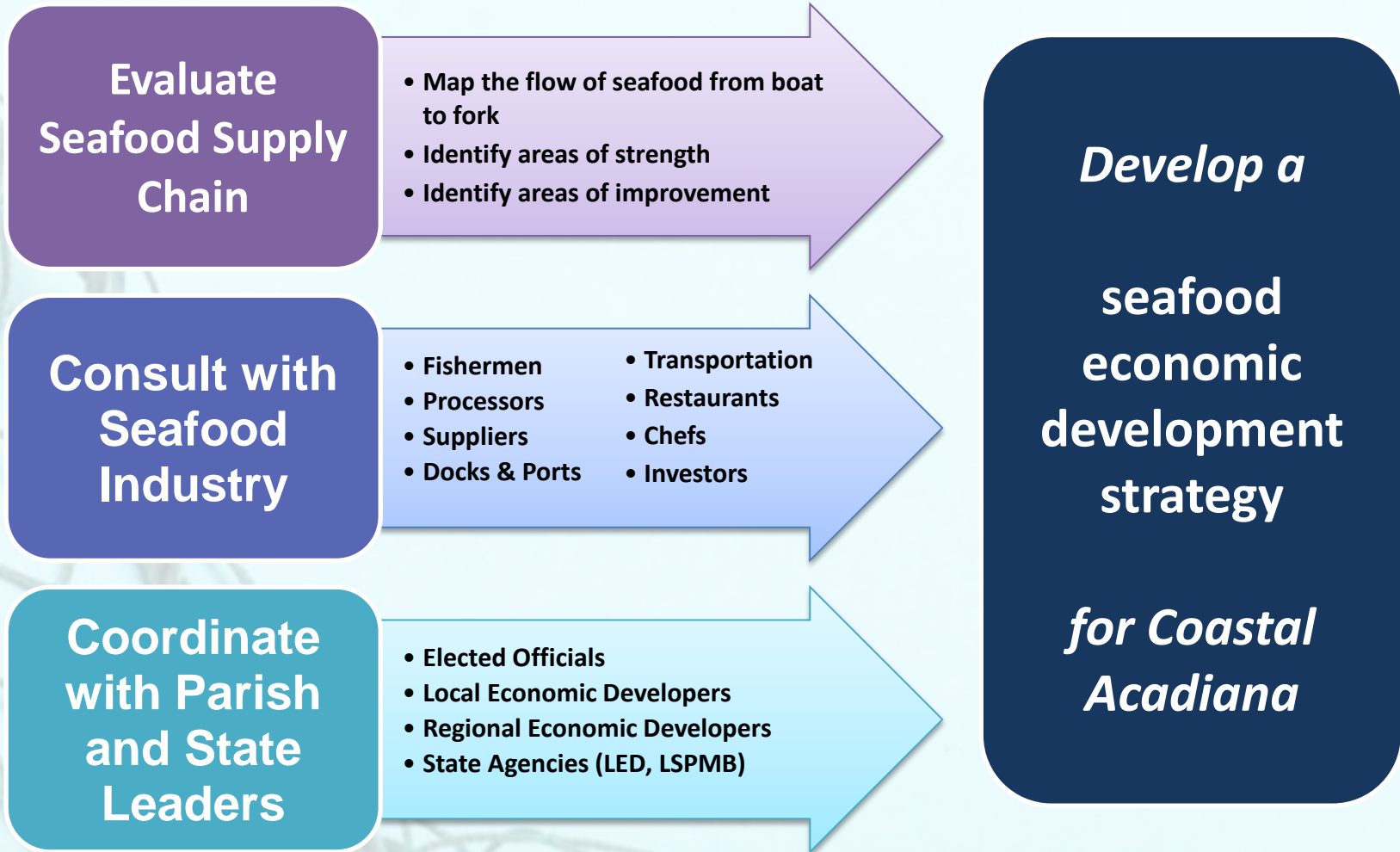
- Focus: evaluate & develop a seafood economic development strategy for Coastal Acadiana
- Funding: Louisiana USDA Rural Business Development Grant
- Research Team:
 - Moody College of Business & LEED Center – UL Lafayette
 - Meridian Institute
 - Thomas Hymel – Consultant, Louisiana SeaGrant and LSU AgCenter

Focus Region

- Coastal Acadiana Parishes:
 - Iberia
 - Vermilion
 - St. Mary's



Scope of Work



Industry Professionals & Companies

- Wendell Verret, Port of Delcambre & Delcambre Direct Seafood
- Cheryl and Albert Granger, Granger Seafood
- Jeff Floyd, Gulf Crown Seafood Co.
- Daniel Edgar, St. Mary Seafood & Marina
- Sheb Callahan, Louisiana Blue Crab
- Gulf South Shrimp Dock
- Clark Touchard, Touchard's Marine and Supply
- Steve Williams, Omega Protein
- Seth Riché, Omega Protein
- Joey Anzalone, LA Bait
- Kirk Mitchell, LA Bait
- Shepherd Baumer, Jr., Bayou Shrimp
- Pat Barker, Refrigerated Express
- Southwest Airlines
- Mike Michot, The Picard Group
- Nick Cahanin, The Picard Group
- Nic Waltz, The Picard Group
- Leonard Franques, Restaurateur
- Harry March, US Coast Guard

Economic Developers

- Anne Falgout, Vermilion Economic Development Alliance
- Mike Tarantino, Iberia Industrial Foundation
- Frank Fink, St. Mary Parish
- Monique Boulet, Acadiana Planning Commission
- Rebecca Shirley, One Acadiana
- Senator R.L. "Bret" Allain, II – State of Louisiana, District 21
- Lieutenant Governor Billy Nungesser – State of Louisiana
- Secretary Don Pearson – Louisiana Economic Development
- Deputy Secretary Brad Lambert – Louisiana Economic Development



Agency/Industry Collaboration

- USDA – Dr. Carrie Castille, Louisiana Director of Rural Development
- Louisiana Sea Grant Extension Agents Thu Bui and Mark Shirley
- Gulf Seafood Foundation, especially Jim Gossen, Frank Randol
- Dr. Robert Twilley – Executive Director, Louisiana Sea Grant
- LSU Agricultural Center
- Louisiana Seafood Promotion & Marketing Board
- University of Louisiana, Lafayette
- Meridian Institute
- Newsroom Inc. – Ed Lallo



Develop a
seafood economic development strategy
for Coastal Acadiana

The final **Coastal Acadiana Seafood Economic Development Plan** will:

- Identify goals and objectives for the Coastal Acadiana Seafood Supply Chain
- Reflect community discussions on how to align the current state of the industry with the broader marketplace in areas such as:
 - Leveraging the regional seafood industry through go to market strategies
 - Issues impacting the region's competitiveness
 - Constraints preventing the region from realizing it's potential
 - Vulnerabilities and potential risks to region's competitiveness
- Co-develop an economic profile of the seafood industry and region
- Explore Coastal Acadiana seafood connections with outside supply chain vendors (distributors, retailers, transportation, etc.)

Overview of the Acadiana Seafood Industry

- Directly employs 2,653 people in Coastal Acadiana

Regional Industry Ranking	Sector	Description	Employment	Income (\$)	Output (\$)
17	93	Seafood product preparation and packaging	660	35,217,691	244,115,143
22	17	Commercial fishing	1,907	14,835,908	171,966,309
24	411	Truck transportation	1,026	31,927,361	138,221,786
58	66	Other animal food manufacturing	54	1,757,028	64,960,365
204	18	Commercial hunting and trapping	32	1,234,983	3,152,946

Operational Realities

Cultural
Resilience

Industrial
Resilience

Environmental
Resilience

Primary Supply Chain Functions

Upstream
Preparation

Production/
Harvest

Collection

Preparation of
Value- Added
Products

Distribution/
Logistics

Sales

Supporting Supply Chain Functions

Economic
Development

Workforce
Development

Fostering
Innovation

Marketing
& Branding

Supply Chain
Coordination

Financial
Services



Economic Development Strategies

Resilience

- Regional Strategic Planning for the Industry
 - Shipping/Transportation
 - Port Facilities
 - Risk Management
 - Flooding
 - Freshwater Intrusion
 - Accessibility of Insurance
 - Cultural Preservation



Economic Development Strategies

Aligning Industry with Economic Development Strategies

- Inclusion of seafood industry in local, regional and state economic development priorities
- Establish a single point of contact with State Government
- Establish a unified voice to represent and fight for the needs of the industry



Economic Development Strategies

Logistics & Transportation

- Ice Availability
- Cold Storage
- Fresh Storage
- Transportation/Consolidation Hub
 - Transportation co-op

Economic Development Strategies

Workforce Development

- Workforce Development Programs
 - LED
 - Community & Technical Colleges
 - USDA
 - LA Workforce Commission
- Targeted H2B Visa Programs
 - Focused lobbying effort
 - Explore sourcing from Mexico and Central America
- Succession Challenges
 - Program development through SeaGrant, UL Lafayette, LA Workforce Commission, LED, and others.



Economic Development Strategies

Fostering Innovation

- Seafood Innovation & Demonstration Laboratory
 - Value-Added Products
 - Creating New Market Opportunities
- Small Business Consulting & Mentoring



Economic Development Strategies

Marketing & Branding

- Leveraging Geography
 - Point of Origin... example - Vermilion Bay Sweet
 - Producer
 - Packaging
 - Recipes
- Expanding E-Commerce Capabilities
- Marketing Cooperative
 - Acadiana Fishermen's Co-op, Inc. in Henderson



Economic Development Strategies

Access to Capital

- Grant & Loan Programs
- Economic Development Programs/Tools
- Opportunity Zones
- Lending Institutions

Appendix A

Aligning Needs With Available Resources

Areas of Need

- Cold storage
- Distribution within Louisiana and to other domestic and international markets
- Marketing and branding
- Labor/Workforce Development
- Address seafood business challenges with seasonality and cash flow
- Resilience to environmental events
- Impactful state programming for the seafood industry

Institutions with Resources

- USDA
- EDA
- EPA
- Louisiana Department of Economic Development
- Parish Economic Development
- Regional Economic Development
- LA Seafood Promotion Board
- Louisiana Sea Grant
- UL Lafayette

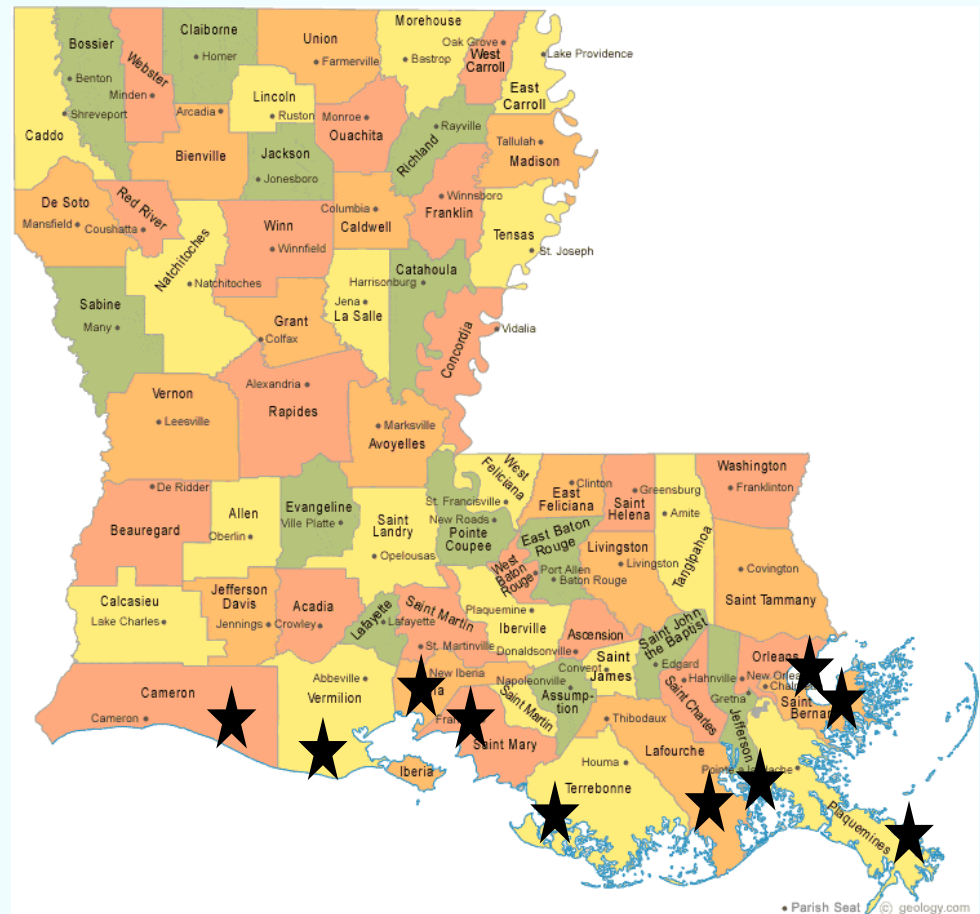


Future Research

- Are other coastal regions of Louisiana's seafood industry also misaligned with economic development resources?
 - The Coastal Acadiana region needs to determine if the lack of economic development activity is industry-wide or region-specific. If it is region-specific, the region is positioned to research best practices in the state.
- The Twin Parish Port Commission in Delcambre, Louisiana generates revenue through a local tax. This tax has helped establish a new boat launch, marina, and seafood and farmer's market.
 - The industry needs to investigate revenue generating strategies that can be aligned with industry needs, cultural preservation, and regional economic development priorities.
- How can the industry maximize the strength of the Louisiana Seafood Promotion Board and Marketing Board and Louisiana Economic Development to create growth opportunities in Louisiana?
- Louisiana is the largest producer of fresh seafood in the Gulf of Mexico, yet there is little in the way of economic development events.
 - Are there opportunities for Louisiana to host an industry trade show or exposition that will bring potential customers, businesses, and investors into the state?

Building on the Momentum – A Plan for Coastal Louisiana

- Future work will include all coastal parishes:
 - Iberia
 - Vermilion
 - St. Mary's
 - Orleans
 - Jefferson
 - Saint Bernard
 - Plaquemines
 - Lafourche
 - Terrebonne
 - Cameron





Final Overview

Opportunities to Improve/Grow the Industry

- Alignment of the industry with economic development initiatives
- Resilience
- Logistics & Transportation
- Workforce Development
- Fostering Innovation
- Marketing & Branding



Contact the Team



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Thank You for Your Contributions...

...to our Culture

...to our Families

...to our Region

...to our State

...to our Nation

You represent the best of Acadiana and you help
make Louisiana a great place to
live, work, and play.