

# North Carolina Sea Grant Program 2011 NSGO Review

Terry Smith



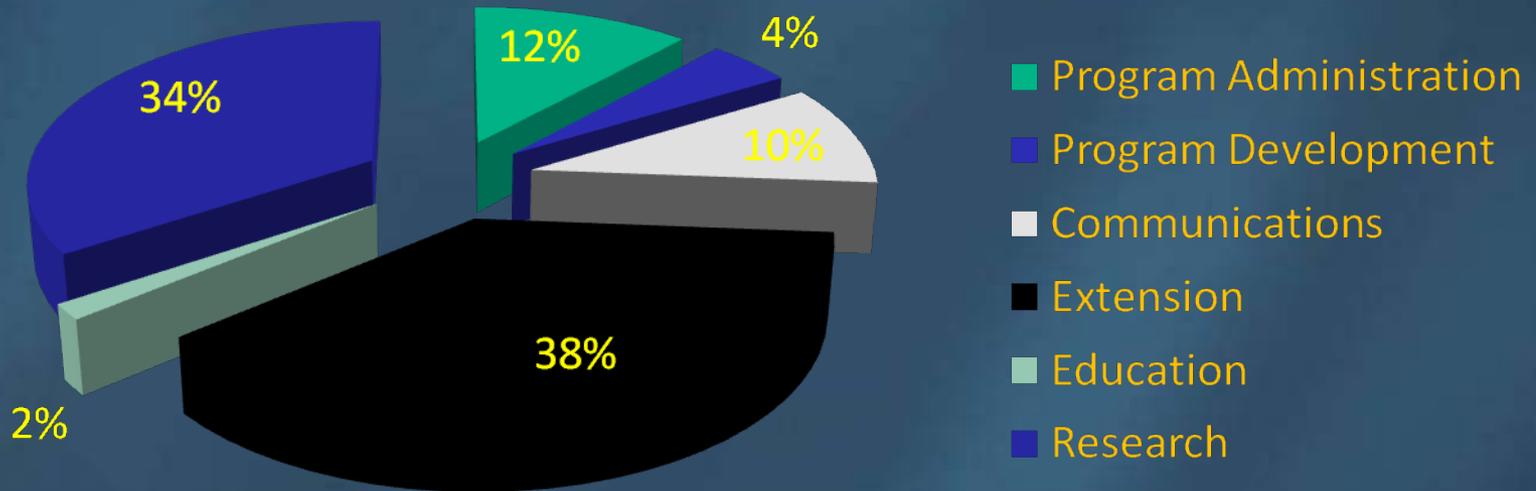
# Program Management

- Management Team
  - Mike Voiland, Director
  - Steve Rebach, Associate Director
  - Jack Thigpen, Extension
  - Katie Mosher, Communications
  - Mary Beth Barrow, Fiscal Officer

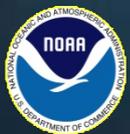
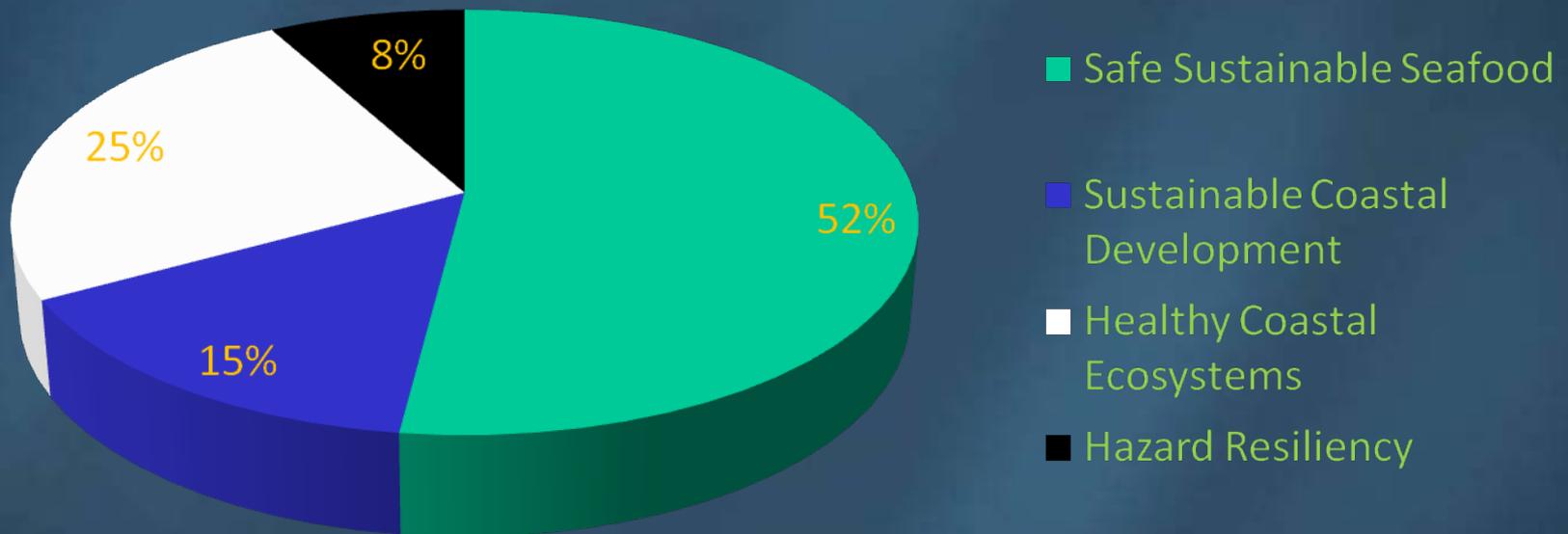
Functional Area	Individuals	FTEs supported by SG	Individuals supported by match/leverage
Mgt/Admin	7	2.25	2
Communications	3	1	2
Extension	17	8.54	5.11
Education	1	1	
Research	98	21.35	14.48

- Large Program

# North Carolina Budget - Functional Area



# North Carolina Budget - Focus Area



# Contribution to National Performance Measures and Metrics

- Sea Grant funds and match - \$2,700,575
- Leveraged funds managed – \$1,110,238
- Leveraged funds influenced – \$7,273,588
- Attendees at meetings, workshops and conferences – 2,653
- Public or professional presentations – 123
- Attendees at public or professional presentations – 5,432
- K-12 students reached – 9,694
- Graduate/undergraduates/Knauss supported – 72/26/3

# Program Impacts

## ***North Carolina – Fishery Management Partnerships***

Program administers a marine mammal bycatch program for NMFS Southeast (NC, SC, GA, FL and GOM states) focusing on bottlenose dolphins, Risso's dolphins and pilot whales. Specifically focusing on gear (leaders, pingers), observing and monitoring to reduce mortality.

Operates large, multi-faceted N.C. Fishery Resource Grant (FRG) program complementing SG core research. Combined findings provide state managers models for major fisheries/habitats, including for red drum, flounder, dogfish, herring, blue crabs, shrimp and oysters.

# Program Impacts

## ***Local Catch: Marketing, Branding and Consumer Education for Coastal Communities***

Research and outreach have focused on seafood branding, direct marketing and consumer education. Four N.C. 'Local Catch' programs and one community-supported fisheries (CSF) program were in place in January 2010, and community efforts have expanded though leveraged funding.

The CSF concept, developed by the program, and the Local Catch emphasis also have inspired more than a dozen programs across the U.S. and beyond, and were highlighted at the 2010 AFS annual meeting.

# Program Impacts

## *Flood Planning: CI-FLOW and N.C. Mapping*

Tropical storms testing showed CI-FLOW provides high correlation between model estimates and measured rainfall/storm-surge. NWS offices are using CI-FLOW alongside other forecast tools as it moves toward operational status. CI-FLOW partnership with NSSL has drawn interest of NWS OHD, NOAA NESDIS, and NOAA Coastal Services Center.

NCSG has a key role working with state/local emergency managers to update flood maps in 2010 and 2011. NC mapping program has set national standards.

# Program Impacts

## *Wind Insurance Mitigation Credits*

In 2005, the Program's coastal construction expert spoke to the N.C. Joint Underwriting Association (the state wind pool) about mitigation credits for property owners who could construct or retrofit more wind resistant buildings, and, in 2008, provided written recommendations.

In 2009, the N.C. General Assembly required that the N.C. Dept of Insurance consider mitigation credits. Potential savings may be realized on 200,000 policies (\$300M in premiums).

# 2009 Research Accomplishments

## *Cell phone texting to deliver recreational catch data*

Via a mini-grant, a fishery specialist and partner conducted pilot project to collect fishing effort/catch data via cell phone text messages from six Wilmington-area charter boats using customized syntax called "RECTEXT." As a result, they received a grant from the State Marine Resources Fund to further evaluate RECTEXT with anglers at offshore fishing tournaments.

This approach actively involves fishermen and provides insight into low cost, real-time data collection technologies for recreational fisheries, which are traditionally difficult to sample.

# 2009 Research Accomplishments

## *Finfish and Shellfish Aquaculture Advanced in N.C.*

North Carolina now has extensive hybrid striped bass (HSB), oyster and soft-shell crab production, and 3 commercial flounder enterprises in development. Production of black sea bass and red porgy are being explored through SG research.

The program has set groundwork for HSB genomic mapping, while also advancing diet development, manipulation of environmental growth conditions, better culture systems, and improved effluent management for all of aquaculture operations.