

A Pioneer's Journey

Florida Sustainable Tourism and Seafood



Florida Journeys
Communications

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Florida Journeys Communications specializes in creating strategic communications that promote the economic value of Florida's natural and cultural heritage thereby creating a roadmap for a sustainable and authentic future for all Floridians.

It's all connected...Make the connection



This is a story about those who appreciate the abundance that Florida offers and are passionate about sustaining it.

Florida's Sustainability – It's All Connected.

Great story telling is about connecting with and engaging an audience so they feel part of the experience - capturing authentic moments and creating sustaining impressions.

This is a story about integrating the many layers of sustainability and shining a light on how they are all connected. We'll highlight the value of Florida culture, heritage, local resources and the natural environment through the lens of sustainability.

Ed Chiles is known as one of the innovative restaurateurs on the Gulf Coast of Florida. His restaurants are pioneers in the sustainable tourism industry, setting the bar with their constellation of sustainable practices, products and projects. He is also a leader in developing the Gulf Coast's sustainable seafood economy as an economic engine and promoting full utilization of sustainable seafood through the Gulf Coast Heritage Seafood Project.

High quality seafood produced in an environmentally sustainable fashion can boost coastal economies, preserve and strengthen working waterfronts, improve coastal water quality and habitats and encourage the development of a domestic aquaculture industry capable of reducing existing trade deficits.

Florida's natural and cultural heritage define our sense of place – the culture, heritage and diversity of a region. It is finding inspiration in the past, creating meaning for the present and planning for the future.

Our story will highlight best practices and models that can be recreated in similar environments. The economic value of Florida's natural and cultural heritage has never been more important. Please join us and become our partner in spreading the news.

Highlights

“It’s All About The Food” – The Chiles Restaurant Group

- The restaurants have become a pioneer in the sustainable tourism industry, setting the bar with their constellation of sustainable practices, products and projects.
- Locally sourced and Sustainable Menus
- Locavore Movement – Local Food



Restaurateur Ed Chiles is passionate about raising the bar and spreading the word about sustainable practices in Florida.

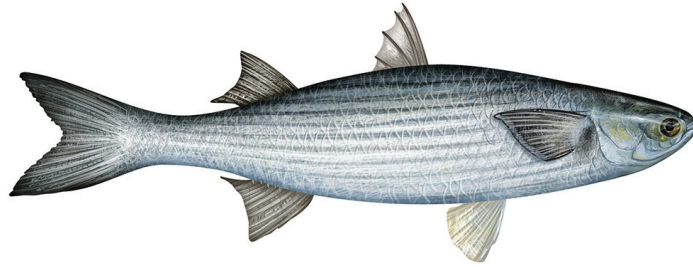
Heritage Seafood Project – Interview Karen Bell, Owner Star Fish Company Market and Restaurant

- Cortez Fishing Village – Preserve working waterfront
- Change Cortez business model from commodity model where they’re selling everything on the spot market, to a value added based model



Wild Sustainable Seafood – Valuing our Heritage

- Rebranding Grey Striped Mullet as the delicious healthy fish it is
- Sunray Venus Clams – native clam which has never been raised commercially; 3 to 1 meat to shell ratio, sweet, tender



Grey Striped Mullet

Big Picture of Seafood Consumption and Production Worldwide

- 92% of the seafood we consume in the US is imported
- 50% of that is aquaculture
- Only 1% of the aquaculture is being grown in America



Sunray Venus Clams



The west coast of Florida is the only place in the country that has three National Estuary Programs on its boundaries; Sarasota Bay, Tampa Bay, and Charlotte Harbor. The Gulf Coast from Tampa Bay to Port Charlotte offers a unique environment for a diversity of bivalve species.

The Opportunity – Bivalve Aquaculture Interview Curt Hemmel, Owner Bay Shellfish Company

- Ground zero for producing clams: favorable water quality and temperature, nutrient levels, etc
- Additional benefit is the ecological services (natural capital) that bivalves provide: uptake of excess primary production, cleaner water, better light penetration, increased seagrass growth
- Each organism filters 10 gallons of water per day; promotes benthic environment, Seagrasses return
- Bay Shellfish Company owner Curt Hemmel is one of the foremost bivalve experts in the world; propagating the spawns for bivalves; grows 60% of spat for the Eastern seaboard
- All submerged coastal land is state owned; There are more than 280,000 acres of approved shellfish harvesting area in Florida and only 2,250 acres currently leased. That's a lot of untapped potential.



Clam seeds for aquaculture

Gulf Shellfish Institute, Inc (GSI) – Established 2015, Research for Sustainable Aquaculture & Healthy Ecosystems

- Mission: to facilitate, support and encourage increased production of shellfish in Florida and the Gulf region for both economic and environmental benefit through cooperative, industry-driven research and outreach.



Oyster shell recycling

Oyster Restoration and Enhancement Project – Interview Robert Baugh, COO Chiles Restaurant Group

- Two major components are oyster shell recycling and community-based restoration
- By working together, community members and biologists can restore oyster populations while enhancing habitat for fish, shrimp, and crabs, and improving water quality of estuarine areas

Gamble Creek Farm Interview Ryan Geraldson, Manager Gamble Creek Farm

- Growing organic vegetables and herbs to be served at the restaurants
- Farm to table to restaurants
- Compost food waste from restaurants at farm
- Farmer's Market



Ed Chiles and Eric Geraldson
Gamble Creek Farms

City of Anna Maria Island Heritage Interview Micheal Coleman, Pine Avenue Restoration Project

- Anna Maria Island history
- Pine Avenue Restoration Project/ Green Building by Design:
- Low Impact Development: Low rise character two story buildings with porches; removed sidewalks and replaced with pervious surfaces; native pathways/landscaping; keep water on property with cisterns/swales



Keeping Florida heritage alive in Anna Maria

Chiles Family Heritage

- Generational commitment to Florida heritage
- Lawton and Rhea Chiles - 40 year political partnership
- Walkin' Lawton - journal, map

Jubilee Orchard and Homestead Interview: Bud Chiles

- Lawton Chiles Family Farm – established 19th Century homestead
- Jubilee Blues - organic/fresh/local
- Showcases best practices in agricultural sustainability



A family legacy

Director/Producer – Caroline McKeon

Since 1998, Caroline has developed, written and produced memorable campaigns that capture Florida's unique sense of place and heritage. McKeon combines a knowledge and passion for Florida's natural and cultural heritage with the ability to work with multiple stakeholders, including scientists, administrative leaders, boards and diverse public groups. To every project, large or small, she brings a big-picture vision, the ability to integrate complex subjects and the attention to the details that make or break successful campaigns. Her credentials include executive positions at The Discovery Channel and The Travel Channel, where she both developed and acquired television programming, and agency leadership.

View samples of Caroline's work: <http://www.floridajourneys.com/project/video/>



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