



Creating Value for Oysters

What is the difference between these two oysters?





About \$0.36 per piece...

Understand What Creates Value!

Education

Reducing Labor Costs for Restaurants

Communication



Cleaning the Oyster

Reducing labor costs for the restaurant by providing the cleanest oyster helps them and creates value.



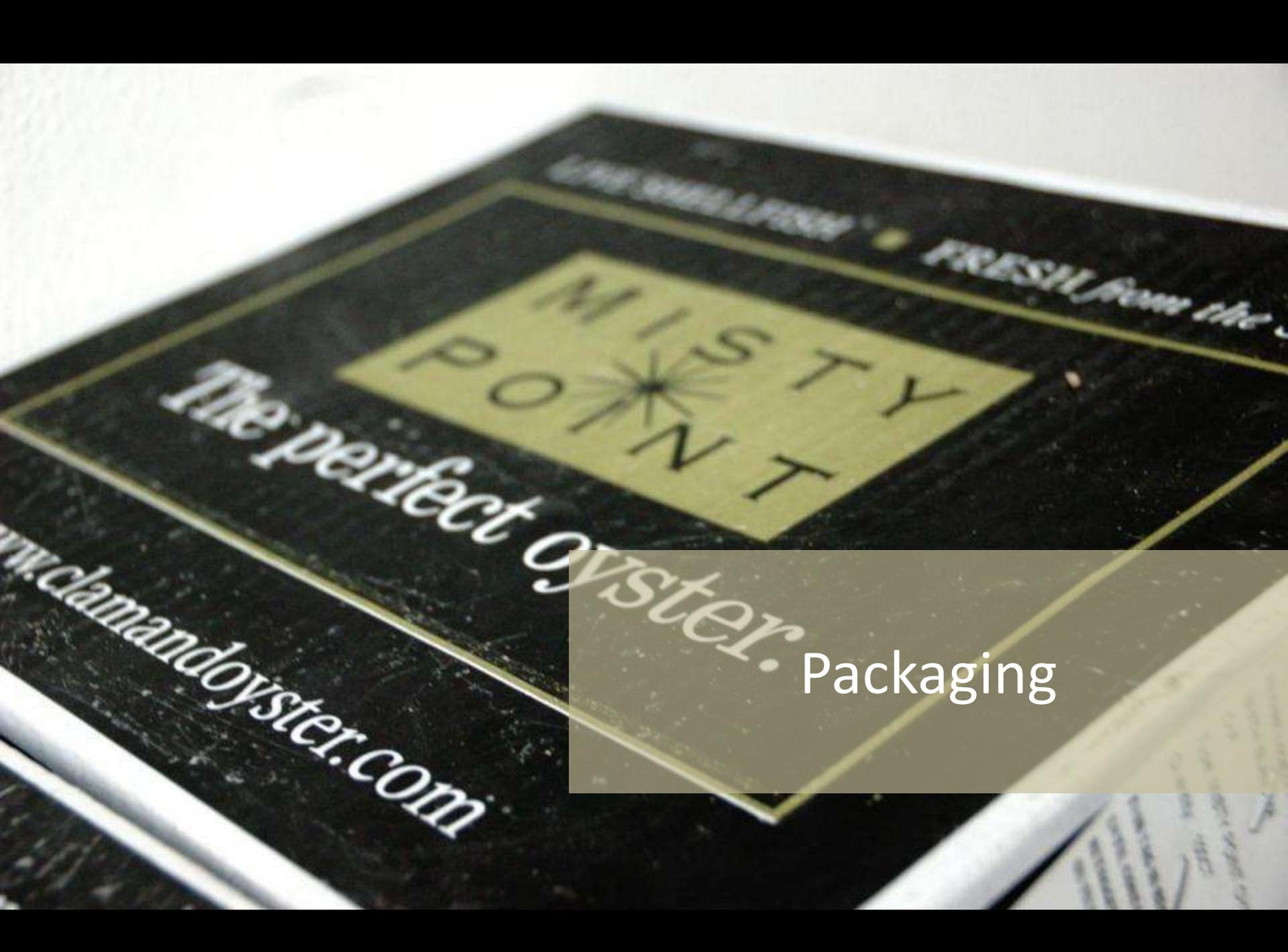
Selective Grading

The image shows two oyster shells resting on a light-colored surface. The shell on the left is a light brown color with some darker brown spots and a slightly irregular shape. The shell on the right is a light blue color with some darker blue spots and a more uniform, rounded shape. The shells are positioned diagonally across the frame. There are semi-transparent blue rectangular overlays containing text.

Uniform Shape

Uniform Size





THE MISTY POINT

FRESH from the

MISTY
POINT

The perfect oyster.

www.clamandoyster.com

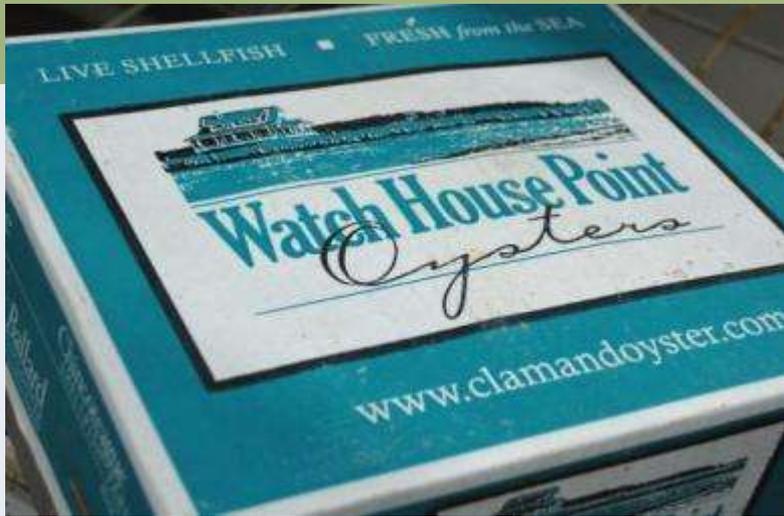
Packaging



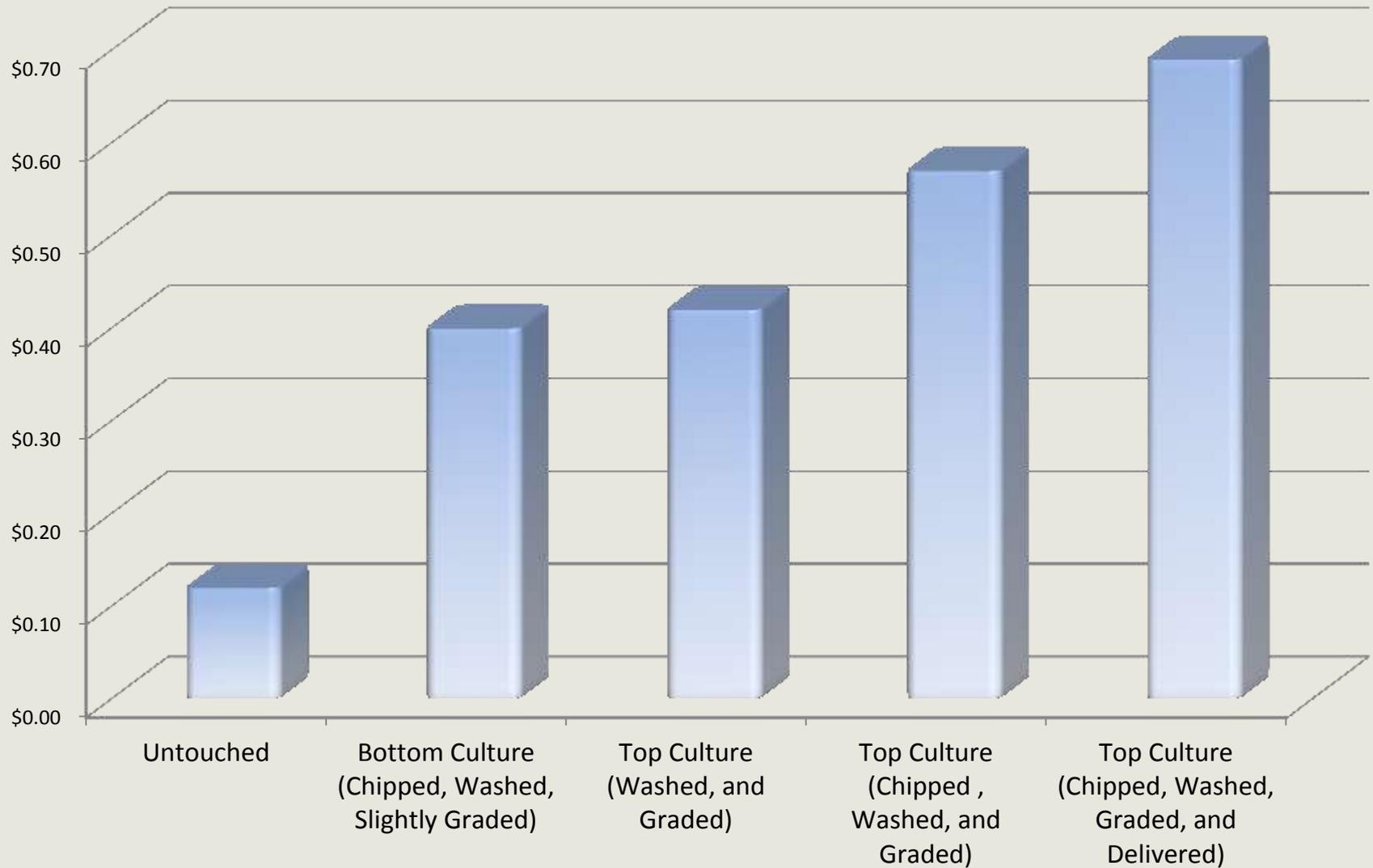
Location Based Marketing



What is the difference between these two oysters?



Oyster Price Per Piece



Trying to battle on price alone is NOT a winning strategy!



Instead, be the best at:

Quality

Customer Service

Packaging

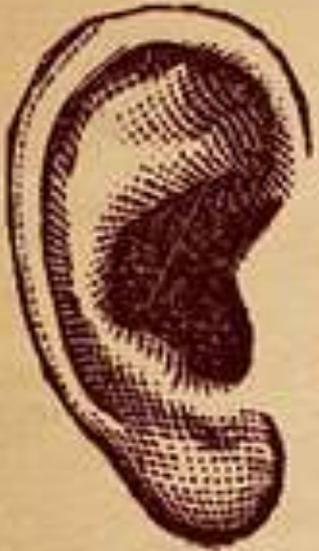
Information

Deliveries

The MOST Important Thing

Ask your customers what you can do better
and then LISTEN

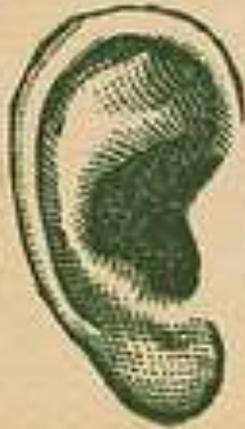
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Dozen Count Bags??



1000 Oysters at \$0.10

500 Oysters at \$0.20

250 Oysters at \$0.40

It all depends on how much work you
put into the oyster...

Questions?

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