



# Diversification of an Oyster Farm

How vertical integration has  
expanded opportunities

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- 2002
  - Started Salt Pond Oyster Company
  - Purchased Seed from Hatchery
  - Upweller to Farm to wholesale Market

# Problems

- 2004
  - Lost 90 percent of seed in upweller system
- 2012
  - Lost large percentage of crop on bottom

# Becoming the middleman

- 2007
- Mobile Raw Bar at events, private parties at retail
- Restaurant Deliveries
- Retail Sales for pickup at processing location

- 2007
  - Expansion of upweller system
    - Built/purchased 8 (8x20) docks
  - Idea to purchase enough seed to supply farm, mof, and sell additional seed to cover our own cost
  - Joined with Matunuck Oyster Farm to supply 1"-1.5" oyster seed
    - MOF rack and bag

## 2015 – Paddlewheel Upweller

- Greater Capacity to help stocking density issues
- Increase the size of oysters before transferring to growout bags.
  - Crab problem with 6mm bags



- 2011
- Shuckin' Truck
- Retail value for market size oysters
- Additional menu
- Private party, Seafood Festivals,  
Corporate Events, Narragansett Beach





- 2015
- Ocean State Oyster Festival

