



Coalition to Restore Coastal Louisiana's Oyster Shell Recycling Program

OFFICIALLY THE LARGEST IN THE NATION!

OVERVIEW

- Launched in June 2014, CRCL's Oyster Shell Recycling is the first of its kind in Louisiana.
- After one year of collecting shell, it is the largest oyster shell recycling program in the country.
- CRCL won the Conservation Organization of the Year Award for 2015 from the Louisiana Wildlife Foundation in recognition of our Oyster Shell Recycling Program.
- CRCL's Oyster Shell Recycling Program received an official Legislative Commendation on May 26, 2015, for its efforts to return oyster shell to Louisiana waters and to recognize the program as the largest of its kind in the nation.
- As of June 2016, the program has collected 4.3 million pounds or 2,150 tons.
- Initial funding was from a \$1 million grant by Shell Oil Company.
- Twenty-six restaurants in the Greater New Orleans Area and the Nicholls State University Culinary Institute are participating.

WHY RECYCLE OYSTER SHELL?

- Louisiana currently experiences a shell deficit. In other words, the majority of shell that is removed from our waters is not returned.
- Louisiana produces approximately one-third of the nation's oysters.
- Oyster shell is the preferred substrate for new oyster growth.
- Oysters and oyster reefs help improve water quality, provide ideal fishing habitat and support the local economy.

USE OF THE SHELL

- Our first oyster reef will be nearly a half mile long and constructed in St Bernard's Biloxi Marsh through a partnership between CRCL and The Nature Conservancy of Louisiana.
- The reef will consist of large gabion baskets filled with bagged and loose shell and will serve to help break up wave action slowing land loss, dissipate storm surge and, overtime, build land behind it.
- It will provide useful habitat for a number of important fish and wildlife and contribute to the overall reproduction of oysters as the reef grows
- Funding for construction has been provided by the National Fish and Wildlife Federation (NFWF) and the Coastal Protection and Restoration Authority (CPRA).
- We have partnered with Louisiana Department of Wildlife and Fisheries to provide shell in support of their Remote Oyster Setting Program, which will be used to help production on the public oyster beds.

VOLUNTEER ENGAGEMENT

- An important part of CRCL's Oyster Recycling Program is to engage the public in tangible projects that allow them to make a difference in coastal restoration.
- To date, OSRP has held 18 volunteer events, engaged 293 volunteers and prepared 197 tons of shell for deployment as a new oyster reef.

CURRENT PROMOTION

- Each restaurant is given promotional tools, including a logo sticker, rack cards, and access to a promotional video. The video has been viewed more than 13,000 times.
- CRCL promotes the program, sponsors, and participating restaurants through our website, social media, newsletters, mailings, festivals and other avenues. This has yielded 15+ media hits in past two years.
- As we move forward with the program, we are looking for creative ways to expand our promotional opportunities.

PARTICIPATING RESTAURANTS

- Acme Oyster House - Metairie
- Acme Oyster House - New Orleans
- Arnaud's Restaurant
- Borgne
- Bourbon House
- Café B
- Cooter Brown's Tavern and Oyster Bar
- Curious Oyster Bar (Dryades Public Market)
- Desire Oyster Bar at the Royal Sonesta
- Drago's Seafood Restaurant - Metairie
- Drago's Seafood Restaurant - Hilton
- Elysian Seafood (St. Roch Market)
- Felix's Restaurant and Oyster Bar
- Frankie & Johnny's
- Grand Isle Restaurant
- Le Bayou
- Lüke
- Mr. Ed's Oyster Bar & Fish House - Metairie
- Mr. Ed's Oyster Bar & Fish House - New Orleans
- Pascal's Manale Restaurant
- Pêche
- Pier 424 Seafood Market
- Red Fish Grill
- Remoulade
- Royal House Oyster Bar
- Tracey's Original Irish Channel Bar



*Once you shuck 'em,
Don't just chuck 'em!*



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