



MEDIA ADVISORY



FOR IMMEDIATE RELEASE

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Shell Fisheries Council and NJDEP to Announce Lifeline for Oysters

- WHO:
- [Jennifer Adkins](#), executive director of the Partnership for the Delaware Estuary
 - [Dr. Eric Powell](#), professor at Rutgers University's Haskin Shellfish Research Laboratory
 - Scott Bailey, chairman of the Delaware Bay Section of the New Jersey Shell Fisheries Council

Each will speak on behalf of the [Delaware Bay Oyster Restoration Task Force's](#) 12 member-organizations.

WHAT: Representatives from New Jersey's oyster industry and the New Jersey Department of Environmental Protection will announce their investment of \$50,000 in the Delaware Bay Oyster Restoration Project during a meeting of the [Delaware Bay Section of the New Jersey Shell Fisheries Council](#). These funds will come from a DEP-administered account that the industry pays into for the purpose of maintaining oyster reefs. This contribution will match the Partnership for the Delaware Estuary's pledge from September and put the Delaware Bay Oyster Restoration Task Force halfway to its goal of \$200,000.

WHEN: Tuesday, January 4, 2011, from 6 to 6:30 p.m.
(The Delaware Bay Section of the Shell Fisheries Council will resume its normal meeting schedule at approximately 6:30 p.m.)

WHERE: Haskin Shellfish Research Laboratory, [6959 Miller Avenue, Port Norris, NJ 08349](#)

WHY: A century ago, southern New Jersey was regarded as "The Oyster Capital of the World." Soon, however, oyster harvests may decline if restoration does not continue. The Delaware Bay Oyster Restoration Project needs a minimum of \$200,000 to continue rebuilding oyster reefs. Efforts to secure additional federal funding have been unsuccessful, despite the program's success. Now those who manage it are trying to raise money to continue in 2011. This money is needed to revitalize oyster reefs before the summer spawning season. Otherwise, countless baby oysters, or "larvae," may have no suitable place to grow up and eventually filter the bay's water, provide habitat for marine life, and reach a marketable size for the seafood industries of Delaware and New Jersey.

-END-

The Partnership for the Delaware Estuary, a National Estuary Program based in Wilmington, leads collaborative and creative efforts to protect and enhance the Delaware Estuary, and its tributaries, for current and future generations. We envision everyone working together to make the Delaware Estuary the most inviting, prosperous and healthy natural resource of its kind in the nation.