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**TESTIMONY OF
SCOTT A. ANGELLE
LIEUTENANT GOVERNOR OF LOUISIANA**

**BEFORE THE
NATIONAL COMMISSION ON THE BP DEEPWATER HORIZON
OIL SPILL AND OFFSHORE DRILLING**

SEPTEMBER 28, 2010

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SEPTEMBER 28, 2010

Good Morning Senator Graham and Administrator Reilly, and distinguished members of the Commission. Thank you for your public service to the American people during these challenging times.

I bring greetings to you from Governor Jindal and the men and women of Louisiana who have been working for the past 162 days to restore our way of life on the Gulf coast. I realize you have robust agenda today, so I will only offer brief oral remarks on how the oil spill has thus far impacted our economy and will supplement with written comments and reports.

Our region of the Gulf of Mexico is different from our sister states and has often been referred to as America's Energy Coast. Certainly we are a unique slice of America that has embraced the development of all of our natural resources. We are not an "either or" province but absolutely respect those regions of our nation that wish to be.

For the last 75 years, through governors of different political parties, from different geographic regions of the state, we have always embraced a philosophy that encouraged the exploration of oil and gas alongside a robust fisheries industry. This co-existence has worked well. In fact, we even celebrate each Labor Day weekend the Shrimp and Petroleum Festival in Morgan City, Louisiana.

At the same time we explore, store, produce, refine, process or transport a third of the nation's oil and gas consumption, we provide over one fifth of the commercial fisheries catch for the lower 48 states.

We believe these efforts can be summed up as "Nation Building" and what we do has contributed to making America stronger and more secure, as we should.

The three most impacted areas of the Louisiana economy that have shown a weakness since the oil spill are our seafood industry, our tourism industry and our oil and gas exploration industry, the latter exclusively due to the moratorium.

Approximately 23 million people visit our state annually. Our tourist industry is a \$8 billion annual industry, generating almost \$1 billion in tax revenues and employing 124,000 people, making up nearly seven percent of our workforce. It's huge for us.

Like other places in America, people come to Louisiana for a variety of reasons: music, culture, sporting events, entertainment, outdoor recreation, visiting family and friends. However, the number one history reason people come to Louisiana is for our food. Our cuisine is our number one tourism asset and that is tied to the availability and confidence the market has in our seafood. If you take either availability or confidence out of the equation, you cripple our most unique selling point. The oil spill has done both. While availability seems to be coming back in the short term, confidence is something we will have to earn in the marketplace. That will take a serious investment of the responsible party, a process that BP has refused to engage in up until last week when they became aware of your invitation for our testimony today.

The commercial fishing industry has a \$3 billion economic impact, and has been one of our most reliable industries. The LSU AgCenter reports shrimp landings were down 62 percent in the months of May, June and July versus the three year average from 2007 to 2009. Mississippi is down by 92 percent, Alabama by 82 percent and Texas by 16 percent.

Realizing safety should be our first priority, we were very aggressive in protecting public health by imposing a total of 58 "Emergency Action" on the management of fishing

areas. The lack of any documented case of tainted Louisiana seafood clearly indicates these efforts were effective in protecting the public. To date, nearly 30,000 oysters, shrimp, crab and fish have been collected.

After testing at an independent lab, there have been no findings of significance. Yet, restaurants continue to indicate less demand by their customers for seafood. In Louisiana, we don't have the luxury of showing a picture of a clean beach and declaring victory.

Common sense tells us we will need a long-term seafood testing and monitoring program along with a marketing strategy, complete with tracking surveys, to determine when consumer confidence has returned. We have asked for both from the responsible party and have gotten neither.

But rather than relying just on common sense, we engaged and were the first to engage professionals to conduct national and regional perception studies. I wish to make the results of these three studies part of the public record.

In summary, the studies indicate the following:

May 28 National Perception Study

- Of the 23 percent of respondents who had plans to visit Louisiana prior to the oil spill, a quarter had either postponed or completely cancelled their trip
- 55 percent stated that they believe the restaurants serving Louisiana seafood put customers at risk

Our most recent study, released on August 16, confirm that despite the passage of time, the nation's perception has not improved

- 28 percent of respondents believe the oil spill is just as bad or worse than Hurricanes Katrina and Rita
- 80 percent believe the oil spill will affect Louisiana for at least two years
- 29 percent of the respondents who had planned to visit Louisiana have cancelled purely because of the oil spill.

The most devastating finding is that 48 percent still believe restaurants that serve Louisiana seafood put customers at risk.

Again, until the responsible party learned of our invitation to testify at this meeting, they had for 58 days ignored two letters regarding seafood promotion and tourism marketing. I would like to make those letters part of the public record.

I am hopeful that today is the beginning of a new attitude from the responsible party.

I respectfully request that you require the responsible party to file a weekly report with this Commission on their efforts to restore the image and the brand of the Gulf Coast states. I think that will add to the transparency and accountability we need.

It is offensive at best to watch the television adds indicating they will make this right, when they refuse to even respond to the letters requesting engagement on these significant issues.

The other majorly impacted area of our economy is the oil and gas exploration industry. If the oil spill made us sad, the moratorium made us mad.

We understand that it can't be business as usual, and that a time out was, and is, appropriate. However, there has not been one shred of evidence of systemic failure, and we have been dealt a one-size fits all response.

The courts have declared the moratorium arbitrary and capricious. Several of the Secretary's own experts publically disagreed with him on the imposition of a moratorium. The National Bi-Partisan Commission believes that the new rules are sufficient to lift the moratorium.

We are now in the fourth month of the moratorium. Following the September 11th disaster, we shut down the airline industry for only for days, after an obvious systemic failure of catastrophic proportions.

Worst of all is that the *de facto* moratorium in shallow waters, an area that the President and Secretary have both publically indicated are open for business. The lack of permits

being issued is at a critical level. We have had 11,000 shallow water wells drilled in America in the last 15 years, with 20 well control events and a total of 15 barrels of oil spilled. The risk in shallow waters is significantly less, but there remains a one-size fits all response. I am afraid the oil and gas industry is being held to a higher standard than other industries.

We are meeting with Director Bromwich today to offer suggestions to streamline, but we have got to get past punishing the innocent companies and workers. It is like having a problem with a Boeing aircraft, but requiring Cessna to pay the price.

By the end of October, 70 percent of the shallow water rigs will be idle. About a quarter of our jackup rigs are already idle.

Being smart and efficient in the permitting process, doesn't have to mean we are cutting corners.

For full transparency, I also respectfully request the Bureau of Ocean Energy Management, Regulation and Enforcement be required to submit to this Commission weekly reports on the permitting progress of shallow water areas in the nation. There needs to be more of a sense of urgency, and this level of accountability will help. Whether its 20,000 jobs lost or 10,000 we can all agree that they are important American jobs.

Thank you for your service, and I submit the supporting documents I have referenced.

We are confident we will drill again in Louisiana. We will fish again, and we will continue to be a slice of America that fuels and feeds the nation. I invite each of you to visit the Sportsman's Paradise, and I encourage you to consume Louisiana seafood at every opportunity.

Thank you.

ADDITIONAL DOCUMENTS

- Addendum A: Effects on Perception/BP Oil Survey Wave-1 Results – May 28, 2010
- Addendum B: Oil Spill Survey Research Report Regional Wave-1 – July 30, 2010
- Addendum C: Oil Spill Research Report National Wave-2 – August 6, 2010
- Addendum D: July 26 Letter to Larry Thomas
- Addendum E: September 15 Letter to Larry Thomas
- Addendum F: Louisiana Seafood Safety Response and Quality Certification Plan
(Original 20-Year Plan)
- Addendum G: Louisiana Department of Wildlife and Fisheries Briefing Memo on
Impact to Fisheries & Seafood
- Addendum H: Louisiana Seafood Safety Surveillance Report – September 27, 2010

LOUISIANA

LouisianaTravel.com

Effects on Perception/BP Oil Spill Survey Wave 1- Results

May 28, 2010

- ◆ This report is a product of the Louisiana Office of Tourism. Any questions or issues concerning this report should be directed to the Research and Development Section, Louisiana Office of Tourism, Post Office Box 94291, Baton Rouge, Louisiana 70804 or by calling 225-342-8100.
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Research Overview

Background

- ◆ On April 20, 2010, there was an explosion and subsequent fire on an oil rig in the Gulf of Mexico. Shortly thereafter, the rig, located 50 miles off the coast of Louisiana, began leaking oil. The Louisiana Office of Tourism wished to assess the impact of the oil spill on perceptions of and interest in visiting Louisiana.

Research Objectives

- ◆ Measure current perceptions of Louisiana as a leisure destination
- ◆ Measure intent to visit in the next 12 months

Methodology

- ◆ MDRG used an Internet panel for the purposes of data collection. The survey was available on MDRG's secure website from May 19-21, 2010, and took an average of 6 minutes to complete.

Sample

- ◆ Respondents were recruited from the e-Rewards Consumer Internet Panel. In order to reflect the target consumer, they were screened to ensure they:
 - Are At least 25 years old
 - Have household incomes of \$50,000 or more
 - Take at least one trip per year that includes a paid overnight stay
 - Either share equally or are the primary decision maker when making leisure travel plans
 - Do not currently live in Louisiana
 - Are not employed in the travel, market research, marketing or advertising industries
- ◆ A total of 1,003 nationwide respondents completed the survey.

Key Findings

- ◆ This report is a product of the Louisiana Office of Tourism. Any questions or issues concerning this report should be directed to the Research and Development Section, Louisiana Office of Tourism, Post Office Box 94291, Baton Rouge, Louisiana 70804 or by calling 225-342-8100.
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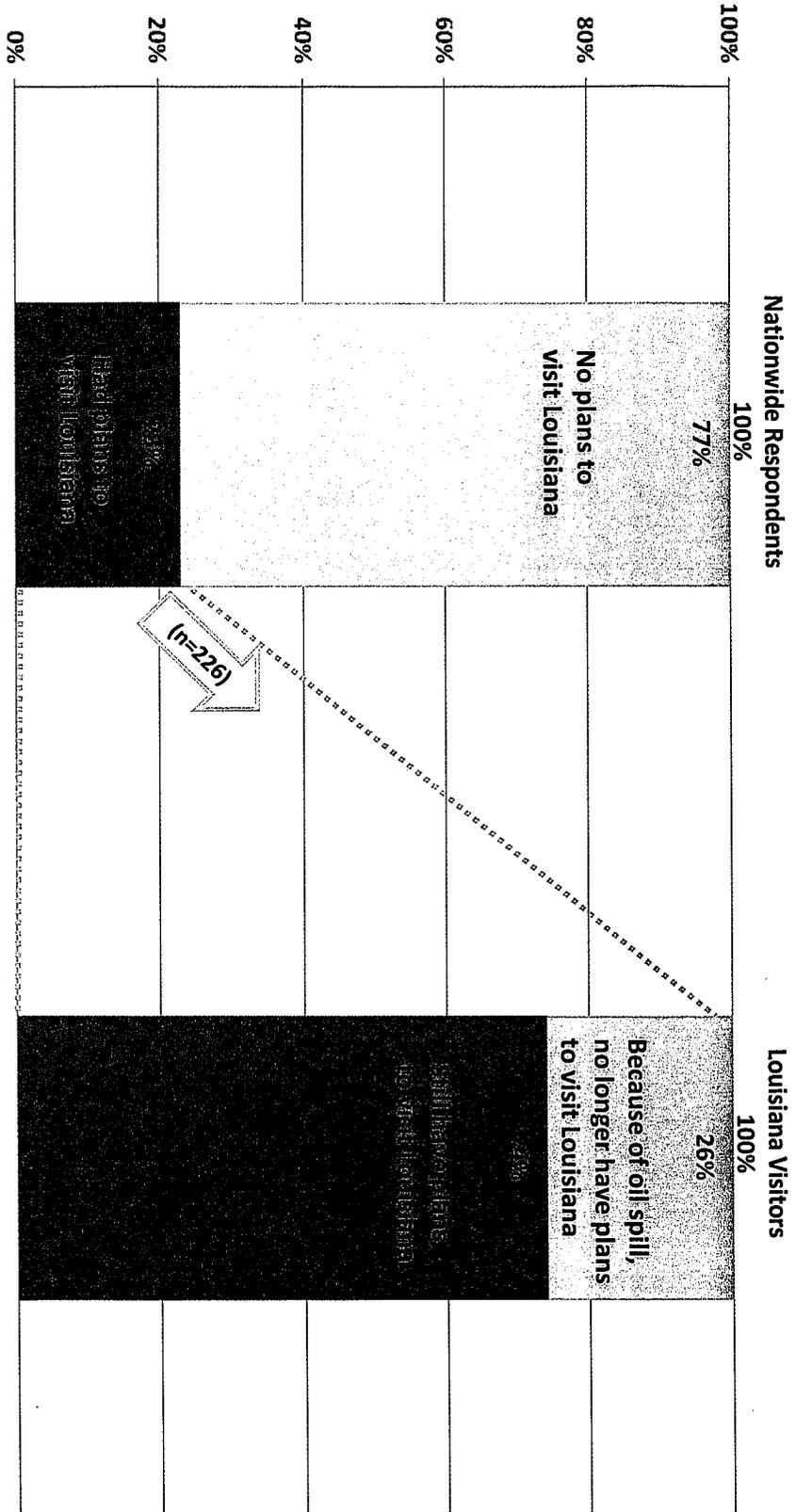
Key Findings

- 1. The oil spill in the Gulf of Mexico has had a negative impact on leisure travelers' plans to visit Louisiana.**
 - Prior to the oil spill, approximately 23% of nationwide respondents claim that they had plans to visit Louisiana. Over one-quarter (26%) of those respondents have either postponed or cancelled the trip.
 - ◆ The loss of visitation (26% of Louisiana visitors) means that instead of 23% of nationwide respondents having plans to visit Louisiana, only 17% have plans.
- 2. Perceptions that Louisiana is damaged from the oil spill is making some nationwide leisure travelers reluctant to visit Louisiana.**
 - Among respondents who said that they had no plans to visit Louisiana, about 1 out of 4 agreed that they would be more likely to visit if "The Louisiana coast was not contaminated with oil," "Louisiana wildlife – birds, alligators, etc. – could be seen as they were before the oil spill," and if "Louisiana seafood were not contaminated with oil" (28%, 27%, and 25%, respectively).
 - About 1 out of 5 those respondents indicated that they would be more likely to visit if "Louisiana swamp tours were not closed because of the oil spill," "Louisiana waterways were not closed for boating due to the oil spill," and if "Biking and hiking trails in Louisiana had not been damaged from the oil spill" (20%, 20%, and 19%, respectively).
- 3. Belief in the quality of Louisiana seafood is at risk because of the oil spill.**
 - Nearly half (45%) of nationwide leisure travelers believe that "Louisiana oyster beds are contaminated from the oil spill" and another 41% are not sure.
 - Sizeable minorities of respondents either believe (26%) or are not sure (31%) if the "Cost of Louisiana shrimp is higher because oil has to be cleaned from them before they can be sold."
 - A full one-quarter (25%) of respondents believe that "Restaurants that use Louisiana seafood are putting their customers at risk."
 - Over one-third (36%) of respondents either believe (12%) or are not sure (24%) if "Commercial fishing is allowed in area where oil is present."
 - Nearly 1 out of 3 (29%) of respondents are not sure if "Regulations are in place to ensure that Louisiana does not sell seafood contaminated from the oil spill," and another 11% do not believe that they are.

Intent to Visit Louisiana

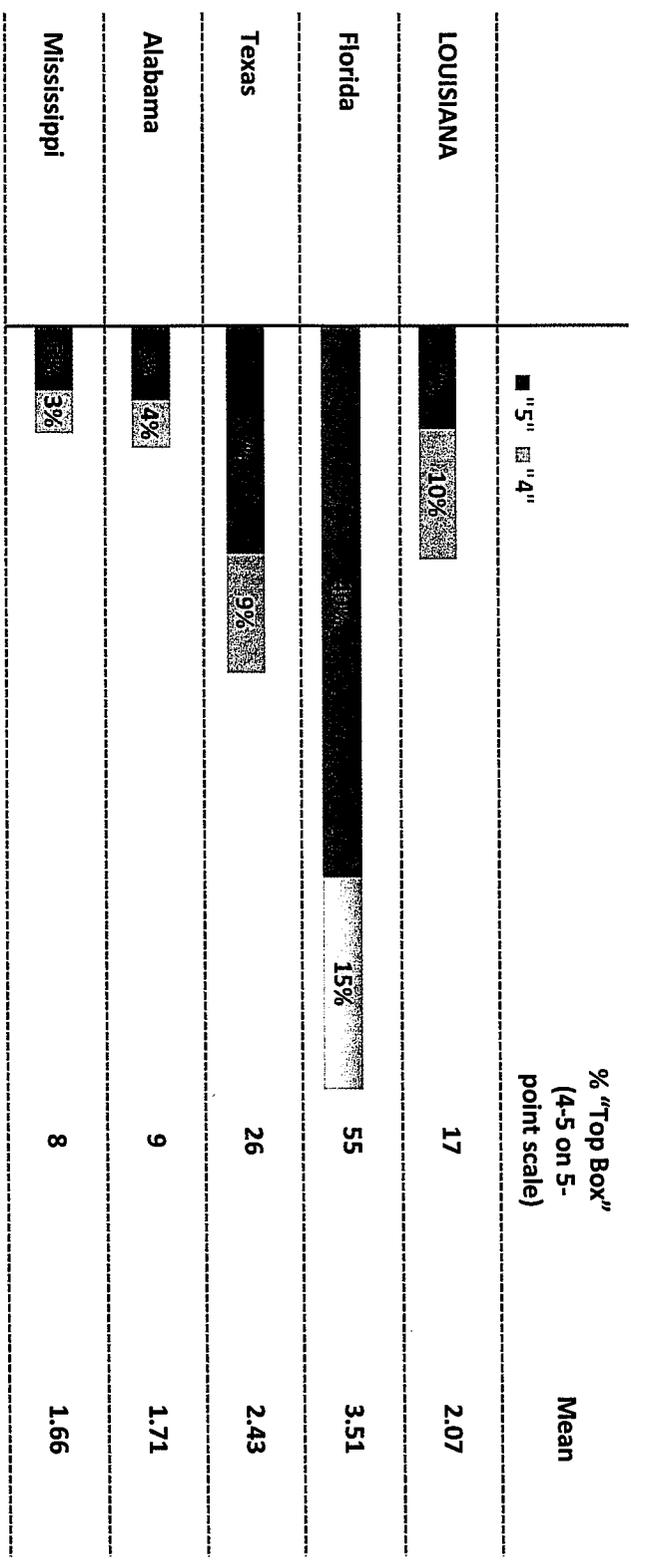
Affect of Oil Spill on Travel Plans to Louisiana

Prior to the oil spill, approximately 23% of Nationwide respondents said that they had plans to visit Louisiana. Over one-quarter (26%) of those respondents have either postponed or cancelled the trip.



Likelihood to Visit Louisiana and other Gulf Coast States

Total Respondents (n=1003)



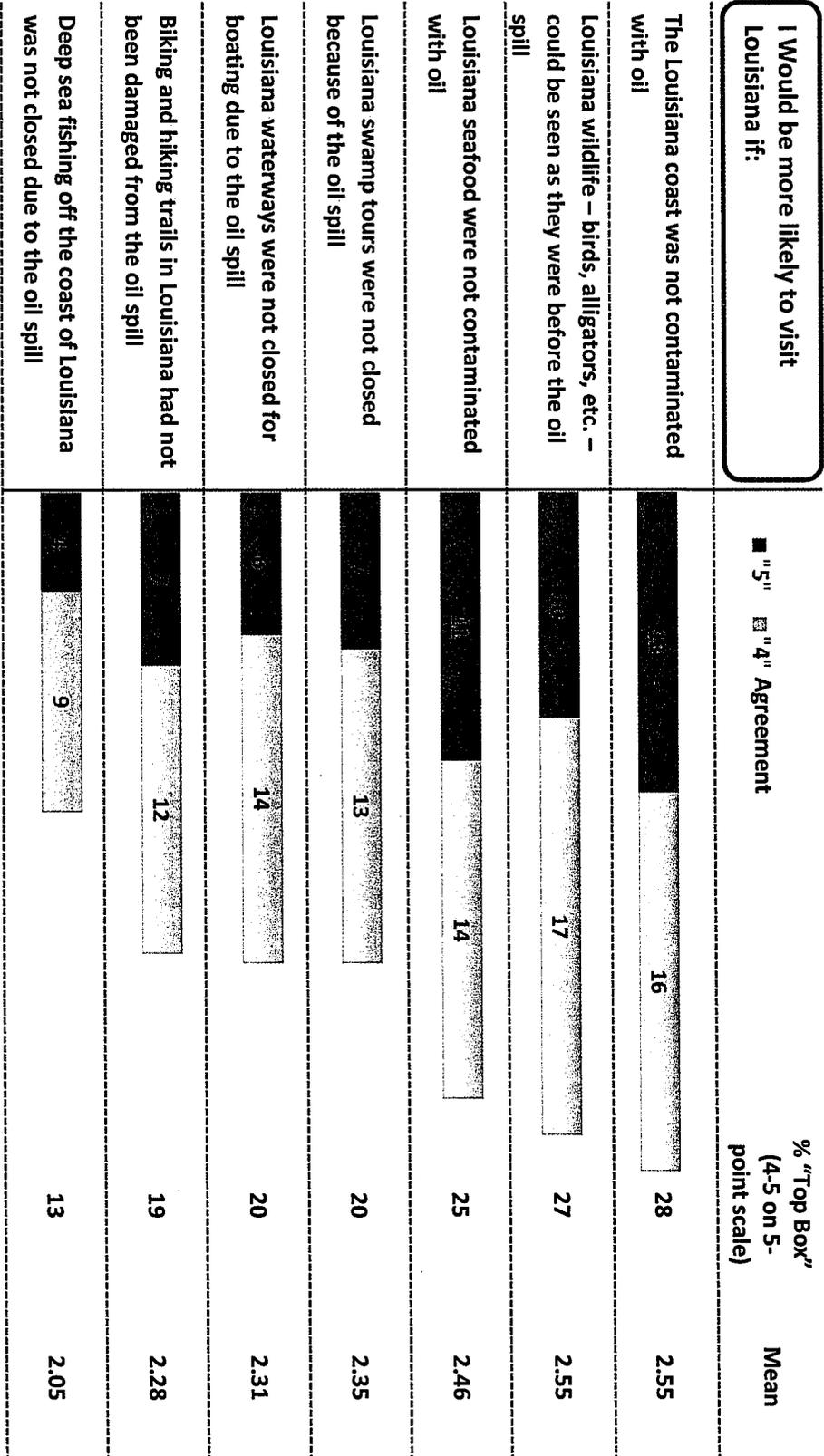
Q2. Using a scale from 1 to 5 where "1" means not at all likely and "5" means extremely likely, please pick any number from 1 to 5 to indicate how likely you are to visit the following states for leisure or pleasure in the next 12 MONTHS:

Impact of Messaging on Intent to Visit Louisiana

Impact of Messaging on Intent to Visit Louisiana

Among Respondents NOT likely to visit Louisiana
(1-3 on 5-point scale) (n=834, 83% or Respondents)

I would be more likely to visit Louisiana if:



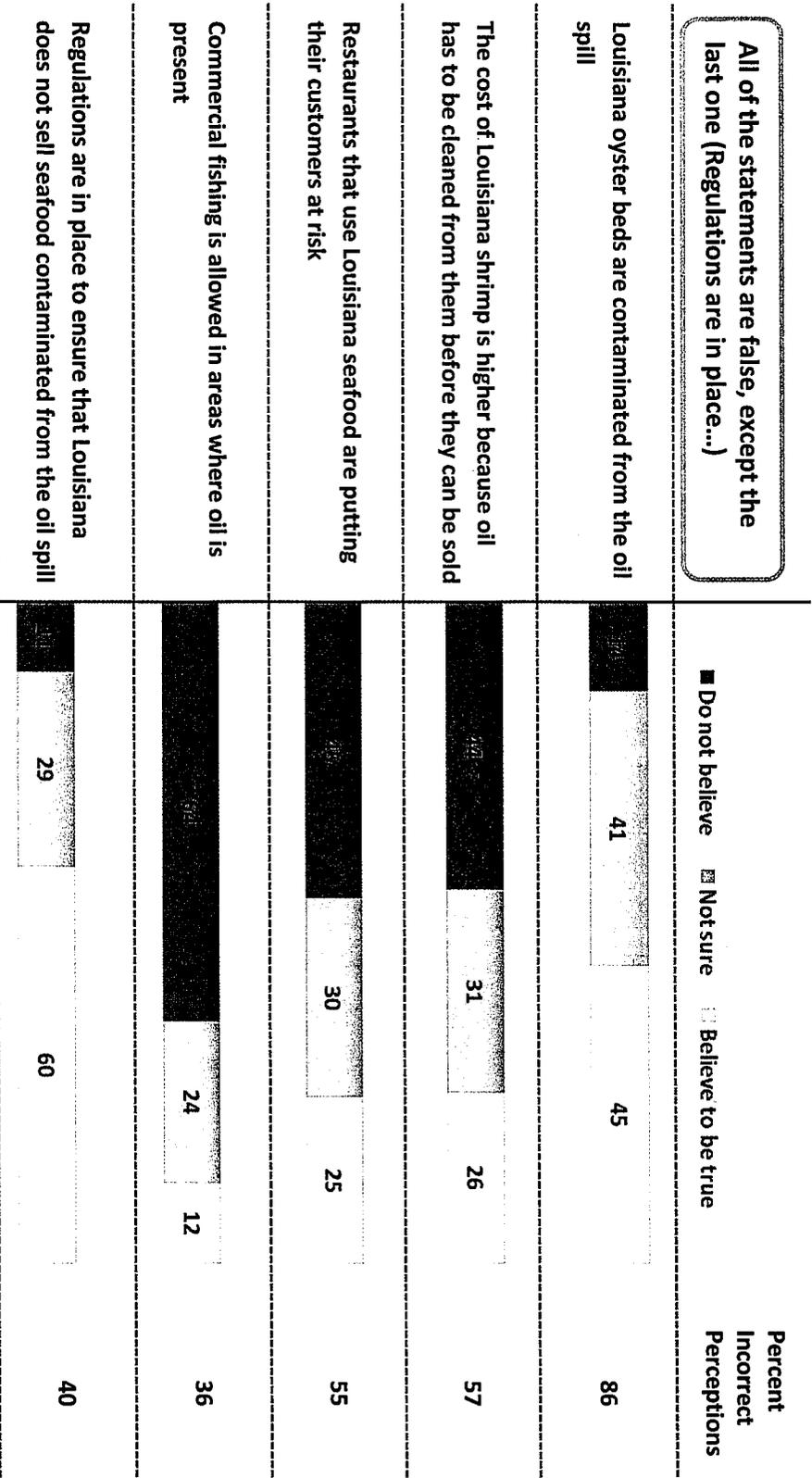
Q9. Earlier you indicated that you are not likely to visit Louisiana in the next 12 month. Please use the scale below to indicate your agreement with the list of statements about visiting Louisiana. I would be more likely to visit Louisiana if...

Perceptions of Oil Spill on Louisiana Seafood

Perceptions of Oil Spill on Louisiana Seafood

Total Respondents (n=1003)

All of the statements are false, except the last one (Regulations are in place...)



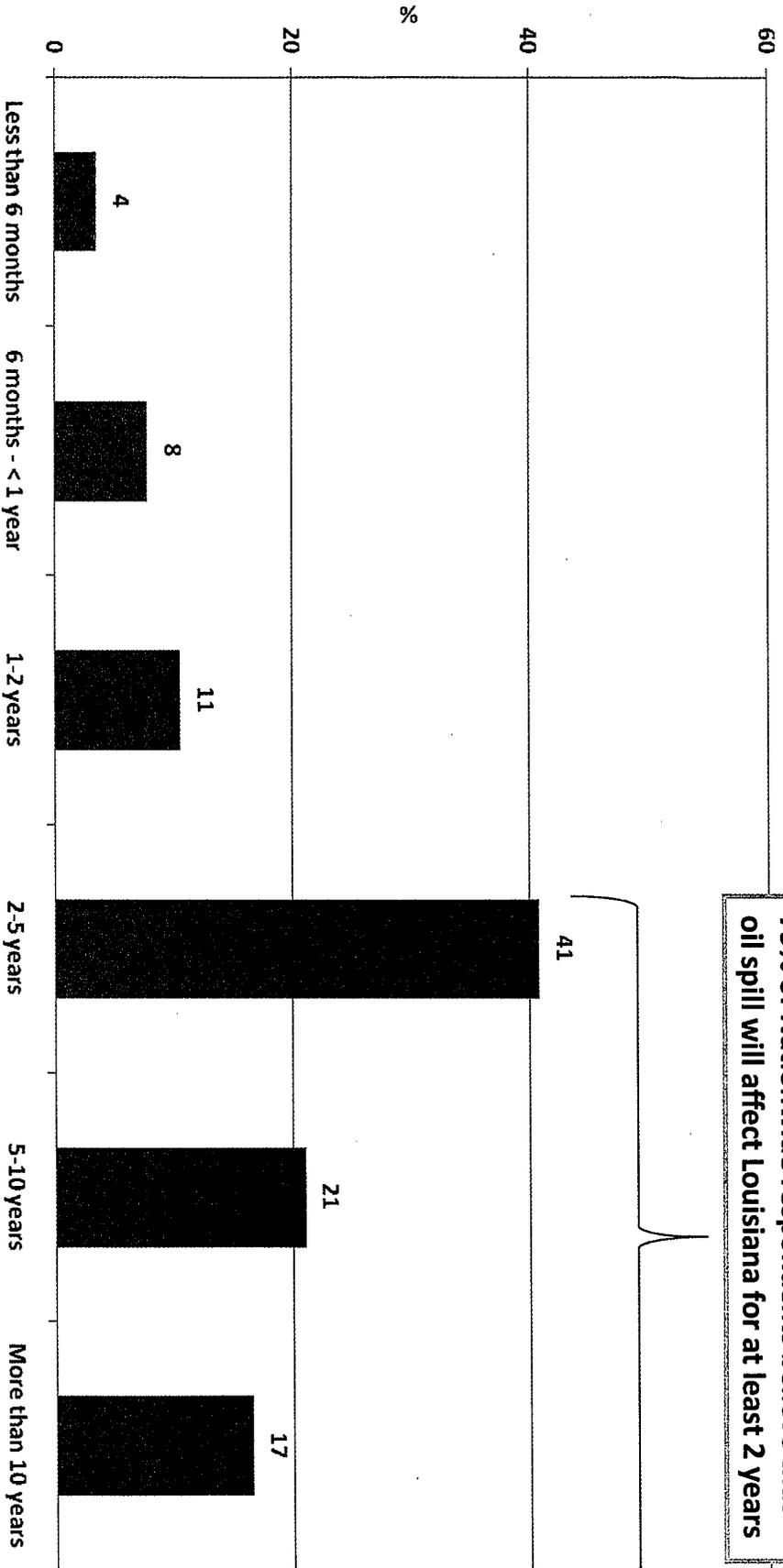
Oil has been spilling from an oil well since an April 20, 2010 fire and explosion on an oil rig located in the Gulf of Mexico about 50 miles off the coast of Louisiana. Q6. Considering the information above and anything else you may have heard about the oil spill, please indicate whether you believe each of the following statements about Louisiana seafood.

Perceptions of Severity of Oil Spill on Louisiana

Perceptions of Duration of Oil Spill's Affect on Louisiana



Total Respondents (n=1003)



79% of Nationwide respondents believe that oil spill will affect Louisiana for at least 2 years

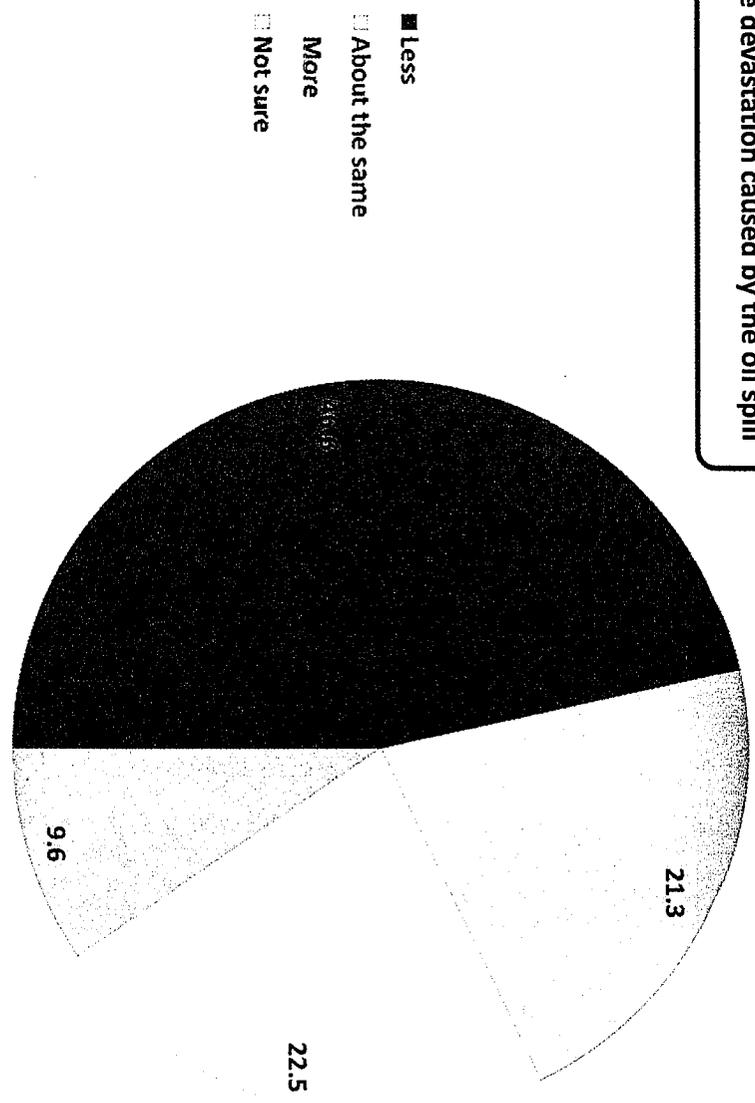
Q11. Based on everything you know about the oil spill, how long do you think Louisiana will be affected?

Perception of Oil Spill Devastation Compared to 2005 Hurricanes

Total Respondents (n=1003)

Compared to the 2005 hurricanes, the devastation caused by the oil spill is:

44% of Nationwide respondents believe that the oil spill is as bad as or worse than the 2005 hurricanes.

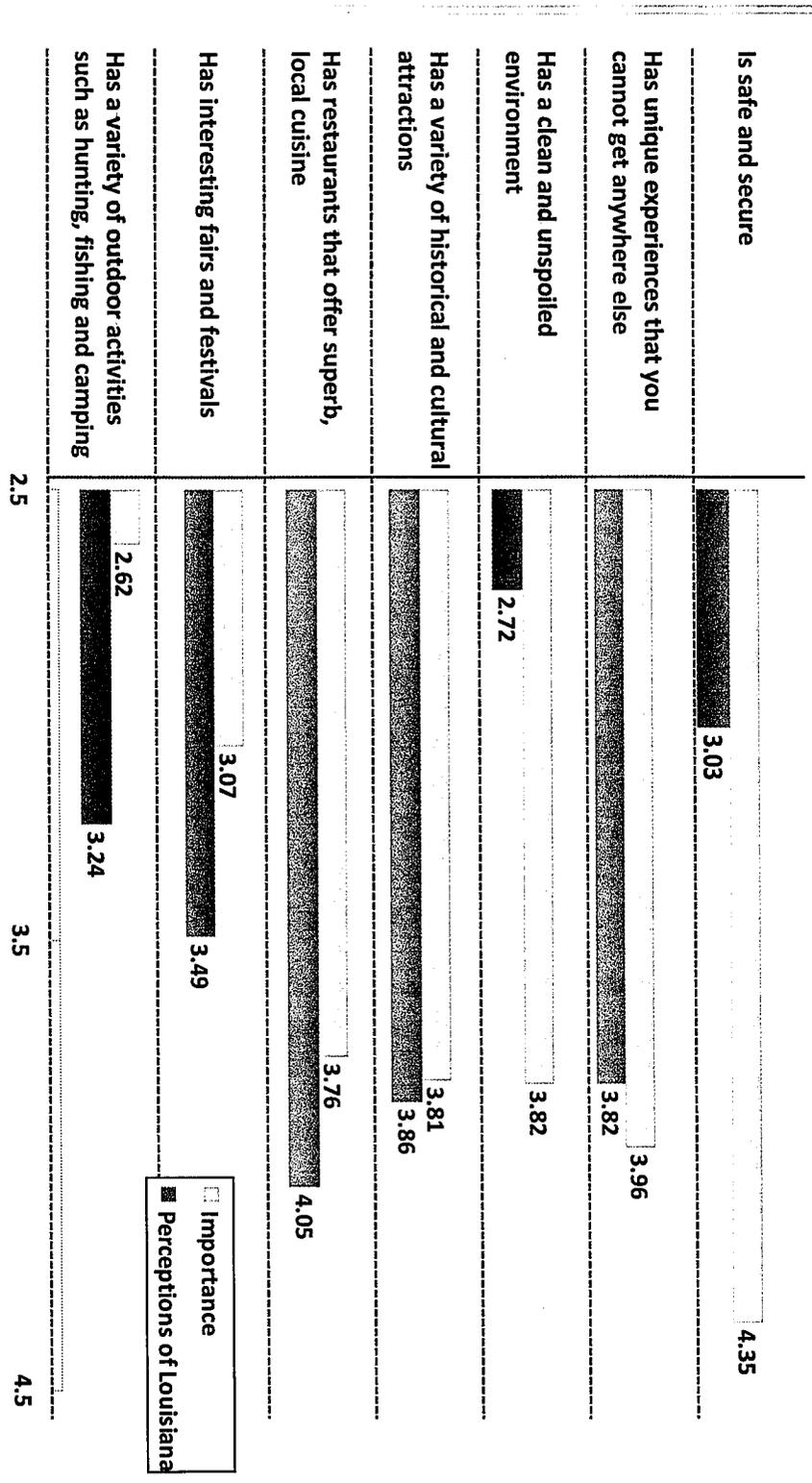


Q8. In the summer of 2005, as you probably remember, Hurricanes Katrina and Rita hit Louisiana. Compared to what you know about the devastation to Louisiana caused by those hurricanes, do you think the devastation to Louisiana caused by the oil spill is:

Importance of Leisure Travel Attributes and Perceptions of Louisiana

Importance of Leisure Travel Attributes and Perceptions of Louisiana

Total Respondents (n=1003)

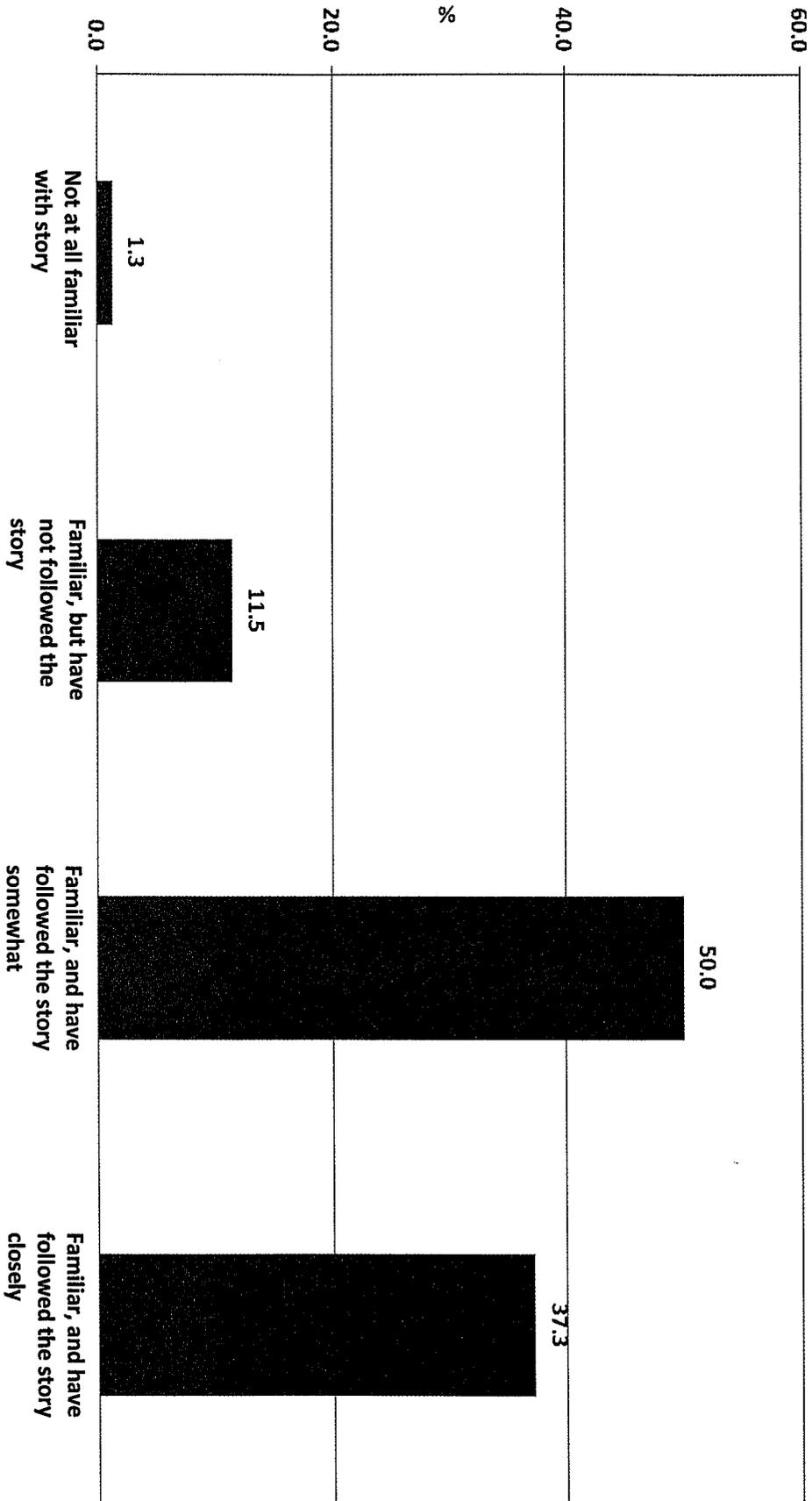


Q3. The table below contains a list of phrases that could be used to describe a leisure travel destination. Think for a moment about when you are planning a leisure trip. Using a scale from 1 to 5 where "1" means the phrase is not at all important and "5" means the phrase is extremely important, please pick any number from 1 to 5 to indicate how important the phrase is to you in terms of what you want from a leisure destination.

The Oil Spill Story

Familiarity with Oil Spill Story

Total Respondents (n=1003)



Q5. Which of the following statements best describes how familiar you are with the oil spill story in the Gulf of Mexico.

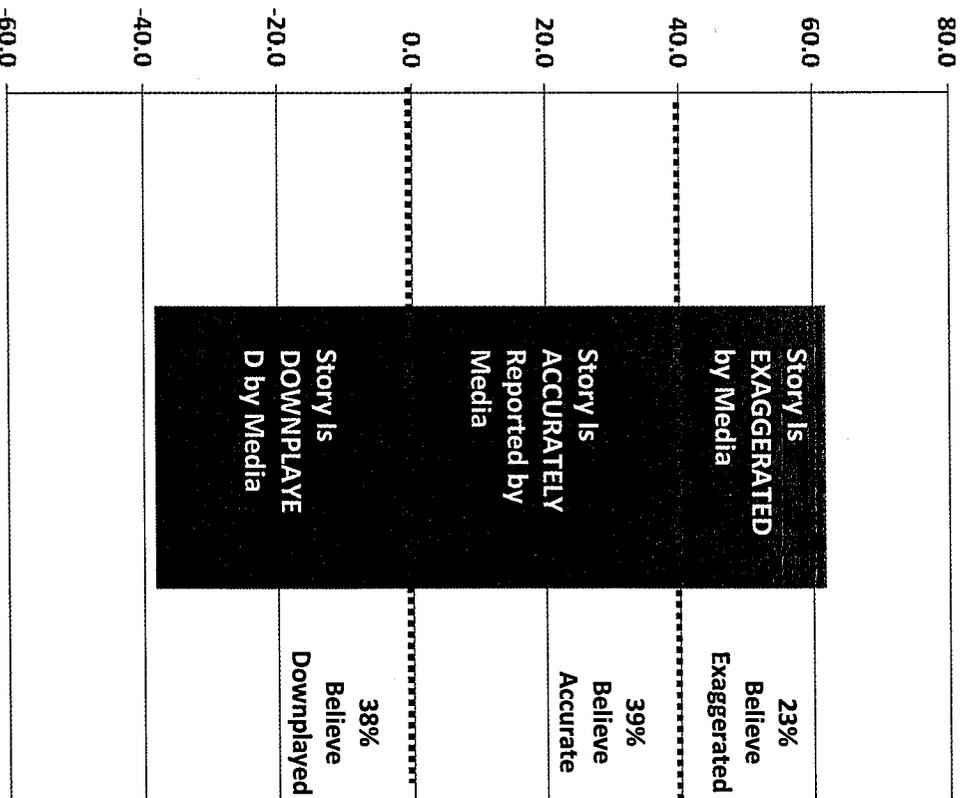
Oil Spill Primary Information Source & Belief in Source

Total Respondents (n=1003)

Source	Percent
Network TV news (e.g., CBS, ABC, NBC)	28.5
Cable TV news (e.g., CNN, Fox News, MSNBC)	24.9
Internet	19.5
Local TV news	11.1
Newspapers	8.7
Radio	5.9
Family and Friends	0.8
Magazines	0.4
None of the above	0.2

Q12. What is your number one source of information about the oil spill?
 Q7. Think for a moment about all that you have seen or heard about the oil spill from all news sources, and then rate your opinion using the scale below. The damage to Louisiana is...

0- Being downplayed in reporting
 1
 2
 3
 4
 5- Being accurately reported



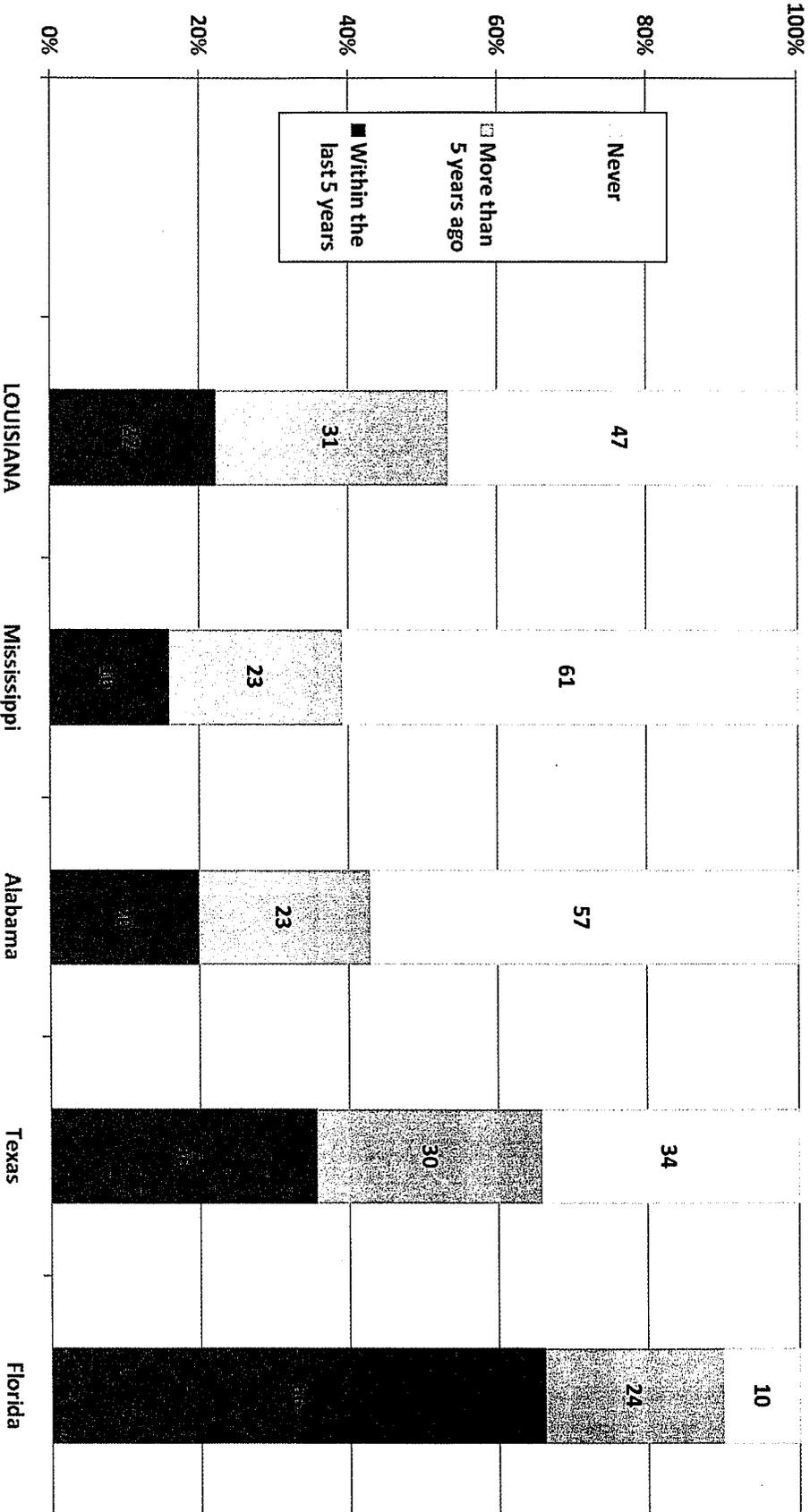
6
 7
 8
 9
 10- Being exaggerated in reporting

Respondent Profile

Last Time Visited LOUISIANA & Other Gulf Coast States



Total Respondents (n=1003)



Q1. Please indicate the last time you visited...

Respondent Profile

LOUISIANA
LOUISIANASTATVARI.COM

Total Respondents (n=1003)

Units: %

Race/Ethnicity	
White	85.0
African American/Black	4.2
Asian	3.6
Hispanic	5.0
Other	2.2
Education	
No college	8.7
Some college	18.9
College graduate	37.6
Post graduate work or degree	34.8

Household Income (in thousands of dollars)	
\$50K to under \$75K	37.8
\$75K to under \$100K	28.3
\$100K to under \$125K	16.9
\$125K or more	16.9
Age (in years)	
25-35	22.3
36-55	35.9
56 and older	41.8
Household composition	
Single, NO children at home	17.4
Single, children at home	2.1
Married/Living with partner, NO children at home	49.6
Married/Living with partner, children at home	30.9

Respondent State of Residence

Total Respondents (n=1003)

State	Percent of Respondents	State	Percent of Respondents	State	Percent of Respondents
California	9.2	Indiana	1.6	Rhode Island	0.3
New York	7.8	Missouri	1.4	Vermont	0.3
Florida	7.6	Iowa	1.3	Wyoming	0.3
Texas	7.2	South Carolina	1.3	Alaska	0.2
Pennsylvania	5.2	Alabama	1.2	Arkansas	0.2
Ohio	4.4	Tennessee	1.2	Delaware	0.2
Illinois	4.0	Connecticut	1.0	Hawaii	0.2
New Jersey	3.8	Kansas	1.0	South Dakota	0.2
Washington	3.8	Nebraska	1.0	District of Columbia	0.1
Massachusetts	3.7	Kentucky	0.8	North Dakota	0.1
Minnesota	3.3	Nevada	0.8		
Michigan	3.1	Oklahoma	0.7		
North Carolina	3.0	West Virginia	0.7		
Georgia	2.7	Mississippi	0.5		
Virginia	2.4	Montana	0.5		
Maryland	2.2	New Hampshire	0.5		
Wisconsin	2.1	New Mexico	0.5		
Oregon	2.0	Utah	0.5		
Arizona	1.8	Idaho	0.4		
Colorado	1.7	Maine	0.3		

Appendix

⇒ Questionnaire

Questionnaire

LOUISIANA
LOUISIANATRAVEL.COM

RESEARCH OVERVIEW

What? Measuring impact of BP oil spill on perceptions of Louisiana

Who? Travelers (1,000 total)

- 25+ years old
- HH incomes \$50k+
- Take at least one paid trip a year

Where? Nationwide

How? Online survey

Revisions/Additions based on call with LOT and PAM:

1. Add question about primary source of info about oil spill – see page 7, Q12
2. Add question about media... accurate vs. exaggerated – see page 5, Q7
3. Add question about length of affect on LA – see page 7, Q11
4. Add question comparing oil spill to Katrina/Rita – see page 6, Q8
5. Delete Georgia, Add Texas to Q1 and Q2 – see page 3

Note from MDRG:

In Draft 1, Q7 on page 5 asked why NOT likely to visit Louisiana. I changed that to Q9 on page 6, which asks what would make you MORE likely to visit Louisiana.

MDRG
Market Dynamics Research Group

SCREENING QUESTIONS

Intro: Standard introduction to panel members

521. In which of the following states do you live? [INSERT DROP DOWN LIST OF STATES]

1. Louisiana – TERMINATE

522. How old were you on your last birthday? [OPEN-END, NUMERIC, ACCEPT 0-99]

1. Less than 25 – TERMINATE

523. Which of the following categories includes your total household income before taxes?

1. Less than \$50,000 – TERMINATE
2. \$50,000-\$74,999
3. \$75,000-\$99,999
4. \$100,000-\$124,999
5. \$125,000 or more
6. Prefer not to answer – TERMINATE

524. Please indicate which of the following describes the industry in which you are employed. [ROTATE]

1. Marketing or Market Research – TERMINATE
2. Advertising – TERMINATE
3. Travel Industry – TERMINATE
4. Consumer Electronics Industry
5. Clothing Industry
6. Electric Utilities
7. Not Employed
8. None of the above

525. Which of the following best describes the role you play in making decisions about your leisure travel?

1. I am not involved in the decision making – TERMINATE
2. I share equally in the decision making with someone else
3. I am the primary decision maker

526. How many leisure trips have you taken in the past 12 months that included an overnight stay in a hotel/motel, bed & breakfast, condominium, or resort?

0. None – TERMINATE
1. One
2. Two
3. Three
4. Four or more

MDRG
Market Dynamics Research Group

MDRG
Market Dynamics Research Group

Questionnaire

MAIN QUESTIONNAIRE

Thank you for your participation! You are now beginning the main part of the survey. Please read all questions carefully before answering. Your accurate answers are very important to us.

[NEXT SCREEN]

Q1. Please indicate the last time you visited:

(ROTATED)	Within the last month	2-6 months ago	7-12 months ago	1-2 Years ago	3-5 Years ago	More than 5 Years ago	Never
A. Louisiana	<input type="radio"/>						
B. Mississippi	<input type="radio"/>						
C. Alabama	<input type="radio"/>						
D. Texas	<input type="radio"/>						
E. Florida	<input type="radio"/>						

[NEXT SCREEN]

Q2. Using a scale from 1 to 5 where "1" means not at all likely and "5" means extremely likely, please pick any number from 1 to 5 to indicate how likely you are to visit the following states for leisure or pleasure in the next 12 MONTHS:

(ROTATED)	1- Not at all likely	2	3	4	5- Extremely likely
A. Louisiana	<input type="radio"/>				
B. Mississippi	<input type="radio"/>				
C. Alabama	<input type="radio"/>				
D. Texas	<input type="radio"/>				
E. Florida	<input type="radio"/>				

[NEXT SCREEN]

Q3. The table below contains a list of phrases that could be used to describe a leisure travel destination. Think for a moment about when you are planning a leisure trip. Using a scale from 1 to 5 where "1" means the phrase is not at all important and "5" means the phrase is extremely important, please

pick any number from 1 to 5 to indicate how important the phrase is to you in terms of what you want from a leisure destination.

The destination: (ROTATED)	1- Not at all important	2	3	4	5- Extremely important
A. Has a clean and unspoiled environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
II. Has restaurants that offer superb, local cuisine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Has a variety of outdoor activities such as hunting, fishing, and camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Is safe and secure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
II. Has a variety of historical and cultural attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Has unique experiences that you cannot get anywhere else	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Has interesting fairs and festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[NEXT SCREEN]

Q4. Using a scale from 1 to 5 where "1" means you do not agree at all and "5" means you strongly agree, please pick any number from 1 to 5 to indicate the extent to which you agree with the following statements about Louisiana TODAY. [ROTATE LIST]

LOUISIANA:	1- Do not agree at all	2	3	4	5- Strongly agree
A. Has a clean and unspoiled environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Has restaurants that offer superb, local cuisine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Has a variety of outdoor activities such as hunting, fishing, and camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Is safe and secure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
II. Has a variety of historical and cultural attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Has unique experiences that you cannot get anywhere else	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Has interesting fairs and festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[NEXT SCREEN]

Questionnaire

Q5. Which of the following statements best describes how familiar you are with the oil spill story in the Gulf of Mexico?

1. I am not at all familiar with the oil spill story
2. I am familiar with the oil spill, but have not followed the story
3. I am familiar with the oil spill and have followed the story somewhat
4. I am familiar with the oil spill and have followed the story closely

[NEXT SCREEN]

Oil has been spilling from an oil well since an April 20, 2010 fire and explosion on an oil rig located in the Gulf of Mexico about 50 miles off the coast of Louisiana.

Q6. Considering the information above and anything else you may have heard about the oil spill, please indicate whether you believe each of the following statements about Louisiana seafood.

[ROTATE]	Do not believe	Believe to be true	Not Sure
A. Louisiana oyster beds are contaminated from the oil spill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Commercial fishing is allowed in areas where oil is present	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Restaurants that use Louisiana seafood are putting their customers at risk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. The cost of Louisiana shrimp is higher because oil has to be cleaned from them before they can be sold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Regulations are in place to ensure that Louisiana does not sell seafood contaminated from the oil spill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[NEXT SCREEN]

Q7. Think for a moment about all that you have seen or heard about the oil spill from all news sources, and then rate your opinion using the scale below.

The damage to Louisiana is:

0- Being downplayed in reporting	1	2	3	4	5- Being accurately reported	6	7	8	9	10- Being exaggerated in reporting
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[NEXT SCREEN]

Q8. In the summer of 2005, as you probably remember, Hurricane Katrina and Rita hit Louisiana. Compared to what you know about the devastation to Louisiana caused by those hurricanes, do you think the devastation to Louisiana caused by the oil spill is:

1. Less
2. About the same
3. More
4. Not sure

[NEXT SCREEN]

[IF NOT LIKELY TO VISIT LOUISIANA (Q2A-c)]

Q9. Earlier you indicated that you are not likely to visit Louisiana in the next 12 months. Please use the scale below to indicate your agreement with the list of statements about visiting Louisiana.

I would be more likely to visit Louisiana if:	1- Do not agree at all	2	3	4	5- Strongly agree
A. The Louisiana coast was not contaminated with oil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Louisiana scrubland were not contaminated with oil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Deep sea fishing off the coast of Louisiana was not banned due to the oil spill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Louisiana swamp towns were not closed because of the oil spill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Louisiana wildlife - birds, alligators, etc. - could be seen as they were before the oil spill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Louisiana waterways were not closed for boating due to the oil spill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Bilking and lugging traffic in Louisiana had not been banned from the oil spill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[NEXT SCREEN]

Questionnaire

ALL RESPONDENTS AGAIN

Q10. How has the oil spill in the Gulf of Mexico affected your leisure travel plans to Louisiana? Please select all of the statements that describe you.

The oil spill has caused me to:	Select all that apply
1. Plan a leisure trip to Louisiana [EXCLUSIVE PUNCH]	<input type="checkbox"/>
2. Cancel a leisure trip to Louisiana [EXCLUSIVE PUNCH]	<input type="checkbox"/>
3. Postpone a leisure trip to Louisiana	<input type="checkbox"/>
4. Change the areas and attractions to visit on my leisure trip to Louisiana	<input type="checkbox"/>
5. None of the above – The oil spill had no impact on my plans to take a leisure trip to Louisiana [EXCLUSIVE PUNCH]	<input type="checkbox"/>

[NEXT SCREEN]

Q11. Based on everything you know about the oil spill, how long do you think Louisiana will be affected?

1. Less than 6 months
2. 6 months to less than 1 year
3. 1 year
4. 2-5 years
5. 5-10 years
6. More than 10 years

Q12. What is your **greatest** source of information about the oil spill? (Select one.)

1. Local TV news
2. Network TV news (e.g., CBS, ABC, NBC)
3. Cable TV news (e.g., CNN, Fox News, MSNBC, etc)
4. Internet
5. Newspapers
6. Magazines
7. Friends and family
8. Radio
9. None of the above

RESPONDENT PROFILE

D1. How would you describe yourself in terms of race/ethnicity? [ROTATE]

1. African-American/Black
2. Caucasian/White
3. Native American or Pacific Islander
4. Asian
5. Hispanic
6. More than one race/ethnicity
7. Other

D2. Which of the following best describes your final year of education?

1. Less than High School
2. High School Graduate
3. Vocational or Technical School
4. Some College
5. College Degree
6. Post Graduate work or degree

D3. Which of the following best describes your household composition?

1. Single with no children living at home
2. Single with children living at home
3. Married/Living with Partner with no children living at home
4. Married/Living with Partner with children living at home

- ◆ This report is a product of the Louisiana Office of Tourism. Any questions or issues concerning this report should be directed to the Research and Development Section, Louisiana Office of Tourism, Post Office Box 94291, Baton Rouge, Louisiana 70804 or by calling 225-342-8100.
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Market Dynamics Research Group

LOUISIANA

LouisianaTravel.com

Oil Spill Survey Research Report

Regional Wave 1

June 30, 2010

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Appendix: Questionnaire (Separate document)

Research Overview

Background

- ◆ On April 20, 2010, there was an explosion and subsequent fire on an oil rig in the Gulf of Mexico. Shortly thereafter, the rig, located 50 miles off the coast of Louisiana, began leaking oil. The Louisiana Office of Tourism wished to assess the impact of the oil spill on perceptions of and interest in visiting Louisiana.

Research Objectives

- ◆ Measure current perceptions of Louisiana as a leisure destination
- ◆ Measure intent to visit in the next 12 months

Methodology

- ◆ MDRG used an Internet panel for the purpose of data collection. The survey was available on MDRG's secure website from June 18-21, 2010, and took an average of 6.5 minutes to complete.

Sample

- ◆ Respondents were recruited from the e-Rewards Consumer Internet Panel. In order to reflect the target consumer, they were screened to ensure they:
 - Are At least 25 years old
 - Have household incomes of \$50,000 or more
 - Take at least one trip per year that includes a paid overnight stay
 - Either share equally or are the primary decision maker when making leisure travel plans
 - Live in one of the six target markets (see table at right)
 - Are not employed in the travel, market research, marketing or advertising industries
- ◆ A total of 903 regional respondents completed the survey.

Market	Surveys
Dallas	366
Houston	267
San Antonio	108
Austin	79
Mobile/Pensacola	69
Hattiesburg/Laurel	14
TOTAL	903

Key Findings

Key Findings

Overview

- ◆ In large percentages, respondents in each of the regional markets indicated that they are closely following the oil spill story, and most have concluded that it has severely devastated Louisiana, and that it's something the state will have to contend with for years.
 - As one might expect given that they are located on the Gulf, Mobile and Pensacola respondents are following the story most closely, and have the most negative perceptions of the damage to Louisiana.
- ◆ The oil spill has had negative effects on 2 of Louisiana's industries – seafood and tourism.
 - Many respondents have misgivings about Louisiana's seafood.
 - Some of them have cancelled or postponed trips to the state.
 - A sizeable minority of unlikely visitors claim that they would be more likely to visit if the oil spill had not happened.
- ◆ Perceptions of Louisiana on 2 of the 3 most important leisure travel attributes are particularly low.
 - Regional respondents gave Louisiana low scores for "Having a clean and unspoiled environment" and "Being safe and secure."

Details

- ◆ **Likely visitation to Louisiana is high relative to other Gulf Coast states, and would be even higher were it not for the oil spill.**
 - Louisiana (38%) and Florida (46%) receive significantly higher "top box" (4-5 on 5-point likelihood scale) likelihood to visit scores than Alabama (15%), Mississippi (14%), and Texas (13%).
 - However, 17% of respondents with plans to visit Louisiana either cancelled or postponed trips because of the oil spill.
- ◆ **Perceptions that the oil spill has affected Louisiana's leisure activities has some regional travelers saying they are less likely to plan a visit.**
 - If *Louisiana seafood* and the *Louisiana coast* were not contaminated with oil, nearly one-third of unlikely visitors say they would be more likely to visit (32% and 31% "top box" – 4-5 on 5-point agreement scale, respectively).
 - A sizeable minority (28% "top box") of unlikely visitors agreed that they would be more likely to visit if *Louisiana wildlife – birds, alligators, etc. – could be seen as they were before the oil spill*.
 - About one-fifth of unlikely visitors gave "top box" agreement to being more likely to visit if the oil spill had not *damaged biking and hiking trails* (21%), and *closed waterways* (17%), *swamp tours* (17%), and *deep sea fishing areas* (15%).

Key Findings

Details

- ◇ **Fairly large percentages of regional travelers have misperceptions about Louisiana seafood – particularly oysters.**
 - More than half (58%) of respondents believe that “Louisiana oyster beds are contaminated from the oil spill,” and another 32% are not sure about the statement.
 - The widespread misperception is probably due to the fact that the oyster supply has been depleted. In reality, if the oysters are harvested, they will become contaminated, but the actual oyster beds should be okay unless oil plumes reach them.
 - Almost half of respondents either believe or are not sure if “Restaurants that use Louisiana seafood are putting their customers at risk” or if “The cost of Louisiana shrimp is higher because oil has to be cleaned from them before they can be sold” (48% and 46%, respectively).
 - There is confusion among some respondents as to whether “Regulations are in place to ensure that Louisiana does not sell seafood contaminated from the oil spill” (26% are not sure).
 - About 1 out of 10 (10%) respondents believe that “Commercial fishing is allowed in areas where oil is present.”
- ◇ **The overarching sentiment among regional travelers is that the oil spill damage to Louisiana is severe and it will last for years.**
 - Almost 9 out of 10 (88%) respondents believe that Louisiana will be affected by the oil spill for at least 2 years.
 - Nearly half of respondents (43%) view the oil spill as “more” devastating to Louisiana than the 2005 hurricanes, and another 20% believe it is “about the same.”
- ◇ **Louisiana receives very low scores on 2 leisure travel attributes that are important to regional travelers.**
 - Respondents gave the highest importance ratings to “Safe and secure” (4.43 average on 5-point importance scale); however, Louisiana is not perceived as “safe and secure” (3.19 average on 5-point performance scale).
 - The leisure travel attribute, “Clean and unspoiled environment” was rated as highly important (3.96 average), but respondents do not believe that Louisiana can offer that right now. In fact, “Clean and unspoiled” receives the lowest ratings (2.85 on 5-point performance scale) of the attributes tested.

Intent to Visit

Intent to Visit

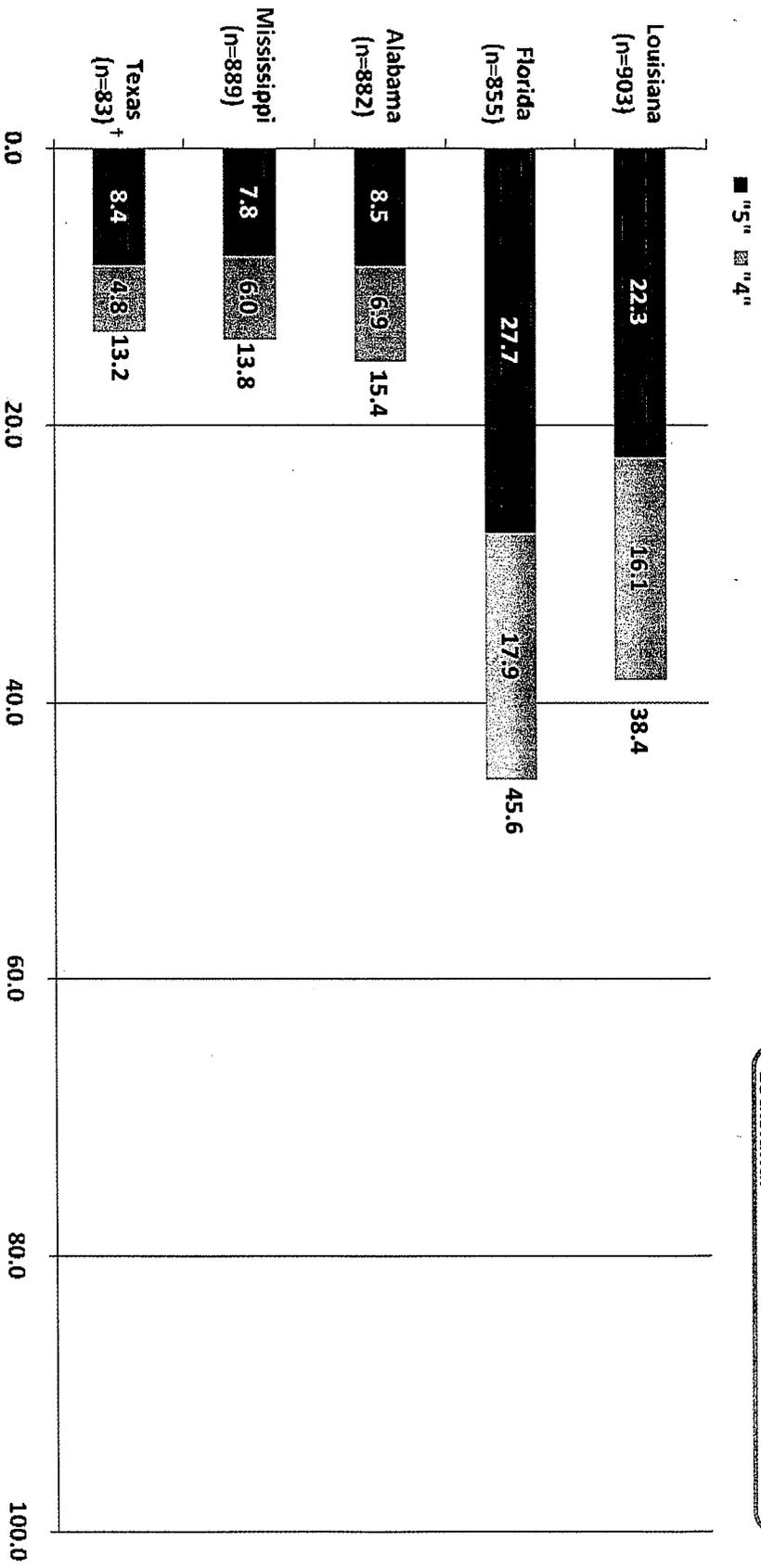
Introduction

- ◆ Respondents used a 5-point scale to rate their likelihood of visiting Louisiana as well as 4 other Gulf Coast states:
 - Alabama
 - Florida
 - Mississippi
 - Texas
- ◆ Results are presented for each state among respondents who do not live in the state.
 - Louisiana results are also presented by market.

Intent to Visit Gulf Coast States

Base: Respondents who do not live in the state

Survey respondents, 91% of whom are from Texas, are most likely to take leisure trips to Florida and Louisiana.



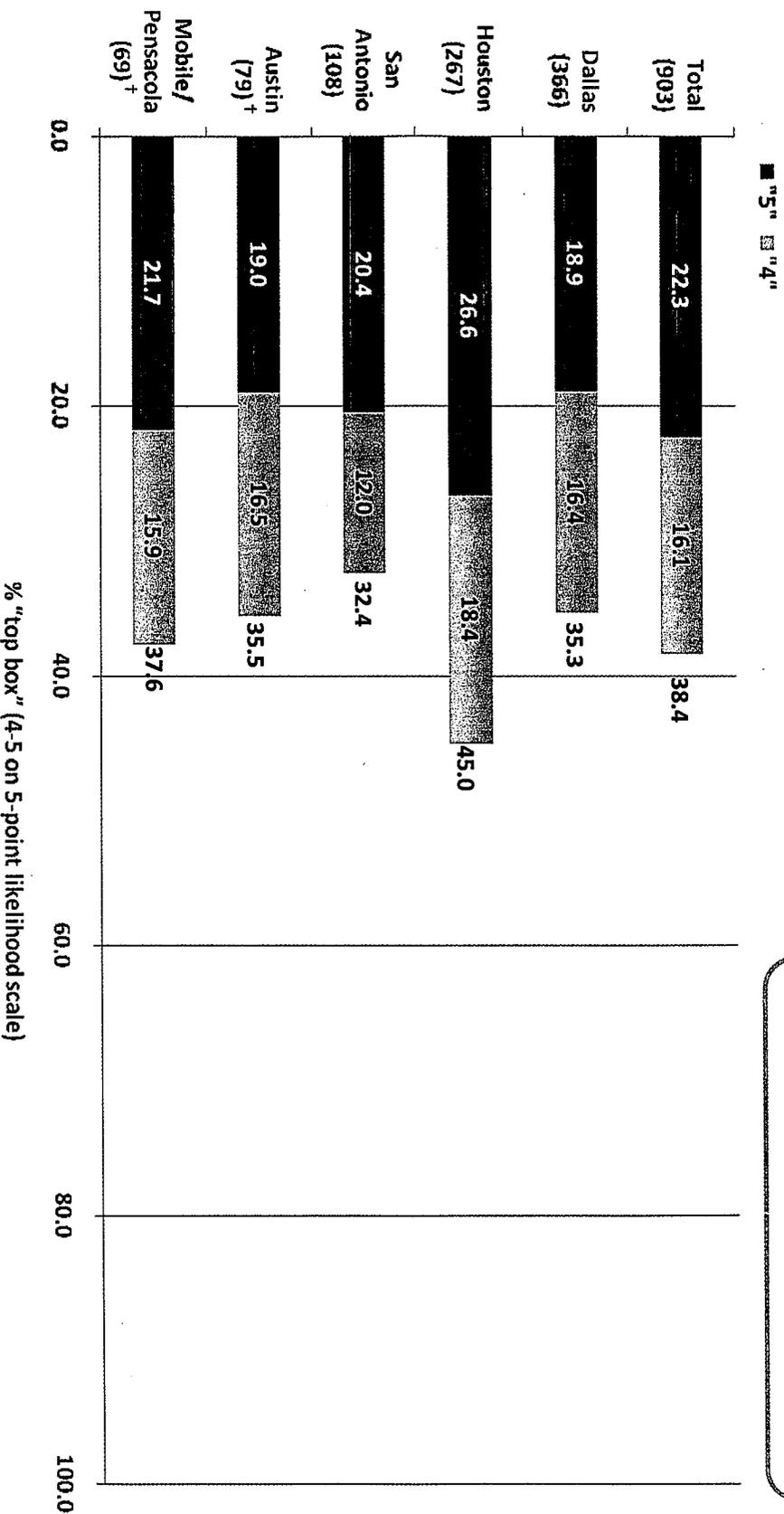
[†] Caution: small base size

Q2. Using a scale from 1 to 5 where "1" means not at all likely and "5" means extremely likely, please pick any number from 1 to 5 to indicate how likely you are to visit the following states for leisure or pleasure in the next 12 MONTHS:

Intent to Visit Louisiana

BY MARKET

Houston respondents reported the highest likelihood to visit Louisiana in the next 12 months, significantly more likely than respondents from Dallas and San Antonio.



† Caution: small base size
NOTE: The sample size in Hattiesburg/Laurel (n=14) is too small to report. As such, those respondents are reported in the total only.

Q2. Using a scale from 1 to 5 where "1" means not at all likely and "5" means extremely likely, please pick any number from 1 to 5 to indicate how likely you are to visit the following states for leisure or pleasure in the next 12 MONTHS: LOUISIANA

Effect of Oil Spill on Travel Plans to Louisiana

Effect of Oil Spill on Travel Plans to Louisiana

Introduction

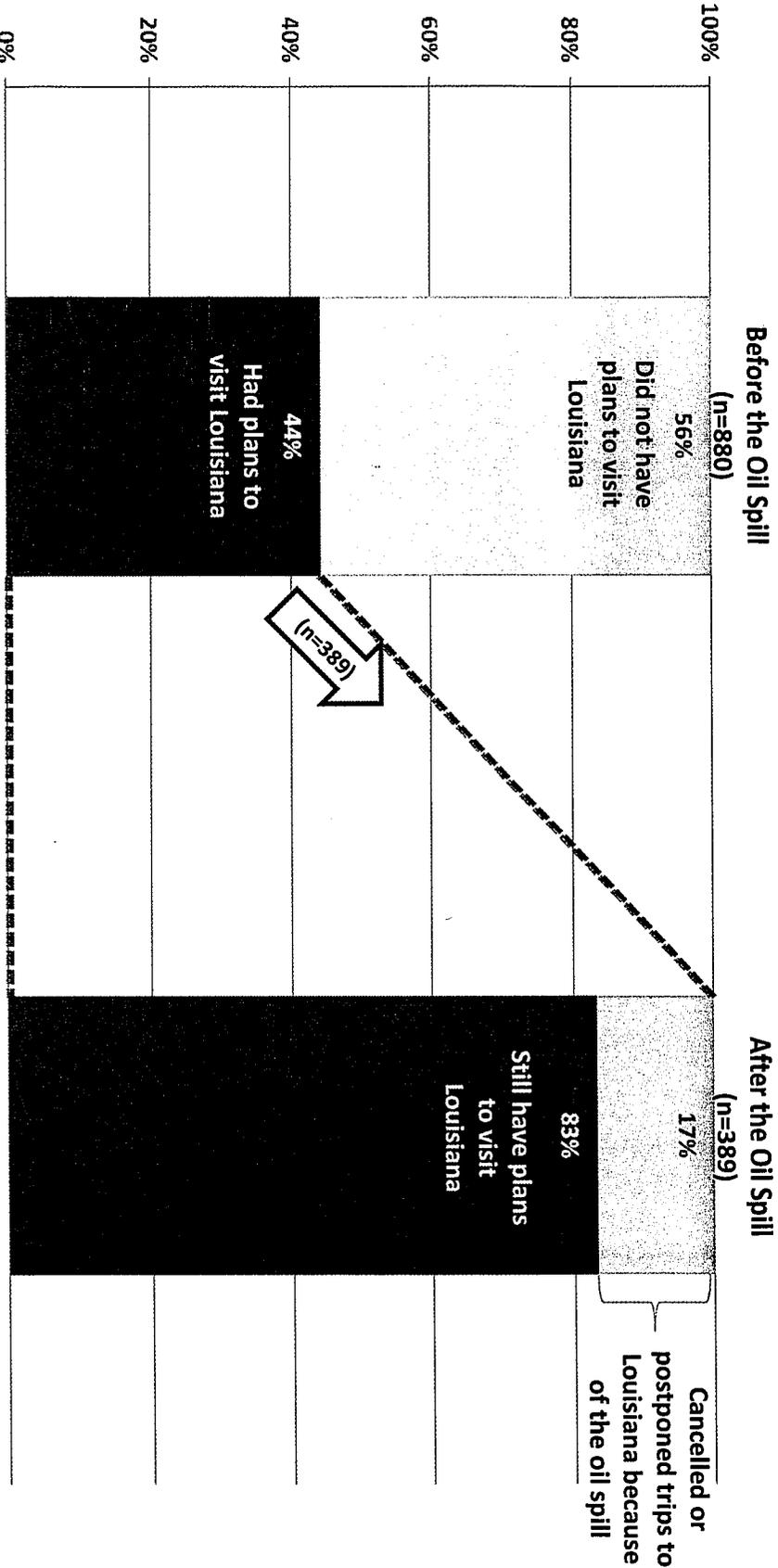
- ◆ Respondents were asked to indicate how the oil spill in the Gulf had affected their leisure travel plans to Louisiana. They could select from the following list of options:
 - The oil spill caused me to plan a leisure trip to Louisiana.
 - The oil spill caused me to cancel a leisure trip to Louisiana.
 - The oil spill caused me to postpone a leisure trip to Louisiana.
 - The oil spill caused me to change the areas or attractions to visit on my leisure trip to Louisiana.
 - The oil spill had no impact on my plans to take a leisure trip to Louisiana.
- ◆ The effect of the oil spill on leisure travel plans to Louisiana was calculated as follows:
 1. The number/percentage of respondents likely to visit Louisiana prior to the oil spill
 2. Plus the number/percentage of respondents who planned trips to Louisiana because of the oil spill
 3. Minus the number/percentage of respondents who cancelled or postponed trips to Louisiana because of the oil spill

Effects of oil spill on leisure travel plans measured in 3 steps:		Number	Percentage
1.	Had Plans to Visit before the Oil Spill	389	43.1%
2.	Made Plans to Visit after the Oil Spill	+23	+2.5%
3.	Cancelled or Postponed Plans to Visit after the Oil Spill	-65	-7.2%
Have Plans to visit		347	38.4%

Effect of Oil Spill on Travel Plans to Louisiana



About 17% of respondents with plans to visit Louisiana prior to the oil spill either cancelled or postponed trips to Louisiana because of the oil spill.



NOTE: Respondents who made plans to visit Louisiana after the oil spill (n=23) are excluded from the analysis.

Q2. Using a scale from 1 to 5 where "1" means not at all likely and "5" means extremely likely, please pick any number from 1 to 5 to indicate how likely you are to visit the following states for leisure or pleasure in the next 12 MONTHS: LOUISIANA Q10. How has the oil spill affected your leisure travels to Louisiana? [Chart includes respondents who said that they either cancelled or postponed a leisure trip to Louisiana because of the oil spill.]

Impact of Messaging on Intent to Visit Louisiana

Impact of Messaging on Intent to Visit Louisiana

Introduction

- ◆ In order to understand the effect of the oil spill on respondents' decisions to not visit Louisiana in the next 12 months, those who rated their likelihood to visit as low (1-3 on 5-point likelihood scale) were asked if they would be more likely to visit Louisiana if:
 - A. The Louisiana coast was not contaminated with oil
 - B. Louisiana seafood were not contaminated with oil
 - C. Deep sea fishing off the coast of Louisiana was not closed due to the oil spill
 - D. Louisiana swamp tours were not closed because of the oil spill
 - E. Louisiana wildlife – birds, alligators, etc. – could be seen as they were before the oil spill
 - F. Louisiana waterways were not closed for boating due to the oil spill
 - G. Biking and hiking trails in Louisiana had not been damaged from the oil spill

Impact of Messaging on Intent to Visit Louisiana

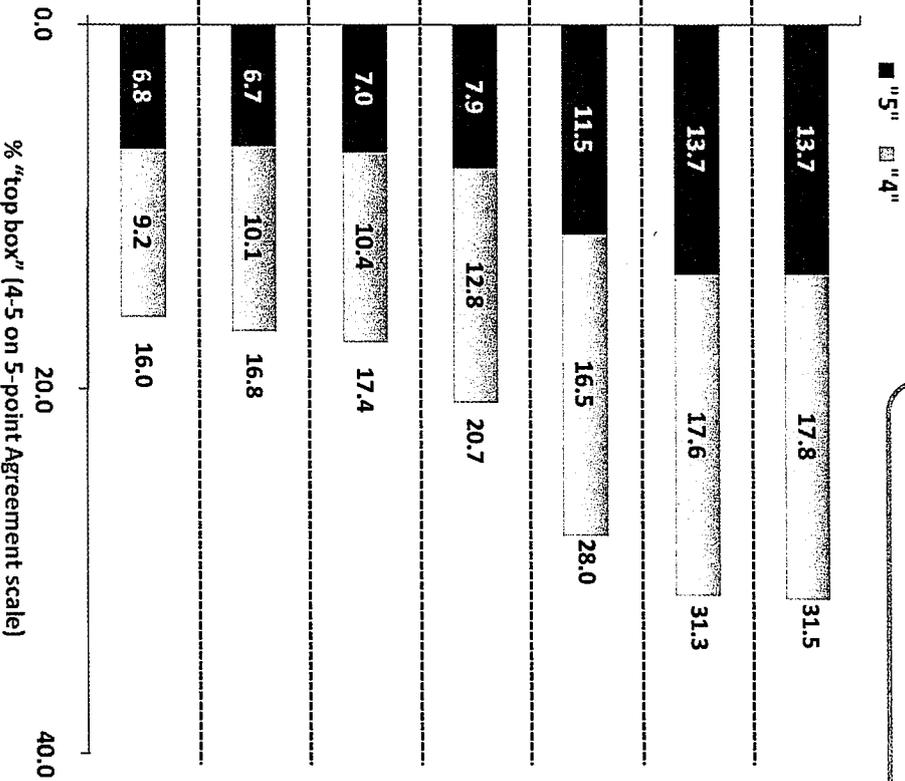


Base: Respondents NOT likely to visit Louisiana (1-3 on 5-point scale) (n=556, 62% of Respondents)

About 3 out of 10 respondents who do not plan to visit Louisiana said that they would be more likely to visit if Louisiana seafood, its coast and wildlife were not contaminated from the oil spill.

I would be more likely to visit Louisiana if:

- Louisiana seafood were not contaminated with oil
- The Louisiana coast was not contaminated with oil
- Louisiana wildlife – birds, alligators, etc. – could be seen as they were before the oil spill
- Biking and hiking trails in Louisiana had not been damaged from the oil spill
- Louisiana waterways were not closed for boating due to the oil spill
- Louisiana swamp tours were not closed because of the oil spill
- Deep sea fishing off the coast of Louisiana was not closed due to the oil spill



Q9. Earlier you indicated that you are not likely to visit Louisiana in the next 12 month. Please use the scale below to indicate your agreement with the list of statements about visiting Louisiana. I would be more likely to visit Louisiana if...

Perceptions of Oil Spill on Louisiana Seafood

Perceptions of Oil Spill on Louisiana Seafood

Introduction

- ◆ In order to measure current perceptions of Louisiana seafood, respondents were presented with a list of statements about Louisiana seafood, and asked whether they believed the statement, did not believe it or were not sure. The statements are:
 - A. Louisiana oyster beds are contaminated from the oil spill
 - B. Commercial fishing is allowed in areas where oil is present
 - C. Restaurants that use Louisiana seafood are putting their customers at risk
 - D. The cost of Louisiana shrimp is higher because oil has to be cleaned from them before they can be sold
 - E. Regulations are in place to ensure that Louisiana does not sell seafood contaminated from the oil spill
- ◆ All of the statements are false, except "E." An explanation about each statement is presented on the next page.

Perceptions of Oil Spill on Louisiana Seafood

Base: Total Respondents
(n=903)

The biggest misperception about Louisiana seafood is that oyster beds are contaminated.

Percent Incorrect Perceptions

Do not believe Not sure Believe to be true

The Truth:

Statement	Do not believe	Not sure	Believe to be true	Percent Incorrect Perceptions	The Truth:
Louisiana oyster beds are contaminated from the oil spill (FALSE)	<input checked="" type="checkbox"/> 10.6	<input checked="" type="checkbox"/> 31.8	<input checked="" type="checkbox"/> 57.6	89	Louisiana oyster beds will remain clean as long as oil plumes do not reach the bottom of the Gulf where they are located.
Restaurants that use Louisiana seafood are putting their customers at risk (FALSE)	<input checked="" type="checkbox"/> 52.4	<input type="checkbox"/> 23.9	<input checked="" type="checkbox"/> 23.7	48	Contaminated areas of the Gulf are closed to commercial fishing, and therefore, contaminated seafood is not available for purchase.
The cost of Louisiana shrimp is higher because oil has to be cleaned from them before they can be sold (FALSE)	<input checked="" type="checkbox"/> 54.0	<input type="checkbox"/> 22.5	<input checked="" type="checkbox"/> 23.5	46	The cost of Louisiana shrimp is higher, but it's due to lower production not cleaning costs.
Regulations are in place to ensure that Louisiana does not sell seafood contaminated from the oil spill (TRUE)	<input checked="" type="checkbox"/> 9.0	<input checked="" type="checkbox"/> 25.6	<input checked="" type="checkbox"/> 65.4	35	Regulations are in place to ensure that Louisiana does not sell seafood contaminated from the oil spill
Commercial fishing is allowed in areas where oil is present (FALSE)	<input checked="" type="checkbox"/> 71.3	<input type="checkbox"/> 18.4	<input checked="" type="checkbox"/> 10.3	29	As of June 1, 31% of the Gulf of Mexico was closed to commercial fishing – an area larger than the oil spill.

Correct
 Incorrect

Oil has been spilling from an oil well since an April 20, 2010 fire and explosion on an oil rig located in the Gulf of Mexico about 50 miles off the coast of Louisiana.

Q6. Considering the information above and anything else you may have heard about the oil spill, please indicate whether you believe each of the following statements about Louisiana seafood.

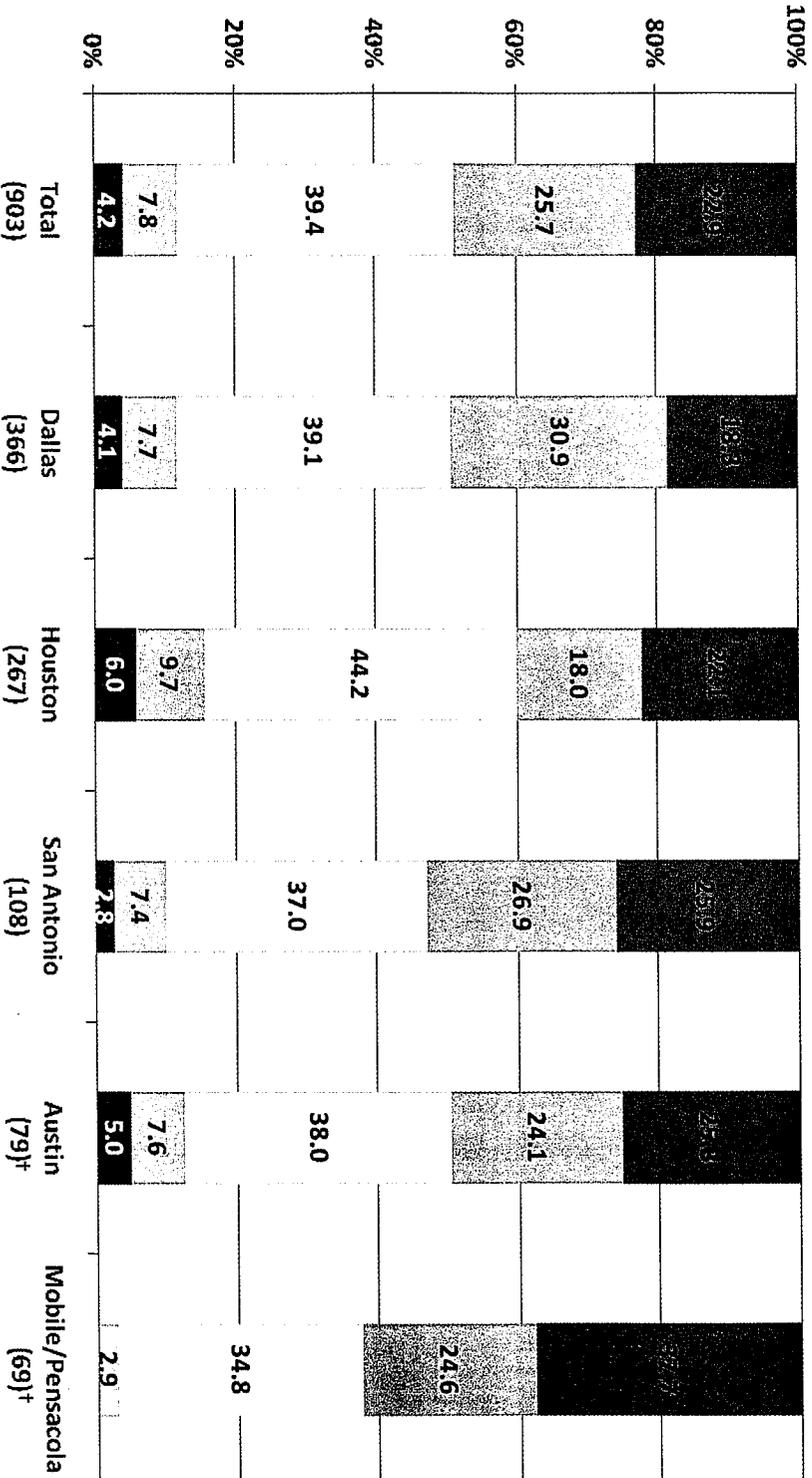
Perceptions of Severity of Oil Spill on Louisiana

Perceptions of Duration of Oil Spill's Effect on Louisiana

LOUISIANA
LOUISIANATRAVEL.COM

The majority of regional respondents believe the oil spill's affect on Louisiana is long-term – 88% indicated that the impact will last at least 2 years.

How long do you think the oil spill's effects will be felt in Louisiana?



† Caution: small base size

NOTE: The sample size in Hattiesburg/Laurel (n=14) is too small to report. As such, those respondents are reported in the total only.

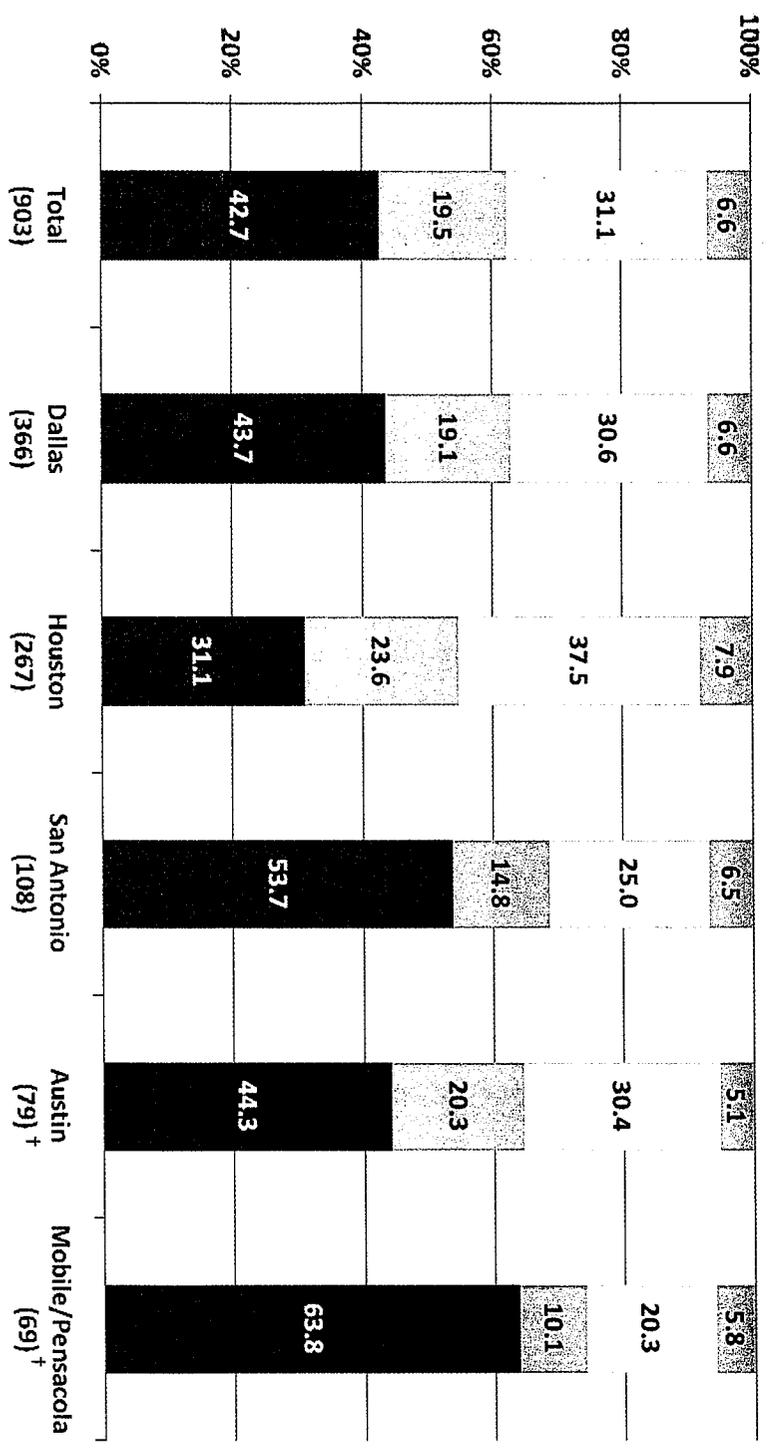
Q11. Based on everything you know about the oil spill, how long do you think Louisiana will be affected?

Perception of Oil Spill Devastation Compared to 2005 Hurricanes Devastation

A large percentage (42.7%) of regional respondents believe that the oil spill is worse for Louisiana than the 2005 hurricanes, and another one-fifth (19.5%) perceive that it's just as bad.

Compared to the 2005 hurricanes, the devastation caused by the oil spill is:

- Not Sure
- ▨ Less
- About the same
- More



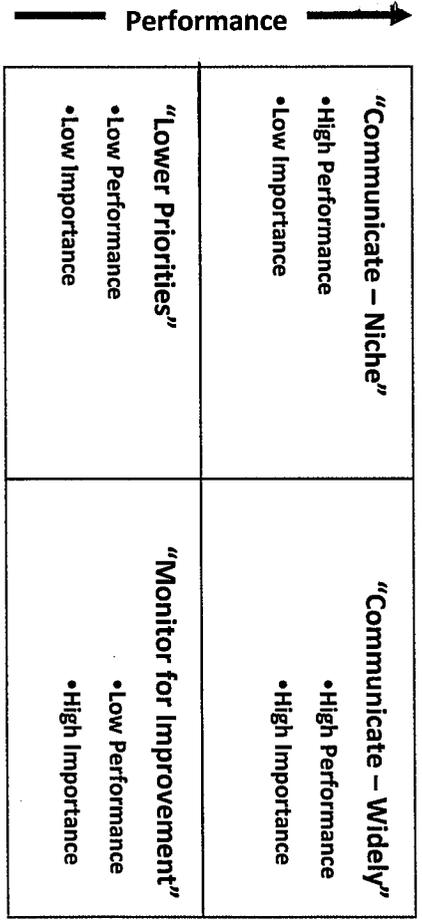
† Caution: small base size
 NOTE: The sample size in Hattiesburg/Laurel (n=14) is too small to report. As such, those respondents are reported in the total only.
 Q8. In the summer of 2005, as you probably remember, Hurricanes Katrina and Rita hit Louisiana. Compared to what you know about the devastation to Louisiana caused by those hurricanes, do you think the devastation to Louisiana caused by the oil spill is:

Importance of Leisure Travel Attributes and Perceptions of Louisiana

Leisure Travel Attributes

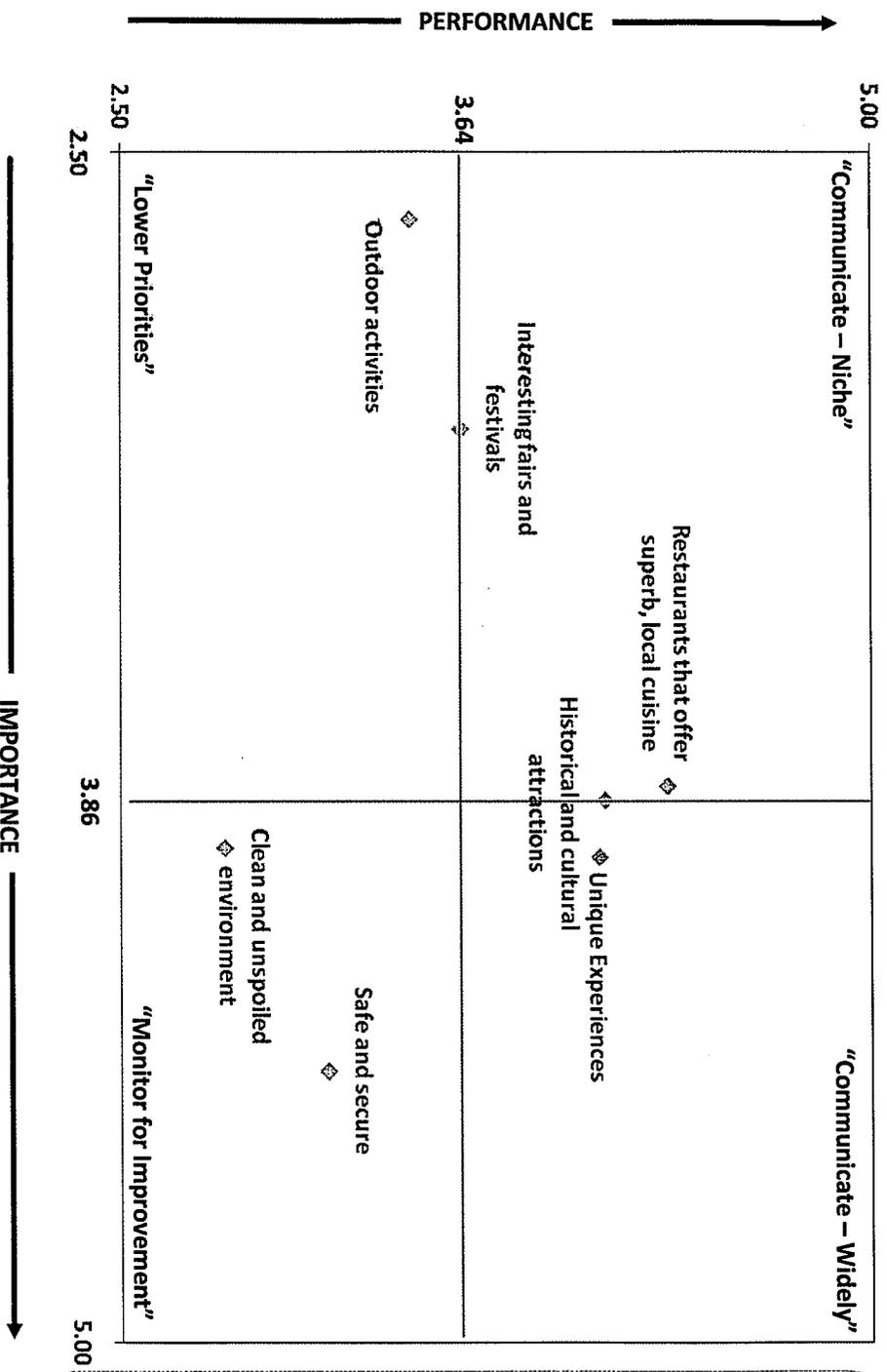
Introduction

- ◆ Respondents rated the importance of 7 leisure travel attributes and Louisiana’s performance on the attributes.
- ◆ The attributes are:
 - A. Has a clean and unspoiled environment
 - B. Has restaurants that offer superb, local cuisine
 - C. Has a variety of outdoor activities such as hunting, fishing, and camping
 - D. Is safe and secure
 - E. Has a variety of historical and cultural attractions
 - F. Has unique experiences that you cannot get anywhere else
 - G. Has interesting fairs and festivals
- ◆ Average Importance and Performance scores were used to map the attributes into a four-quadrant grid where Importance is the horizontal axis and Performance is the vertical axis. The lines drawn down the center and from left to right are the median scores for Importance and Performance.



Importance of Leisure Travel Attributes and Perceptions of Louisiana

Total Respondents (n=903)



- A. Has a clean and unspoiled environment
- B. Has restaurants that offer superb, local cuisine
- C. Has a variety of outdoor activities such as hunting, fishing, and camping
- D. Is safe and secure
- E. Has a variety of historical and cultural attractions
- F. Has unique experiences that you cannot get anywhere else
- G. Has interesting fairs and festivals

Q3. The table below contains a list of phrases that could be used to describe a leisure travel destination. Think for a moment about when you are planning a leisure trip. Using a scale from 1 to 5 where "1" means the phrase is not at all important and "5" means the phrase is extremely important, please pick any number from 1 to 5 to indicate how important the phrase is to you in terms of what you want from a leisure destination.

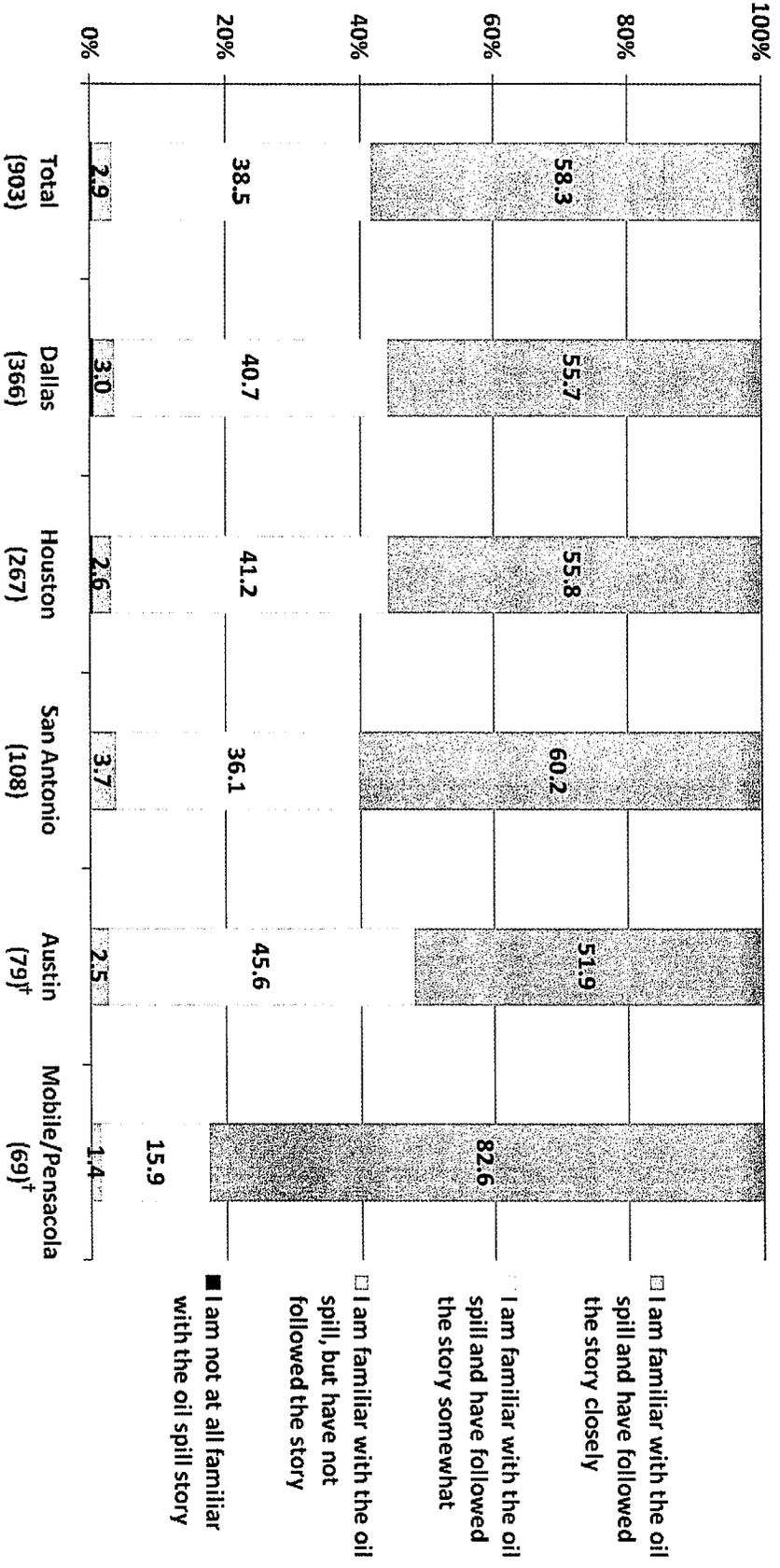
Q4. Using a scale from 1 to 5 where "1" means you do not agree at all and "5" means you strongly agree, please pick any number from 1 to 5 to indicate the extent to which you agree with the following statements about Louisiana TODAY.

The Oil Spill Story

Familiarity with Oil Spill Story

BY MARKET

As one would expect, the majority (58%) of regional respondents are following the oil spill story closely.



† Caution: small base size

NOTE: The sample size in Hattiesburg/Laurel (n=14) is too small to report. As such, those respondents are reported in the total only.

Q5. Which of the following statements best describes how familiar you are with the oil spill story in the Gulf of Mexico.

Oil Spill Primary Information Source & Belief in Source

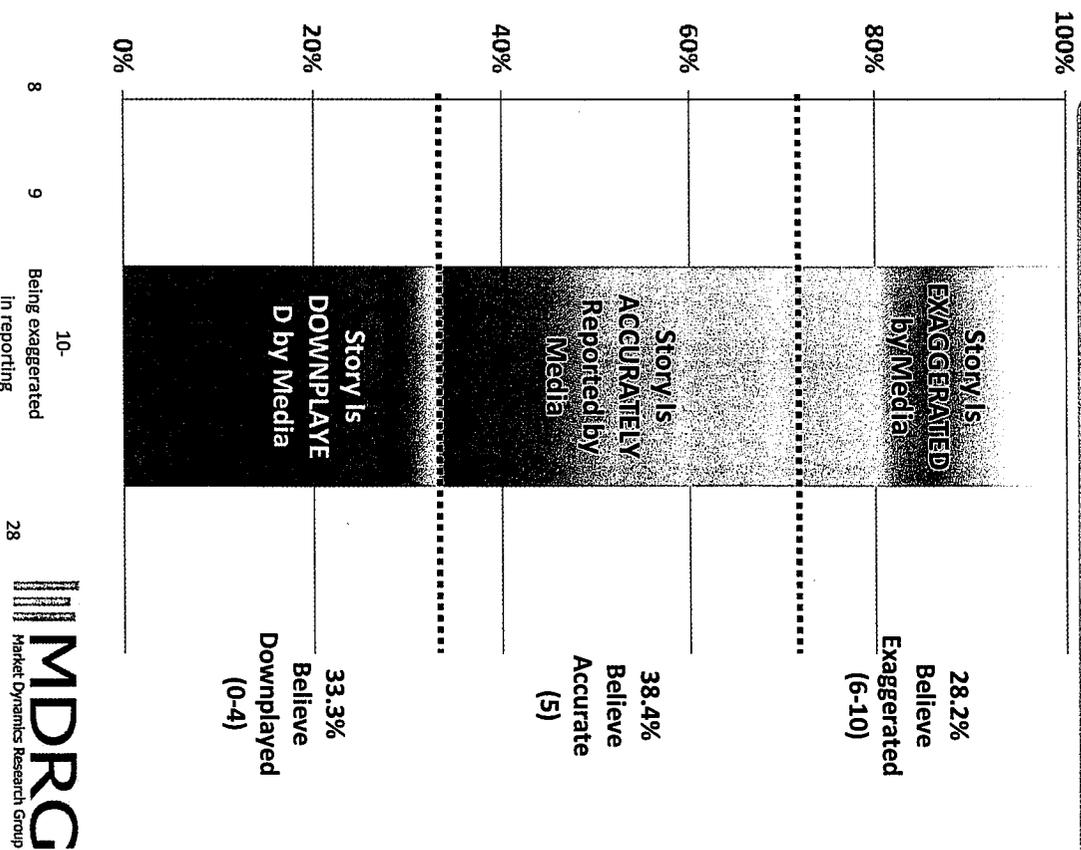
LOUISIANA
LOUISIANARESEARCH.COM

Base: Total Respondents
(n=903)

Source	Percent
Cable TV news (e.g., CNN, Fox News, MSNBC)	28.0
Internet	23.3
Network TV news (e.g., CBS, ABC, NBC)	20.7
Local TV news	12.6
Newspapers	9.0
Radio	4.1
Family and Friends	1.3
Magazines	0.6
None of the above	0.4

The largest percentage (38%) of regional respondents believe that the oil spill story is being accurately reported. The remainder are nearly evenly split between belief that the story is being downplayed (33%) and belief that it's being exaggerated (28%).

Q12. What is your number one source of information about the oil spill?
Q7. Think for a moment about all that you have seen or heard about the oil spill from all news sources, and then rate your opinion using the scale below. The damage to Louisiana is...



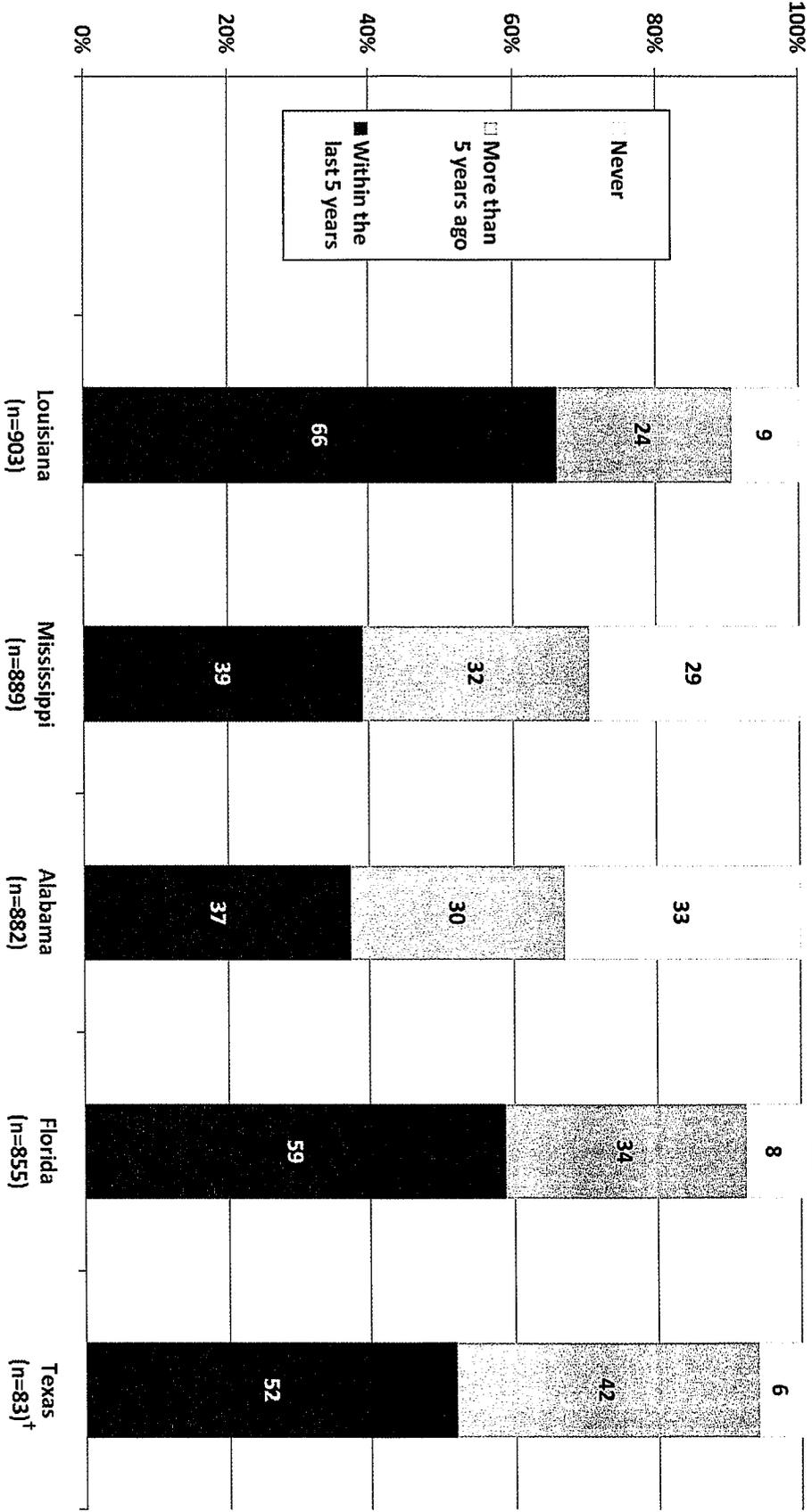
Respondent Profile

Last Time Visited Gulf Coast States

LOUISIANA
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Base: Respondents who do not live in the state

Historically, Louisiana has been a popular destination for regional travelers. About 2 out of 3 (66%) have visited the state in the last 5 years.



[†] Caution: small base size
Q1. Please indicate the last time you visited...

Respondent Profile

Base: Total Respondents
(n=903)

CHARACTERISTIC	PERCENT
Race/Ethnicity	
White	88.0
Asian	3.3
Hispanic	3.3
African American/Black	3.2
Other	2.1
Education	
No college	6.6
Some college	18.9
College graduate	36.9
Post graduate work or degree	37.5
Household Income (in thousands of dollars)	
\$50K to under \$75K	23.0
\$75K to under \$100K	31.2
\$100K to under \$125K	21.7
\$125K or more	24.0
Age (in years)	
25-35	15.6
36-55	42.9

Thank you

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LOUISIANA

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Oil Spill Research Report

National

Wave 2

August 16, 2010

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Research Overview

Background

- ◆ On April 20, 2010, there was an explosion and subsequent fire on an oil rig in the Gulf of Mexico. Shortly thereafter, the rig, located 50 miles off the coast of Louisiana, began leaking oil. The Louisiana Office of Tourism wished to assess the impact of the oil spill on perceptions of and interest in visiting Louisiana.
- ◆ The research reported herein details results from the second of two waves of research designed to measure the impact of the oil spill. MDRG conducted the first wave of research in May 2010 with a nationwide sample of respondents, and the second national wave in August 2010.

Research Objectives

- ◆ Measure current perceptions of Louisiana as a leisure destination
- ◆ Measure intent to visit in the next 12 months
- ◆ Track changes over time

Methodology

- ◆ MDRG used an Internet panel for the purposes of data collection. The survey was available on MDRG's secure website from August 3-6, 2010, and took an average of 6.8 minutes to complete.
 - ➔ The first wave survey was available on MDRG's secure website from May 19-21, 2010, and took an average of 6 minutes to complete.

Sample

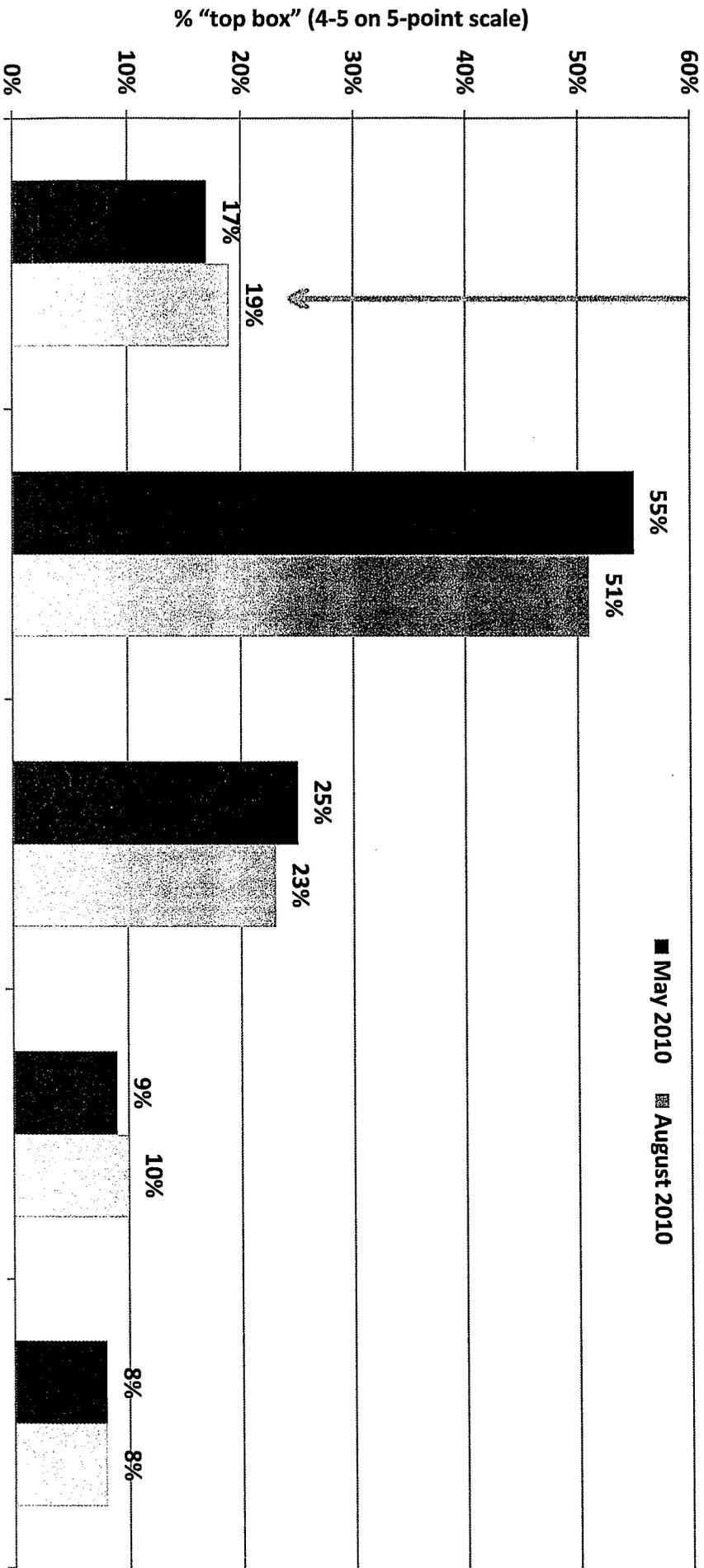
- ◆ Respondents were recruited from the e-Rewards Consumer Internet Panel. In order to reflect the target consumer, they were screened to ensure they:
 - ➔ Are at least 25 years old
 - ➔ Have household incomes of \$50,000 or more
 - ➔ Take at least one trip per year that includes a paid overnight stay
 - ➔ Either share equally or are the primary decision maker when making leisure travel plans
 - ➔ Do not currently live in Louisiana
 - ➔ Are not employed in the travel, market research, marketing or advertising industries
- ◆ A total of 1,003 nationwide respondents completed the survey in each wave.

What can Louisiana (and other Gulf Coast states) expect in terms of visitors?

About one-fifth of nationwide respondents said that they plan to visit Louisiana in the next year.

Base: Respondents who do not live in the state
(n=1003 total in each wave)

Intent to visit: Louisiana Florida Texas Alabama Mississippi

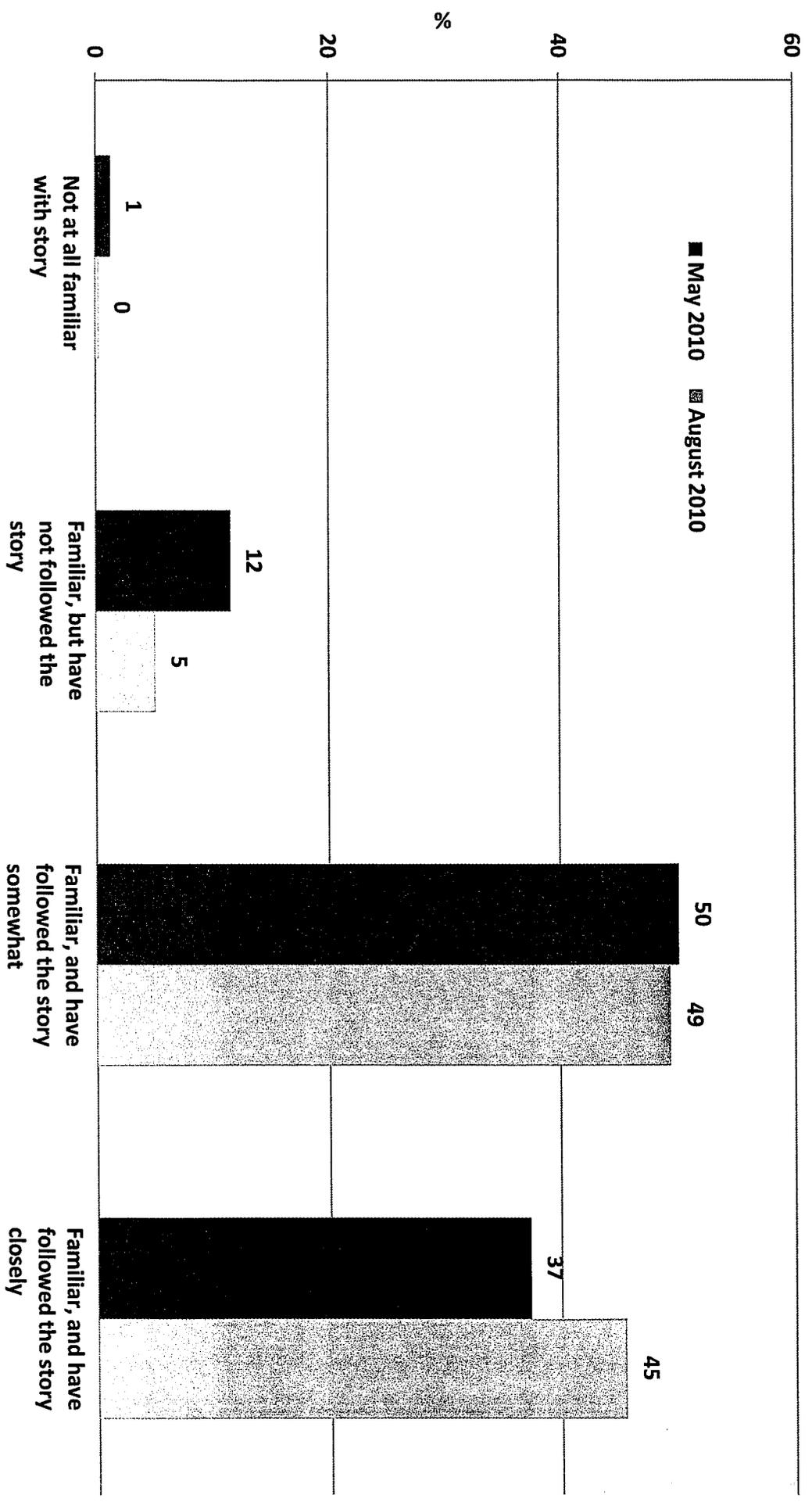


Q2. Using a scale from 1 to 5 where "1" means not at all likely and "5" means extremely likely, please pick any number from 1 to 5 to indicate how likely you are to visit the following states for leisure or pleasure in the next 12 MONTHS:

Do they know about the oil spill?

Nearly everyone is following the oil spill story...

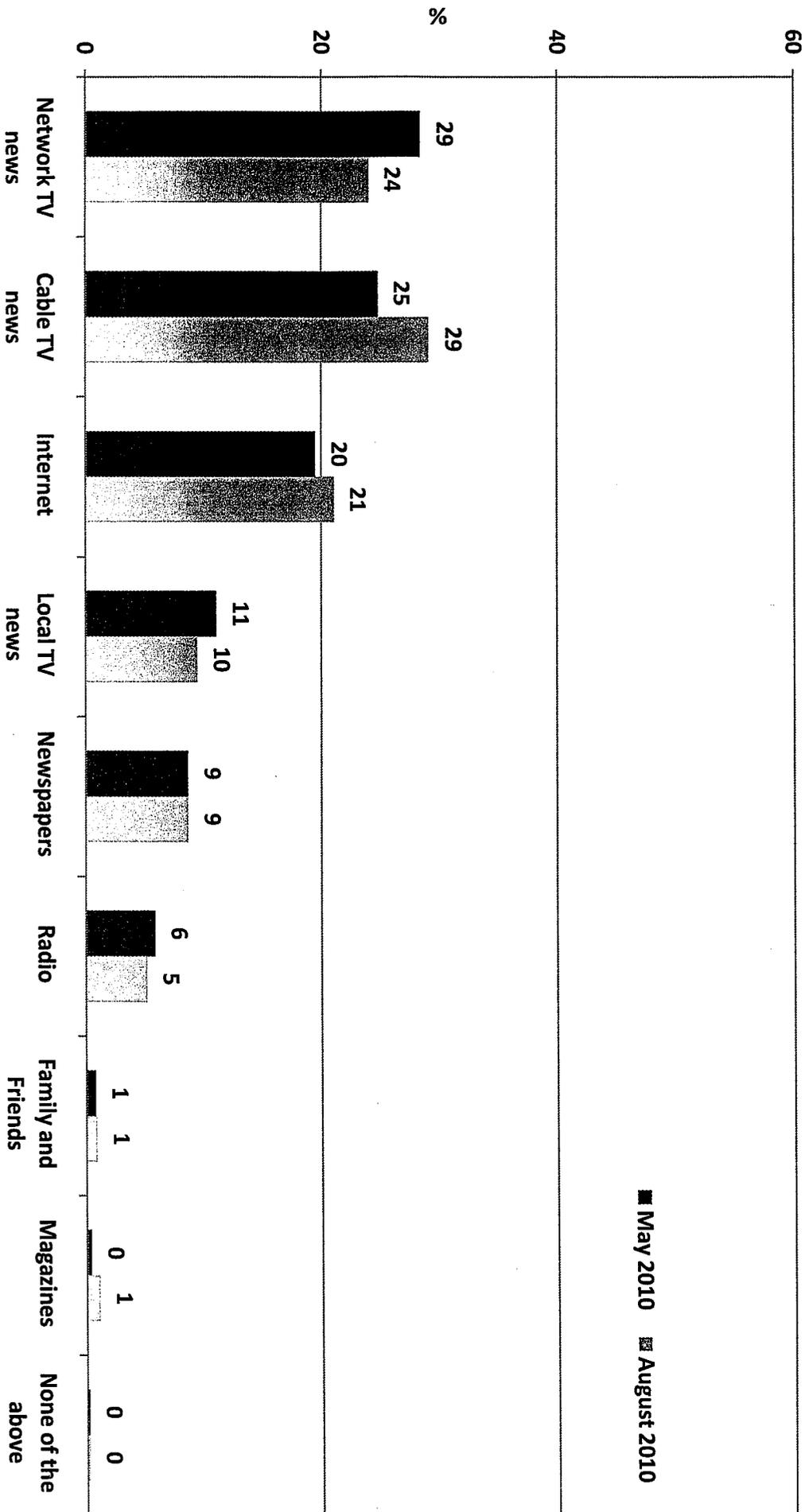
Total Respondents
(n=1003 in each wave)



Q5. Which of the following statements best describes how familiar you are with the oil spill story in the Gulf of Mexico.

...and they follow it on TV and the Internet, although...

Total Respondents
(n=1003 in each wave)



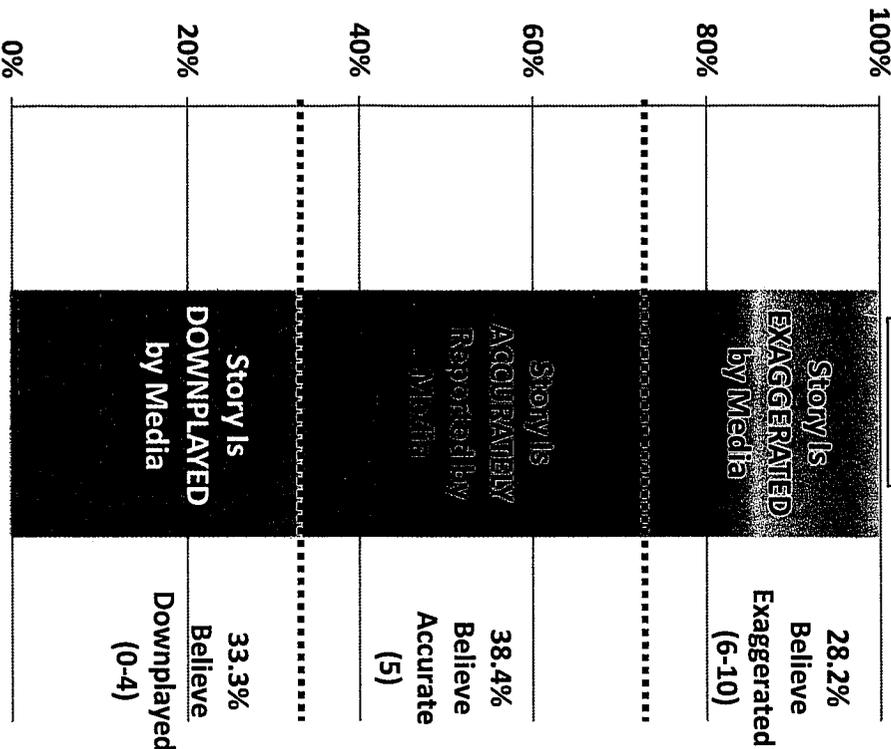
Q12. What is your number one source of information about the oil spill?

...Only about 3 out of 10 (32%) believe the story is reported accurately.

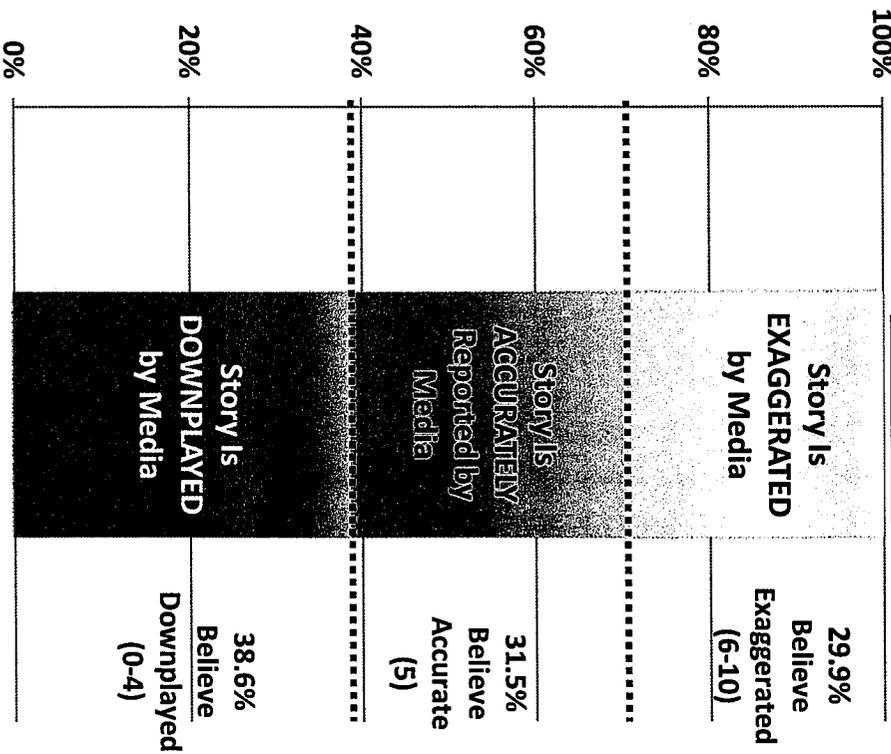
reported accurately.

Total Respondents
(n=1003 in each wave)

May 2010



August 2010



Q7. Think for a moment about all that you have seen or heard about the oil spill from all news sources, and then rate your opinion using a scale from 0-10 where "0" means the story is being downplayed, "5" means the story is being accurately reported, and "10" means the story is being exaggerated.

0- Being downplayed in reporting

5- Being accurately reported

10- Being exaggerated in reporting

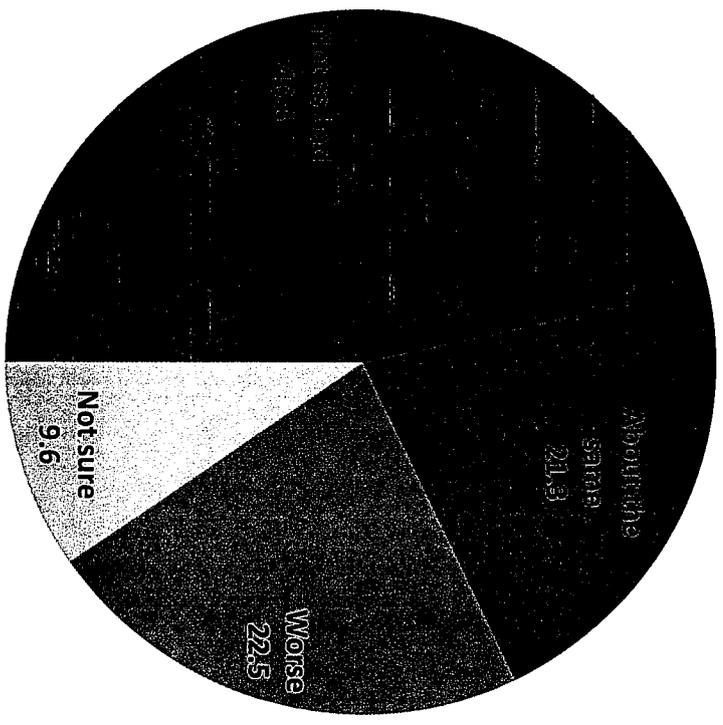
**How bad do respondents think the oil spill has
been for Louisiana?**

Almost half of nationwide respondents believe that the oil spill is as bad or worse than the 2005 hurricanes...

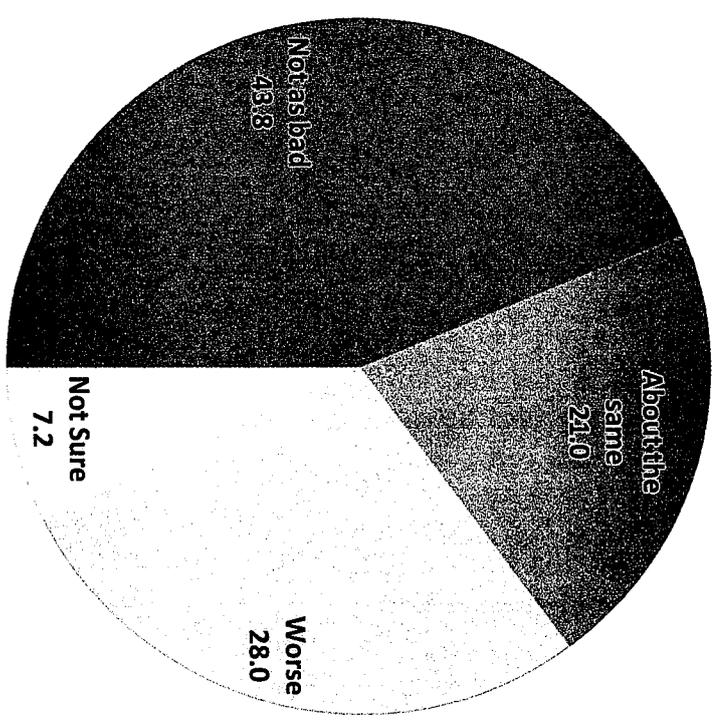
Total Respondents
(n=1003 in each wave)

Compared to the 2005 hurricanes, the devastation caused by the oil spill is:

May 2010



August 2010

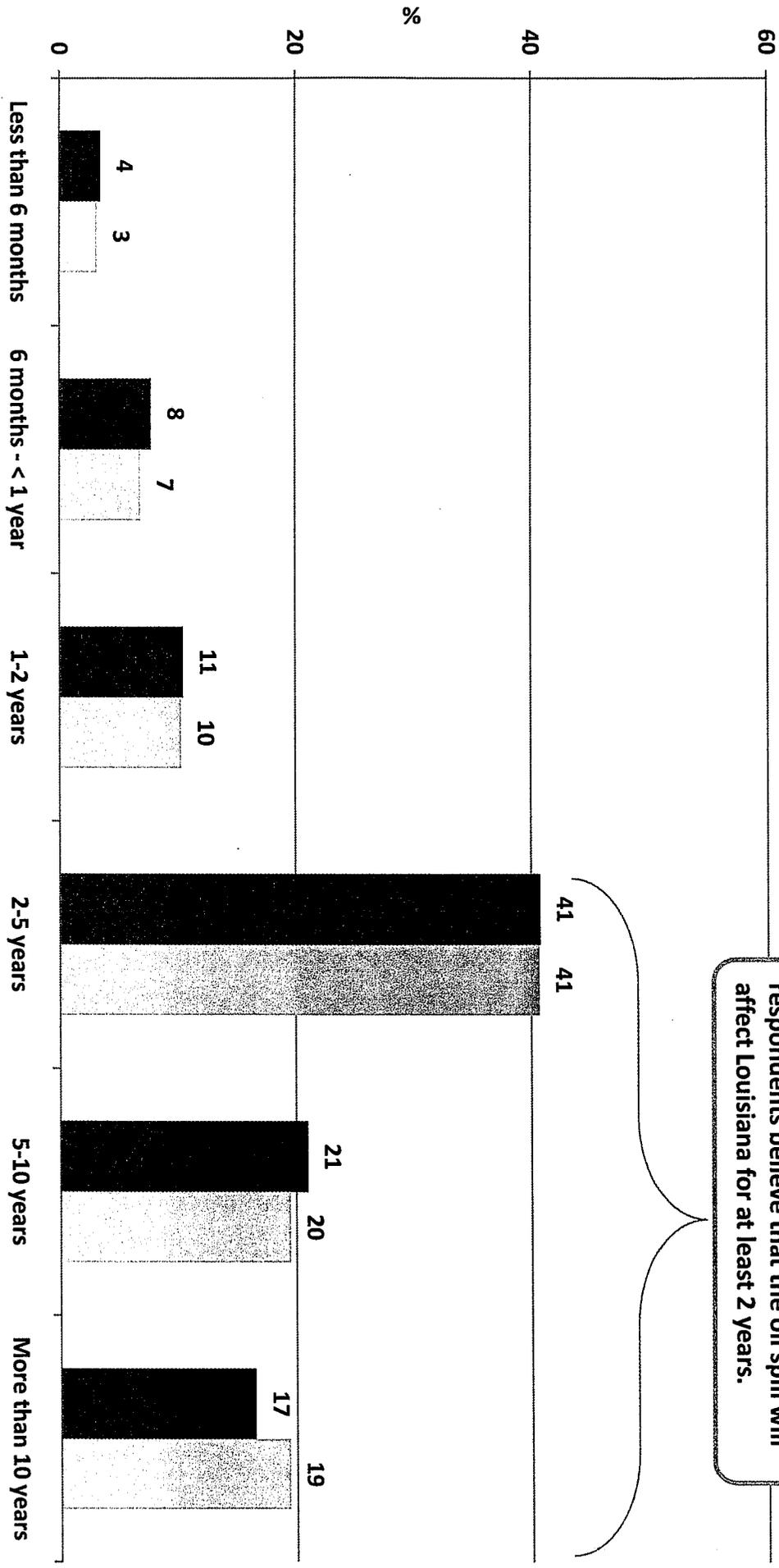


Q8. In the summer of 2005, as you probably remember, Hurricanes Katrina and Rita hit Louisiana. Compared to what you know about the devastation to Louisiana caused by those hurricanes, do you think the devastation to Louisiana caused by the oil spill is:

...and that it will affect Louisiana for years.

Total Respondents
(n=1003 in each wave)

About 8 out of 10 Nationwide respondents believe that the oil spill will affect Louisiana for at least 2 years.

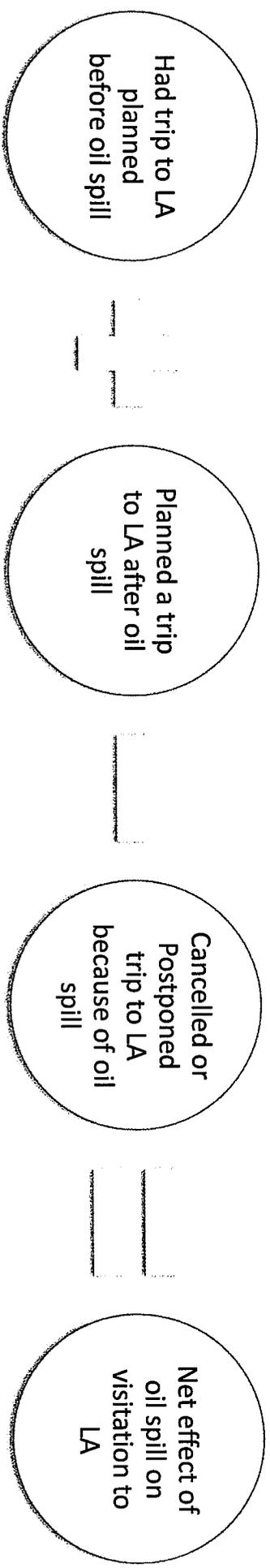


Q11. Based on everything you know about the oil spill, how long do you think Louisiana will be affected?

How has the Oil Spill Affected Travel Plans to Louisiana?

To answer that question, we examined travel plans to Louisiana before and after the oil spill.

- ◆ Respondents were asked to indicate how the oil spill in the Gulf had affected their leisure travel plans to Louisiana. They could select from the following list of options:
 - ➡ The oil spill caused me to plan a leisure trip to Louisiana.
 - ➡ The oil spill caused me to cancel a leisure trip to Louisiana.
 - ➡ The oil spill caused me to postpone a leisure trip to Louisiana.
 - ➡ The oil spill caused me to change the areas or attractions to visit on my leisure trip to Louisiana.
 - ➡ The oil spill had no impact on my plans to take a leisure trip to Louisiana.
- ◆ The effect of the oil spill on leisure travel plans to Louisiana was calculated as follows:
 - ➡ The number/percentage of respondents likely to visit Louisiana prior to the oil spill
 - ➡ Plus the number/percentage of respondents who planned trips to Louisiana because of the oil spill
 - ➡ Minus the number/percentage of respondents who cancelled or postponed trips to Louisiana because of the spill



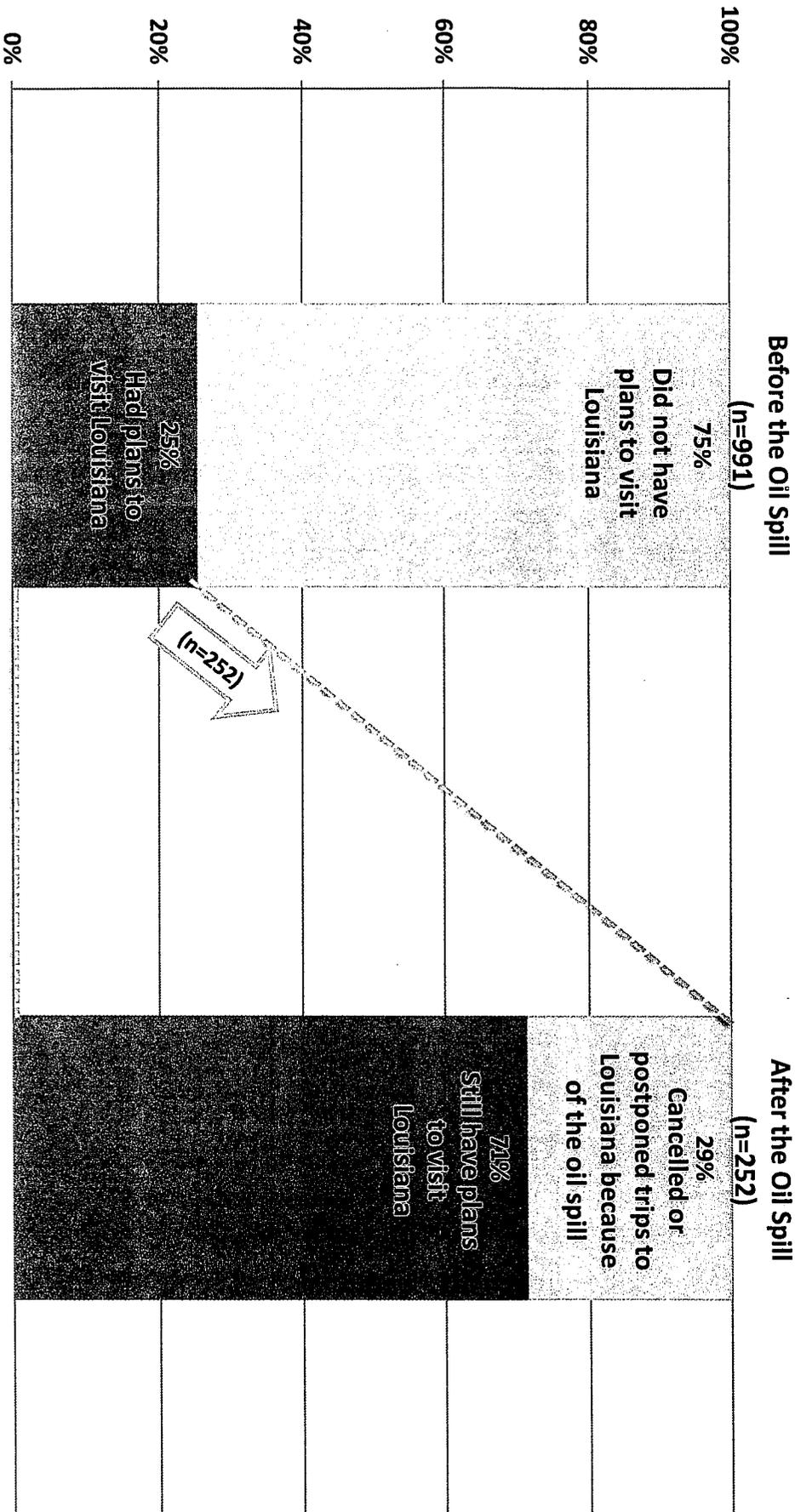
The net effect of the oil spill on visitation to Louisiana is negative.

Effects of oil spill on leisure travel plans measured in 3 steps:	May 2010		August 2010	
	Number	Percentage	Number	Percentage
1. Had Plans to Visit before the Oil Spill	218	22%	252	25%
2. Made Plans to Visit after the Oil Spill	+8	+1%	+12	+1%
3. Cancelled or Postponed Plans to Visit after the Oil Spill	-57	-6%	-72	-7%
Have Plans to visit	169	17%	192	19%

Q2. Using a scale from 1 to 5 where "1" means not at all likely and "5" means extremely likely, please pick any number from 1 to 5 to indicate how likely you are to visit the following states for leisure or pleasure in the next 12 MONTHS: LOUISIANA
 Q10. How has the oil spill affected your leisure travels to Louisiana?

In fact, 29% of would-be visitors cancelled or postponed plans to visit Louisiana because of the oil spill.

August 2010



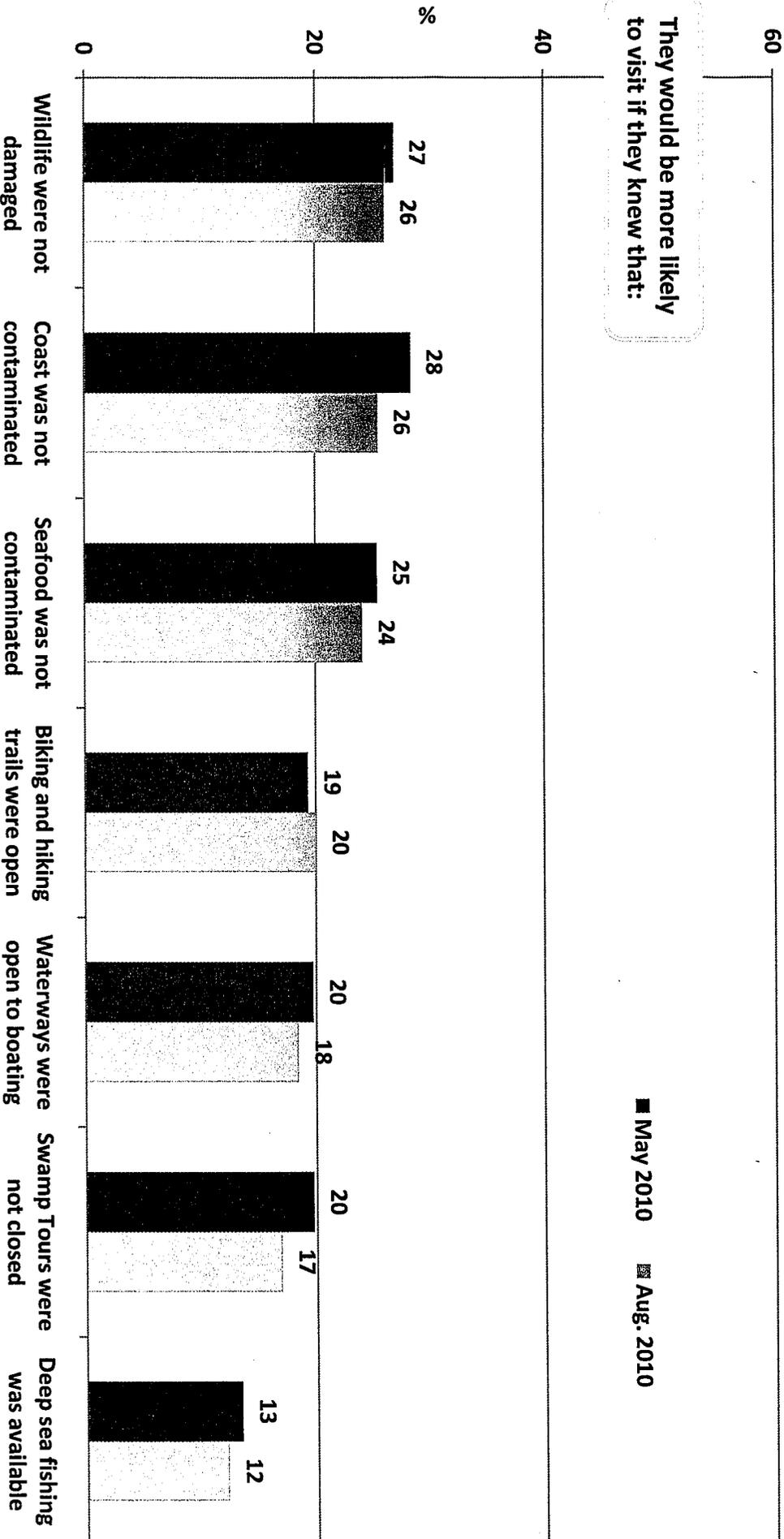
NOTE: Respondents who made plans to visit Louisiana after the oil spill (n=12) are excluded from the analysis.

Q2. Using a scale from 1 to 5 where "1" means not at all likely and "5" means extremely likely, please pick any number from 1 to 5 to indicate how likely you are to visit the following states for leisure or pleasure in the next 12 MONTHS: LOUISIANA Q10. How has the oil spill affected your leisure travels to Louisiana? [Chart includes respondents who said that they either cancelled or postponed a leisure trip to Louisiana because of the oil spill.]

What could Louisiana say that would attract visitors?

Tell them that Louisiana wildlife, the Louisiana coast and Louisiana seafood are okay.

Among Respondents NOT likely (1-3 on 5-point scale) to visit Louisiana (May 2010 base=834, 83% of Respondents; Aug. 2010 base=811, 81% of Respondents)



They would be more likely to visit if they knew that:

■ May 2010

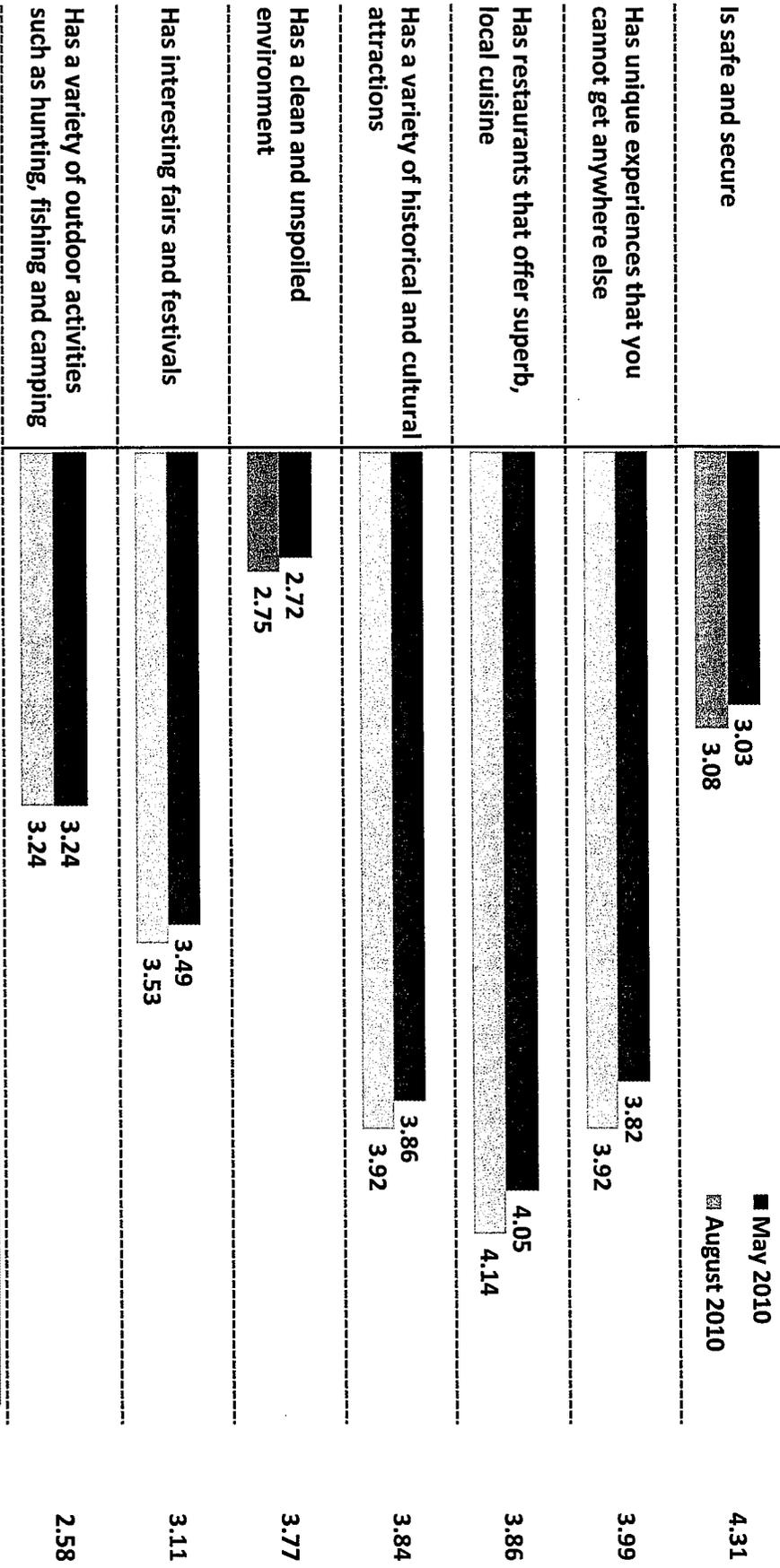
■ Aug. 2010

Q9: Earlier you indicated that you are not likely to visit Louisiana in the next 12 month. Please use the scale below to indicate your agreement with the list of statements about visiting Louisiana. I would be more likely to visit Louisiana if...

Let them know that the state can offer what's important to them... unique experiences and superb cuisine. (The challenge will be making them feel safe and secure.)

Louisiana is:

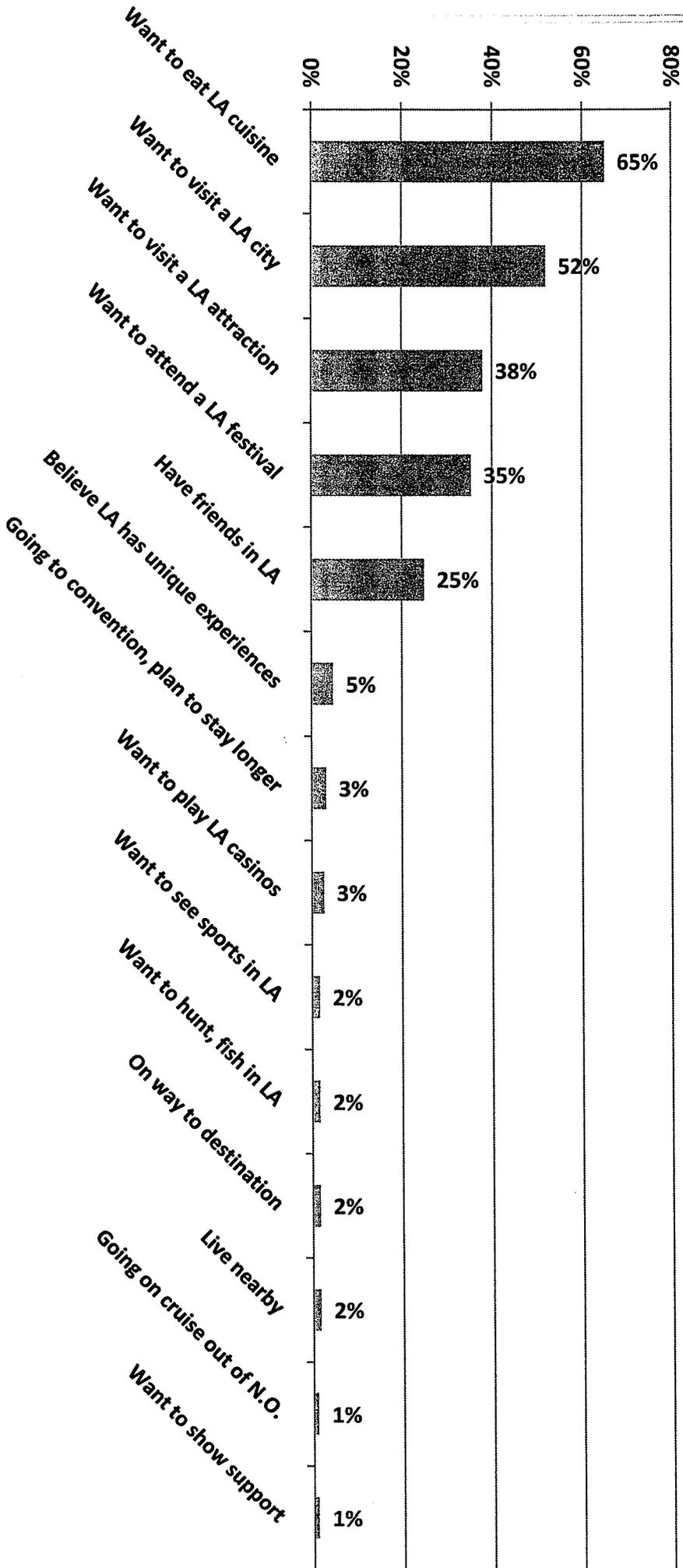
Average on 5-point scale (Performance)



August Importance Score

Q3/Q4. Think for a moment about when you are planning a leisure trip. Using a scale from 1 to 5 where "1" means the phrase is not at all important/does not describe LA well at all and "5" means the phrase is extremely important/describes LA extremely well, please pick any number from 1 to 5 to indicate how important the phrase is to you in terms of what you want from a leisure destination/your perceptions of Louisiana.

Respondents who plan to visit Louisiana want to eat Louisiana cuisine. Louisiana food is the most-often given reason for selecting the state...



Among Respondents likely (4-5 on 5-point scale) to visit Louisiana August 2010 base=192, 19% of Respondents)

Q9.3 What led you to select Louisiana as a leisure travel destination? (Select all that apply.)

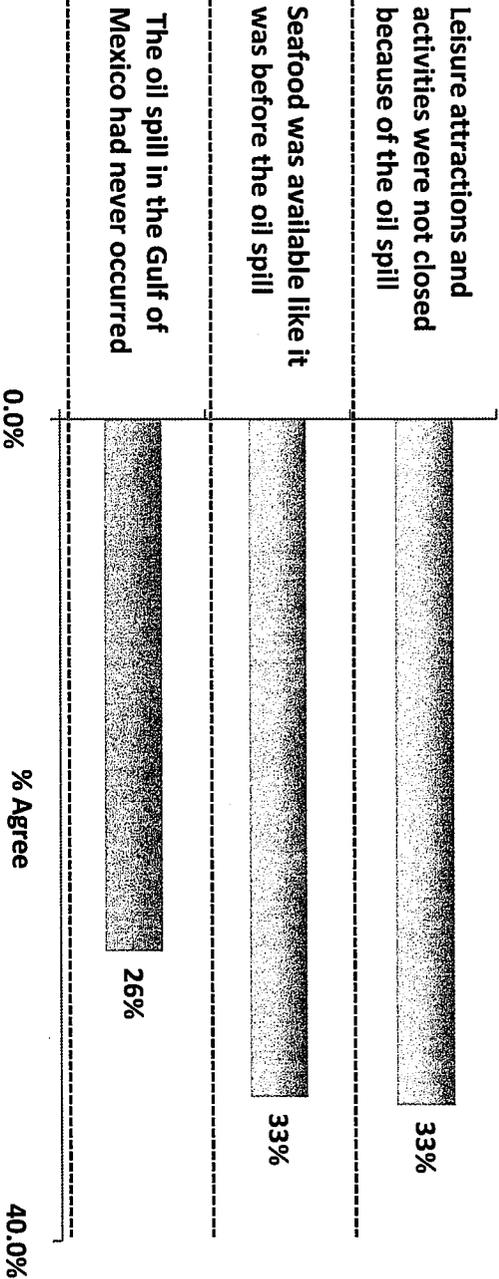
...and a major reason why they are not selecting Louisiana.

LOUISIANA
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Among Respondents NOT likely (1-3 on 5-point scale) to visit Louisiana
August 2010 base=811, 81% of Respondents)

One-third of unlikely visitors said that they would be more likely to visit if "Seafood was available like it was before the oil spill."

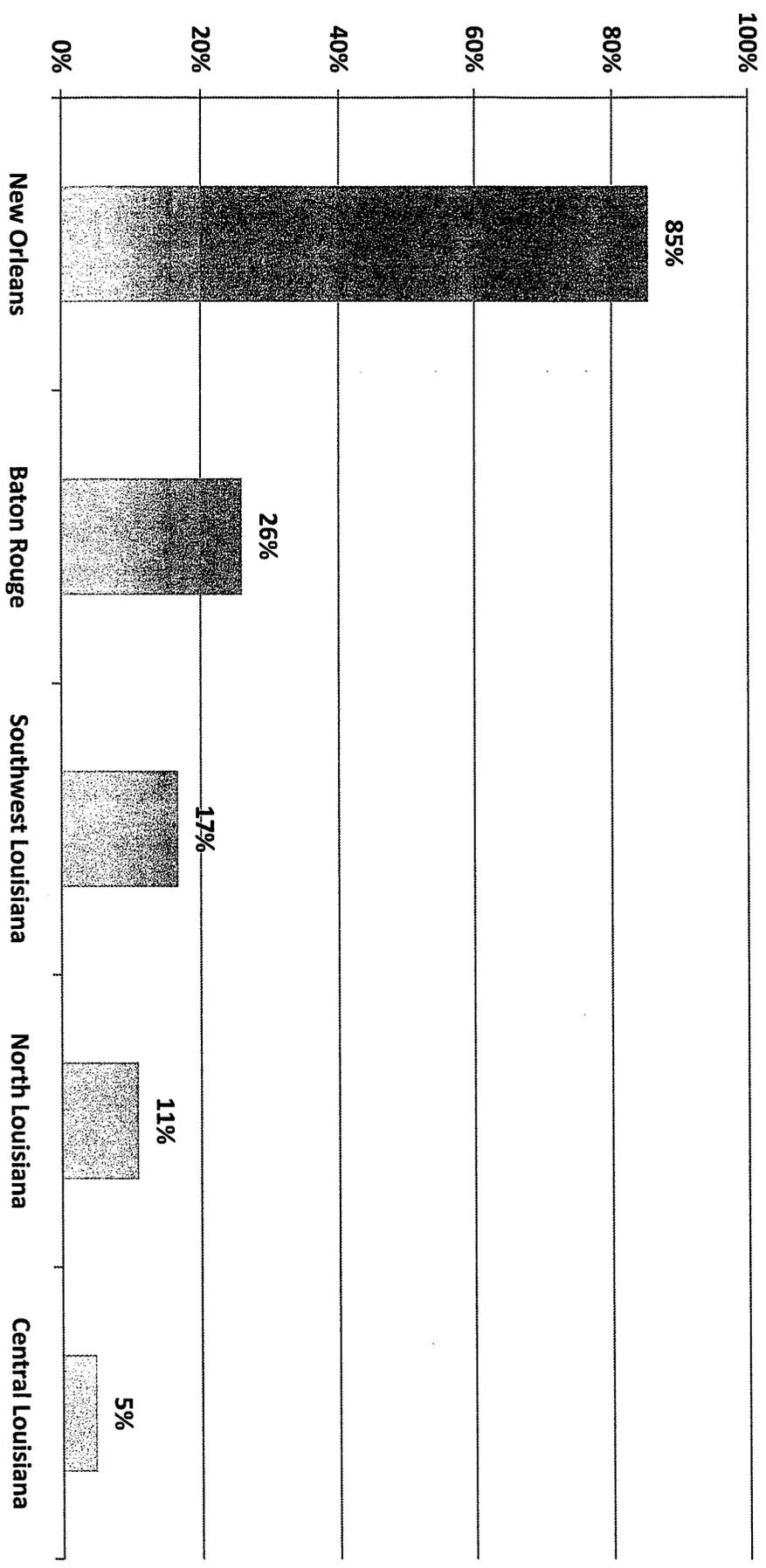
I would visit Louisiana if:



Q9.1. Do you agree or disagree with the following: I would visit Louisiana if:

Respondents who plan to visit Louisiana are most likely to visit New Orleans.

Among Respondents likely (4-5 on 5-point scale) to visit Louisiana
August 2010 base=192, 19% of Respondents)



Q9.2 Earlier you indicated that you are likely to visit Louisiana. Which of the following areas of Louisiana do you plan to visit? (Select all that apply.)

What specifically should be said about Louisiana seafood?

Let people know that contaminated seafood is not for sale, regulations are in place to ensure consumer safety.

False Statements about Louisiana Seafood:

Percent Believe + Not Sure

The Truth

Shrimp costs more because has to be cleaned (FALSE)	May 2010	57	Shrimp priced higher because of lower production
	Aug. 2010	53	
Restaurants that serve seafood put customers at risk (FALSE)		48	Contaminated seafood is not for sale
Fishing allowed where oil is present (FALSE)		36	Some fishing spots have been re-opened, but not where oil is present.
Fishing allowed where oil is present (FALSE)		44	
True Statement about Louisiana Seafood:	Percent Do NOT Believe + Not Sure		
Regulations are in place to ensure bad seafood not sold (TRUE)		40	Several government agencies regularly test Louisiana seafood
		35	

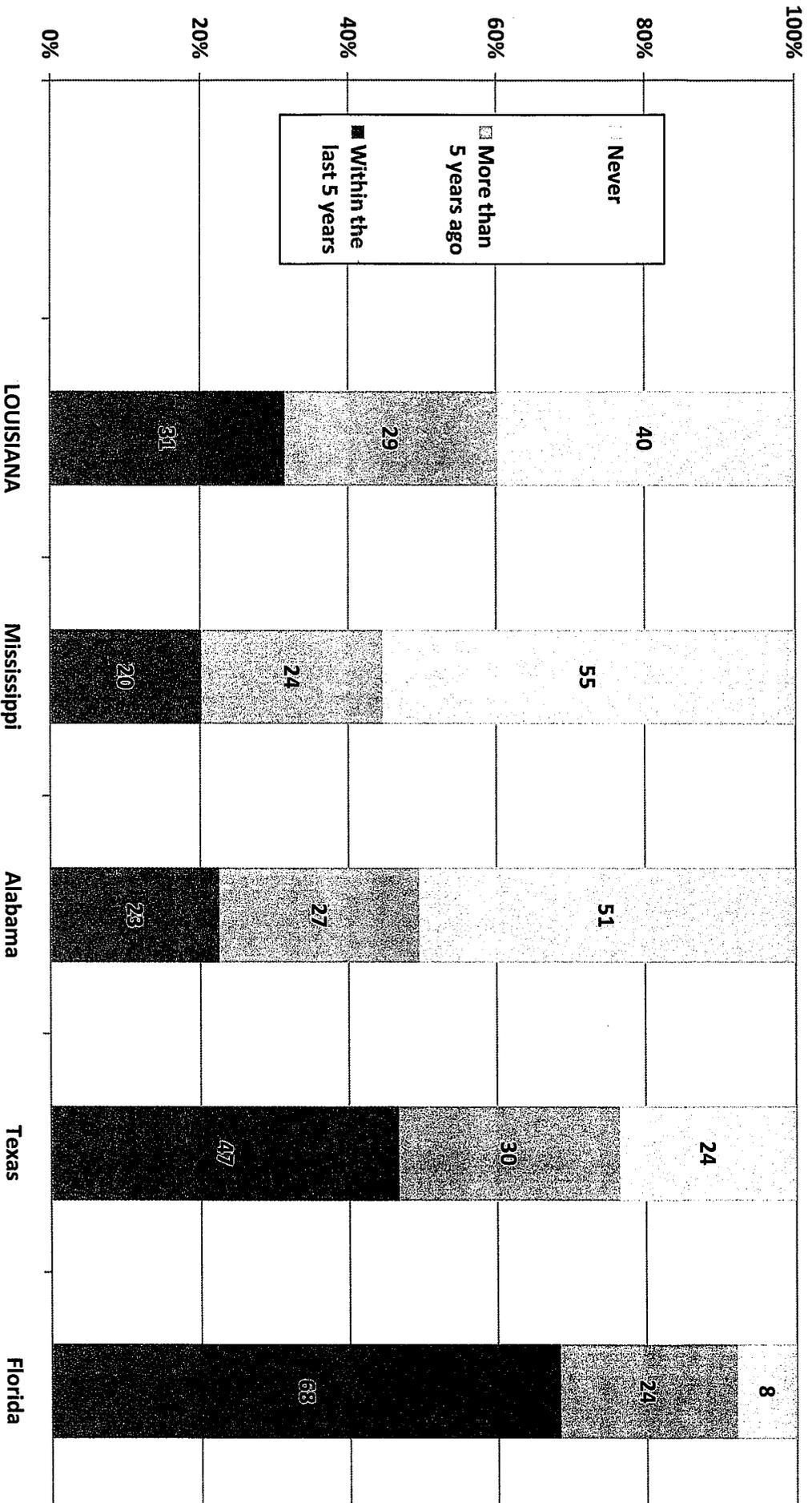
Total Respondents
(n=1003 in each wave)

Oil began spilling from an oil well on April 20, 2010 after an oil rig exploded in the Gulf of Mexico about 50 miles off the coast of Louisiana. Since mid-July 2010, the oil spill has been contained with a temporary cap. Q6. Considering this information and anything else you may have heard about the oil spill, please indicate whether you believe each of the following statements about Louisiana seafood.

Respondent Profile

Last Time Visited Gulf Coast States

Base: Respondents who do not live in the state
(n=1003 total)



Q1. Please indicate the last time you visited...

Respondent Profile

Respondent base (n=1003)

Educational Attainment	May 2010		Aug. 2010	
No college	9	6	17	17
Some college	19	17	32	32
College graduate	38	32	44	44
Post-graduate work or degree	35	44		

Race/Ethnicity	May 2010		Aug. 2010	
White	85	83	7	7
Black/African-American	4	4	3	3
Asian	4	3	6	6
Hispanic	5	6	2	2
Other	2	2		

Household Income	May 2010		Aug. 2010	
\$50K to under \$75K	38	40	27	27
\$75K to under \$100K	28	27	12	12
\$100K to under \$125K	17	12	21	21
\$125K and over	17	21		

Units: %

Age	May 2010		Aug. 2010	
20-35	22	18	38	38
36-55	36	38	44	44
56 and older	42	44		

Gender	May 2010		Aug. 2010	
Male	53	48	52	52
Female	47	52		

Household Composition	May 2010		Aug. 2010	
Single, no children	17	22	3	3
Single, with children	2	3	51	51
Married/Living with partner, no children	50	51	23	23
Married/Living with partner, with children	31	23		

Appendix: Questionnaire

⇒ Separate Document

Thank you

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July 26, 2010

Mr. Larry Thomas
General Manager, Government & Public Affairs
BP America, Incorporated
501 Westlake Park Boulevard, #25.176C
Houston, TX 77079

Dear Mr. Thomas:

British Petroleum oil spill images portrayed by the national news media since late April have depicted the oil spill as Louisiana's biggest disaster since Hurricane Katrina. These destructive images negatively impact Louisiana's second largest industry, tourism. We acknowledge the initial commitment BP made for \$15 million to help mitigate the impact of the oil spill on the tourism industry. We have quickly committed those funds to stakeholders after careful consideration of our needs. We continue to analyze the effect of the oil spill on tourism and are convinced we will need additional financial resources to implement a strategic response as detailed herein.

Now more than three months into the oil spill, negative images portrayed daily continue to send damaging messages to our tourists across the country and around the world. News stories create the false assumption that Louisiana is not open for tourism and that Louisiana seafood is not fit for consumption. With no end in sight, the longer these assumptions are fueled by the media, the more devastating the impact will be.

These persistent negative images and stories can be likened to the media impact Louisiana endured after Hurricanes Katrina and Rita. The natural and manmade disasters were exacerbated by enduring negative images. As a consequence, people across the country and the world believed the entire state was underwater for a sustained period of time. These perceptions were devastating to the tourism industry. Parallels should indeed be drawn between the media attention Louisiana received pursuant to Hurricanes Katrina and Rita and the media attention we are receiving now as a result of the British Petroleum oil spill. The state is already experiencing a decline in tourism, as sports fishing trips are being cancelled by charter providers, compelling cancellations in vacations, hotel stays, restaurant reservations, and retail spending.

In order to understand the impact of the oil spill on tourism, at my direction, the Louisiana Office of Tourism conducted an industry survey of the directly impacted region as well as a national perception study. In addition, we have reached out to tourism stakeholders who have provided comments on how best to mitigate the impact of the spill. The initial studies are complete, and responses are alarming. The industry survey demonstrates that 67.8% of tourists to high impact areas have canceled their reservations. Also, 73.3% of respondents indicate that the oil spill has hurt their ability to book future business.

The national perception study reveals equally alarming data.

- 26% of the respondents who were planning to visit Louisiana are actively canceling or postponing their visits.
- 43% of respondents believe the oil spill devastation is about the same as or more than that of Hurricanes Katrina and Rita.
- 79% of respondents believe the oil spill will affect Louisiana for at least two years.
- 6% of all respondents will not visit Louisiana as a result of the oil spill. Before the spill, 23% of national respondents said they planned to visit the state.
- 39% of respondents believe network television news, cable news, radio, and internet information provide an accurate indication of oil spill damage to Louisiana. 38% believe the oil spill crisis is being downplayed.

(Note: over 1,000 respondents included in the study)

Negative images and stories are already leading visitors to other destinations. We are requesting an additional \$75 million to fund the following:

Louisiana Campaign (includes partnership with La. Travel Promotion Association)	\$ 21 million
Louisiana Coastal Tourism Recovery	\$ 12 million
Greater New Orleans Marketing Campaign (includes restaurant & multicultural focus)	\$ 12 million
Louisiana Seafood Brand Campaign (includes partnership with LA Seafood Promotion Board)	\$ 15 million
Special Tourism Events Stabilization	\$ 15 million
Total	\$ 75 million

We believe that an early \$75 million investment in tourism recovery will be instrumental in mitigating this disaster for Louisiana tourism in the short term; we are thankful for your initial \$15 million commitment and respectfully request an additional \$75 million. It will take years for tourism to recover, but this early strategic investment will allow us to aggressively combat some devastating effects of the oil spill.

Very truly yours,

Scott A. Angelle
Lieutenant Governor

Attachment

Attachment A

Post-Katrina Advertising and Marketing efforts allowed Louisiana tourism to rebound.

In 2004, the year before the devastating hurricanes, 24.8 million people visited Louisiana, and they spent \$10 billion. The following year was forecast to be a very productive, record-setting year for tourism, but the 2005 August and September hurricanes forced a significant downturn. 2005 brought us 19.6 million visitors spending \$8.2 billion; the downturn continued throughout 2006 with 18.2 million visitors who spent only \$6.6 billion. Persistent negative images took a tremendous toll on our tourism industry; annual Katrina anniversaries, for example, encouraged the media to return to Louisiana for intensive coverage of stalled recovery efforts.

For our 2007 post-Katrina marketing efforts, the Office of Tourism invested \$28.5 million in federal recovery dollars for tourism advertising and marketing to fight prevalent negative images and perceptions. This investment was instrumental in helping the tourism industry to rebound from the storms. The data demonstrates that 23.8 million visitors came to Louisiana in 2007, and they spent \$9 billion.

During our most recent calendar year, the industry fueled 124,000 jobs as a result of 23.3 million visitors who spent \$8.3 billion.

Tourism Indicators:

Calendar Year	Number of Visitors to Louisiana	Expenditures by tourists
2004	24.8 million	\$10 billion
2005	19.6 million	\$8.2 billion
2006	18.2 million	\$6.6 billion
2007	23.8 million	\$9.0 billion
2008	24.4 million	\$9.5 billion
2009	23.3 million	\$8.3 billion

For Comparison: Tourism Impacts Related to the Exxon Valdez Oil Spill

We don't know the number of years it will take our tourism industry to rebound; Alaska tourism still sees the effects of the Exxon Valdez oil spill. Studies conducted to demonstrate the impact of the Exxon Valdez oil spill demonstrate that Alaska's tourism industry (much smaller than Louisiana's) immediately lost over 26,000 jobs and more than \$2.4 billion in sales. Tourism spending decreased by 8% in south central Alaska and decreased by 30% in southwest Alaska the year after the spill. The economic losses to recreational fishing for the two years following the oil spill were estimated to be \$311 million.



SCOTT A. ANGELLE
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR

POST OFFICE BOX 44243
BATON ROUGE, LA 70804-4243

September 15, 2010

VIA FEDERAL EXPRESS

Mr. Larry Thomas
General Manager, Governmental & Public Affairs
BP America, Incorporated
501 Westlake Park Boulevard, #25.176C
Houston, TX 77079

Dear Mr. Thomas:

As per my July 26 correspondence to you, the Deepwater Horizon explosion and oil spill continue to negatively impact Louisiana's second largest industry, tourism. We gratefully acknowledge BP's initial commitment of \$15 million to help mitigate the impact of the oil spill on our tourism industry. We have strategically committed 97% of the funds based upon careful evaluation of the needs of the industry. We have also continued to evaluate the impact of the oil spill on tourism, prompting our July request to you for additional funding and this follow-up correspondence.

Louisiana wasted no time working to understand the impact of the oil spill on tourism, as well as trying to mitigate subsequent damage. Accordingly, we were the first state to conduct independent perception studies to gauge the extent of our challenges related to the oil spill. On May 28, 2010, our first national perception study was released. It was followed by a regional perception study on June 30, 2010, and a subsequent national perception study on August 16. All the studies tell us that Louisiana tourism suffers significantly from the oil spill. Key findings from our most recent (August) perception study indicate the following:

- 29% of those respondents who had plans to visit Louisiana have cancelled or postponed their trips because of the oil spill.
- 28% of respondents believe that the oil spill is as bad as or worse than the 2005 Hurricanes Katrina and Rita.
- 80% of respondents believe the oil spill will affect Louisiana for at least two years.
- 45% of respondents are following the story closely.
- 48% of respondents believe that restaurants that serve Louisiana seafood put customers at risk.

Similarly, the May, June and August perception studies warn of decreased visitation and the misperception that Louisiana seafood is contaminated. Historically, the state's number one tourism asset has been our unique cuisine, and that cuisine is tied to our seafood. Research consistently shows that leisure travelers visit Louisiana for our restaurants that serve superb local cuisine; this has always been our competitive advantage. In damaging our seafood brand, the oil spill has simultaneously damaged our tourism brand, as the two are inextricably linked.

Page 2
Mr. Larry Thomas
September 15, 2010

At my direction the Department of Culture, Recreation & Tourism has pro-actively engaged in a variety of strategies to combat the negative impact of the oil spill on tourism. Those strategies include, but are not limited to the following:

- Implemented a summer advertising campaign to combat negative perceptions; \$2 million in state funding was spent over and above funding provided by BP;
- Created and managed a crisis communications network to assist tourism industry stakeholders in managing related challenges and messaging at local levels;
- Assumed a leadership role in developing the tourism coastal coalition to address short and long term needs of the directly impacted areas;
- Shaped and implemented public and media relations strategies to combat misperceptions about Louisiana tourism;
- Partnered with the Louisiana Seafood Promotion & Marketing Board to work cooperatively to combat misperceptions about Louisiana seafood.

As stated in my previous correspondence, early and strategic investments in tourism and brand damage recovery are critical to mitigate this disaster in the short term. These investments will minimize damage to the industry and to the state's economy. Last year alone, Louisiana's tourism industry generated \$8.3 billion in direct spending. As 29% of our tourists have now cancelled their plans as a result of the oil spill, the impact will be a \$2.4 billion decrease in direct spending in Louisiana.

We can change this devastating trend and blow to our economy with focused investments in tourism designed to aggressively combat negative misperceptions. Accordingly, I reiterate my request for an additional \$75 million for tourism recovery and attach my original correspondence and justification herein.

For your reference and convenience, I am including links to the three independent perception studies cited above.

May 28, 2010 study:

http://www.crt.state.la.us/tourism/research/Documents/2009-10/Perception_BPOilWave1.pdf

June 30, 2010 study:

http://www.crt.state.la.us/tourism/research/Documents/2010-11/RegionalEffectsonPerception_BPOilSpillSurveyWave1Results20100630.pdf

August 16, 2010 study:

<http://www.crt.state.la.us/tourism/research/Documents/2010-11/NationalOilSpillReport20100816.pdf>

I look forward to hearing from you soon.

Very truly yours,


Scott A. Angelle

Lieutenant Governor

*Louisiana Seafood Safety Response and
Quality Certification Plan
Post - Mississippi Canyon 252 Oil Spill*

.....
S E P T E M B E R 1 5 , 2 0 1 0

V E R S I O N 3 . 1



Louisiana Seafood Safety Response and Quality Certification Plan

*Louisiana Seafood Safety Response and
Quality Certification Plan
Post - Mississippi Canyon 252 Oil Spill*

APPROVED:

BP Representative:

Date:

Federal Representative:

Date:

State Representative:

Date:

***Submitted to Area Command for Approval and Inclusion in
Incident Operations***

Louisiana Seafood Safety Response and Quality Certification Plan

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Introduction and Overview

The commercial seafood industry in Louisiana, with an economic impact of more than \$3 billion annually, is one of Louisiana's most reliable industries – harvesting from one of the most productive fishery resources in the world. The oil spill from the BP disaster in the Gulf of Mexico has threatened that industry and a way of life for thousands of Louisiana residents, and potentially threatened a food supply amounting to one-third of America's seafood production. The Louisiana Department of Health and Hospitals (DHH) and Louisiana Department of Wildlife and Fisheries (DWF) have closed coastal areas to commercial and recreational fishing and harvesting as a precautionary measure to minimize the risk of consumers purchasing product impacted by the spill. The efforts thus far have curtailed significant fishing and production, but have been effective at protecting the public. The long-term impact of the oil and chemicals used to mitigate the impact remains a concern. The State of Louisiana is committed to ensuring only safe seafood product is permitted to go to market, and that the product is only of the highest quality.

This plan has three components, and was prepared collaboratively by the Louisiana Departments of Health and Hospitals, Wildlife and Fisheries, Agriculture and Forestry, and Environmental Quality. Academic partners assisted in this planning as well. The Louisiana Seafood Safety Response and Quality Certification Plan is a high-level, broad and critical approach to continually and scientifically assert the quality of Louisiana's seafood. It is a *living document* that will evolve as more information and related science emerges. Once funded, Louisiana will work with numerous stakeholder groups to develop and put forth final operational details for implementation. Part I addresses the testing, proactive monitoring and evaluation processes necessary to ensure the safety of seafood. It draws heavily from the document *Managing Seafood Safety after an Oil Spill*, National Oceanic and Atmospheric Administration, NOAA's National Ocean Service Office of Response and Restoration (2002) and from the *Protocol for Interpretation and Use of Sensory Testing and Analytical Chemistry Results for Re-opening Oil-Impacted Areas Closed to Seafood Harvesting*". FDA/NOAA, June 18, 2010. These protocols have been accepted by all Gulf states and will be used to close and re-open seafood harvest areas to ensure confidence in the safety of seafood products harvested from the Gulf of Mexico.

Part II details a long-term, robust communication strategy to communicate to the public the value and quality of Louisiana seafood. This strategy will be based on learning how consumers will react to the oil spill in terms of their purchase patterns, and will use this information to determine the best manner in which to communicate with the public information which will re-instill confidence in Louisiana seafood product. The communication portion of this plan was based in part on the experience in Alaska in

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rebuilding its seafood brand after the Exxon Valdez spill and, in part, on rebuilding Louisiana's brand as a tourist attraction after Hurricane Katrina.

Part III details the Louisiana Seafood Certification Program. The program allows for Louisiana seafood harvesters and processors to certify their products based on quality control and food safety standards. These standards will be designed based on the evidence to support a quality product.

Louisiana believes this effort must be sustained over time. The proposal is for a 20-year multi-agency initiative with a total cost of \$457 million. Considering the \$3 billion annual impact of this industry on Louisiana, we believe this is a fair and appropriate investment in revitalizing an industry that will clearly feel the effects of this spill for decades to come. Appendix A includes a preliminary budget and budget narrative.

Part I. Seafood Safety Testing, Monitoring and Evaluation

Scope

Samples collected for analyses under the purview of this plan are intended to represent commercially and recreationally harvested species that are landed in Louisiana for the purposes of human health risk assessment and fisheries closure/re-openings. Target species are listed later in this document and include commercially- and recreationally-popular Gulf of Mexico finfish and shellfish potentially exposed to the referenced MC252 oil spill incident. Additional species will be collected to identify potential sources of contamination of livestock food sources (i.e., Gulf menhaden). Species not included due to the unlikelihood of exposure to the spilled oil are crawfish, pond-raised catfish and generally all freshwater species, save for those that occur in coastal Louisiana.

Tests conducted for the purpose of verifying seafood safety will determine presence of petroleum and chemical dispersants in seafood tissues. Water will also be sampled from where seafood samples are collected to provide an indicator of exposure pathway that has lower detection limits than for tissue analyses. Tissue tests include chemical analyses and sensory analyses. The quantity of sensory analyses is limited by the number of trained personnel available to conduct these tests. However, this plan includes request for federal resources to not only conduct the testing, but also to train state personnel in this approach, thereby expanding the capacity to conduct this type of test over the entire affected portion of the state.

Capacity necessary to conduct chemical analyses by a single laboratory is estimated at approximately 200 samples per month. Capacity to collect samples by agency personnel or contract assistance can exceed this readily. Using an additional laboratory with similar capacity, or with expanded capacity at a single laboratory, this plan anticipates up to 400 samples per month initially to ensure coverage of the entire potentially affected area. The number of samples, the location of sample collection and the species selected for analyses may be adjusted as the project continues based on the degree and location of oiling impacts of the ongoing MC 252 oil spill incident.

The geographic extent of this plan includes all coastal parishes, coastal waters that make up the State of Louisiana territorial seas and federal waters of the Gulf of Mexico that are potentially impacted by the subject oil spill incident.

The scope of this document does not include testing, monitoring and evaluation of impacts to aquatic resources, i.e., potential for reductions in the long-term quantity or viability of fishery stocks. Studies to quantify injury to natural resources and the services they provide to the public, including fish and shellfish, are subject of a Natural Resource Damage Assessment, which is currently on-going and is coordinated through the joint efforts of NOAA and the State of Louisiana. The Louisiana Department of Wildlife and Fisheries is also developing approaches to assess impacts to the commercial fisheries resource through a resource monitoring and assessment protocol.

Roles and Responsibilities

The Louisiana Departments of Health and Hospitals (DHH), Environmental Quality (DEQ), Wildlife and Fisheries (DWF) and Agriculture and Forestry (DAF) are authorized to protect public health and

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the environment. These agencies will work collaboratively to develop, facilitate and organize the Seafood Safety Response so as to assure stewardship of the state's resources and protection of health and environment:

- *The mission of the Department of Health and Hospitals is to protect and promote health and to ensure access to medical, preventive and rehabilitative services for all citizens of the State of Louisiana. Currently the broad role of DHH in the Louisiana Seafood Safety Response and Quality Certification Plan is multifold. DHH carries the primary responsibility, in partnership with DWF for oyster evaluation. DHH is responsible for testing, evaluation and interpretation of all types of seafood data as it relates to human health, as well as providing the overall scientific expertise in health evaluation.*
- *The mission of the Department of Environmental Quality is to provide service to the people of Louisiana through comprehensive environmental protection in order to promote and protect health, safety and welfare while considering sound policies regarding employment and economic development. The broad role of DEQ in the Louisiana Seafood Safety Response and Quality Certification Plan is the assistance with the collection of shellfish and seafood, as well as providing the scientific expertise about the environmental contaminants of concern.*
- *The mission of the Department of Wildlife and Fisheries is to manage, conserve and promote wise utilization of Louisiana's renewable fish and wildlife resources and their supporting habitats through replenishment, protection, enhancement, research, development and education for the social and economic benefit of current and future generations; to provide opportunities for knowledge of and use and enjoyment of these resources; and to promote a safe and healthy environment for the users of the resources. The broad role of DWF in the Louisiana Seafood Safety Response and Quality Certification Plan is the collection of most types of seafood, as well as providing expertise on specific animal types and contaminants of concern.*
- *The mission of the Louisiana Department of Agriculture and Forestry is to promote, protect and advance agriculture and forestry, and soil and water resources. Their vision is to be a unified and coordinated team that effectively responds to the challenges facing the agricultural and forestry industries, and which pursues each and every opportunity that might provide a benefit to the state and its citizens.*

Data Collection and Analysis

Chemicals of Concern (COC)

The objective of conducting a comprehensive data collection effort is to provide adequate characterization of the contaminant concentrations in edible recreationally- and commercially-important species to support the risk assessment and advisory process. The list of target analytes identified for seafood sampling is based on known contaminants in crude oil and the dispersants being used to manage the spill. Crude oil consists of a mixture of petroleum hydrocarbons, but the primary chemicals of concern in crude oil include polycyclic aromatic hydrocarbons (PAHs) and their associated alkylated homologues.

The use of chemical dispersants, COREXIT 9527 and 9500, in response to this spill event has added complexity to determining seafood safety. Dispersants are being used on oil through aerial application to the oil slick and also through sub-sea injection. To date, they are not being used near the Louisiana coast, even though the responsible party is authorized to apply dispersants aerially outside of Louisiana territorial seas. The dispersants are likely to be rapidly diluted in the Gulf waters, but due to the on-going nature of the event and the large volumes of oil and dispersants that will likely be used as the incident continues, concern is growing about the potential exposure of Gulf seafood to dispersants in the water column. These substances are reported to not accumulate in seafood and are reported to be readily

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biodegradable. The content of the dispersants have been disclosed in confidence to the state by the manufacturer, and appropriate testing will be conducted to quantify components of the dispersant that are of greatest concern for ensuring a safe seafood supply.

Test Methods

Test methods will include NOAA sensory testing protocol reviewed by FDA and chemical analysis using the NOAA PAH method as described in the *Protocol for Interpretation and Use of Sensory Testing and Analytical Chemistry Results for Re-opening Oil-Impacted Areas Closed to Seafood Harvesting*. FDA/NOAA, June 18, 2010, and FDA Information Bulletin "Screening for the presence of polycyclic aromatic hydrocarbons in select seafood using LC-Fluorescence" FDA, July 26, 2010.

Additional analyses of tissue and surface water for specific chemicals of concern found in dispersants are under development and will be included to provide assurance to the public that contamination of seafood products by dispersants is not a concern. Annex 3 provides detail on dispersant components, test methods and levels of concern. A portion of samples will be also be screened for nickel and vanadium, which are trace metals associated with crude oil (Table 1).

Data generated from seafood samples will be used to support decisions on fishery closures and re-openings. Data generated from water samples, which have inherently lower detection than similar analyses on tissue, will be used to identify whether seafood is being exposed to low levels which were not at that time detectable in tissue samples. This information will guide adjustments to tissue sampling efforts; that is, whether additional tissue samples from the area are warranted.

All laboratories employed for this project will use the agreed-upon analytical methods described in the FDA approved protocol to ensure that the laboratory results will be accepted for fishery closures and openings. The need for securing additional laboratory resources is possible, depending upon the frequency of detection and the apparent quantity of COCs found in submitted samples. This plan anticipates 350-450 samples per month submitted for analyses. Other commercial analytical laboratories may be used for sample analysis if dictated by the volume of samples requiring analysis or the need for special analytical services.

The State of Louisiana plans to expand the current DHH laboratory in the next year. The cost projections for getting a seafood testing laboratory up and running are included in the budget template. We used 400 samples per month on an ongoing basis as the expected sample volume to create overall projections for equipment, staff and supplies. Sample costs are based upon volume, a 20-year timeframe and one-time, up-front costs for automated equipment.

The COCs along with the Levels of Concern (LOC) for fish and shellfish tissue are listed in Table 1 of the referenced federal protocol document which is included as an attachment to this plan. Table 1 of this plan provides screening levels for PAHs in surface water as well as screening levels for additional COCs (those associated with dispersants) in surface water and tissue. The compounds listed in Table 1 are subject to change based on the availability of analytical methods for the target analytes, the adequacy of method reporting limits or other method limitations that may be associated with the analysis of tissue and water samples. Note that due to dilution and rapid degradation in the water, it is likely that dispersant target analytes will be present in media of concern at levels below analytical quantitation limits.

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Table 1

Target Analyte/COC	Surface Water ^{1,2} Screening Levels (ug/L)	Levels of Concern ^{3,4} (mg/kg)		
		Shrimp and Crab	Oysters	Finfish
Naphthalene	NA ⁵	123	133	32.7
Fluorene	220	246	267	65.3
Anthracene/Phenanthrene	1660	1846	2000	490
Pyrene	166	185	200	49
Fluoranthene	26	246	267	65.3
Chrysene	0.00076	132	143	35
Benzo[k]fluoranthene	0.00076	13.2	14.3	3.5
Benzo[b]fluoranthene	0.00076	1.32	1.43	0.35
Benzo[a]anthracene	0.00076	1.32	1.43	0.35
Indeno[1,2,3-cd]pyrene	0.00076	1.32	1.43	0.35
Dibenzo[ah]anthracene	0.00076	0.132	0.143	0.035
Benzo[a]pyrene	0.00076	0.132	0.143	0.035
Benzene	0.44	17.5	18.9	4.6
Ethylbenzene	106	615	667	163
Toluene	260	492	533	130
Xylene	NA	1230	1333	327
Petroleum Aliphatics C ₁₂ -C ₃₆	NA	615	667	163
2-Butoxyethanol	NA	615	667	163
Butanedioic acid, 2-sulfo-,1,4-bis(2-ethylhexyl)ester, sodium salt (CAS 577-11-7)	NA	TBD	TBD	TBD
Nickel	122	123	133	32.7
Vanadium	NA	55	60	14.7

¹PAH SW846 Method 8270 or Method 8310 or equivalent; VOC SW846 Method 601; petroleum aliphatics and butanedioic acid, 2-sulfo-,1,4-bis(2-ethylhexyl)ester, sodium salt,TBD; 2-butoxyethanol SW846 Method 8015B.

²One-fifth of the National Recommended Water Quality Criteria for Priority Pollutants, EPA 2009.

³NOAA PAH Method or equivalent; VOC SW846 Method 8260;

⁴Levels of Concern for PAHs in tissue obtained from Table 1 of FDA/NOAA Protocol; levels of concern for other COC developed using current EPA toxicity values and exposure inputs given in FDA/NOAA protocol; petroleum aliphatic toxicity value obtained from *Development of Fraction Specific Reference Doses and Reference Concentrations for Total Petroleum Hydrocarbons*, Total Petroleum Hydrocarbon Criteria Working Group Series, 1997.

⁵Not available.

Sampling Locations

Baseline sampling should be representative of fish and shellfish of coastal Louisiana areas that are not impacted by oil from the MC252 incident. Testing of seafood over time from both impacted and non-impacted areas will serve as the basis for fisheries opening/closing decisions. The scope of this testing effort includes all of coastal Louisiana and the Gulf of Mexico. Sample efforts in particular areas may be modified depending on the degree of likelihood that impacts from oil will occur or have occurred.

- ▶ *Field collection:* Wild fish and shellfish, representing commercially- and recreationally-popular species, will be collected using random site selection from coastal Louisiana. Representation should be of areas that can be managed for closures if that becomes necessary. Area designations associated with the Louisiana Molluscan Shellfish Program (Areas 1-30) are appropriate for this purpose. Area designations for management of opening/closure decisions for shrimp will follow existing DWF Shrimp Management Zones (1, 2, and 3). Area designations for other species (finfish and Blue crab) will follow the seven DWF coastal study areas.
- ▶ Initial sampling per area should target three samples of each species encountered per month per area, as available, with adjustments in the number of samples taken to represent an area if the data show significant variability or if additional data is needed to support opening/closure decisions. Water samples will also be collected to help identify exposure pathways. The number of samples used to represent a specific area should be sufficient to provide for confident informed decisions.
- ▶ *Seafood processing facilities:* NOAA and/or FDA personnel trained in sensory testing may monitor seafood processing facilities to test commercial seafood products destined for market. As boats arrive at the facilities, the inspector may test batches to identify any contaminated fish or shellfish before they are mixed with non-contaminated products. The frequency and selection of these visits will be at the discretion of trained personnel and their supervision. Site visits will be unannounced. Information from site visits will be documented and managed for reference by the Marketing Team.
- ▶ *Public boat launches:* This location will be used to monitor fish caught by recreational fishers. This will also be a way to obtain information on the likelihood of oil impact in that area. Testing will include visual inspection only, unless the fisher volunteers some of the catch for laboratory analyses. If samples are volunteered, a description of location of the catch will be requested.

Sample Preparation

Fish tissue samples submitted for analyses may represent individual specimens or a composite of individuals. Composite sample analyses provide an estimate of the average contaminant concentration across a group of individual fish within a species and provide data on more fish. However, if size of the fish allows, analyses of individual fish samples may be performed which provide more detailed information of the presence of a given contaminant within that species population. Composite samples are generated by removing targeted tissue from several fish of the same species and same size ($\pm 15\%$ by length) and placing the tissue in a single sample container as per approved protocols.

A good quality control practice is to periodically provide for a duplicate sample of a submitted composite (5-20% of all samples). The duplicate may be generated by using the target tissue from the opposite side of the fish (i.e., right-side fillet for composite sample and left-side for duplicate composite sample).

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Duplicates for these analyses may also be produced by laying the rendered fillets from each individual in an alternating orientation of head to tail, then tail to head, etc. and cutting the stack of fillets to split the tissue sample. This method can be used when sufficient tissue is available so as not to require tissue removal from the opposite side of the individual fish. The amount of tissue provided for a given sample should be approximately 200 grams (wet weight), but the precise amount of sample required for testing, as well as the details of sample preparation must follow the FDA approved protocol. Analytical results for duplicate tissue samples can be expected to vary naturally and can provide an understanding of natural variability of contaminants in tissue useful for decision making. Duplicate results that exceed 100% relative percent difference may result in rejection of that data for use in decision making.

The integrity and security of samples and data should be maintained at all times. Record keeping and documentation procedures should be adequate to ensure traceability of all samples and data from initial sample collection through final reporting and archiving, and to ensure the verifiability and defensibility of reported results.

Target Species

Fish and shellfish subject to this monitoring plan are those that are popular commercial and recreational species harvested from coastal Louisiana and the Gulf of Mexico. Priority species and numbers of individuals desired for adequate sample representation are presented below. Additional species, or large individuals of a given species, may be analyzed if warranted. All species should be rinsed well in ambient water from which the sample was collected to remove sediment and foreign objects before preparing as follows:

- ▶ *Finfish*: Samples submitted to the lab must be representative of edible tissues. Composite samples are intended to represent 3-12 individuals of similar size (within 15% length). Muscle tissue, filleted from bone and skin, is the common method of representing “edible portions” for human health risk assessment. However, whole fish may be submitted individually to represent potential exposures of those who eat whole fish or to represent potential contamination of other food sources through processing. Whole fish and filleted samples must not be combined in the same composite sample.

Finfish species to be sampled:

- ▶ Black drum
- ▶ Cobia
- ▶ Croaker
- ▶ Dolphin
- ▶ Greater amberjack
- ▶ Grouper (do not mix species)
- ▶ Gulf menhaden
- ▶ King mackerel
- ▶ Red drum
- ▶ Red snapper

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Finfish species to be sampled (continued):

- ▶ Sheepshead
- ▶ Southern flounder
- ▶ Spotted seatrout
- ▶ Striped mullet
- ▶ Tuna (do not mix species)
- ▶ Other species as warranted or requested by state agencies
- ▶ *Shrimp*: Shrimp samples will consist of a composite of individuals collected at the same station, possibly requiring more than one trawl attempt. Samples will composite all *Penaeid* spp. together as one "Shrimp" sample. Composite samples will include 100 whole shrimp of similar size (within 15% length, if possible) as available to make a target sample weight of 2 pounds. Samples will be wrapped in aluminum foil, placed in ziplock bags and placed on wet ice unless analysis cannot be performed within 3 days of collection, in which case the sample will be frozen. Samples may be held frozen (-70deg C) and remain viable for analysis at a later date. Prior to chemical analysis, the head, shell, appendages and vein will be removed to minimize the potential for contamination of edible portion of the shrimp.
- ▶ *Blue crabs*: Crab samples will be submitted to the lab as whole body on wet ice. Each crab will be wrapped in aluminum foil individually, placed in a ziplock bag and placed on wet ice. At the lab, the samples will be composited; each composite will consist of 6-12 crabs as available to make one pound. Meat tissue and the hepatopancreas (crab fat) will be analyzed separately. Hard- and soft-shelled crabs should not be combined in the same composite sample. Samples will be wrapped in aluminum foil, placed in ziplock bags and placed on wet ice unless analysis cannot be performed within 3 days of collection, in which case the sample will be frozen. Samples may be held frozen (-70deg C) and remain viable for analysis at a later date.
- ▶ *Oysters*: Oyster samples will consist of a composite of 20 individuals as available (30 oysters if "seed-size"). Whole oysters (shell intact) will be thoroughly cleaned externally and wrapped in aluminum foil, placed in a ziplock bag and placed on wet ice for submittal to the laboratory unless analyses cannot be performed within 3 days of collection. Samples may be held frozen (-70deg C) and remain viable for analysis at a later date.

Data Evaluation

The Louisiana Departments of Health and Hospitals (DHH), Environmental Quality (DEQ), Wildlife and Fisheries (DWF), and Agriculture and Forestry (DAF) are authorized to protect public health and the environment. The State will use the federal protocols for closure and re-opening of seafood harvest areas to commercial and recreational harvest as found in the document *Protocol for Interpretation and Use of Sensory Testing and Analytical Chemistry Results for Re-opening Oil-Impacted Areas Closed to Seafood Harvesting*". FDA/NOAA, June 18, 2010.

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Part II. Louisiana Seafood Safety Public Education

Objective

Few things are as synonymous with Louisiana as high-quality seafood. The state produces one-third of the seafood consumed in the United States and the \$3 billion seafood industry is a major economic engine as well as a significant draw for tourists both domestic and international. Even as we prove, through extensive testing, that our seafood is safe when the MC 252 event subsides, it is clear there has been extensive damage to the public perception of seafood grown and harvested in Louisiana. This plan outlines an extensive effort to understand consumer behavior behind the perceptions, produce a campaign to educate the public on the safety and quality of Louisiana seafood and monitor the effectiveness of the campaign for its duration. In effect, we will be rebranding Louisiana seafood regionally, nationally and internationally for what it was known for before the oil spill – the highest quality seafood available. Key to this initiative are the safety testing program and the certification programs contained within this plan. However, these plans are not useful if we do not have the resources to educate the public. Key audiences for the public education campaign will be determined based on the market research. This plan is not intended to simply be a broad advertising initiative, but rather, a targeted, science-based campaign designed to achieve the goal of returning public trust to our product.

Program Components

Workgroup Establishment

As an initial step to research, branding and subsequent marketing efforts, a workgroup shall be established to include one primary representative from each of the following agencies and stakeholder groups. Representatives from state agencies shall be tasked with project fulfillment, management and interfacing with any marketing/public relations firms hired to consult or provide creatives for the overall marketing plan. Partners and stakeholders shall serve in an advisory capacity. The core group shall meet biweekly during initial research and development stages. Partners and stakeholders shall attend one meeting monthly (of the biweekly meetings), initially. Meetings schedules for both groups will be determined throughout execution of the various plan components.

State Agencies, Organizations

- Louisiana Seafood Promotion and Marketing Board
- Louisiana Department of Wildlife and Fisheries
- Louisiana Department of Agriculture and Forestry
- Louisiana Department of Health and Hospitals
- Louisiana Department of Culture, Recreation and Tourism
- Louisiana Department of Environmental Quality
- Louisiana Department of Economic Development

Partners, Stakeholders

- Representative Selected by/from British Petroleum
- Louisiana Oyster Task Force
- Louisiana Shrimp Task Force
- Louisiana Restaurant Association
- Louisiana Wildlife Federation
- America's Wetland Foundation
- Louisiana Travel and Promotion Association

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Research

Phase I of the plan will be an extensive study of perceptions among key audiences to include polling and surveys, as well as focus groups. It will target regional consumers, distributors and restaurants, as well as consumers in our largest markets, such as Los Angeles, Chicago, Baltimore, New York, Washington D.C. and Las Vegas with a secondary survey of select smaller markets.

Key strategies

- ▶ Polling/Surveys
- ▶ Focus Groups

Brand, Audience, Alliance Assessment and Development

Utilizing polling, surveys and focus groups conducted in the initial research stage, the marketing/public relations firm hired by the state shall prepare a full brand assessment of Louisiana seafood to include key messaging points, logo, tagline, and full identity workbook, including how the Louisiana seafood brand will be utilized by various agencies and partners. The selected firm will also prepare assessment and messaging points for each key audience determined in the research phase. The firm shall also prepare strategies for building alliance with key audience influencers, i.e., foodies and prominent chefs. As a final component to this phase, the firm shall also recommend resource allocation between audiences and influencers to be utilized in the following steps.

Public Education Creative

Research will drive development and production of a cohesive campaign will include television and radio spots, print and outdoor ads, field marketing through contact with opinion leaders, and appropriate digital marketing and social media networking.

Ad Buys

Research will drive specifics of the ad buys and how to structure field marketing. From previous research conducted during the state's recovery from Hurricane Katrina and Alaska's experience during the Exxon Valdez spill, we know key markets, such as the restaurant markets noted above, will be critical to the long-term success of rebranding Louisiana seafood. We are proposing a saturation in the key identified markets for year one with annual adjustments based on consumer research and data-gathering.

Database Development and Management

It is critical that people are able to access safety information in a discernable and consumer-friendly format, which will require creation of consumer-friendly interpretations of the testing results for public consumption presented in a regularly-updated database of results.

In addition, given today's digital consumer, a database of where Louisiana seafood is available would allow national consumers to access the highest quality product wherever they are through social networking and mobile applications (apps) development.

Digital Marketing

Efforts are underway to partner with major stakeholders, such as the Louisiana Seafood Promotion and Marketing Board, to develop a website and aggressive social networking and mobile media efforts to reach a broader audience.

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Key strategies

- ▶ Website development and maintenance
- ▶ Social networking establishment and maintenance
- ▶ Development of apps to access databases on seafood safety and availability

Media Relations

In addition to media buys and digital efforts, we will tap traditional media with an aggressive outreach effort to educate them about aggressive testing for seafood safety and the quality of Louisiana seafood.

Key strategies

- ▶ Identify a firm or hire personnel to conduct outreach to primary media units
- ▶ Develop proposal to include travel for writers/producers as well as travel to national restaurant and tourism trade shows.

Monitoring and Evaluation

A final piece of the research component would be an ongoing monitoring of consumer perceptions and effectiveness of campaign.

Key strategies

- ▶ Polling, surveys and focus groups conducted regularly for the duration of the campaign
- ▶ Evaluation efforts will dictate ongoing changes and improvements to the campaign

Key Action Steps/Timeline

- ▶ Assemble the workgroup within one month of approval
- ▶ Develop requests for proposals for R&D/evaluation and monitoring components, and database development: Within one month following panel creation.
- ▶ Negotiate and finalize contracts for those components: Within two months after RFPs finalized.
- ▶ R&D work conducted and results analyzed and delivered: Within one month of contract approval.
- ▶ Databases and tools created: Within four months of contract approval.
- ▶ Creative created and produced: Within one month after initial R&D complete.
- ▶ Ad buys begin: Within six months of plan approval
- ▶ Digital media development: Can begin conceptual work prior to R&D completion and development of creative, but will not be complete until creative is complete
- ▶ Identify strategy for media relations (whether to contract out with a vendor or create a temporary, full-time position on staff to handle): Within two months of panel creation.
- ▶ Develop plan for traditional media outreach: Within two months of R&D completion.
- ▶ Execute plan: Immediately at the conclusion of development of creative.
- ▶ Begin monitoring and evaluation program: As soon as ad buys begin
 - Reports and recommendations due quarterly the first year and annually for each subsequent year

Part III. Louisiana Wild Seafood Certification Program

In an effort to improve consumer trust in Louisiana seafood, seafood products, restaurants and related businesses, the Louisiana Wild Seafood Certification Program will be created. The program allows for both Louisiana seafood harvesters and processors to certify their products based on quality control and food safety standards.

What is a Louisiana Certified Harvester?

The Louisiana Selective Harvester Program certifies seafood harvesters that are implementing food safety practices developed by university and industry scientists, food safety experts and harvesters. This voluntary program is based on State and Federal guidelines to train seafood harvesters in monitoring the quality and safety of Louisiana seafood from the time it is caught to when it is delivered to retail outlets and consumed by the public. The program will be made available to all seafood harvesters.

What is a Louisiana Certified Processor?

The Louisiana Selective Harvester Program certifies seafood processors that are implementing food safety practices developed by university and industry scientists, food safety experts and processors. This voluntary program is based on State and Federal guidelines to train seafood processors in monitoring the quality and safety of Louisiana seafood from the time it is caught to when it is delivered to retail outlets and consumed by the public. The program will be made available to all seafood shippers and processors, as well as handlers/suppliers.

Best Handling Practices

Best Handling Practices (BHP) are part of a food safety and quality control program developed by DAF, DWF, DHH, the Louisiana State University Agricultural Center (LSU AgCenter), FDA and United States Department of Agriculture (USDA) for seafood harvesters and processors. The goal is to improve product quality and reduce food-borne illness. The BHP program describes key steps that harvesters and processors can use to help reduce or minimize contamination of seafood by potential disease-causing organisms.

What is involved in the program?

The voluntary Louisiana Selective Harvester/Processor program will be a joint effort of the DAF, LSU AgCenter, DHH, DWF and Louisiana harvesters, processors, food handlers and distributors. The program begins with training for harvesters, handlers, processors and their workers on the application of BHP food safety principles to the harvesting, processing and transporting of seafood. Each participant has to complete the training before gaining entry into the program. As part of the training program, harvesters and processors will develop a business/certification plan for their operation incorporating safety and quality control principles, as well as Louisiana BHP guidelines.

Once the participants complete the training classes, a team of inspectors will visit the site and complete the site inspection. The location will need to qualify along with the participants.

Once a harvester or processor feels that they have met the Louisiana BHP guidelines, a joint team of inspectors from both the DAF/DHH inspects the operation for a review of the implementation of BHP.

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The DAF employs specially certified inspectors to conduct inspections, while certain portions of the inspection require a registered HACCP certified DHH sanitarian. The inspection covers ten main areas:

- ▶ Best Handling Practices (BHPs)
- ▶ Environmental Assessments
- ▶ Hazard Analysis and Critical Control Points (HACCP)
- ▶ Cold Chain Guidelines
- ▶ Sanitary Code
- ▶ Co-mingling
- ▶ Use of Humectants
- ▶ Condition (Physical Specifications)
- ▶ Uniformity
- ▶ Weights and Measures
- ▶ Trace Back System

Hazard Analysis and Critical Control Point (HACCP) is a critical component. HACCP is a management system by which food safety is addressed through the analysis and control of biological, chemical and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product. HACCP is designed for use in all segments of the food industry from growing, harvesting, processing, manufacturing, distributing and merchandising to preparing food for consumption.

This protocol is provided to ensure a uniform and cost-effective AFDO/Alliance HACCP training program for the processing and importing of fish and fishery products for commerce in the United States. The current protocol is addressed at least annually by the Seafood HACCP Alliance Steering Committee working in collaboration with the AFDO Board of Directors and selected AFDO Committees.

Additional recommendations may be made during the inspection. Random inspections will also take place. The goal of the inspection is to confirm that the harvester and/or processor have successfully applied required BHP from the moment of capture to the final distribution of the seafood product.

After a successful inspection, the harvester and/or processor will be certified as a Louisiana Harvester and/or Processor within the program. The location must be inspected every year in order to maintain the certification and ensure qualifications are being maintained. During the annual inspection, if a harvester and/or processor is found to be out of compliance in any of these areas, they are issued an infraction. Each infraction is recorded at one of four levels, ranging from a Minor Infraction to a Flagrant Violation. The Compliance Inspection Process provides opportunities for harvesters and/or processors to take corrective action on infractions that would not result in unsafe product entering the market. Flagrant Violations, which may lead to unsafe product entering the market, result in decertification from the program. The decertification may last up to one year depending on the violation. A harvester and/or processor can regain certification based on correction of the infractions and compliance during a correctional inspection.

“Certified Wild Louisiana Seafood” Service Mark

The “Certified Wild Louisiana Seafood” Service Mark, in combination with the national marketing campaign, will be a source of assurance that the product has been certified through the program to meet all quality and safety standards from the time the product was caught to the moment it is purchased.

The “Certified Wild Louisiana Seafood” Service Mark will be carried on our member companies’ bills of lading, and may be on shipping manifests and other documents. The Service Mark will be easily recognizable to buyers of seafood. The Service Mark will ensure that the public is only buying from certified harvesters and processors.

Restaurants will also be allowed to participate in this program by displaying the Service Mark if “Certified Wild Louisiana Seafood” is sold at the establishments. Restaurants participating in the program must certify that they comply with the best practice handling standards. Any complaints or violations to the program must be addressed by the establishment through the Attorney General’s Office.

What does this mean to a consumer?

The certified harvesters and/or processors and retail establishments have taken the key steps necessary and are doing the best job they can to include preventive steps that help keep seafood safe and high quality. However, food safety is still everyone’s responsibility. While there is no way to guarantee that products are always free from contamination, those implementing these best practices and achieving and maintaining BHP certification will help assure definitive steps are taken to keep food safe for the consumer.

Louisiana Seafood Safety Response and Quality Certification Plan

Appendix

Appendix A: Louisiana Seafood Safety Response Plan Advisory Panel

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Appendix B: Budget and Justification

Louisiana Seafood Safety Response and Quality Certification Plan

Overview

The estimated twenty-year budget totals \$469,190,395, with \$276,703,354 in media purchases for the public education campaign. Year 1 includes both one-time start up costs and annual operating cost estimates as detailed in the attached budget table totaling \$44,675,005 for the four state agencies collaborating on this plan, including anticipated onetime ramp-up costs and initial public education campaign surge. Year two includes estimated ongoing expenditures, and accounts for savings that will be realized by shifting from the use of private labs for testing to the Department of Health and Hospitals/ Office of Public Health Lab, totaling \$35,982,716. Subsequent years costs assume a 3% increase annually for inflation, and reflect annual decreases in media purchases. The average estimated annual cost of this initiative is \$23,330,740.

Budget Justification, Year 1

(Note: Estimates for years 3-20 are based on year 2 estimates, and assume an annual inflation increase of 3%.)

Appendix B (continued)

Personnel and Benefits

Laboratory Personnel: Salaries and benefits for 6.0 FTE's (for 6 months of year 1) lab analysts are anticipated as the DHH laboratory increases capacity to assume testing for hydrocarbons and other COC's. Subsequent years include 6.0 FTE. In addition, 2.0 FTE lab personnel are required by DAF for the certification program.

Sample Collection Personnel: A total of eleven additional FTE's (two teams of two and one Basin Manager at \$350,000 per year total for DHH, and two teams of three at \$300,000 per year total for DWF) will be required between DHH and DWF to collect the approximately 400 shellfish, finfish and water samples each month across 8 million acres of LA coast. Most will be trained in sensory detection techniques and will serve as the early warning system backed up by laboratory testing.

Data management Personnel: Two FTE data managers will be required at \$60,000 per year each. One housed at DHH (Environmental Epidemiology), and one at DEQ focusing on sediment and water data sets. One FTE data analyst (\$60,000 with 30% benefits) is required by DAF for the certification program.

Data Evaluation: Three FTE data analysts will be required to perform tasks in data analysis and interpretation and presentation (2.0 FTE DHH ID Epidemiology, and 1.0 FTE DEQ).

Information Technology Analysts: 2.0 FTE at \$70,000 per year each will be required to develop and maintain systems to support testing, data analysis and evaluation.

Medical Toxicologist: DHH 1.0 FTE at \$210,384 per year to function as Medical Director to assess and advise State Health Officer and DHHOPH Assistant Secretary on appropriate medical planning and response to Deepwater Horizon 252 oil spill related exposures.

Seafood Certification Coordinator: 1.0 DAF personnel to oversee implementation of the certification program at \$110,500 per year, and

Seafood Inspectors: DAF 15.0 FTE at \$60,000 plus 30% benefits per year each to conduct certification inspections; DHH 2.0 FTE at \$140,000 per year total to conduct certification inspections.

Equipment

Lab equipment: A onetime cost of \$290,100 includes equipment necessary to enhance lab capacity to perform hydrocarbon testing on water and tissue samples and other COCs. Estimated ongoing equipment costs include maintenance costs of \$30,000 per year with an annual inflation adjustment for lap maintenance.

Vehicles: DWF - Onetime cost of seven boats with motor and trailer (\$45,000 each), are required to collect and deliver samples to the laboratory. Fifteen vehicles will be purchased (\$20,000) each by DAF for certification program inspectors.

Sampling Gear: This includes dredges, gill nets, trawls, etc. necessary for collecting (catching) tissue samples and need to be replaced on an ongoing basis.

DHH - Onetime cost for two boats with motor and trailer (\$45,000 each), two towing vehicles (\$40,000 each); and three vehicles (\$20,000 each) for certification program inspectors.

Louisiana Seafood Safety Response and Quality Certification Plan

Appendix B (continued)

Supplies

Sampling supplies: Includes ice chests, ice, nitrile gloves, aluminum foil, plastic bags and other supplies needed by agencies to collect specimens according to established protocols.

Contractual

Data Evaluation: Estimated annual contractual costs for academic researchers with expertise in study design, sampling statistics, toxicology, seafood safety, risk communication and social marketing.

Laboratory Testing: Estimated cost for tissue and water testing performed by private laboratory for one year while DHHOPH testing capacity consistent with NOAA standards is established. Cost estimates for the DHHOPH laboratory (starting in year 2) are based on 400 tests per month.

Sensory Testing: Estimated \$3000/month for specialized seafood testing capabilities to be performed and verified by chemical testing.

Public Education Campaign: Estimated costs for this national campaign are detailed in the budget table and include onetime costs for initial research and assessment, development of creative, ongoing monitoring and evaluation, and resources necessary for a targeted national campaign to communicate the findings of scientific evaluation of Louisiana seafood. The costs were estimated referencing several sources, including the Alaskan response to rebuilding its seafood brand after Valdez and Louisiana's experience with rebuilding the state's brand to tourists following Hurricane Katrina. It also takes into account the need for national and international exposure through media buys and media relations, as well as the high costs of media buy in targeted restaurant markets that tend to be large media markets.

Travel

Fuel: The cost for towing vehicles is estimated to be \$33,600 per year (\$70/day for 20 days/month) for each vehicle, \$33,600 per year (\$50/day for 20 days/month) for sample collection boats and \$45,000 per year for three certification program inspector vehicles

Other

Onetime \$9,000 for Hazard Analysis Critical Control Point (HACCP) Training and Certification required to conduct certification inspections for ten certification inspectors. (4-8 people depending on cost)

Data analysis, evaluation and communication infrastructure: This cost is estimated to cover agency expenses associated with information technology infrastructure, risk communications, document production and other costs associated with operating this program.

Software upgrades: Periodic software upgrades are anticipated for information systems used in this initiative, including EQUIS, Starlims and other proprietary data systems.

Vehicle maintenance costs: estimated at \$500 per vehicle per year on average.

Administrative Overhead

Overhead costs vary from 15-25% on personnel and contractual costs across agencies, and 2% on major purchases.

Appendix C: Analysis of Components of Dispersants in Seafood Monitoring

Overview

The use of dispersants has raised concerns among the general public that the dispersants could contaminate seafood. Several meetings with representatives of LDHH, LDEQ LDWF, LDAF have discussed the issue of testing components of the dispersants in the seafood monitoring program because of the public's concern. The consensus is that testing of seafood for components of the dispersants may provide evidence that the seafood is safe, however, it is most unlikely to be detected for several reasons.

- ▶ The half-life of Corexit 9500 is in the range of days to 2 weeks, so it is likely to break down in the environment.
- ▶ The dispersants were used on the surface and in deepsea administration offshore and none were used close to the coastline.
- ▶ Even though nearly 2 million gallons of dispersants were used to manage the oil spill, it is unlikely that dispersants would be detected near the coastline because of the great dilution and the relatively short half life.
- ▶ To date, EPA testing of water has not detected the presence of dioctyl sulfosuccinate, a surfactant present in Corexit 9500 in higher proportions, or of its breakdown product, 2-ethylhexyl alcohol. If components of the dispersants were to be taken up by seafood, they would be expected to be present in the waters from which the seafood was caught.

Further, recent EPA testing has shown that dispersants have very low orders of aquatic toxicity and, when combined with oil, the toxicity remains the same as oil alone. If testing is done to allay public concerns, a subset of the seafood samples collected for the seafood monitoring program might also be analyzed for components of the dispersants. There are issues in the selection of any component of the dispersant as an indicator. Possible indicators for testing include:

1. Dioctyl sulfosuccinate sodium (Butanedioic acid, 2-sulfo-, 1,4-bis(2-ethylhexyl) ester, sodium salt or 2-butoxyethanol, CAS 577-11-7. This organic sulfonic acid salt is present in one of the highest proportions in Corexit 9500 and 9527 and would serve as an indicator of the surfactants in the dispersant. It is classified as moderately toxic and reports indicate that it may increase the absorption of petroleum alkanes. This compound is unlikely to be taken up or accumulated in tissues because organic acids are not absorbed well and are easily metabolized and excreted. There are no reference values for this compound in tissue, so a quantitative level of concern could not be calculated. EPA is monitoring for this compound in waters from which seafood is obtained and has not detected its presence. Since this is not a naturally occurring agent or common in many products, one would expect that it should not be detected unless dispersant is present. An EPA analytical method for this compound is available for surface water; methods for extracting the sulfonic acid from tissue are not readily available and the laboratory would have to determine the feasibility to conduct this analyses.

Louisiana Seafood Safety Response and Quality Certification Plan

Appendix C (continued)

Another possible indicator.

2. 2-ethylhexyl alcohol (CAS 104-76-7) which is a breakdown product of dioctyl sulfosuccinate and could serve as an indicator. EPA is testing for this compound in water in conjunction with their tests for dioctyl sulfosuccinate to monitor for the presence of dispersants. As a breakdown product, this may be useful as an indicator of the surfactants in dispersants. As with dioctyl sulfosuccinate, there is no reference value with which to evaluate results of analysis. Routine EPA methods (8260) will detect this compound. Ethylhexyl alcohol has not been detected in EPA water testing.

Other constituents in Corexit 9500:

3. Petroleum distillates (petroleum aliphatics) CAS 64742-47-8 Aliphatic hydrocarbons are being analyzed in the current seafood testing. Results would not be specific for dispersants since these compounds are also constituents of the oil. If detected, it would be difficult to differentiate the aliphatics in the dispersants from those in the crude oil or from other non-oil spill related sources. To date, no petroleum aliphatics have been detected in seafood samples.
4. 1,2-Propanediol (propylene glycol): CAS 57-55-6 is listed on the MSDS as a minor component of Corexit 9500. There is a reference level which provides a means to assess any level detected. Some water samples have been tested for propylene glycol. None have been detected.
5. 2-butoxyethanol is not a component of Corexit 9500 but is a component of Corexit 9527. The use of Corexit 9527 was discontinued early in the response. This is a compound of concern because of its toxicity. There is a reference dose so a level of concern is available. EPA is monitoring for this compound in its water sampling.

Summary:

Monitoring for components of the dispersant, Corexit 9500, in seafood tissue present several issues. There are no reference values for the primary surfactant, dioctyl sulfosuccinate or its breakdown product, ethylhexyl alcohol; this would make the evaluation of the result very difficult as no levels of concern could be developed. EPA testing of water does not detect the surfactants. While EPA has laboratory methods for these two compounds in water, there do not seem to be methods for their extraction from tissues and this method would have to be developed and validated. Other components as the petroleum distillates could not be differentiated from the constituents of oil or from other sources; propylene glycol appears to be a minor component and is present in other products. From a toxicological perspective, none of these compounds are likely to accumulate in seafood tissue.

Louisiana Seafood Safety Response and Quality Certification Plan

Appendix C (continued)

Supporting Information:

Methods of Analysis:

Summary of EPA Preferred Analytical Methods for Dispersant Analysis Water Samples

Compound	CAS	EPA Method ID	Technology	Reporting Limits	EPA Benchmark
Dioctylsulfosuccinate, sodium salt	577-11-7	EPA RAM- DOSS DRAFT	LC/MS/MS	20 ug/L	40 ug/L
Propylene Glycol	57-55-6	EPA SW 846 Modified 8270	Direct Inject GC/MS	500 ug/L	500,000 ug/L
Di(Propylene Glycol) Butyl Ether	29911-28-2	EPA R5/6 LC	Direct Inject LC/MS/MS	1 ug/L	ND
2-Ethylhexanol	104-76-7	EPA SW 846 Method 8260	Heated purge GC/MS	10 ug/L	ND

CAS: Chemical Abstract Service number

ND: Not determined at this time

SW 846: "Test Methods for Evaluating Solid Waste, Physical/Chemical Methods"

See (<http://www.epa.gov/epawaste/hazard/testmethods/sw846/index.htm>)

LC/MS/MS: Liquid Chromatograph with Tandem Mass Spectrometry

Methods can be found at: <http://epa.gov/bpspill/dispersant-methods.html>. Also, NALCO has other methods for testing for these components.

Reference Values:

The acceptable tissue concentrations in tissue (based on the NOAA protocol assumptions) are:

COC	Shrimp and Crab (mg/kg)	Oysters (mg/kg)	Finfish (mg/kg)
Petroleum aliphatics CAS 64742-47-8	615	667	163
2-butoxyethanol CAS 111-76-2	615	667	163
Propylene glycol CAS 57-55-6	123,100	133,300	32,650
dioctyl sulfosuccinate CAS 577-11-7	NA	NA	NA

NA toxicity values not available

*relatively nontoxic; food grade sorbitans

Louisiana Seafood Safety Response and Quality Certification Plan

Appendix C (continued)

Components of Corexit 9500 (as published on the EPA website)

CAS Registry Number	Chemical Name
57-55-6	1,2-Propanediol
577-11-7	Butanedioic acid, 2-sulfo-, 1,4-bis(2-ethylhexyl) ester, sodium salt (1:1)
*1338-43-8	Sorbitan, mono-(9Z)-9-octadecenoate
*9005-65-6	Sorbitan, mono-(9Z)-9-octadecenoate, poly(oxy-1,2-ethanediyl) derivs.
*9005-70-3	Sorbitan, tri-(9Z)-9-octadecenoate, poly(oxy-1,2-ethanediyl) derivs
29911-28-2	2-Propanol, 1-(2-butoxy-1-methylethoxy)-
64742-47-8	Distillates (petroleum), hydrotreated light
Note: Corexit 9527 also contains Ethanol, 2-butoxy-, but it is not a component of COREXIT 9500.	

*relatively nontoxic; food grade sorbitans.

Louisiana Seafood Safety Response and Quality Certification Plan

Appendix D: Preliminary Budget (continued)

All Departments	One-Time	Year 1	Year 2	Year 3	Year 4	Year 5
Personnel and Benefits						
Laboratory	-	336,000	520,680	536,300	552,389	568,961
Sample Collection	-	650,000	669,500	689,585	710,273	731,581
Data Management	-	198,000	203,940	210,058	216,360	222,851
Data Evaluation	-	120,000	183,600	189,108	194,781	200,625
Information Technology Analysts	-	140,000	144,200	148,526	152,982	157,571
Seafood Certification Coordinator	-	110,500	113,815	117,229	120,746	124,369
Inspectors	-	1,310,000	1,349,300	1,389,779	1,431,472	1,474,417
Medical Toxicologist	-	210,384	216,696	223,196	229,892	236,789
Equipment						
Lab equipment maintenance	290,100	30,000	30,900	31,827	32,782	33,765
Boats/Motor/Trailer	405,000	-	-	-	-	-
Vehicles	315,000	300,000	-	-	-	-
Sampling Gear	1,000	29,040	29,911	30,809	31,733	32,685
Supplies						
Sampling Supplies	-	30,600	31,518	32,464	33,437	34,441
Laboratory supplies	-	-	440,972	454,201	467,827	481,862
Contractual						
Laboratory Testing (one-year contract)	-	-	-	-	-	-
Chemistry - Water	-	753,600	-	-	-	-
Chemistry - Tissue	-	2,350,920	-	-	-	-
Organoleptic/ Sensory	-	36,000	37,080	38,192	39,338	40,518
Data Evaluation	-	50,000	51,500	53,045	54,636	56,275
Public Education Campaign						
R&D/Monitoring and Evaluation	250,000	200,000	206,000	212,180	218,545	225,102
Creative	1,000,000	-	39,474	40,658	41,878	43,134
Ad Buys	-	31,500,000	28,350,000	25,515,000	22,963,500	20,667,150
Database Development and Management	45,000	50,000	51,500	53,045	54,636	56,275
Digital Marketing	195,000	50,000	51,500	53,045	54,636	56,275
Media Relations	-	200,000	206,000	212,180	218,545	225,102
Travel						
Fuel - Boat	-	117,600	121,128	124,762	128,505	132,360
Fuel - Car/ Truck	-	200,100	206,103	212,286	218,655	225,214
Other						
HACCP Training and Certification	9,000	-	-	-	-	-
Data analysis and evaluation infrastructure	-	200,000	278,000	286,340	294,930	303,778
Software Upgrades	15,000	30,000	30,900	31,827	32,782	33,765
Vehicle maintenance	-	12,500	16,270	16,758	17,261	17,779
Website development and maintenance	-	150,000	154,500	159,135	163,909	168,826
Promotional/Outreach materials	-	500,000	515,000	530,450	546,364	562,754
Sub-Total	2,525,100	39,865,244	34,249,987	31,591,986	29,222,796	27,114,225
Administrative Overhead	50,502	2,234,159	1,732,730	1,540,964	1,525,955	1,517,129
Grand Total	2,575,602	42,099,403	35,982,716	33,132,950	30,748,751	28,631,354

Louisiana Seafood Safety Response and Quality Certification Plan

Appendix D: Preliminary Budget (continued)

All Departments	Year 6	Year 7	Year 8	Year 9	Year 10
Personnel and Benefits					
Laboratory	586,030	603,611	621,719	640,371	659,582
Sample Collection	753,528	776,134	799,418	823,401	848,103
Data Management	229,536	236,422	243,515	250,820	258,345
Data Evaluation	206,643	212,843	219,228	225,805	232,579
Information Technology Analysts	162,298	167,167	172,182	177,348	182,668
Seafood Certification Coordinator	128,100	131,943	135,901	139,978	144,177
Inspectors	1,518,649	1,564,209	1,611,135	1,659,469	1,709,253
Medical Toxicologist	243,893	251,209	258,746	266,508	274,503
Equipment					
Lab equipment maintenance	34,778	35,822	36,896	38,003	39,143
Boats/Motor/Trailer	-	-	-	-	-
Vehicles	-	-	-	-	-
Sampling Gear	33,665	34,675	35,716	36,787	37,891
Supplies					
Sampling Supplies	35,474	36,538	37,634	38,763	39,926
Laboratory supplies	496,318	511,207	526,544	542,340	558,610
Contractual					
Laboratory Testing (one-year contract)	-	-	-	-	-
Chemistry - Water	-	-	-	-	-
Chemistry - Tissue	-	-	-	-	-
Organoleptic/ Sensory	41,734	42,986	44,275	45,604	46,972
Data Evaluation	57,964	59,703	61,494	63,339	65,239
Public Education Campaign					
R&D/Monitoring and Evaluation	231,855	238,810	245,975	253,354	260,955
Creative	44,428	45,761	47,134	48,548	50,004
Ad Buys	18,600,435	16,740,392	15,066,352	13,559,717	12,203,745
Database Development and Management	57,964	59,703	61,494	63,339	65,239
Digital Marketing	57,964	59,703	61,494	63,339	65,239
Media Relations	231,855	238,810	245,975	253,354	260,955
Travel					
Fuel - Boat	136,331	140,421	144,633	148,972	153,441
Fuel - Car/ Truck	231,971	238,930	246,098	253,481	261,085
Other					
HACCP Training and Certification	-	-	-	-	-
Data analysis and evaluation infrastructure	312,891	322,278	331,947	341,905	352,162
Software Upgrades	34,778	35,822	36,896	38,003	39,143
Vehicle maintenance	18,312	18,861	19,427	20,010	20,610
Website development and maintenance	173,891	179,108	184,481	190,016	195,716
Promotional/Outreach materials	579,637	597,026	614,937	633,385	652,387
Sub-Total	25,240,922	23,580,094	22,111,245	20,815,956	19,677,672
Administrative Overhead	1,514,010	1,516,170	1,523,231	1,534,857	1,550,748
Grand Total	26,754,932	25,096,264	23,634,476	22,350,813	21,228,420

Louisiana Seafood Safety Response and Quality Certification Plan

Appendix D: Preliminary Budget (continued)

All Departments	Year 11	Year 12	Year 13	Year 14	Year 15
Personnel and Benefits					
Laboratory	679,369	699,750	720,743	742,365	764,636
Sample Collection	873,546	899,752	926,745	954,547	983,183
Data Management	266,095	274,078	282,301	290,770	299,493
Data Evaluation	239,556	246,743	254,145	261,770	269,623
Information Technology Analysts	188,148	193,793	199,607	205,595	211,763
Seafood Certification Coordinator	148,503	152,958	157,547	162,273	167,141
Inspectors	1,760,530	1,813,346	1,867,747	1,923,779	1,981,493
Medical Toxicologist	282,739	291,221	299,957	308,956	318,225
Equipment					
Lab equipment maintenance	40,317	41,527	42,773	44,056	45,378
Boats/Motor/Trailer	-	-	-	-	-
Vehicles	-	-	-	-	-
Sampling Gear	39,027	40,198	41,404	42,646	43,926
Supplies					
Sampling Supplies	41,124	42,358	43,628	44,937	46,285
Laboratory supplies	575,368	592,629	610,408	628,721	647,582
Contractual					
Laboratory Testing (one-year contract)	-	-	-	-	-
Chemistry - Water	-	-	-	-	-
Chemistry - Tissue	-	-	-	-	-
Organoleptic/ Sensory	48,381	49,832	51,327	52,867	54,453
Data Evaluation	67,196	69,212	71,288	73,427	75,629
Public Education Campaign					
R&D/Monitoring and Evaluation	268,783	276,847	285,152	293,707	302,518
Creative	51,505	53,050	54,641	56,280	57,969
Ad Buys	10,983,371	9,885,034	8,896,530	8,006,877	7,206,190
Database Development and Management	67,196	69,212	71,288	73,427	75,629
Digital Marketing	67,196	69,212	71,288	73,427	75,629
Media Relations	268,783	276,847	285,152	293,707	302,518
Travel					
Fuel - Boat	158,045	162,786	167,669	172,700	177,881
Fuel - Car/ Truck	268,918	276,985	285,295	293,854	302,669
Other					
HACCP Training and Certification	-	-	-	-	-
Data analysis and evaluation infrastructure	362,727	373,609	384,817	396,362	408,252
Software Upgrades	40,317	41,527	42,773	44,056	45,378
Vehicle maintenance	21,229	21,866	22,521	23,197	23,893
Website development and maintenance	201,587	207,635	213,864	220,280	226,888
Promotional/Outreach materials	671,958	692,117	712,880	734,267	756,295
Sub-Total	18,681,515	17,814,123	17,063,491	16,418,847	15,870,519
Administrative Overhead	1,570,642	1,594,306	1,621,535	1,652,151	1,685,999
Grand Total	20,252,158	19,408,429	18,685,027	18,070,999	17,556,519

Louisiana Seafood Safety Response and Quality Certification Plan

Appendix D: Preliminary Budget (continued)

All Departments	Year 16	Year 17	Year 18	Year 19	Year 20	Total
Personnel and Benefits						
Laboratory	787,575	811,202	835,539	860,605	886,423	13,413,851
Sample Collection	1,012,679	1,043,059	1,074,351	1,106,581	1,139,779	17,465,743
Data Management	308,478	317,732	327,264	337,082	347,194	5,320,334
Data Evaluation	277,711	286,043	294,624	303,463	312,567	4,731,457
Information Technology Analysts	218,115	224,659	231,399	238,341	245,491	3,761,852
Seafood Certification Coordinator	172,155	177,320	182,640	188,119	193,762	2,969,176
Inspectors	2,040,937	2,102,165	2,165,230	2,230,187	2,297,093	35,200,191
Medical Toxicologist	327,771	337,605	347,733	358,165	368,910	5,653,097
						-
Equipment						
Lab equipment maintenance	46,739	48,141	49,585	51,073	52,605	1,096,211
Boats/Motor/Trailer	-	-	-	-	-	405,000
Vehicles	-	-	-	-	-	615,000
Sampling Gear	45,243	46,601	47,999	49,439	50,922	781,316
						-
Supplies						
Sampling Supplies	47,674	49,104	50,577	52,094	53,657	822,233
Laboratory supplies	667,010	687,020	707,631	728,860	750,725	11,075,836
						-
Contractual						
Laboratory Testing (one-year contract)	-	-	-	-	-	-
Chemistry - Water	-	-	-	-	-	753,600
Chemistry - Tissue	-	-	-	-	-	2,350,920
Organoleptic/ Sensory	56,087	57,769	59,503	61,288	63,126	967,333
Data Evaluation	77,898	80,235	82,642	85,122	87,675	1,343,519
						-
Public Education Campaign						
R&D/Monitoring and Evaluation	311,593	320,941	330,570	340,487	350,701	5,624,075
Creative	59,708	61,499	63,344	65,245	67,202	1,991,463
Ad Buys	6,485,571	5,837,014	5,253,312	4,727,981	4,255,183	276,703,354
Database Development and Management	77,898	80,235	82,642	85,122	87,675	1,388,519
Digital Marketing	77,898	80,235	82,642	85,122	87,675	1,538,519
Media Relations	311,593	320,941	330,570	340,487	350,701	5,374,075
						-
Travel						
Fuel - Boat	183,217	188,713	194,375	200,206	206,212	3,159,956
Fuel - Car/ Truck	311,749	321,102	330,735	340,657	350,877	5,376,762
						-
Other						
HACCP Training and Certification	-	-	-	-	-	9,000
Data analysis and evaluation infrastructure	420,500	433,115	446,108	459,492	473,276	7,182,489
Software Upgrades	46,739	48,141	49,585	51,073	52,605	821,111
Vehicle maintenance	24,610	25,348	26,109	26,892	27,699	421,151
Website development and maintenance	233,695	240,706	247,927	255,365	263,026	4,030,556
Promotional/Outreach materials	778,984	802,353	826,424	851,217	876,753	13,435,187
						-
Sub-Total	15,409,830	15,029,001	14,721,059	14,479,760	14,299,515	435,782,888
Administrative Overhead	1,722,944	1,762,871	1,805,682	1,851,295	1,899,625	33,407,507
Grand Total	17,132,775	16,791,872	16,526,741	16,331,055	16,199,140	469,190,395

Louisiana Seafood Safety Response and Quality Certification Plan

Appendix D: Preliminary Budget (continued)

20-Year By Department	DHH	DWF	DEQ	DAF	Total
Personnel and Benefits					
Laboratory	9,222,073			4,191,778	13,413,851
Sample Collection	9,404,631	8,061,112			17,465,743
Data Management	1,612,222		1,612,222	2,095,889	5,320,334
Data Evaluation	3,224,445		1,507,012		4,731,457
Information Technology Analysts	3,761,852				3,761,852
Seafood Certification Coordinator	-			2,969,176	2,969,176
Inspectors	3,761,852			31,438,338	35,200,191
Medical Toxicologist	5,653,097				5,653,097
	-				-
Equipment					
Lab equipment maintenance	1,096,211				1,096,211
Boats/Motor/Trailer	90,000	315,000			405,000
Vehicles	140,000	175,000		300,000	615,000
Sampling Gear	645,889	135,427			781,316
	-				-
Supplies					
Sampling Supplies	134,352	257,956		429,926	822,233
Laboratory supplies	11,075,836				11,075,836
	-				-
Contractual					
Laboratory Testing (one-year contract)	-				-
Chemistry - Water	753,600				753,600
Chemistry - Tissue	2,350,920				2,350,920
Organoleptic/ Sensory	967,333				967,333
Data Evaluation	1,343,519				1,343,519
Public Education Campaign					
R&D/Monitoring and Evaluation	5,624,075				5,624,075
Creative	1,991,463				1,991,463
Ad Buys	276,703,354				276,703,354
Database Development and Management	1,388,519				1,388,519
Digital Marketing	1,538,519				1,538,519
Media Relations	5,374,075				5,374,075
	-				-
Travel					
Fuel - Boat	902,845	2,257,111			3,159,956
Fuel - Car/ Truck	2,112,011	2,257,111		1,007,639	5,376,762
	-				-
Other					
HACCP Training and Certification	9,000				9,000
Data analysis and evaluation infrastructure	2,687,037	1,933,765	2,561,687		7,182,489
Software Upgrades	806,111		15,000		821,111
Vehicle maintenance	53,741	3,500	175,818	188,093	421,151
Website development and maintenance	-			4,030,556	4,030,556
Promotional/Outreach materials	-			13,435,187	13,435,187
	-				-
Sub-Total	354,428,583	15,395,983	5,871,739	60,086,583	435,782,888
Administrative Overhead	22,800,353	2,245,697	878,811	7,482,645	33,407,507
Grand Total	377,228,936	17,641,680	6,750,550	67,569,229	469,190,395

Louisiana Seafood Safety Response and Quality Certification Plan

Appendix E: Roles and Responsibilities

Species	Monthly Frequency	Monthly Number of Coastal Areas Sampled	Monthly Number of Areas (Oysters)	Monthly Number of Processing Plants	Agency			Tests performed			
					Collecting	Packaging	Transporting	Sensory	PAH	TH	Dispersant
Shrimp	2/ coastal study area	7 Coastal Study areas	N/A	8, varies	DWF/DEQ Assist	DWF/DEQ Assist	DWF/DEQ Assist	X	X	X	X, unless unnecessary
Oysters	3 weeks/mo	N/A	30, depending on conditions	8, varies	DHH	DHH	DHH	X	X	X	X, unless unnecessary
Crabs	2/ coastal study area	7 Coastal Study areas	N/A	8, varies	DWF/DEQ Assist	DWF/DEQ Assist	DWF/DEQ Assist	X	X	X	X, unless unnecessary
King mackerel	2/zone	All 3 Offshore Zones	N/A	8, varies	DWF	DWF	DWF	X	X	X	X, unless unnecessary
Cobia	2/zone	All 3 Offshore Zones	N/A	8, varies	DWF	DWF	DWF	X	X	X	X, unless unnecessary
Greater amberjack	2/zone	All 3 Offshore Zones	N/A	8, varies	DWF	DWF	DWF	X	X	X	X, unless unnecessary
Tuna (do not mix species)	2/zone	All 3 Offshore Zones	N/A	8, varies	DWF	DWF	DWF	X	X	X	X, unless unnecessary
Grouper (do not mix species)	2/zone	All 3 Offshore Zones	N/A	8, varies	DWF	DWF	DWF	X	X	X	X, unless unnecessary
Red snapper	2/zone	All 3 Offshore Zones	N/A	8, varies	DWF	DWF	DWF	X	X	X	X, unless unnecessary
Dolphin	2/zone	All 3 Offshore Zones	N/A	8, varies	DWF	DWF	DWF	X	X	X	X, unless unnecessary
Southern flounder	2/ coastal study area	7 Coastal Study areas	N/A		DWF/DEQ Assist	DWF/DEQ Assist	DWF/DEQ Assist	X	X	X	X, unless unnecessary
Spotted seatrout	2/ coastal study area	7 Coastal Study areas	N/A	8, varies	DWF/DEQ Assist	DWF/DEQ Assist	DWF/DEQ Assist	X	X	X	X, unless unnecessary
Red drum	2/ coastal study area	7 Coastal Study areas	N/A	8, varies	DWF/DEQ Assist	DWF/DEQ Assist	DWF/DEQ Assist	X	X	X	X, unless unnecessary
Croaker	2/ coastal study area	7 Coastal Study areas	N/A		DWF/DEQ Assist	DWF/DEQ Assist	DWF/DEQ Assist	X	X	X	X, unless unnecessary
Gulf menhaden	2/ coastal study area	7 Coastal Study areas	N/A		DWF/DEQ Assist	DWF/DEQ Assist	DWF/DEQ Assist	X	X	X	X, unless unnecessary
Striped mullet	2/ coastal study area	7 Coastal Study areas	N/A		DWF/DEQ Assist	DWF/DEQ Assist	DWF/DEQ Assist	X	X	X	X, unless unnecessary
Black drum	2/ coastal study area	7 Coastal Study areas	N/A	8, varies	DWF/DEQ Assist	DWF/DEQ Assist	DWF/DEQ Assist	X	X	X	X, unless unnecessary
Sheepshead	2/ coastal study area	7 Coastal Study areas	N/A	8, varies	DWF/DEQ Assist	DWF/DEQ Assist	DWF/DEQ Assist	X	X	X	X, unless unnecessary
Water, Ambient	2/ mgmt area	7 management areas	30		DWF/DHH in oyster Sampling agency	DWF/DHH in oyster Sampling agency	DWF/DHH in oyster Sampling agency		X	X	X, unless unnecessary
Other species	as needed		N/A	8, varies	DWF/DHH in oyster Sampling agency	DWF/DHH in oyster Sampling agency	DWF/DHH in oyster Sampling agency	X	X	X	X, unless unnecessary



Louisiana Seafood Safety Response and Quality Certification Plan

Appendix F: State/Federal Seafood Program Contacts

Contact Name	Agency	Phone Number	Address	Fax	Email
Shannon Soileau	DHH/OPH				shannon.soileau@la.gov
David Guilbeau					david.guilbeau@la.gov
Gordon Leblanc					Gordon.leblanc@la.gov
Dianne Dugas					Dianne.dugas@la.gov
Teeney Sibley					Teeney.sibley@la.gov
Raoult Ratard					Raoult.ratard@la.gov
Stephen Martin					Stephen.martin@la.gov
Randy Pausina	DWF				rpausina@wlf.la.gov
Joey Shepherd					jackpots@wlf.la.gov
Chris Piehler	DEQ/OEC/ Water Quality Assessment	225-219-3557	P.O. Box 4314 Baton Rouge, La. 70821- 4314	225-219-3240	chris.piehler@la.gov
Jennifer Beall	LDNR				jennifer.beall@LA.GOV
Gina Saizan	LOSCO				Gina.saizan@la.gov
Robert W. Dickey, Ph.D., Chief	FDA, Gulf Coast Seafood Laboratory, Chemical Hazards Research Unit	251-690-3368	P.O. Box 158, 1 Iberville Drive Dauphin Island, Alabama 36528-0158	251-694-4477	Robert.Dickey@cfsan.fda.gov
Gary Shigenaka, Marine Biologist	NOAA	206-526-6402			Gary.Shigenaka@noaa.gov

Louisiana Seafood Safety Response and Quality Certification Plan

Appendix F: State/Federal Seafood Program Contacts (continued)

Patrick Young, MS, RS CDR, US Public Health Service	EPA/ATSDR	214-665-8562 214-577-3506 cell	ATSDR Region VI 1445 Ross Ave GSF-L Dallas, Texas 75202		young.patrick@epa.gov
Barry Forsythe, Ph.D., toxicologist	USFW/EPA liaison	703-338-4429 cell			
Ryan Costello	ATSDR at EPA HQ in DC	202-250-8921			
Debra Bergren, Toxicologist	ATSDR at EPA HQ in DC	202-250-8921			
Jeff Bigler	USEPA, National Fish and Wildlife Contamination Program	202-566-0389	1200 Pennsylvania Avenue, Mailcode 4305T Washington, D.C. 20460	202-566-0409	bigler.jeff@epa.gov
AL-Dr. Neil Sass	Alabama DPH, Div. of Epidemiology	334-206-5973	Suite 1450, The RSA Tower, 201 Monroe Street Montgomery 36104	334-206-2012	Nsass@adph.state.al.us
FL-Kendra Goff	FL Dept of Health, Bureau of Community Environmental Health	850-245-4248	4052 Bald Cypress Way, Bin #A08 Tallahassee 32399-1712	850-922-8473	Kendra_Goff@doh.state.fl.us
MS-Henry Folmar	DEQ, Office of Pollution Control	601-961-5529	1542 Old Whitfield Rd. Pearl 39042	601-664-3938	Henry_Folmar@deq.state.ms.us
TX-Kirk Wiles	TX Department of Health, Seafood Safety Division	512-834-6757	8407 Wall Street Austin 78754	512-834-6267	Kirk.Wiles@dshs.state.tx.us



BOBBY JINDAL
GOVERNOR

State of Louisiana

ROBERT J. BARHAM
SECRETARY

DEPARTMENT OF WILDLIFE AND FISHERIES OFFICE OF SECRETARY

BP Oil Spill Impact on Louisiana Fisheries & Seafood Industry September 28, 2010

The commercial coastal fishing industry in Louisiana, with an economic impact of more than \$3 billion annually, is one of Louisiana's most reliable industries – harvesting from one of the most productive fishery resources in the world.

The oil spill from the BP disaster in the Gulf of Mexico has threatened that industry and a way of life for thousands of Louisiana residents, and potentially threatened a food supply amounting to one-third of America's domestic seafood production.

Data compiled by the Louisiana Department of Culture Recreation and Tourism, University of Minnesota, the Louisiana State University AgCenter (LSU AgCenter) and the Louisiana Sea Grant College Program indicates the BP Oil Spill has had a negative impact on Louisiana fisheries evidenced by a reduction in commercial shrimp landings and an increase in the negative perception of Louisiana seafood by consumers nationwide.

Post-Spill Challenges

As a major domestic seafood producer, producing over one-third of the U.S. production of shrimp and oysters, and about one-quarter of the U.S. production of blue crab, snapper and yellowfin tuna, Louisiana has always been, and continues to be, committed to being a reliable producer of fish products, and ensuring only safe seafood products of the highest quality are permitted to go to market.

The BP spill has created some unique challenges and highlighted the need for a comprehensive, coordinated, multi-agency program to ensure that seafood from the Gulf of Mexico region is safe for consumption. This is important not only for the consumers who need assurance that their food is safe to eat, but also for fishermen, processors, wholesalers and retailers who need to be able to sell their product with confidence.

Assessing the Impact on Fisheries

- According to data from the LSU AgCenter, shrimp landings in Louisiana were down 62 percent in the months of May, June and July versus the three-year average (from 2007 – 2009).
- From the same data, Mississippi's shrimp landings are down by 92 percent from the three-year average, Alabama is down 82 percent and Texas is down 16 percent, signaling an overwhelming decline in all Gulf fisheries.

Explanation of Early Spike in Shrimp Prices

According to experts from the LSU AgCenter and the Louisiana Sea Grant College Program, there was an initial spike in the price of Louisiana shrimp at the beginning of the Gulf Horizon Oil Spill. This spike was due to an attempt to purchase all existing stock for fear that they would not be able to access product from the Gulf for months or years to come.

- According to data from the LSU AgCenter, in May there was a 25 percent spike in shrimp prices over the three year average (2007 – 2009). That held steady in June, but decreased to less than a 15 percent spike over the three year average in July.
- These same experts expect that shrimp prices also declined in August, and will continue to do so in the coming months.

The early spike was a result of a simple supply/demand dilemma. The fear of a reduction in supply caused a quick surge in price, but the following reduction in sale value resulted as the overall public perception of Gulf seafood declined.

Obstacles in Estimating the Impact on Fisheries

Estimating the impact on Louisiana commercial fisheries is an arduous task that will take years to complete. Data to show the actual impact on fisheries will not be available for months and years to come. The specifics of the spill are still just becoming apparent and the impact from these details, such as the volume of the spill, the concentration and locations of accumulated oil, etc., cannot yet be determined.

According to Dr. Rex Caffey, director and professor for the LSU AgCenter's Center for Natural Resource Economics and Policy, the following issues prohibit the production of an estimate of the impact on Louisiana fisheries:

- Identifying and measuring species-specific reproduction losses may not be evident in initial harvests or sampling data;
- The potential for long-term reductions in demand (price) driven by actual or perceived seafood consumption risks cannot yet be assessed;
- Monetary losses and impacts on habitat and ecosystem services must still be determined;

Overall, a comprehensive assessment of the impact on Louisiana fisheries is still years away.

In the case of the Exxon Valdez spill, the true impact of the spill on the fisheries was not known until the second year. In the first year of the spill, prices only decreased.

Fishing Closures

The initial post spill actions to protect consumers and producers were precautionary fish closures to recreational and/or commercial fishing. The Louisiana departments of Health and Hospitals (LDHH), and Wildlife and Fisheries (LDWF) enacted a number of area-specific fishing closures in state waters based on the best information from field staff regarding the presence of oil and trajectory models from National Oceanic and Atmospheric Administration (NOAA).

During the period from April 28-September 24, 2010; LDWF took 58 "Emergency Actions" to either close or reopen areas to recreational or commercial fishing.

LDHH likewise issued many orders closing or reopening areas to harvest of molluscan shellfish. LDWF and LDHH closures were coordinated and when possible. State closures were also coordinated with closures of adjacent federal waters by federal authorities.

Waters were re-opened when oil from the spill was no longer present and seafood samples from the area successfully pass chemical testing.

The lack of any documented case of tainted Louisiana seafood clearly indicates these efforts were initially effective in protecting the public however these actions also created some confusion within the fishing industry and curtailed significant fishing and production.

Louisiana Closure Figures as a Result of the Deepwater Horizon Oil Spill

Last updated: 9/27/10

	Miles (sq mi)	Percentage (%)
Commercial fishing	402	5.3

Seafood Testing

Immediately following the spill, the state substantially increased seafood testing in both closed and open areas. LDWF and LDHH also initiated testing for oil contamination.

Once collected, samples were delivered to a contracted laboratory (Eurofins Central Analytical Laboratory, in Metairie, La.) by the agencies and tested for presence of components of crude oil, a complex mixture of many hydrocarbon compounds.

Polycyclic aromatic hydrocarbons (PAHs) are of greatest concern because they are most likely to accumulate in seafood tissue and, in very high concentrations, may pose a health threat to people who eat seafood often over several years. In order for a sample to pass chemical analysis, any chemicals detected by the laboratory must be below established "levels of concern," or exposure levels that may cause health problems.

Samples from areas that were not yet impacted by oil were used to determine "background" levels of chemicals in seafood and to provide baseline information for comparison should oil move into those areas in the future.

Once reports of oil were received or oil was predicted to impact an area, LDWF and LDHH initiated field surveys and began seafood collection in the closed areas.

Samples were also subject to sensory analysis by FDA-trained scientists to determine if the fish product had an unusual smell or taste, referred to as taint. Taint does not necessarily mean that fish or shellfish are unsafe to eat, but tainted seafood is not allowed to be sold in interstate commerce.

To date, nearly 30,000 oysters, shrimp, crab and fish have been collected from state waters by LDWF and LDHH. Individual specimens are collected from a single sampling location and grouped by seafood type to form a composite sample. For instance, approximately 100 shrimp are collected at a single location for one shrimp composite sample. The edible tissue, or the portion of the animal that we eat (e.g., fish fillet, shrimp tail, crab meat) is separated and submitted to the lab to be tested.

Of 572 seafood samples collected between April 30, 2010 and September 16, 2010, trace levels of PAHs were detected in 141 samples. No (0) sample results showed levels of concern as determined by the FDA, meaning that any chemicals detected were below levels that could potentially threaten the public's health.

To date, no samples from Louisiana waters analyzed by state contracted labs, NOAA or FDA have shown harmful levels of contaminants.

Public Perception Issues

There has been a serious decline in the overall perception of Louisiana seafood since the start of the Gulf Horizon Oil Spill. The following data indicates the level of distrust most Americans have for the Louisiana product:

- According to the Louisiana Department of Culture, Recreation and Tourism, approximately 50 percent of those people surveyed nationwide believe that Louisiana restaurants may be putting their customers at risk.
- The same study also found that despite the state's efforts to ensure commercial fishing areas are reopened only after stringent chemical testing and analysis confirms samples from these areas are safe for human consumption, 44 percent of consumers still believe that seafood is being harvested from areas where oil is still present.
- Nearly half (45 percent) of respondents still believe that "Louisiana oyster beds are contaminated from the oil spill."
- From a recent national study by the University of Minnesota, 44 percent of those surveyed said they would not eat seafood from the Gulf.
- A poll completed by the Associated Press in August 2010 found 54 percent of consumers are concerned about the safety of Gulf seafood.

And an article published by the JAMA of the American Medical Association in August 2010, stated that there were "potential long-term health risks" associated with eating Gulf seafood.

US Department of Commerce Assistance

The US Department of Commerce awarded \$26 million to the Gulf States Marine Fisheries Commission on Sept. 17, 2010 to fund projects tied to assessing the impact on Gulf states' fisheries. Of the \$26 million, \$15 million

should fund a strategic marketing plan and health and safety assurance program for Gulf Coast seafood, \$10 million is appropriated for expanded stock assessments for Gulf fish species, and a \$1 million will fund a study by the National Academies of Sciences on the long-term effects of the oil spill on the Gulf of Mexico ecosystem.

However, none of the funding goes directly to Louisiana. The state is still waiting on a response from BP for its request to fund a 5-year, \$173 million seafood safety plan, which includes testing, monitoring, certification and marketing to rebuild the brand of Louisiana seafood in the eyes of consumers and distributors throughout the country. The initial request, which was a 20-year plan, was submitted on May 25, 2010. It was rejected by BP and talks on the 5-year version have stalled.

September 27, 2010

Due to the recent oil spill in the Gulf of Mexico, there has been great public concern over the safety of Gulf seafood. The Louisiana departments of Health and Hospitals (DHH), Wildlife and Fisheries (DWF), Environmental Quality (DEQ), and Agriculture and Forestry (DAF) are committed to monitoring Louisiana seafood to ensure it is safe to eat. Officials with these agencies are aggressively pursuing a long-term seafood safety and monitoring plan, as well as ongoing efforts to test seafood and water samples from sources all along the Gulf Coast of Louisiana.

Louisiana Seafood Safety Surveillance Report 2010

Summary

Summary of Data Collected to Date

Of 583 seafood samples (Figure 1) collected between April 30, 2010 and September 24, 2010 (Table 1), trace levels of polycyclic aromatic hydrocarbons (PAHs) were detected in 150 samples (Table 2). No (0) sample results showed levels of concern, (Table 3), meaning that any chemicals detected were below levels that could potentially threaten the public's health. Results for 12 samples are pending. Additionally, DHH personnel collect water samples from oyster harvesting areas at the time oysters are collected. Between April 30, 2010 and July 23, 2010, 57 water samples were collected and analyzed for total petroleum hydrocarbons (TPH). TPHs were not detected in any of the samples.

Dozens of additional seafood samples have been collected by DHH and DWF personnel and submitted to the National Oceanic and Atmospheric Administration (NOAA) and the Food and Drug Administration (FDA) to undergo sensory and chemical analysis. The chemical analysis results are posted at <http://www.fda.gov/Food/FoodSafety/Product-SpecificInformation/Seafood/ucm221959.htm#louisiana>.

About The Process

Fishing Closures

Federal and state officials are monitoring the waters from which seafood is harvested and will act to close areas threatened by the oil spill to fishing and shellfish harvesting when needed. Closing harvest waters that could be exposed to the oil is the best way to protect the public from potentially contaminated seafood because it keeps the product from entering the food supply. Closures are made with the intent to ensure

seafood is as safe as possible, while not closing any fishing areas unnecessarily.

NOAA has the authority to close federal waters to fishing, and states have the authority to close waters within their jurisdiction. When necessary, DHH and DWF issue closures of recreational and commercial fishing in state waters based on the best information from field staff and trajectory models from NOAA. Once reports of oil are received or oil is predicted to impact an area, DHH and DWF initiate a field survey and begin seafood collection in the closed areas.

Waters are re-opened when oil from the spill is no longer present and the seafood samples from the area successfully pass chemical testing. If, despite these steps, adulterated seafood is found on the market, both DHH and the FDA have the authority to seize such product and remove it from the food supply. All commercial seafood facilities are permitted with DHH and inspected on a quarterly basis to help ensure their product is safe to eat.

Seafood Collection

DHH and DWF have been collecting seafood samples since April 30, 2010. To date, thousands of oysters, shrimp, crab and fish have been collected from state waters by DHH and DWF personnel. Individual specimens are collected from a single sampling location and grouped by seafood type to form a composite sample. For instance, approximately 100 shrimp are collected at a single location for 1 shrimp composite sample. The edible tissue, or the portion of the animal that we eat (e.g., fish fillet, shrimp tail, crab meat) is separated and submitted to the lab to be tested.

DHH and DWF are collecting samples from areas across the Louisiana coast from Lake Pontchartrain to Cameron Parish. Samples from areas that have not been impacted by oil are used to determine "background"

Louisiana Seafood Safety Surveillance Report 2010 Seafood Update *(continued)*

levels of chemicals in seafood and provide baseline information for comparison should oil move into those areas in the future.

DHH and the FDA have also implemented a sampling program of seafood products at Louisiana-primary processing plants. The agencies are currently targeting oysters, crabs and shrimp, which could retain contaminants longer than finfish. This sampling will provide verification that seafood being harvested is safe to eat. To date, DHH has collected samples from nine (9) seafood processing/wholesale facilities across six (6) Southeastern Louisiana parishes.

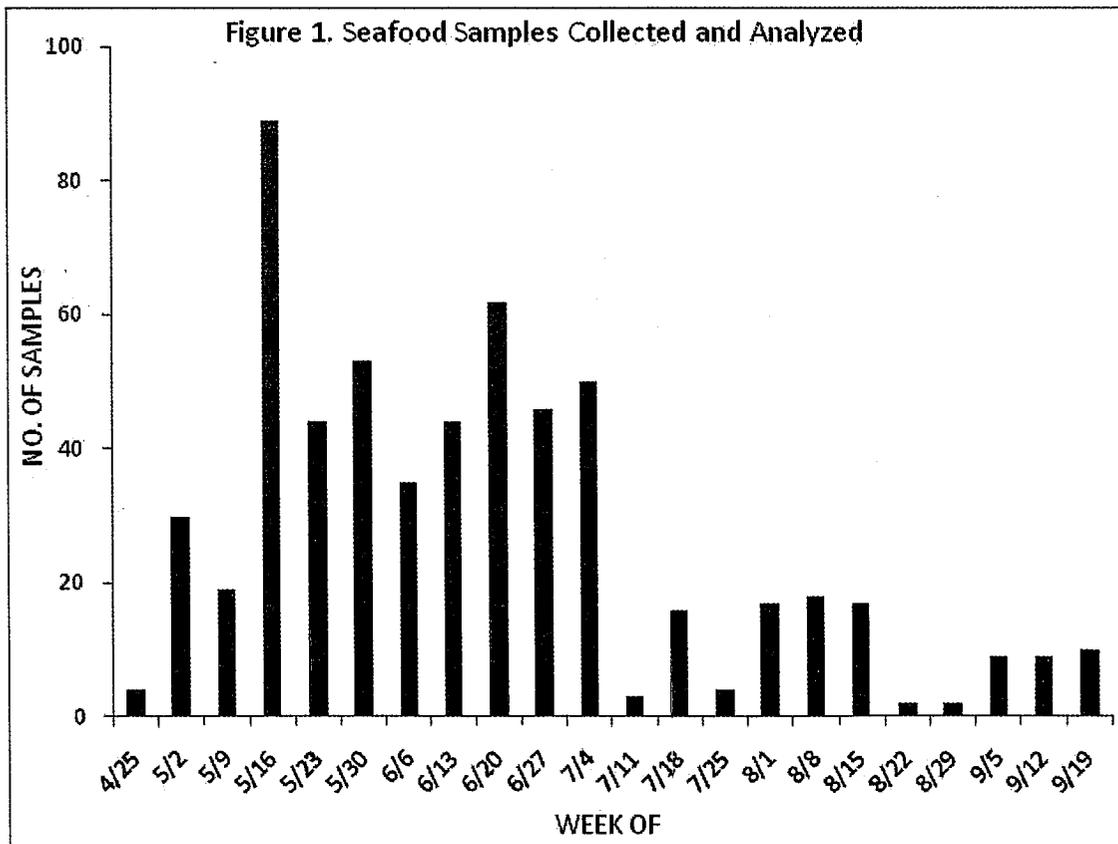
Seafood Testing

Once collected, samples are delivered to a laboratory by the agencies to undergo chemical analysis. Samples are tested for components of crude oil called hydrocarbons. Crude oil is a complex mixture of many hydrocarbon compounds. Polycyclic aromatic hydrocarbons (PAHs) are of greatest concern because they are most likely to accumulate in seafood tissue

and, in very high concentrations, may pose a health threat to people who eat seafood often over several years. In order for a sample to pass chemical analysis, any chemicals detected by the laboratory must be below established "levels of concern", or exposure levels that may cause health problems. Samples may also undergo sensory analysis, meaning trained scientists smell and/or taste the sample to determine if it has an unusual smell or taste called taint. Taint does not necessarily mean that fish or shellfish are unsafe to eat, but tainted seafood is not allowed to be sold in interstate commerce.

Dispersants

State agencies are working closely with the federal government to better understand any impact dispersants may have on seafood. For more information on dispersants, please visit <http://www.fda.gov/downloads/Food/FoodSafety/Product-SpecificInformation/Seafood/UCM221659.pdf>.



Louisiana Seafood Safety Surveillance Report 2010 **Seafood Update** (continued)

Table 1. Seafood Sample¹ Count by DHH Oyster Harvest Area

		Oysters	Shrimp	Crab	Finfish	All seafood	
DHH Oyster Harvest Areas ²	1	8	2	0	8	18	
	2	13	1	1	0	15	
	3	19	18	1	7	45	
	4	7	0	1	6	14	
	5	10	1	2	9	22	
	6	13	6	1	14	34	
	7	17	14	2	16	49	
	8	0	2	0	0	2	
	9	7	0	0	0	7	
	10	6	0	0	0	6	
	11	1	0	0	0	1	
	12	3	15	3	12	33	
	13	24	6	4	12	46	
	14	8	4	3	7	22	
	15	11	5	7	5	28	
	16	2	1	5	3	11	
	17	8	4	1	2	15	
	19	14	9	5	10	38	
	21	11	2	3	5	21	
	23	0	2	2	2	6	
	26	6	14	9	16	45	
	27	1	0	0	0	1	
	28	18	4	7	8	37	
		Btw 28/29	0	1	0	1	2
		29 & 30	10	15	3	19	47
		Unk	0	2	1	0	3
		Seafood Processors/Wholesale	0	4	4	7	15
		All areas	217	132	65	169	583

¹Represents a composite sample of multiple individuals.

²See map *Louisiana Seafood Monitoring*.

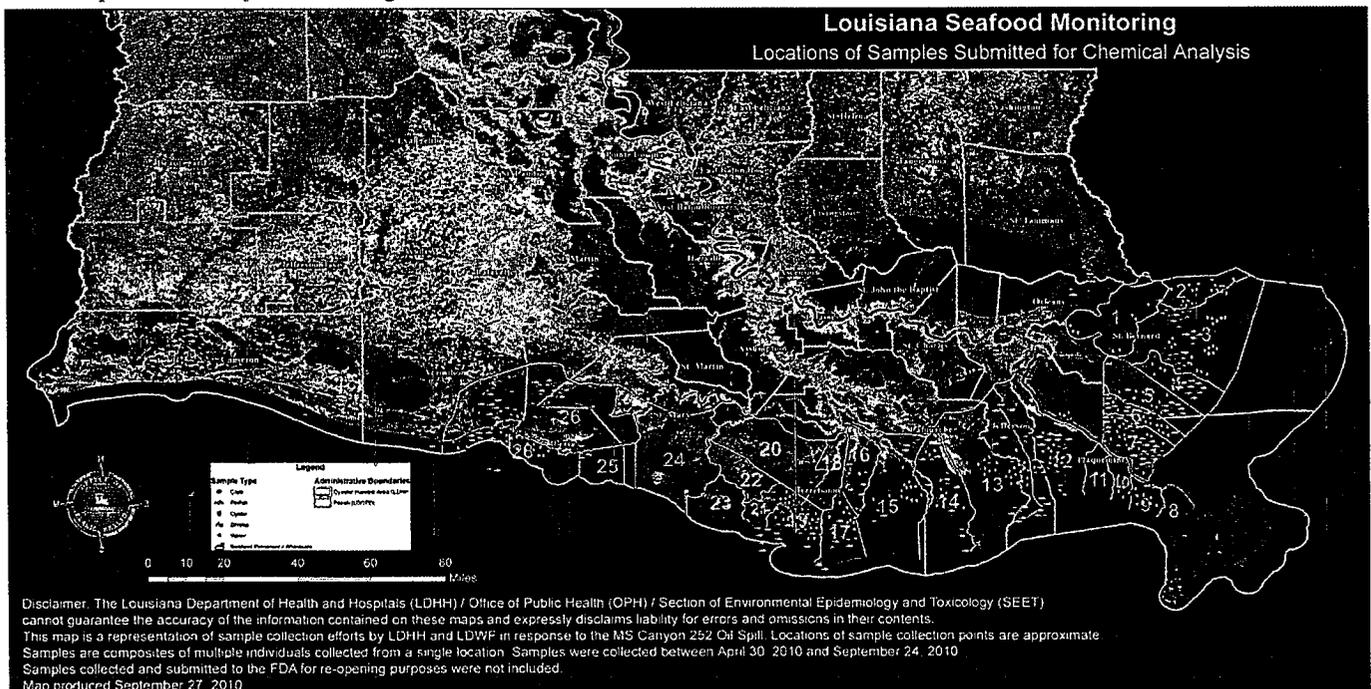


Table 2. Seafood Sampling Results¹

Sample Dates: 4/30/2010- 9/16/2010	No. of samples					Range (mg/kg)	
	Total	NOT Detected	Detected	Above Levels of Concern ²	Lab Results Pending		
Oysters	217	120	91	0	6	ND-0.042	Hydrocarbon compounds detected include Anthracene, Benzo(a)anthracene, Benzo(b)fluoranthene, Benzo(a)pyrene, Chrysene, Fluorene, Fluoranthene, Indeno(1,2,3-cd)pyrene, Naphthalene, Phenanthrene, and Pyrene.
Shrimp	132	106	23	0	3	ND-0.062	
Crab	65	51	13	0	1	ND-0.014	
Finfish	169	144	23	0	2	ND-0.014	
All seafood	583	421	150	0	12	ND-0.062	

¹Includes both baseline and re-opening sampling efforts.

²See Table 3.

Table 3. Comparison Values for PAH Compounds

Compound	Levels of Concern ¹ mg/kg		
	Oyster	Shrimp/ Crab	Finfish
Anthracene	2,000	1846	490
Benzo(a)anthracene	1.43	1.32	0.35
Benzo(a)pyrene	0.143	0.132	0.035
Benzo(b)fluoranthene	1.43	1.32	0.35
Benzo(k)fluoranthene	14.3	13.2	3.5
Chrysene	143	132	35
Dibenzo(a,h)anthracene	0.143	0.132	0.035
Fluoranthene	267	246	65
Fluorene	267	246	65
Indeno(1,2,3-CD)pyrene	1.43	1.32	0.35
Naphthalene	133	123	33
Phenanthrene	2,000	1846	490
Pyrene	200	185	49

¹ Protocol for Interpretation and Use of Sensory Testing and Analytical Chemistry Results for Re-opening Oil-impacted Areas Closed to Seafood Harvesting (FDA and NOAA 6/18/2010)