

# THE LOBSTER ACADEMY™

Dear Applicant,

Thank you for your interest in Lobster Academy™! It is with great excitement that we begin to plan the second session of this rewarding educational program. Below you will find the answers to common questions that emerge in regards to Lobster Academy.

## **What is Lobster Academy™?**

Lobster Academy™ provides both comprehensive and practical training, and is very much a hands-on experience for buyers to learn about the harvesting, processing and economics of lobster. Participants experience a demonstration aboard a working lobster boat, an introduction to dockside handling; production facility processing, and grading techniques to evaluate the size and quality of live lobsters. Coupled with intensive classroom programming, this educational experience is a must for anyone who is involved in the supply chain of lobster.

## **Where is Lobster Academy™ located?**

Lobster Academy™ is hosted in the town of St. Andrews and on pristine Deer Island, New Brunswick -- situated on the Bay of Fundy (perfectly located between Maine and Canada). Flights can be made into two different nearby airports, is drive accessible from access points of Maine and Canada.

- **Flights into St. John, New Brunswick:** If traveling to this pick up point by plane, travel arrangements can be coordinated for transport to hotel within scheduled timeframes. Once travel arrangements have been finalized, shuttle times will be announced with in an intention to accommodate the largest number of attendees. Please note approximate travel time of 1.5 hours to St. Andrews.
- **Flights into Bangor, Maine:** If traveling to this pick up point by plane, travel arrangements can be coordinated for transport to hotel within scheduled timeframes. Once travel arrangements have been finalized, shuttle times will be announced with in an intention to accommodate the largest number of attendees. Please note approximate travel time of 2.5 hours to St. Andrews.

## **Additional information about accommodations?**

Lodging is available for the September sessions, at the Fairmont Algonquin in St. Andrews, New Brunswick, where many of the classes will be conducted. A Maritime tradition in its second

century of impeccable hospitality The Fairmont Algonquin New Brunswick resort blends old world charm with modern luxury and is Canada's historic seaside resort.

**Are there fees to attend Lobster Academy™?**

Lobster Academy™ events combine everything from lectures with facility tours, to demonstrations, about topics reflecting issues like traceability, sustainability certification, demand, pricing issues, processing and marketing. *The world class curriculum is provided at absolutely no cost to participants, and is coupled with complimentary meals, classes, and transportation around the island.*

Due to the international nature of our attendees and associated travel fees, Lobster Academy™ participants are only responsible for transportation, and a lodging rate of \$144 per night, for the three nights of stay.

A great deal of planning goes into ensuring a successful and educational Lobster Academy event. The application process is imperative, and classes will fill quickly due to limited space and high demand. Please submit your application ASAP, as a goal of July 1, 2010 for final confirmations has been set.

With much hope and excitement for the future of the lobster industry, we thank you for your interest in Lobster Academy™.

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