

ALLIGATOR ADVISORY COUNCIL

2019-2020 ANNUAL REPORT



Louisiana Alligator
Advisory Council



CONTENTS

Washington D.C. Education.....	3
Responsive Management.....	3
Sea Grant.....	3
International Alligator & Crocodile Studies.....	4
Alligator Marketing & Technical Representation.....	4
California Media Campaign.....	6
National Assembly of Sportsmen's Caucuses.....	6
2019-2020 Expenditures.....	6
LA Alligator Advisory Council Members.....	7



INTRODUCTION

Louisiana leads the United States in the production of alligator skins. After rebuilding the population through research, management and law enforcement during the 1960s, the wild harvest from 1972 through 2019 has produced over 1,105,812 wild skins. In 2019, the alligator industry, including the wild harvest, egg collection, and farm raised alligators, has generated in excess of \$104 million in economic benefit to the state of Louisiana.

The wild harvest has averaged approximately 25,775 skins annually, worth over \$6.9 million dockside including meat during the past 5 years. The 2019 wild harvest of 23,828 alligators was valued at over \$5.2 million, which includes the value of the alligator meat. In calendar year 2019, farmers sold 438,577 skins, which averaged 27.0 cm belly width and were valued at over \$86 million, including the value of the alligator meat. Since 1986 the Louisiana alligator ranching program has collected over 11 million eggs and returned over 1.2 million healthy alligators back to the wild.



WASHINGTON D.C. EDUCATION

Photo courtesy of Architect of the Capitol



The Louisiana Department of Wildlife and Fisheries (LDWF) contracted with Glenn Delaney to stay abreast of any Legislative movement that might be of interest to LDWF, the Fur Advisory Council, or the Alligator Advisory Council.

Mr. Delaney met with key Members of Congress and their staff to educate them on issues important to Louisiana's sustainable use wildlife programs. He carefully monitored the legislative efforts of animal rights groups and their advocates on Capitol Hill so that any anti-trapping or anti-sustainable use bills, such as the Refuge from

Cruel Trapping Act (HR 5127), could be addressed in a timely manner.

Mr. Delaney sought funding for a variety of programs that impact Louisiana wildlife management programs. Mr. Delaney worked with Congressman Garret Graves to develop an amendment to the Nutria Eradication and Control Act of 2003, H.R. 3399, which would increase the level of the authorization of appropriations in the original Act for Louisiana. He pursued funding for research on infectious diseases affecting Louisiana's alligator population. Although funding for this research was not

appropriated, the Senate Appropriations Committee Report stressed the need for the USDA's Animal and Plant Health Inspection Service (APHIS) to focus on this critical issue. He also worked with Senator John Kennedy's office to request funding to develop a CITES ePermitting system.

Mr. Delaney worked closely with LDWF administration and program managers to address pertinent legislative issues. The funding for the contract was split equally between the Fur Advisory Council and the Alligator Advisory Council's budgets.

RESPONSIVE MANAGEMENT

LDWF contracted with Responsive Management to develop a communication strategy for the LDWF alligator program and the alligator industry. The target audiences include fashion brands, consumers, legislative bodies and the general public. Several short videos were created that can be utilized by the Department and the alligator industry.

SEA GRANT

LDWF contracted with the Board of Supervisors of Louisiana State University and Agriculture and Mechanical College to develop educational and outreach materials related to the alligator industry through the Louisiana Sea Grant College Program. Since 1968, Louisiana Sea Grant has promoted stewardship of coastal resources through outreach and education. Although the schedule of deliverables has been extended due to delays related to COVID-19, the alligator initiative has already resulted in a draft document entitled, A Snapshot of the Louisiana Wild Alligator Industry.

INTERNATIONAL ALLIGATOR & CROCODILE TRADE STUDIES

LDWF contracted with the World Conservation and Monitoring Center to develop the International Alligator and Crocodile Trade Studies report. This report has been funded since 1988 to monitor world trade in all crocodilians and to increase accountability of sustainable management practices.



ALLIGATOR MARKETING & TECHNICAL REPRESENTATION

LDWF contracted with Monarch Marketing to provide technical representation at national and international meetings and to provide marketing for Louisiana alligator hides.

Monarch Marketing helped increase the Louisiana Alligator Industry's participation within the Crocodile Specialist Group, the

International Crocodile Farmers Association, the International Union for Conservation of Nature, and the Convention on International Trade in Endangered Species (CITES). Monarch Marketing represented Louisiana at the National Assembly of Sportsman Caucus and Congressional Sportsman's Foundation Annual meeting where the Louisiana alligator conservation success story was

presented to a group of legislators representing over 40 states. Important international policy forming meetings attended during this fiscal year included the 18th CITES Conference of the Parties meeting in Geneva, Switzerland.

Both nationally and internationally, Monarch Marketing presented and distributed sustainability information to brands at national tradeshows and conferences which encouraged use of alligator leather. The Accessories Council of New York and Monarch Marketing co-hosted a special event in Manhattan for its members where the Louisiana alligator was the topic of a well-attended lecture. Nearly a hundred fashion industry executives and designers attended the event.

Monarch Marketing maintains social media accounts through Facebook, Instagram, and Twitter to promote Louisiana alligator. The target audiences for these social media accounts are the general public, tanners, and manufacturers. The social media accounts inform consumers about the positive conservation story of the Louisiana alligator and its habitat through sustainable use.



18th CITES Conference of the Parties meeting in Geneva, Switzerland.



NATIONAL ASSEMBLY OF SPORTSMEN'S CAUCUSES

The Alligator Advisory Council and LDWF sponsored the 16th Annual National Assembly of Sportsmen's Caucuses (NASC) Sportsman-Legislator Summit. NASC is the largest non-partisan caucus in the country whose goal is to advance hunting, fishing, and conservation of wildlife. Each year, legislators, governors, and wildlife directors from all over the USA attend the summit to gain education on important topics for advancing conservation. The keynote evening speech was given by Louisiana to educate legislators and wildlife agents on our successful alligator management program.



CALIFORNIA MEDIA CAMPAIGN

LDWF contracted with Applied Paradigms to educate California legislators about the Louisiana alligator program and its sustainable use benefits. The goal of this legislative education was to eliminate the sunset clause to California Penal Code 6530, which would make the sale of crocodilian leather illegal in California.



2019-2020 EXPENDITURES

The Alligator Advisory Council operates within the Department of Wildlife and Fisheries and is responsible for reviewing and approving recommended marketing, research, and educational programs to be funded from the Louisiana Alligator Resource Fund to ensure that any monies from the funds are expended for the specific goals of the council.



ALLIGATOR RESOURCE FUNDS	
Budgeted	\$500,000.00
Salaries	\$18,429.95
Related Benefits	\$9,205.31
Operating Services	\$25,000.00
Professional Services	\$319,816.14
Other Charges (Louisiana Sea Grant)	\$6,000.00
Inter-Agency Transfer	\$582.81
Alligator Resource Funds Expended	\$379,034.21

LOUISIANA ALLIGATOR ADVISORY COUNCIL MEMBERS

LANDOWNER REPRESENTATIVES

Randy Moertle - Western Coastal Zone

108 Mar Drive, Lockport, LA 70374
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Term: July 1, 2017 - June 30, 2023

Tom Benge - Eastern Coastal Zone

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Term: July 1, 2019 - June 30, 2025

Vic Blanchard, Chairman - Central Coastal Zone

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Term: July 1, 2015 - June 30, 2021

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Term: July 1, 2017 - June 30, 2023

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Term: July 1, 2015 - June 30, 2021

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Term: July 1, 2017 - June 30, 2023

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