

ALLIGATOR ADVISORY COUNCIL ANNUAL REPORT

A L L I G A T O R A D V I S O R Y C O U N C I L (A A C)

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Louisiana leads the United States in the production of alligator skins. After rebuilding the population through research, management and law enforcement during the 1960's, the wild harvest from 1972 through 2016 has produced over 1,000,000 wild skins. In 2016, the alligator industry, including the wild harvest, egg collection, and farm raised alligators, has generated in excess of \$100,000,000 in economic benefit to the state of Louisiana.

The wild harvest has averaged approximately 35,000 skins annually, worth over \$12 million dockside including meat during the past 5 years. The 2016 wild harvest of 33,410 alligators was valued at over \$9.7 million, which includes the value of the alligator meat. In calendar year 2016, farmers sold 387,000 skins, which averaged 26.43 cm belly width and were valued at over \$74 million, including the value of the alligator meat. Since 1986 the Louisiana alligator ranching program has collected over 9.5 million eggs and returned over 1,000,000 healthy alligators back to the wild.



WASHINGTON D.C. EDUCATION

The Alligator Advisory Council has contracted with Glen Delaney to provide technical assistance in Washington, D.C. with federal policies, legislation, statutes, treaties, regulations, and other activities that may impact the management and utilization of Louisiana's wildlife resources.

Political campaigns and controversies may have been a distraction to the general public over the past year, but it didn't distract those who would like to put an end to Louisiana's fur and alligator industries and management programs. Extremist animal rights groups and their advocates on Capitol Hill continued their campaigns against science-based wildlife management and the sustainable use of wildlife resources in a series of legislative assaults in both the House and Senate during the end of the 114th Congress last year and again into the early months of the 115th Congress this year.

While Council and LDWF efforts to put down these aggressions continue to be successful through an informal but highly-effective coalition of like-minded organizations in Washington DC, including the Association of Fish & Wildlife Agencies (AFWA), some

Assaults on the principles of science based sustainable-use and wildlife management were not limited to legislation in Congress, but also continued within the realm of the multilateral Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). CITES was established over four decades ago for the purpose of monitoring and, as necessary, regulating international trade in protected species to ensure those principles were being respected not just in Louisiana, but in the 183 current member nations worldwide. Those principles are also the foundation on which Louisiana's fur and alligator programs and industries were built.

However, under a relentless assault, the politics of CITES has slowly drifted away from its original mission of ensuring responsible trade in sustainably managed wildlife resources and increasingly towards a forum for advancing the agendas of organizations committed to preventing sustainable industries from putting their products into international trade.

Predictably, the CITES meeting held late last year in South Africa was marked by yet another aggressive campaign to advance proposals that would undermine its fundamental sustainable use policies, and the US Delegation was once again poised to re-submit and/or support a proposal to up-list polar bears to Appendix I, an issue that has become a test case for CITES sustainable use policy.

The good news is that the Council and LDWF continue to enjoy a highly constructive partnership with some of the world's foremost experts and leaders in the CITES community that includes Louisiana's Department of Wildlife & Fisheries, AFWA, representatives of a number of pro-sustainable use organizations, and representatives of like-

mindful foreign governments. Thanks to the intense pressure and outstanding work by this informal coalition of states and pro-sustainable use organizations, the US Delegation withdrew the polar bear proposal and such damage was averted. Nevertheless, the threat of CITES mission drift remains very real and this will continue to be an important focus of efforts in Washington.

With that in mind, the new Administration brings high-hopes for a new and improved Department of Interior that is committed to the principles of sustainable use with the nomination and Senate confirmation of Secretary Ryan Zinke earlier this year. Secretary Zinke, a former Navy Seal, also served as a Member of the U.S. House of Representatives from the State of Montana. As a Member of the House Committee on Natural Resources, his words and actions clearly demonstrated his firm commitment to science-based wildlife management and sustainable use. While a nominee for the next Director of the U.S. Fish & Wildlife Service has yet to be announced, the expectation is that the nominee will share secretary Zinke's vision and principles – something that bodes well for Louisiana both in the State and at CITES.

Finally, the Louisiana Congressional Delegation has continued to offer steady support. Invariably, members of the Delegation have stepped up to champion any number of ongoing initiatives on the Council's agenda. The importance of educating and maintaining a constructive working relationship with the Louisiana Delegation and key Committee leaders cannot be overstated.



Education on the Hill

LSU DEPARTMENT OF TEXTILES

This year the Council and LDWF contracted with LSU Department of Textile, Apparel Design and Merchandising, at the College of Agriculture to promote manufacturing with lower grade alligator skins. During the year of 2016-2017, LSU staff held two workshops in the U.S. and two workshops in Beijing, China, participated in three design competitions and three fashion shows. In addition, the team presented their research in three international and national conferences.

International Team and Collaboration

The principle project investigator, Dr. Chuanlan Liu formed an international team which includes fashion design professors from the Beijing Institute of Fashion Technology (BIFT) and an industrial sponsor to promote lower grade alligator skins through creative design and product development. The team established an alligator leather development studio with Louisiana State University, with the Louisiana Alligator Advisory Council, the LDWF, and Shengxifu Hatting Company as co-sponsors.



Dr. Liu with professors from BIFT and the CEO of Shengxifu Hatting Company

This studio, under the project team's supervision, held two creative design workshops in 2016 and 2017 respectively. Top senior design students in product development and fashion design were selected to work on the donated alligator skins. Design collections entered and won BIFT senior design competition. All the collections created in the 2016 workshop also won the International Young Designer Competition (IYDC) and were shown in the IYDC runway show or displayed in the mounted IYDC gallery. The collections created in 2017 will be shown in IYDC runway show and mounted gallery in October 2017.

Trade Show

Dr. Lisa McRoberts, a project investigator, attended the largest international trade show in the U.S., "The Magic Show," held in Las Vegas from February 20th through 24th, 2016. She explored channels to promote alligator leather and products.

The show was comprised of the following: FN Platform (Footwear), WWD Magic, Sourcing at Magic, Project, The Tents, Project Womens, The Collective, WSA@Magic (Western Wear), Stitch, PoolTradeShow, Children's Club Magic, Curve Las Vegas, and Footwear Sourcing. So, the show serves as the largest domestic trade show, with the



The Magic Show

strongest international presence for sourcing, vending, retailing wholesale, and showing collections by designers. While there, Dr. McRoberts promoted the use of Louisiana alligator to manufacturers, designers, and retailers. She also targeted and met face to face with all of the people that already used leather and/or denim in their garments and/or products. She also made note of existing alligator products and/or garments. There were very few alligator products, primarily at the Florida alligator booth, which comprised several

vendors with varying lines and qualities of skins, belts, wallets, small purses, boots, and iPhone covers.

International Workshops

Two workshops were held during the summer in 2016 and 2017 respectively in Beijing. Top senior students in product development and design were recruited and selected. One workshop focused on product and accessory development, and the other one focused on creative design and inspiration expression. Dr. Liu traveled to China to work with her team in Beijing.



Collection 1: From Boy to Men

Inspirations came from the Spanish artist Ernesto Artillo. The theme for this collection is "From Boy to Men."



LSU TEXTILES CONTINUED

Collection 2: Plane Geometry

Inspirations came from the photographer, Alexander Khokhlov, and the artist, Felice Varini.



Workshops on LSU Campus and in NOLA Fashion Week

An alligator workshop, as a part of New Orleans Fashion Week Career Day, was held on Friday, March 24 in New Orleans.



New Orleans Fashion Week

Working with Students



Working with Students

Dr. Liu and Dr. McRoberts worked with an invited visiting PhD student from Jiangnan University in China. A collection using alligator leather was designed and created. This collection won the International Textile and Apparel Association Annual Competition and was included into the annual winning design show and exhibition. This collection was invited to be shown in the International Young Designer Competition (IYDC).



International Yong Designer Competition Fashion Show

All the product collections and creative design collections developed and created were shown in the International Young Designer Competition runway show or mounted exhibition.



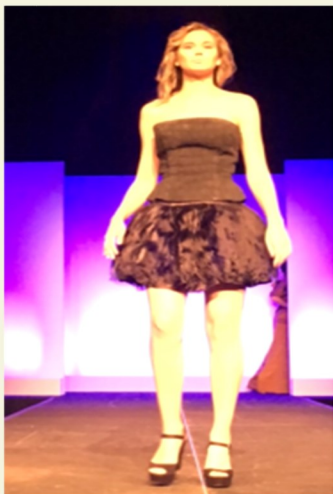
LSU TEXTILES CONTINUED

New Orleans Fashion Week Runway Show

Dr. McRoberts completed her alligator collection for the New Orleans Fashion Week Featured Designer Line Up. She also created the model line-up for the New Orleans Fashion Week student show and for her collection. Both Dr. Liu and Dr. McRoberts determined which alligator garments to show in the LSU Student alumni 10-year perspective fashion show in New Orleans Fashion Week.



Dr. McRoberts showed the Student Alligator Garments in the New Orleans Fashion Week Fashion Show on Wednesday, March 22nd. She also showcased her collection of alligator garments as one of the New Orleans Fashion Week Featured Design Shows on Friday, March 24th.



Research and Publications

Dr. Liu conducted an empirical study to examine consumers' awareness about alligator leather and attitudes toward alligator leather products. She conducted an online survey and collected a national sample with 600 participants completing the survey.

Attitudes toward Alligator Leather Products- Scales and Statistics

	N	Min	Max	Mean	Std. Deviation	
	Statistic	Statistic	Statistic	Statistic	Std. Error	
Bad-----Good	782	1	7	5.41	.057	1.581
Worthless-----Worthwhile	782	1	7	5.36	.055	1.539
Negative-----Positive	782	1	7	5.32	.059	1.647
Not favorable-----Favorable	782	1	7	5.29	.061	1.693
Not valuable-----Valuable	782	1	7	5.24	.055	1.552
Useless-----Beneficial	782	1	7	5.16	.056	1.574
Valid N (listwise)	782					

Findings

- Participants' perceptions are positive
- Participants show awareness about high price
- Perceptions about alligator leather products have two dimensions
 - Functional attributes
 - Experiential attributes
- Overall, perceptions of experiential attributes are lower than those of functional attributes

Relationships between Perceptions and Attitudes

	Coefficients ^a		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
Attitudes toward Alligator Leather Products (Constant)	B	Std. Error	Beta	
	3.732	.224	16.663	.000
Experiential Attributes	.310	.035	.324	8.868
Functional Attributes	.046	.045	.037	1.014

a. Dependent Variable: Attitudes towards Alligator Leather Products

Findings

- Overall attitudes toward alligator leather products are positive
- However, only perceptions of experiential attributes affect attitudes significantly

Reaching to the Public

Dr. McRoberts, Dr. Liu, their alligator grants appointed teaching assistant, Sukyung Seo, and student worker, Kat Dowell, promoted the alligator project through the College of Agriculture's three-week open house to statewide junior high school students. They were very excited and interested.



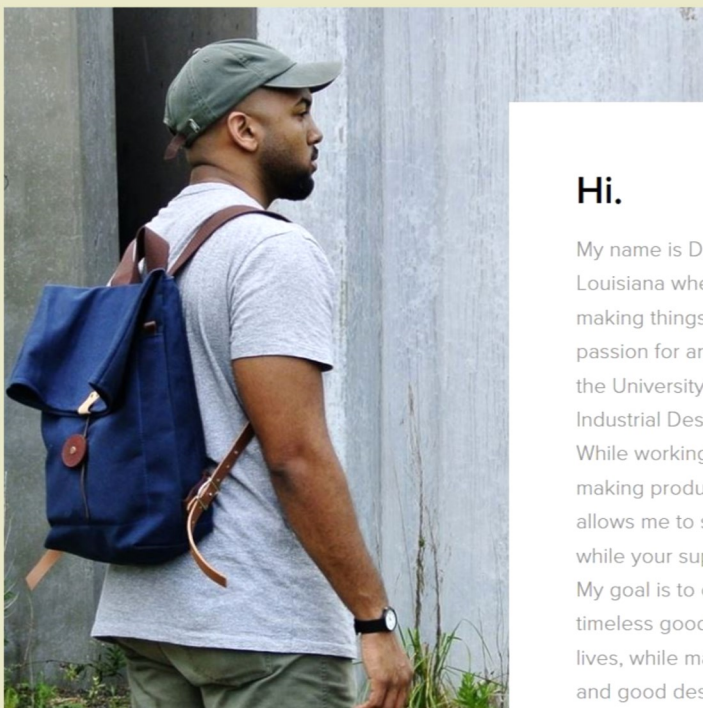
LSU TEXTILES CONTINUED

Dr. McRoberts was interviewed by WWL TV, Channel 4, in New Orleans regarding her collection. During the interview, she discussed how Louisiana alligator has been highlighted in the garments to be shown in both the student show and in her collection. She also educated the public on the collaborative alligator project between LSU, LDWF and the Alligator Advisory Council.



Dr. Liu and Dr. McRoberts met with the director of Innovation Park at LSU to discuss the potential development of an alligator incubator to continue to train and support students and designers interested in working with Louisiana alligator.

Dr. Liu worked with local designers through collaboration with a non-profit social enterprise to explore a market for promoting alligator leather and products. One of the designers, Damien Mitchell (<http://www.damienmitchell.us/>), specifically focuses on leather goods design and development. He is currently working with one donated alligator skin.



Hi.

My name is Damien. I was born in southern Louisiana where I grew up with a knack for making things, which later developed into a passion for art and design. After graduating from the University of Louisiana with a degree of Industrial Design, I began my professional career. While working, I found myself creating and making products of my own. This company allows me to share those products with you, while your support helps me to create more. My goal is to create simple, functional, and timeless goods to be used in people's everyday lives, while maintaining a responsibility to nature and good design principles.

<http://www.nomadsandnobles.com/>

2016-2017 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	\$351,563.00
Salaries	\$29,331.26
Related Benefits	\$13,175.33
Travel	\$178.00
Operating Services- <i>i.e. cell phone, internet service</i>	\$1,349.47
Supplies- <i>i.e. printing supplies, office supplies</i>	\$2,082.56
Professional Services- <i>i.e. , technical contract</i>	\$87,049.00
Acquisitions	\$378.00
Alligator Resource Funds Expended	\$133,543.62
Remaining	\$218,019.38



Louisiana Alligator
Advisory Council

A A C M E M B E R S

Landowner Representatives

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Term: July 1, 2015- June 30, 2021

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