Orange County Associates Virtual Exchange (OCTAVE)

is a vehicle for collaboration of the **Tourism Cohort**
of the **Jobs First Initiative**,
administered by the **Orange County Business Council**.

Volume 1, Issue 5: Going Green in OC
April 28, 2026

JOBS FIRST TOURISM STEERING COMMITTEE

Patrick Brien
Jesse Ben-Ron
Jon Benson
Shant Boodanian
Anthony Brenneman
James Canfield
Brian Chuan
Nancy Cook
Danny Fierro
Eric Freed
Wendy Haase-Roberts
Matt Hicks
Ellen Kim
Marco Lucero
Tom Morton
Sergio M. Ramirez
Kyle Simpson
Shaheen Sadeghi
Zoot Velasco

Welcome to **OCTAVE**! For the past two years, the Orange County Business Council has been developing and implementing the **California Jobs First** Orange County Tourism Activation Plan, and it has been my pleasure to be tasked with this effort. A key deliverable of that plan is forming an OC tourism coalition that can continue beyond the Jobs First Initiative, creating durable bonds and strategic partnerships that strengthen the whole industry and build a stronger tourism workforce. To that end, enjoy ***OCTAVE***, an acronym for **Orange County Tourism Associates Virtual Exchange**, a virtual network to connect OC's tourism leaders. In music, when a musician or singer "goes up an octave," they are playing the same music but at a higher level. We hope that by communicating, we can do the same with OC Tourism. We have gathered over 100 tourism leaders from our steering committee, business leadership, academic programs, community organizations, and funders who are reading this newsletter now and have contributed to the conversation with successes, challenges, needs, recommendations, best practices, solutions to skills gaps, and emerging trends. If you have news or other information relevant to the conversation, please contact us, and we will do our best to include you. – Zoot Velasco, Consultant

Octave hopes you had a happy Earth Day this week! That is why we are theming this newsletter on what Tourism is doing for the environment.

Reducing Food Waste and Single-Use Plastic in Catering and Restaurants

-By Zoot Velasco

Many years ago, I was a young entertainer working at Hollywood film premiere parties. I also taught theatre to homeless students through *Inner-City Arts*. One day, I spent the morning in Skid Row with kids who barely had enough food to eat, and that night performed at a premiere party for *Back to the Future II*. At the end of the night, I saw heaping piles of jumbo shrimp thrown out in giant trash bags. Along with a truckload of single-use plastic. A few sips of champagne, and that glass will sit in a landfill for thousands of years. I couldn't help but think about how much we waste while others go hungry, and future generations will still be dealing with our mess.

In the global effort to make hospitality more sustainable, reducing both food waste and single-use plastic in restaurants and catering operations presents significant environmental, social, and economic benefits. Food waste contributes to greenhouse gas emissions and resource inefficiency, while single-use plastics remain a persistent pollutant in landfills and ecosystems. Industry actors play a key role in adopting strategies that simultaneously reduce waste streams and improve operational resilience.

Food service is a substantial contributor to waste generation worldwide. In the United States, food waste across retail, food service, and households amounted to an estimated 66 million tons in 2019, with most food waste sent to landfills and contributing to methane emissions, a potent greenhouse gas. Restaurants alone produce millions of tons of food waste each year, with quick-service and full-service establishments generating significant volumes due to preparation inefficiencies, overproduction, and leftovers.

Similarly, plastic waste from food service is considerable. In the U.S., restaurants are estimated to produce roughly 11 million tons of plastic waste annually, with takeout packaging—cups, plates, utensils, straws—accounting for an even larger share of disposables. Consumers in the U.S. use over 560 billion plastic utensils each year, underlining the scale of single-use plastic proliferation in the food industry.

What can we do:

1. Measurement and Tracking: Understanding where and how much food waste is generated is foundational. Research has shown that when restaurants measure waste, they are better positioned to implement targeted waste-reduction initiatives. One survey of restaurants found that 65% tracked food waste, and among those, a high proportion used composting and other waste-diversion practices.

2. Menu Design and Portion Control: Careful menu planning that optimizes ingredient use and aligns portion sizes with customer demand can reduce surplus preparation. Studies highlight that consumer behavior and portion choices are central factors influencing plate waste, reinforcing the need for behavioral interventions in dining environments.

3. Repurposing and Creative Uses: Kitchens that repurpose trimmings and excess food into stocks, sauces, or secondary menu items demonstrate how culinary creativity can reduce waste at the source. For example, vegetable peels can be used to make broths, and stale bread can be reworked into croutons or bread pudding, aligning sustainability with operational efficiency.

4. Donation and Redistribution: Where food remains safe and edible, donations to local food banks or community kitchens divert surplus from waste streams. While legal and logistical concerns sometimes hinder donation efforts, several jurisdictions have modified liability frameworks to encourage redistribution without undue risk.

Approaches to Minimize Single-Use Plastic:

- **Source Reduction**: Reducing reliance on single-use plastic items such as cutlery, straws, and containers is an essential step. Globally, an estimated 36% of all plastics produced are single-use items, and most eventually end up in landfills or the environment.
- **Reusable and Alternative Materials**: Transitioning to reusable serveware and deliveries—whether through in-house systems or third-party programs that collect and wash containers—can markedly reduce plastic waste. While alternatives like biodegradable plastics exist, evidence suggests that their environmental advantages depend on appropriate end-of-life treatment and infrastructure.
- **Policy and Operational Change**: Many localities are implementing bans or fees on certain single-use plastic products, prompting food service operations to adopt alternatives. For example, some U.S. jurisdictions have enacted restrictions on polystyrene food service items, requiring businesses to transition to more sustainable packaging.
- **Education and Consumer Engagement**: Behavioral nudges, such as promoting reusable cups or providing signage about waste reduction, can shift consumer behavior and reduce disposables at the point of service. When paired with staff training on sustainable practices, these measures reinforce norms that value reduced waste.

A persistent challenge in waste management is the contamination of food waste streams with plastics, which can hinder composting and anaerobic digestion processes. Studies note that plastic contamination complicates organic waste processing and can lower the quality of compost outputs, underscoring the need for source separation and careful material management.

Despite these challenges, the economic case for waste reduction is compelling. Reducing food waste not only lowers disposal costs but can also enhance profitability by improving inventory control and reducing food purchasing costs. Strategic investments in waste reduction systems can yield operational savings and bolster a venue's reputation among increasingly environmentally conscious travelers and event planners.

References

- Environmental Protection Agency. (n.d.). *Food: Material-Specific Data*. Retrieved from https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/food-material-specific-data
- Environmental Protection Agency. (n.d.). *Food Waste Research*. Retrieved from https://www.epa.gov/land-research/food-waste-research
- Environmental Protection Agency. (n.d.). *Sustainable Management of Food*. Retrieved from https://www.epa.gov/sustainable-management-food
- Business Waste. (2025). *Restaurant Waste Facts*. Retrieved from businesswaste.com/sectors/restaurant-waste/restaurant-waste-facts/
- Sakaguchi, L., Pak, N., & Potts, M. D. (2018). *Tackling the issue of food waste in restaurants: Options for measurement method, reduction and behavioral change*. Journal of Cleaner Production.
- Daker, R. J., et al. (2025). *Using social norms to reduce plate waste in corporate dining*. Scientific Reports, 15.
- Tecnidril. (2026). *Sustainable Catering Practices: How Eco-Conscious Restaurants are Reducing Waste at Catered Events*. Retrieved from tecnidril.com.
- C40 Knowledge Hub. (n.d.). *How to reduce single-use plastics in the food sector*. Retrieved from c40knowledgehub.org.
- Virginia General Assembly. (2025). *Ban on polystyrene food service containers*. Retrieved from news sources.

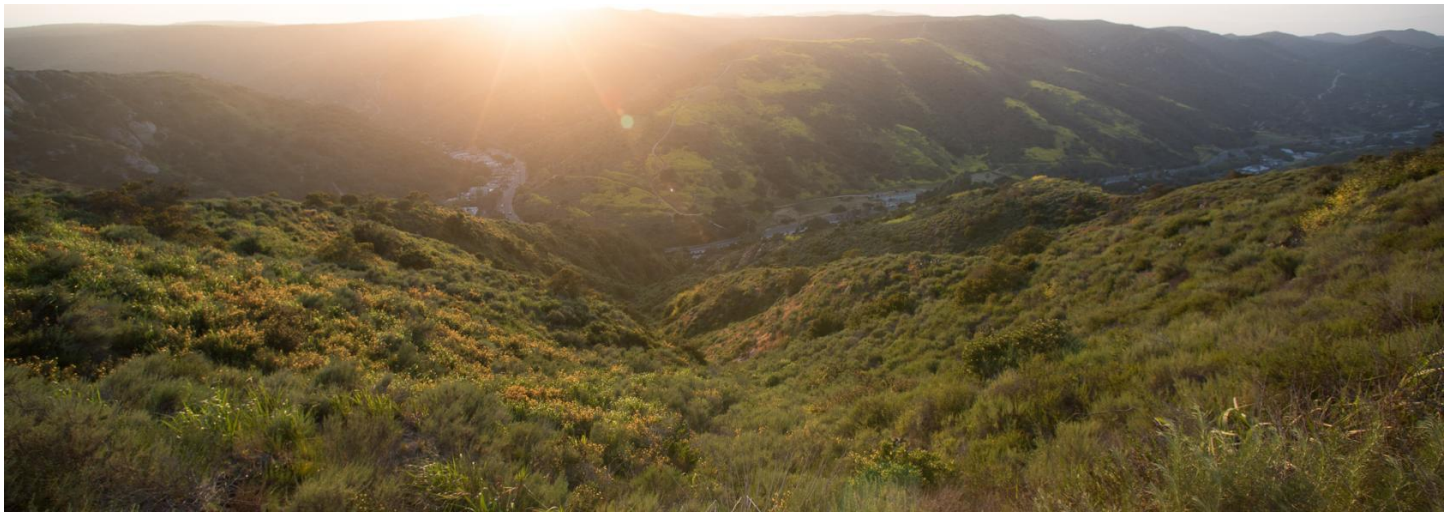
You have been planning a visit to a park you have always wanted to see for months. But when you get there, the main attraction is closed due to erosion, because mountain bikes riding off-trail in a recent rain destroyed a hillside. An influencer posts an Instagram Reel of a visit to a beautiful private pool in a park as a "hidden gem." For weeks after, it is overrun with their followers, leaving trash and degrading trails not meant for such a large parade of visitors. These are just two of many scenarios that park management must deal with daily. And often the parks get blamed for others' bad behavior.

California's state and local park systems provide vital recreational, cultural, and ecological benefits to millions of residents and visitors annually. These systems, including California State Parks (CSP) and numerous county and regional parks such as those managed by OC Parks, face increasing pressures from rising visitation, habitat degradation, trail impacts, and demands for diverse recreational experiences. This tension between providing public access and protecting park resources mirrors challenges in federal systems like the National Park Service and throughout the country, but also reflects unique governance, funding, and land-use contexts in Orange County.

California State Parks' *Path Forward Strategic Plan* guides decision-making toward balancing public access and resource protection through stewardship, sustainability, outreach, and communication strategies. Conservation of biological and cultural resources is embedded in its mission alongside the provision of high-quality recreational experiences. The plan emphasizes stewardship, innovation, and public engagement while increasing inclusivity and adaptive planning across park units statewide. It also prioritizes proactive communication and marketing to broaden understanding of parks' value and responsible visitation.

At the county and regional levels, planning documents for agencies like OC Parks typically include goals to meet recreational needs while preserving natural and scenic resources. Local park policy frameworks often include standards for developing recreation facilities that serve communities and protect environmental values. These frameworks are formalized through general and strategic plans, shaped by governing boards or county agencies, that reinforce stewardship obligations while providing public services.

All parks face growing visitor-use pressure. *Parks California*, a key statewide non-profit partner, highlights that state parks are experiencing dramatic increases in visitors, a phenomenon sometimes described as "over-loved," in which intense use can degrade trails, habitats, and facility quality if not managed appropriately. They developed a **Visitor Use Management Toolkit** to support park managers in implementing visitor use management strategies, including methods for measuring visitor use and attendance, and utilizing mobile device data and surveys to inform decisions. These toolkit resources provide actionable monitoring and planning guidance to support parks, including county and regional systems such as OC Parks, in collecting and using data to balance recreation with ecosystem health.



OC Parks manages a diverse set of parks and open spaces from urban picnic and playfield parks to expansive wilderness parks like *Whiting Ranch Wilderness Park* and *Limestone Canyon Regional Park*, accommodating over 15 million visitors annually. Its stewardship efforts include managing officially designated trail systems designed to provide access while minimizing disruption to sensitive habitats. Unauthorized trails, often created by visitors in high-use areas, pose significant ecological threats, including erosion, species displacement, the introduction of invasive plants, and increased fire risk. OC Parks explicitly emphasizes that authorized trails result from careful planning and regulatory review to align use with resource protection goals.

Adaptive management efforts in Orange County, such as the **Trail Use Designation Pilot Project** (TUDPP), attempt to operationalize direct trail management strategies, including designated directions and activities, to reduce safety conflicts and mitigate resource impacts. Early analyses suggest that such strategies influence visitor behavior and can affect trail resource conditions, highlighting the importance of continuous monitoring and adaptive adjustments in park policies.

While state and local systems don't use the same reservation models common in high-demand National Parks, they adopt other strategic tools such as Trail design and spatial zoning to direct use to durable surfaces and away from sensitive areas, monitoring and data collection (e.g., automated counters, surveys, ecological assessments) to detect erosion, visitor density, and habitat condition, and educational outreach promoting low-impact practices (akin to Leave No Trace principles) to protect natural and cultural resources. Local agencies also work within planning and regulatory frameworks that require environmental review and stewardship obligations for park operations, aiming to balance recreation, public safety, and ecosystem protection over the long term.

In parks, social media plays a complex role in influencing visitation and public expectations, both positive and negative. State and regional park agencies increasingly use social media to deliver education and stewardship messaging, celebrating parks while also encouraging responsible behavior, reinforcing rules, and highlighting ecosystem protection. On the flip side, an influencer's viral post can lead to a sudden rush of visitors to a sensitive site without warning to park staff, causing devastation in its aftermath.

Orange County parks have integrated social media strategies that focus less on promoting specific "Instagrammable" spots and more on sustainable visitation messaging. Parks management has invited influencers to educational sessions and worked to make them partners with mixed results. This approach can sometimes backfire, increasing the kind of viral posts park officials dread most. Such results have led to a decrease in influencer-partnerships. The issue will only be solved when Park officials and Influencers can find a balance that benefits both while preserving the beauty we all want to see.

Balancing visitor access and ecological stewardship in parks requires a mix of strategic planning, robust monitoring, adaptive trail and facility management, and effective outreach. It is a large task for an often-small staff. It is imperative that Orange County Destination Marketing Organizations and all OC Tourism partners help Park officials guard their resources while promoting them.

References (APA):

- California Department of Parks and Recreation. *(2025)*. *Path Forward Strategic Plan*. Retrieved from Parks.ca.gov.
- Parks California. *(2023)*. *Visitor Use Management Toolkit*. Retrieved from parkscalifornia.org.
- OC Parks. *(2025)*. *Trails: Understanding Use, Access, and Impact*. Retrieved from ocparks.com.
- OC Parks. *(2023)*. *Trail Use Designation Pilot Project report*. Retrieved from ocparks.com.
- Social media and visitation dynamics in parks (study context). *(2023)*. Oregon State recreation visitation research.
- CSP Social Media Toolkits (State Parks Week & Climate Resilience). *(2025)*. Retrieved from calparks.org.

Photo Credits: Title Photos: Microsoft Stock Images; Crystal Cove Conservancy (pg 2), OC Parks (pg 3 & 4 bottom).

ORANGE COUNTY COASTKEEPER®

A Model of Green Protections and Possibilities

Orange County Coastkeeper (OCC) is a nonprofit environmental organization founded in 1999 and based in Costa Mesa, California. The organization's mission is to "protect swimmable, drinkable, fishable water and promote watershed resilience" across Orange County and neighboring regions through their "five pillars" of advocacy, education, restoration, enforcement, and research. OCC works collaboratively with public agencies, community volunteers, and academic partners to restore natural habitats, improve water quality, and safeguard coastal and river ecosystems in Southern California. The organization is on the vanguard of environmental support.

OCC's key advocacy campaigns to protect coastal and inland waters include its leadership in the Stop Poseidon Coalition, which successfully opposed the proposed Poseidon Huntington Beach desalination plant—a project that OCC and partners argued would have used outdated technology, harmed marine life, and burdened residents with higher water costs; after more than two decades of sustained advocacy, petitioning, and public education, the California Coastal Commission unanimously denied the permit in 2022, effectively halting the project's progress. Additionally, in its early years, OCC took legal action to protect Crystal Cove State Beach by suing the Irvine Company under the Clean Water Act to prevent polluted runoff from a major housing development. The case resulted in a settlement that implemented improved stormwater management and long-term water quality protections for this environmentally sensitive coastal area. Today, Crystal Cove is among our most visited sites in Orange County (see OCTAVE Newsletter #1).

OCC defines **restoration** as an integral program area focused on preserving critical habitats and ecological functions in coastal, estuarine, and riverine settings. Their restoration efforts target the ecological repair of degraded ecosystems through habitat enhancement, community science, and volunteer engagement.

One of OCC's signature restoration initiatives is the **"Living Shorelines"** program. This program aims to restore and strengthen native habitats—such as eelgrass beds, kelp forests, and Olympia oyster reefs—that provide numerous ecosystem services, including habitat for marine fauna, sediment stabilization, and improved water quality. Rather than relying on traditional "gray infrastructure" (e.g., seawalls), living shorelines use these natural elements to mitigate shoreline erosion and enhance biodiversity.

Eelgrass, a foundational marine plant species, has declined historically due to coastal development, runoff, and poor water quality. OCC's **Upper Newport Bay Eelgrass Restoration Project** began in 2012 and has successfully planted hundreds of square meters of eelgrass in the bay, restoring nearly an acre of this critical habitat through volunteer-assisted methods. These restored eelgrass beds help stabilize sediments, increase oxygenation, and support diverse marine life. Seahorse which were thought to be wiped out in Southern California, now thrive in the grass beds.

The Living Shorelines project also includes **native oyster restoration**, a coordinated effort with universities and other partners to establish reef structures that act as natural buffers against wave energy while improving ecological complexity. Oysters filter water, reducing turbidity and nutrient loads, and provide habitat for fish and invertebrates, enhancing ecosystem function.

OCC's **Shell String Project** engages the community in restoring these oyster by using "shell strings"—ropes strung with cured and recycled oyster shells that provide ideal surfaces for oyster larvae to settle and grow. Participants with waterfront homes hang these shell strings from docks during the breeding season, then the recruited baby oysters are collected and transplanted to designated restoration

sites such as Seal Beach and Long Beach, where they grow the oyster beds. This community science-driven approach has successfully recruited thousands of oysters and supports the recovery of California's only native oyster species while fostering local stewardship of coastal ecosystems.

OCC has a long history of **kelp bed restoration** along the Southern California coast, addressing dramatic declines in kelp forests that once thrived off Orange County waters. Beginning in the early 2000s, OCC learned it could grow kelp on linoleum tiles and transplant it to the ocean. By growing giant kelp in controlled settings, training volunteer divers to outplant kelp on offshore reefs, and removing thousands of grazing sea urchins that hinder kelp recovery, they have re-established kelp canopies that had been absent for decades and fostered volunteer and student engagement in marine restoration. Through this program, the organization worked with community partners to restore kelp habitat at sites such as Crystal Cove, Little Corona, and Laguna Beach, contributing to increased marine biodiversity and the return of underwater forests that support fish and invertebrate life along the Orange County coastline.

Restoration work extends to dynamic transitional environments where rivers meet the ocean. For example, the **Santa Ana River Mouth Monitoring Project** is a community science initiative that monitors the use, ecological health, and wildlife presence at the confluence of the Santa Ana River and the Pacific Ocean. Although not a traditional vegetation restoration project, this monitoring informs OCC and partners about human and animal interactions that affect sensitive habitats and supports strategies for habitat protection and education. The program is funded in part by the California State Coastal Conservancy and produces valuable data on usage patterns that influence management decisions.

This is the only part of the Santa Ana River in Orange County that the public can use for recreation without special permits. It is also a place in a populous urban county that is still wild and unspoiled. Therefore, it is an oasis for hikers, bikers, and kayakers. By documenting how recreational activities affect shorelines and wildlife, particularly threatened shorebird species, the initiative supports enforcement and public outreach to reduce harmful impacts on the river mouth ecosystem.

A critical aspect of OCC's restoration work is **volunteer involvement**, which strengthens community stewardship and provides hands-on restoration experience. Volunteers have participated in oyster shell preparation, eelgrass planting, snorkel and water quality surveys, and outreach at community events. These efforts not only supplement the restoration labor force but also educate the public about environmental stewardship.

OCC's restoration activities demonstrate measurable ecological improvement. Data indicate *that Living Shorelines* programs are significantly contributing to the restoration of marine ecosystems that buffer shorelines, promote biodiversity, and provide natural barriers that protect the coast. Community

science projects produce ongoing data to guide policy and habitat management, underscoring the organization's role as both a scientific and an advocacy resource for water and habitat restoration.

The Future of Eco-Tourism in Orange County

Ecotourism is defined as responsible travel to natural areas that conserves the environment, sustains the well-being of local people, and involves education and interpretation, aiming to minimize negative impacts while providing economic benefits for conservation and local communities. It's about connecting visitors with nature in ways that promote understanding, appreciation, and protection of both natural and cultural heritage.

OCC hosts a myriad of programs that have implications in social enterprise and ecotourism. In recent years, California has seen notable advancements in kelp aquaculture and restoration that blend ecological science with emerging blue-economy opportunities. One of the most prominent efforts is led by *Ocean Rainforest*, a seaweed farming company that established a pilot giant kelp farm off the coast of Santa Barbara. Supported by a multimillion-dollar Advanced Research Projects Agency-Energy (ARPA-E) grant, the farm operates across an 86-acre testbed in the Santa Barbara Channel, where kelp is grown on suspended longlines beneath the ocean surface (Ocean Rainforest, n.d.; The Fish Site, 2023). Growing giant kelp in this open-ocean setting is significant because the species grows rapidly and can provide habitat for marine life, absorb excess nutrients, and serve as a sustainable biomass source for products ranging from bio-stimulants to animal feed and carbon-sequestering materials. By deploying kelp directly into deep, productive coastal waters and experimenting with scalable cultivation techniques, Ocean Rainforest's California pilot project is among the first large-scale, commercially oriented kelp-farming initiatives in U.S. federal waters, demonstrating how marine agriculture can combine environmental stewardship with economic value. Other kelp cultivation efforts are smaller but exist all over the California Coastal areas including Humboldt Bay's *GreenWave*, partnered with Cal Poly Humboldt**.**

Could a company like *Ocean Rainforest* partner with OCC in the future to create an Orange County Kelp Farm, to provide products worldwide, expand our kelp beds, and establish an ocean farm? Could it then become a site for ecotourism, where divers visit the kelp forests to see the wildlife?

Hog Island Oyster Company, a family-owned shellfish farm based in Tomales Bay, Marin County, was founded in the early 1980s by marine biologists. Hog Island has built a reputation for sustainable aquaculture, producing Pacific oysters, Kumamoto oysters, and oyster seed for other growers in the region. The company operates both an intertidal farm and a hatchery and nursery in Humboldt Bay, where millions of oyster seeds are grown using a Floating Upwelling System (FLUPSY) designed to enhance survival and growth. These oysters are then cultivated on beds and in suspended culture systems until harvest. Hog Island markets its oysters through direct retail sales, wholesale distribution, and experiential "shuck-your-

own" and farm tours, blending aquaculture with food tourism that attracts visitors from across California and beyond. According to industry reports, oyster farming and related shellfish aquaculture contribute significantly to local economies; Marin County's shellfish production alone was valued at more than $5.4 million in 2017, with Hog Island recognized as a key producer. These commercial operations not only create livelihoods in coastal communities but also improve water quality through natural filtration by oysters, demonstrating how environmentally responsible oyster farming can be both profitable and ecologically beneficial. As Orange County's Oyster beds grow, could OCC partner with a company like Hog Island to create a for-profit side of Oyster farming that not only grows reefs faster, but brings income and jobs with food tourism?

Could OCC partner with Scuba, snorkel, bike and kayak rental companies and tours provide tours of the Santa Ana River Mouth, Kelp forests, oyster reefs, and more? In each case, OCC is on the border where good ecology meets business, jobs, and tourism.

REFERENCES

- **California Coastal Commission. (2022).** *Coastal Commission denies permit for proposed Huntington Beach desalination facility*. https://www.coastal.ca.gov/press-release/2022-05-poseidon-hb-denial.html
- **Fish Habitat Partnership.** (n.d.). *Newport Bay, California*. National Fish Habitat Partnership. https://fishhabitat.org/waters-to-watch/detail/newport-bay-california
- **GuideStar. (n.d.).** *Orange County Coastkeeper*. Candid. https://www.guidestar.org/profile/33-0847892
- **Orange County Coastkeeper**
  - Living Shorelines. (n.d.). *Living shorelines restoration*. Orange County Coastkeeper. https://www.coastkeeper.org/restoration/living-shorelines/
  - (n.d.-a). *About OC Coastkeeper*. https://www.coastkeeper.org/about/
  - (n.d.-b). *Eelgrass restoration in Upper Newport Bay*. https://www.coastkeeper.org/restoration/eelgrass-restoration-upper-newport-bay/
  - (n.d.-c). *Kelp reforestation program*. https://www.coastkeeper.org/restoration/kelp-reforestation-program/
  - (n.d.-d). *Shell string (oyster restoration) project*. https://www.coastkeeper.org/1600-oysters-recruited-restoration/
  - (n.d.-e). *Santa Ana River mouth monitoring project*. https://www.coastkeeper.org/monitoring/
  - (n.d.-f). *Stop Poseidon: A 20-year fight for our coast*. https://www.coastkeeper.org/chronicles-poseidon/
  - (n.d.-g). *Protecting Crystal Cove from pollution*. https://www.coastkeeper.org/remembering-our-fight-to-protect-crystal-cove-from-pollution/
- **U.S. Environmental Protection Agency.** (n.d.). *National Estuary Program: Newport Bay*. https://www.epa.gov/nep
- **Ocean Rainforest and Offshore Kelp Farming**
  Ocean Rainforest. (n.d.). *USA — Ocean Rainforest pilot site and projects*. https://www.oceanrainforest.com/usa
- **The Fish Site**. (2023, October 12). *Ocean Rainforest secures $4.5 m to ramp up Californian kelp production*. https://thefishsite.com/articles/ocean-rainforest-secures-4-5-m-to-ramp-up-californian-kelp-production
- **Kelp Cultivation and Restoration Research**
  GreenWave. (2021). *Seeding the California kelp farming industry*. https://www.greenwave.org/blog-who-farms-matters/seeding-the-california-kelp-farming-industry
- **NOAA Fisheries**. (2024, March 25). *Pioneering project to restore bull kelp forests in Greater Farallones National Marine Sanctuary in California*. https://www.fisheries.noaa.gov/feature-story/pioneering-project-restore-bull-kelp-forests-greater-farallones-national-marine-sanctuary
- **Hog Island Oyster Co**. (n.d.). *Humboldt Bay farm and nursery*. https://hogislandoysters.com/our-story/humboldt-bay-farm/

REFERENCES (CONTINUED)

- **Hog Island Oyster Co**. (n.d.). *Tide to Table Profiles: Hog Island Oyster Co.* U.S. Department of Commerce, NOAA Fisheries. https://www.fisheries.noaa.gov/feature-story/tide-table-profiles-hog-island-oyster-co.
- **University of California Agriculture & Natural Resources**. (n.d.). *Aquaculture in Marin County*. https://ucanr.edu/site/grown-marin/aquaculture.

Photo Credits: All *OC Coastkeeper* photos, except the last, which is *Ocean Rainforest*.

OCTAVE is a newsletter of the Orange County Business Council. Send us your questions, tourism success stories, needs, challenges, best practices, skills gaps, and emerging trends, and we will try to include the most relevant ones in OCTAVE!

CONTACT: **Info@OCBC.com**

In our next edition, we will give you a tour of Orange County's extensive Cultural Tourism and emerging Microtourism outlets!

I would like to subscribe!