

Pint-sized Solutions

to Aquatic Invasive Species

Can we drink our problems away?

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Erie, Pennsylvania



Sea Grant Pennsylvania



To promote the sustainability of Pennsylvania's ecological and economic coastal and watershed resources through science-based research, education, and outreach.



Project Team



PennState
Behrend



Data collection

Percentage of people in each age group that say they drank craft beer weekly in the United States during 2019.

•21 to 34 years: **49%**

•35-44 years: **52%**

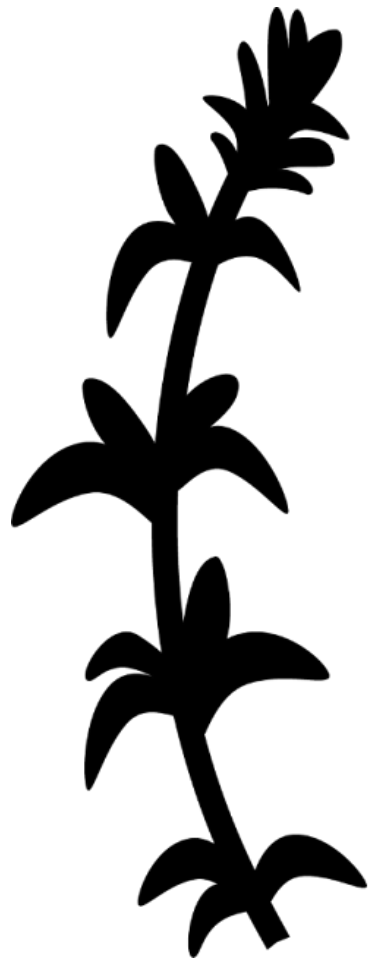
•45 to 54 years: **44%**

•55 to 64 years: **36%**

•65 and older: **31%**

- Highest percentage of craft beer drinkers in the **21 to 44-year-old age range**.
- What does this age group make on average? **\$75,000 to \$99,000 annually**.
- Being a **local brewery is especially important** to craft beer drinkers. With **62%** of them saying they buy local.





UNWANTED DEAD OR ALIVE



INVASIVE SPECIES DRAFT SERIES



Didymo Pistachio Stout





Mystery Snail Ale Launch

August 21, 2021

Mysterysnail Ale

coming soon!

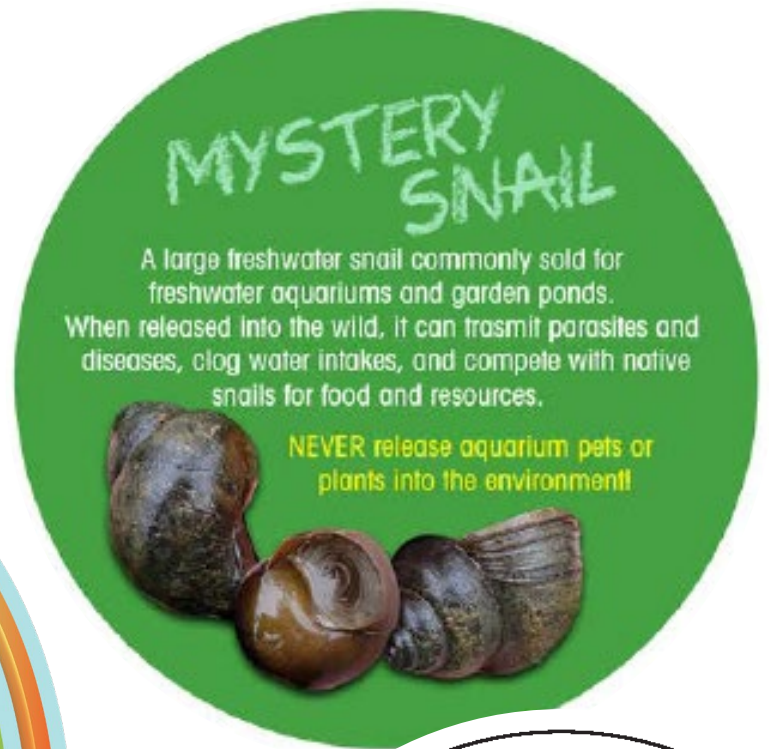
Launch Party
Saturday, August 21, 1-4 p.m.
@ Erie Brewing Company, Knowledge Park

What is a mysterysnail?

The mystery snail originates in Asia but has found its way to Lake Erie where it invades habitats, out-competes native species, and causes harm to other wildlife through the parasites it carries.

You can't miss the mysterysnail - it can grow to be nearly 3 inches long!

Learn more about aquatic invasive species at seagrants.psu.edu



A large freshwater snail commonly sold for freshwater aquariums and garden ponds. When released into the wild, it can transmit parasites and diseases, clog water intakes, and compete with native snails for food and resources.



NEVER release aquarium pets or plants into the environment!

CLEAN. DRAIN. DRY.

When moving between waterways, **ALWAYS** clean and remove any aquatic plants, animals, and mud from boots, boats, and gear.

CLEAN off any visible plants, mud, and aquatic life from all equipment before transporting.

DRAIN water from all equipment before transporting elsewhere.

DRY everything for five days or more or **SPRAY/RINSE** recreation equipment with high pressure and/or hot water (120°F/50°C or higher).

If decontamination is not possible, restrict equipment to a single waterway.

Visit www.protectyourwaters.net for more information.

Download the PA Aquatic Invasive Species App!



Snail Races

- Snailvester Shellone
- Escar-going-going-gone
- Mi'Shell
- Shellraiser
- Operculator



UNWANTED DEAD OR ALIVE

AQUATIC INVASIVE SPECIES DRAFT SERIES

#9 Mi'Shell

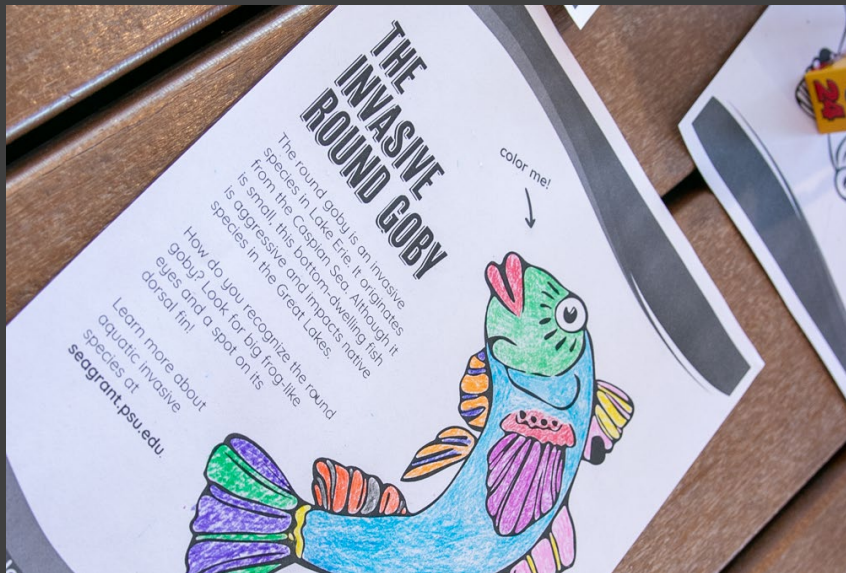
This fashion-forward snail may not have actual racing experience, but her spire game is **ON POINT** y'all. What Mi'Shell lacks in experience, she makes up for with over 1.4 million followers on TikTok. After the race, she plans to enjoy a long crawl on the shoreline sipping her favorite vegan algae latte.





Round Goby Rye Launch December 4, 2021

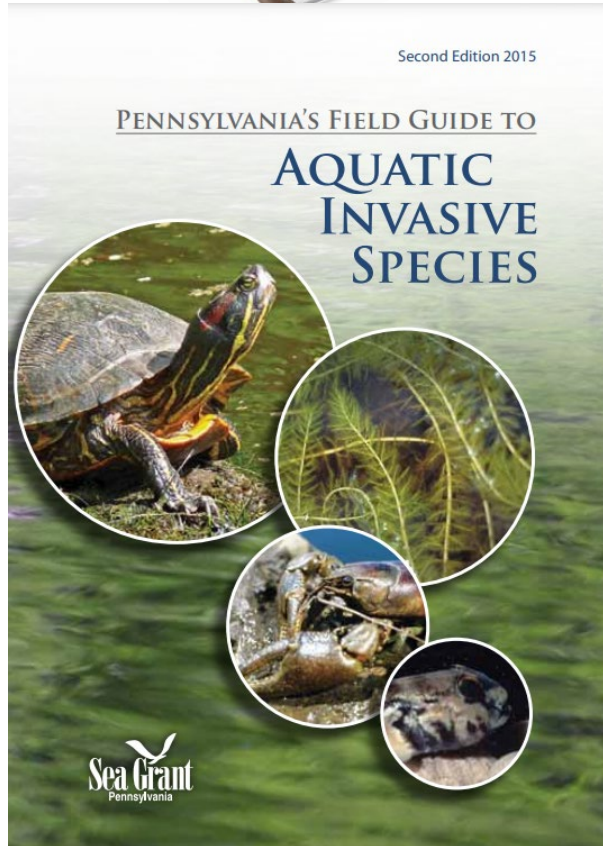
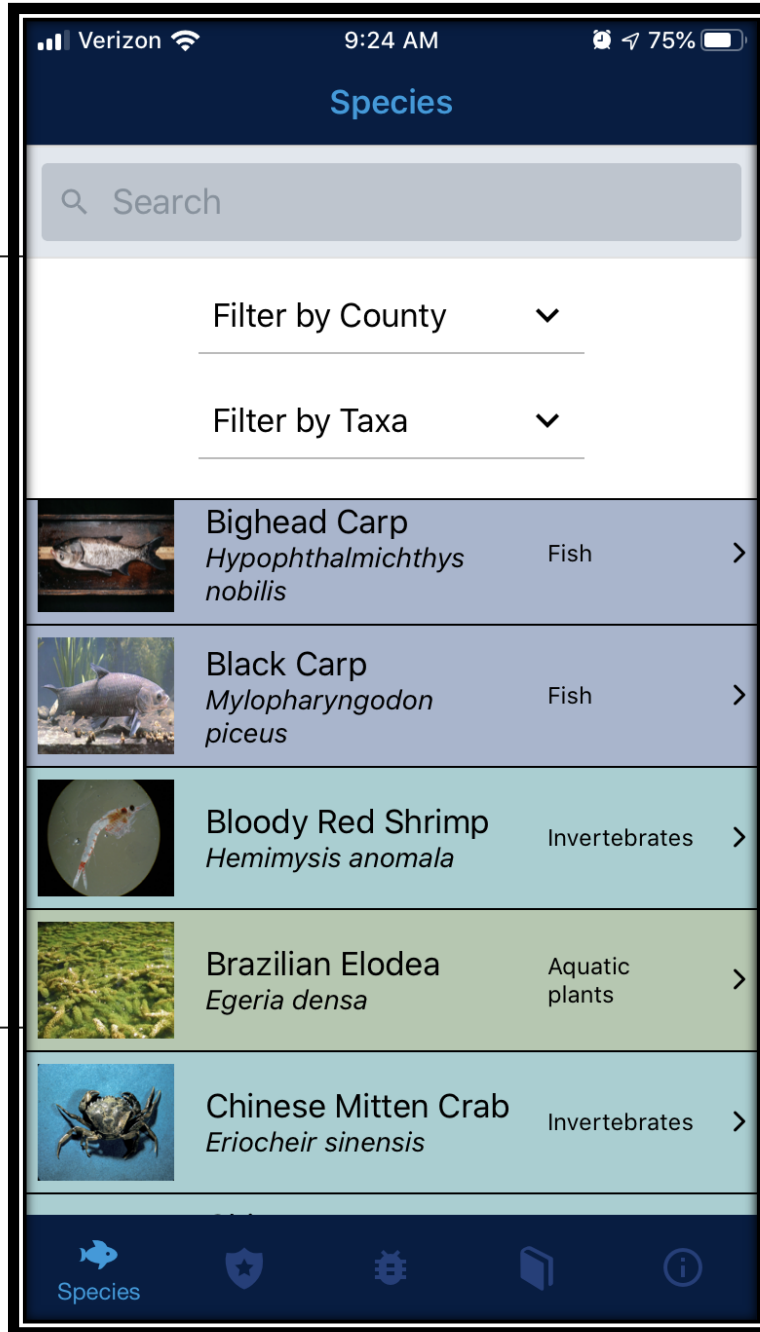




Evaluation



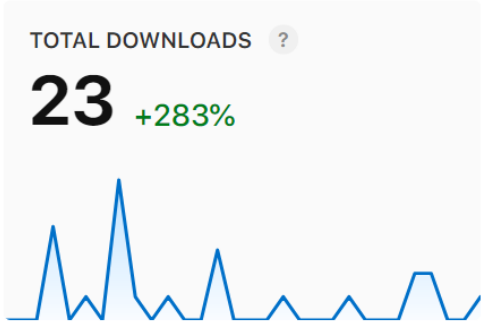
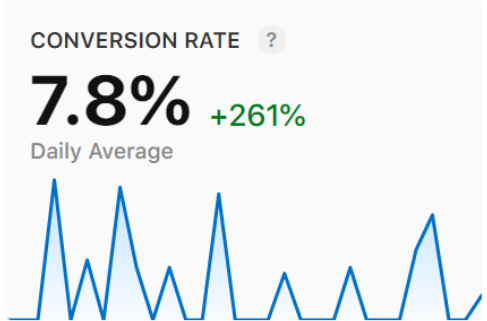
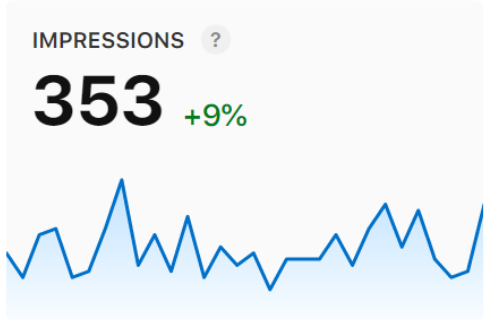
- 69% Somewhat or not at all Aware of Invasive Species Issues
- 89% Said the event raised their awareness of AIS a large or moderate amount
- 49% said before the event they never took actions to prevent the spread of AIS
- 83% said they will “always” or “very often” take action to prevent the spread of AIS



Apple AIS Field Guide Smartphone App

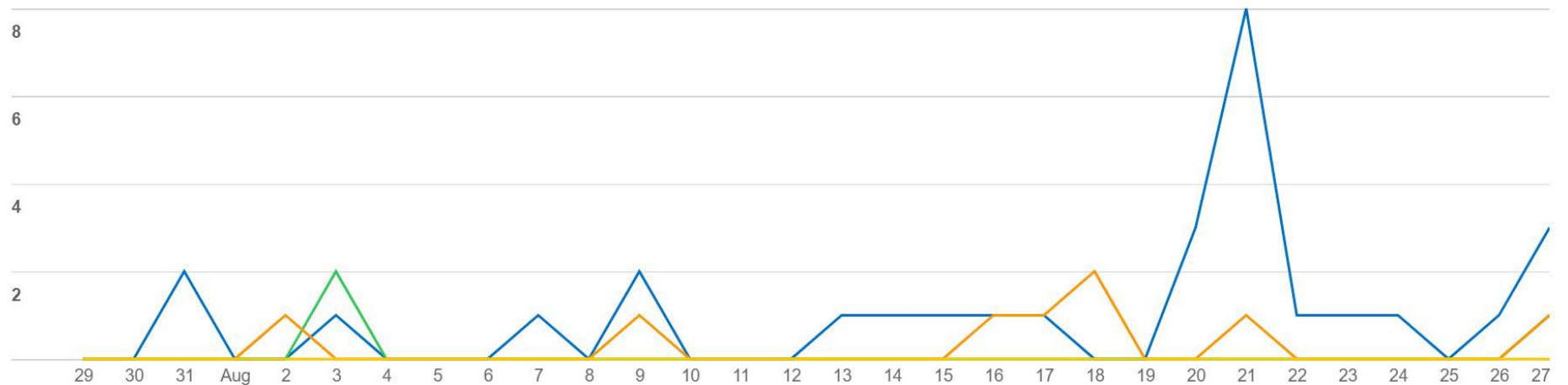
Search: "PA AIS"





Field Guide App Analytics

All



INVASIVE SPECIES CHEATSHEET



Zebra Mussels are fingernail-sized and can be identified by the black zebra-striped pattern on its shell. It attaches to substrates such as docks, boats, water intake pipes, and even hard-shelled water creatures. The zebra mussel has quickly spread to become one of the most costly and prolific invaders in the Great Lakes.

Rusty Crayfish is a large and aggressive crayfish, invasive to the Lake Erie watershed. It impacts the Lake Erie ecosystem by outcompeting native crayfish for food and shelter, and destroying native plants with its large appetite. It can be identified by the rusty red spots on each side of the body and black bands around its claws.

Hydrilla is known as “nature’s perfect weed.” It spreads at an extremely fast rate, smothering water bodies, choking out native plants, and restricting boating, fishing, and swimming.

Sea Lamprey is an eel-like, parasitic fish that uses its suction cup-like mouth to latch onto a host. Adults feed on bodily fluids of other fish, killing on average 40 lbs of gamefish per year.

***To prevent the spread of invasive species, always clean, drain, and dry boats and equipment!**

Download the PA
Aquatic Invasive
Species App!



The Pennsylvania Sea Grant mission is to enhance the practical use and conservation of natural resources in order to create a sustainable economy and environment.

Win a giftcard
from EBC!

KNOWLEDGE CHECK

Q1 - Which aquatic invasive species (AIS) did you learn about today?

Q2 - Had you heard of any of these species prior to the event?

Q3 - List one way AIS negatively impact water bodies.

Q4 - List one or more ways to help prevent the spread of AIS.

Please provide your contact information

Name:

Email:



1. Answer the questions above
2. Turn your paper in at the bar
3. Be entered in to win a gift card from Erie Brewing Company!



Hazy Hydrilla
 Erie Brewing Company
 IPA - New England / Hazy

TOTAL (?)	89	UNIQUE (?)	83
MONTHLY (?)	65	YOU	0

5.3% ABV

No IBU



78 Ratings

UNTAPPD

[Blog](#) [Top Rated](#) [Insiders](#) [Help](#) [Store](#)



Mark C. is drinking a Hazy Hydrilla by Erie Brewing Company



Interesting notes of strawberry with green dye for St Pats



Earned the Cheers to Independent U.S. Craft Breweries (Level 84) badge!

10 Apr 22 [View Detailed Check-in](#)



sandy is drinking a Hazy Hydrilla by Erie Brewing Company at Erie Brewing Co.



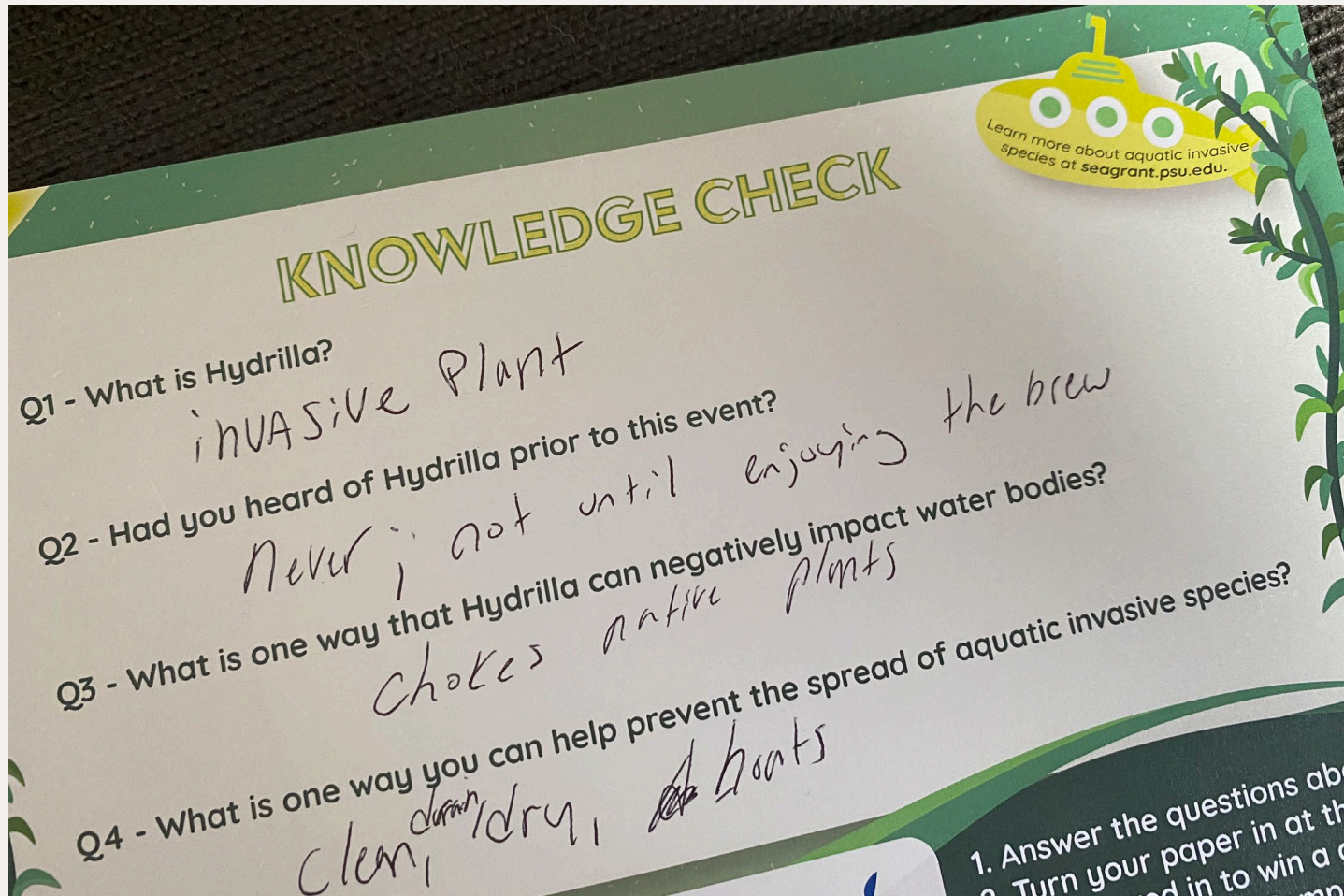
Good, great taste



Draft



Knowledge Check Results



- 78 cards returned
- Had you heard of Hydrilla prior to this event?
 - 77% said "NO"

UNWANTED DEAD OR ALIVE

INVASIVE SPECIES DRAFT SERIES

LAUNCH PARTY MAY 7, 2022
1 - 4 P.M.
EBC KNOWLEDGE PARK



Coordination with the Lake Erie Ale Trail

- Lavery Brewing : Sea Lamprey Lager
- Brewery at Union Station: Rusty Crayfish Red Ale
- Erie Brewing Company: Zebra Mussel Maibock



-
- First 40 participants received gift bags
 - Multiple vendors
 - About 150 participants



May 7, 2022

UNWANTED DEAD OR ALIVE

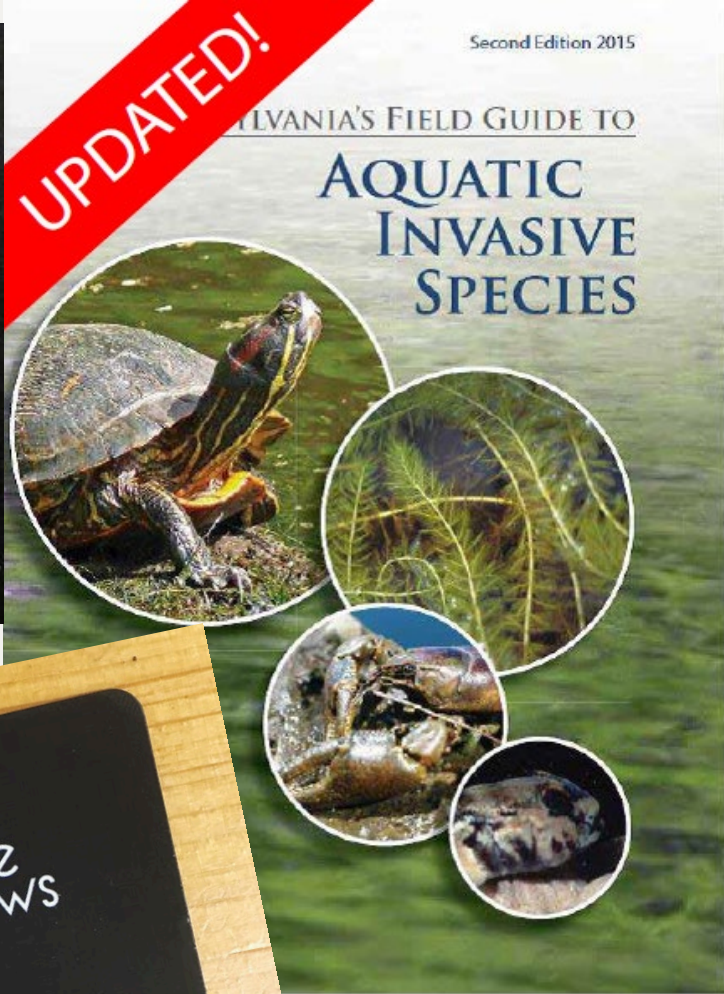
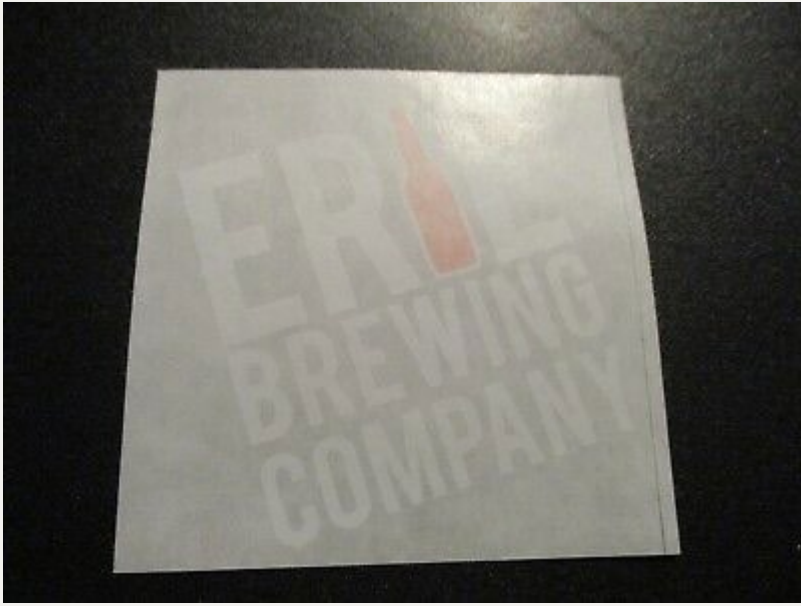
AQUATIC INVASIVE SPECIES DRAFT SERIES

seagrant.psu.edu/AIS

Capture each of the aquatic invasive suspects by visiting each educational booth and learning how you can prevent their spread!



Get \$1 off any invasive species draft beer!



UNWANTED DEAD OR ALIVE

AQUATIC INVASIVE SPECIES DRAFT SERIES

Alejandro

color me!

'RUSTY' THE GRAY-Z FISH

The rusty crayfish is a large, aggressive crayfish invasive to the Lake Erie watershed. It can impact Lake Erie's ecosystem by outcompeting native crayfish for food and shelter and destroying native plants with its large appetite.

It can be identified by the rusty red spots on each side of the body and black bands around its claws.

Learn more about aquatic invasive species at seagrants.psu.edu.



Download the PA Aquatic Invasive Species App!



September 24, 2022



Up Next



- "Pint-Sized Solutions" Journal of Extension Article
- 2023 Saint Patrick's Day Hazy Hydrilla Relaunch at Erie Brewing Company
- CAN we make CANS work?

Yes, you can take our work!

My Drive > AIS Draft Series Collaborative ▾ 



Folders

Name ↑

 Beer Posters

 coasters


 Coloring sheets

 Dollar off cards

 Event pictures

 Graphics


 Knowledge Check Car...

 Logos and credits

 Media

 Pint Glass designs

 Snail races

 Stickers

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