

GOAL

VANCOUVER, CANADA 2015

October 26-29, 2015



INVESTING TODAY FOR
SEAFOOD TOMORROW



global aquaculture
the alliance

Make your mark on greater aquaculture production and sustainability by joining the hundreds of seafood professionals and thought leaders from around the world who attend the Global Aquaculture Alliance's annual GOAL (Global Outlook on Aquaculture Leadership) conference.

Why Attend GOAL 2015?

GOAL is a unique, opportunity to network, build relationships and connect the supply side to the marketplace. Since its inception in 2001, GOAL has evolved into a must-attend conference for the world's top seafood executives.

GOAL 2015 will feature four days of information and analysis on the farmed seafood value chain, with sessions in the mornings and afternoon breakouts. Topics such as animal welfare, environmental and social responsibility, food safety, marketplace accessibility, leadership and consumer education will be among the themes addressed.

Access the Marketplace

At GOAL, learn from – and network with – many of the world's leading retail and foodservice buyers representing hundreds of millions of dollars in buying power. The GOAL schedule includes social events to bring participants together for discussion and fun, too.

Be Part of the Solution

Help address aquaculture's opportunities and challenges. Join GAA in Vancouver, as GOAL returns to North America for 2015. For more information, visit www.gaalliance.org/goal.



Reserve Your Room Now!

GOAL 2015 will convene at the luxurious Four Seasons Hotel in Vancouver. Take advantage of the special conference room rate of CAD \$190 – book online now before the room block sells out.

Vancouver, Canada

Four Seasons Hotel



Key Production Data

Exclusive to GOAL, Drs. Jim Anderson of the World Bank and Ragnar Tveteras of the University of Stavanger will present the latest global production data on shrimp and finfish. Among the species in the international survey contributing to their data are shrimp, tilapia, *Pangasius*, catfish, salmon, trout, barramundi, seabass and sea bream. Which species are trending now?

Zone Management Seminar

GOAL's initial sessions on October 26 will focus on zone management. As shown by disease outbreaks that affected whole regions in recent years, cooperation and oversight among facilities within production areas helps lessen disease risks, conserve resources and improve market potential. Peter Marshall of R.S. Standards will lead the discussions.

Multiple Tours

On October 26, shuttle to Target Marine Hatcheries, Canada's only organic white sturgeon producer, for a tour and caviar tasting. Or tour the processing and distribution facilities of western Canada's largest seafood distributor, Albion Fisheries Ltd.

A post-conference tour will head to the wine country in Okanagan Valley to visit an arctic char farm as well as three wineries. Companion registration includes a half-day "Taste of Vancouver" tour featuring the city's culture, crafts, foods and markets.

GOAL Gala

Prepare for a memorable experience at this year's gala dinner at Grouse Mountain, a short transfer from the Four Seasons. Enjoy the unbeatable view and fine cuisine from our private dining room. And get the latest gear or perfect souvenir of your visit to the Peak of Vancouver – the shops will be open!

Preferred Freezer Services Innovation & Leadership Award

The winner of the Preferred Freezer Services Global Aquaculture Innovation and Leadership Award will present at GOAL 2015. The competition recognizes innovative practices that overcome production challenges or mitigate negative environmental or social impacts. The competition also recognizes leadership.

Innovations can span the full range of aquaculture activities. To enter, download the application at <http://gaalliance.org/wp-content/uploads/2015/05/innovationform151.pdf> and return it to BAP Standards Coordinator Dan Lee at dangaille@aol.com.

Program Schedule

MONDAY, OCTOBER 26

Subject
Zone Management Sessions

TUESDAY, OCTOBER 27

Subject
Keynote Presentation
Animal Health and Welfare
Antibiotics in Aquaculture
Shrimp Production: Breaking the Boom/Bust Cycle
Global Shrimp Production Data and Analysis
Global Finfish Production Data and Analysis

WEDNESDAY, OCTOBER 28

Subject
Keynote Presentation
Consumer Education, Social License and Community Relations
Pioneers of North American Aquaculture
Feed Sustainability
Retail Roundtable #1
Retail Roundtable #2
Presentation of Lifetime Achievement Award

THURSDAY, OCTOBER 29

Subject
Presentation of Aquaculture Innovation and Leadership Award
Role of Education in Aquaculture Improvement
First Nations' Role in Aquaculture
Understanding and Accessing China's Marketplace
Retail Roundtable #3
Retail Roundtable #4
Retail Roundtable #5