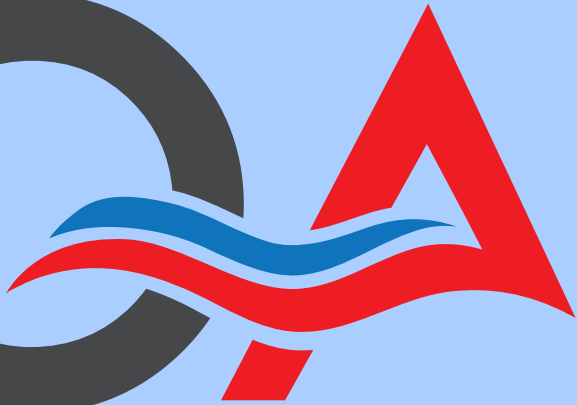


GOAL



VANCOUVER, CANADA 2015



Wally Stevens

Executive Director
Global Aquaculture Alliance

- Wally Stevens has spent more than 50 years in the seafood industry, holding leadership positions in large, publicly traded corporations, small startup salmon-farming companies, and mid-sized family-owned companies.
- During his career, Stevens has worked in most sectors of the seafood production chain—from fishing vessels to aquaculture hatcheries and farms to shore-side processing facilities, cold storage operations, wholesale seafood distribution, and the manufacturing of value-added products.
- Stevens has also been a tireless volunteer with the National Fisheries Institute (NFI), serving as its chair in 2001. He also the co-founded NFI's Future Leaders program.
- Stevens is also a trustee of the University System of New Hampshire.



Opening Remarks

Wally Stevens

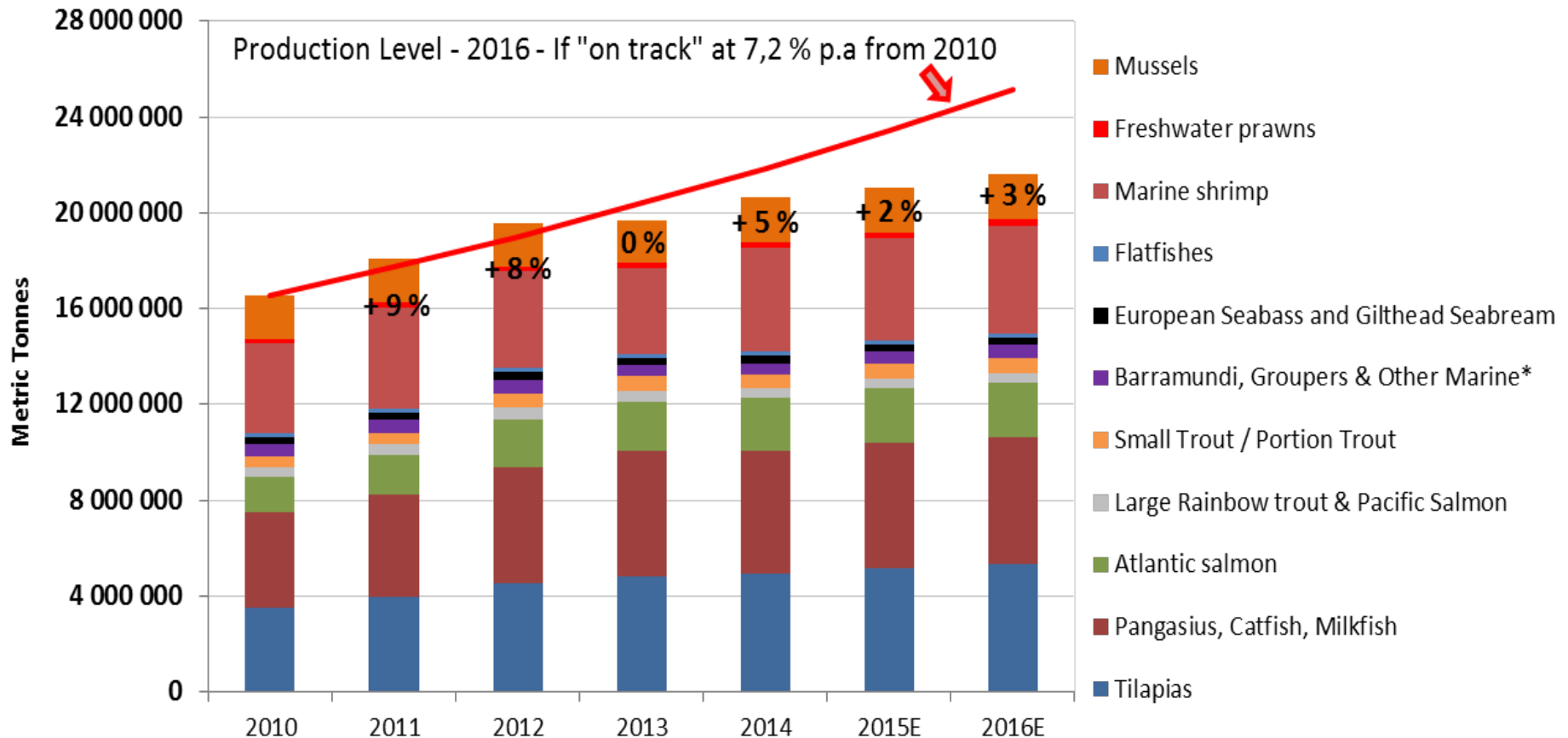
Executive Director
Global Aquaculture Alliance

Global Aquaculture Alliance

Three Pillars:

- ✓ Education.
- ✓ Advocacy.
- ✓ Demonstration (BAP)

Double in a Decade?



Actual growth p.a. in period – based on surveys : **+ 4.5 %**

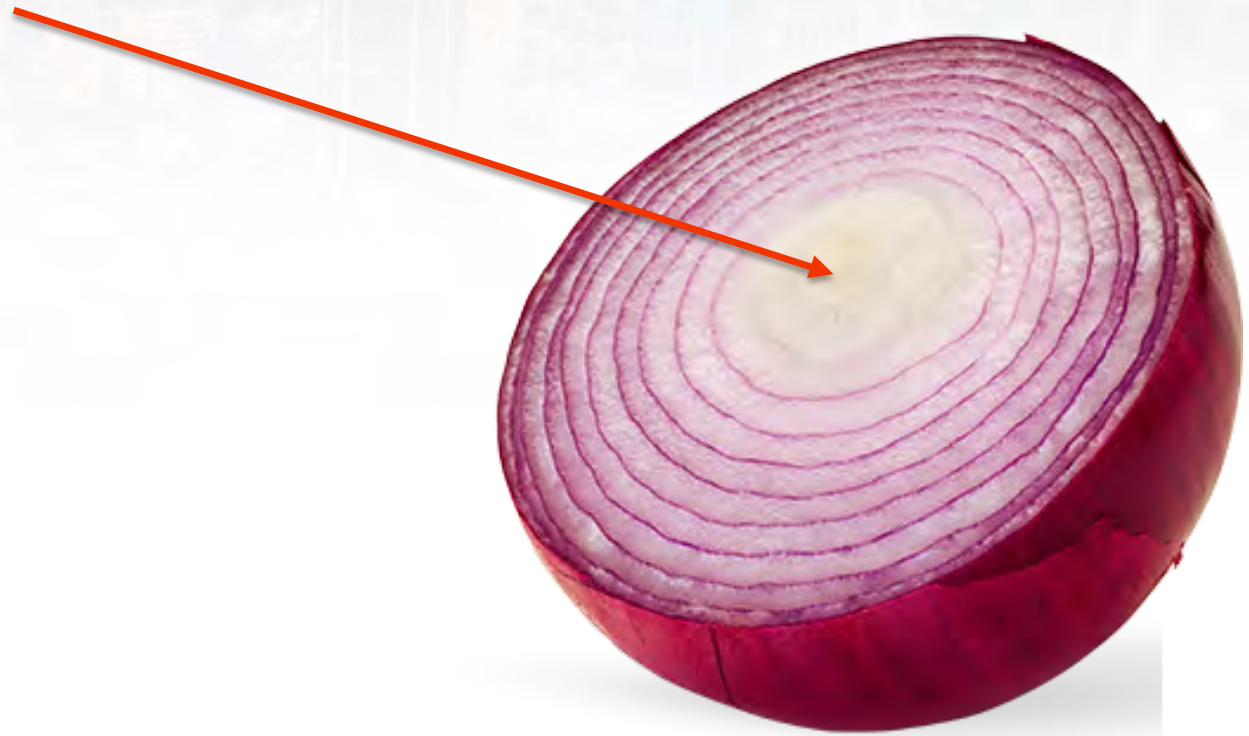
**The aquaculture industry is
like an onion.....**



GEORGE CHAMBERLAIN

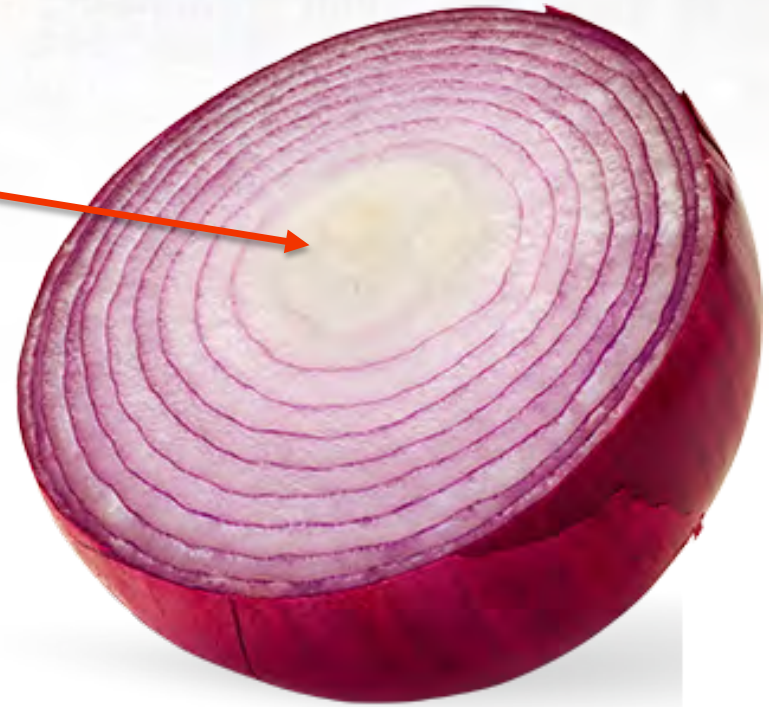
Eight Challenges To Growth

I. Disease



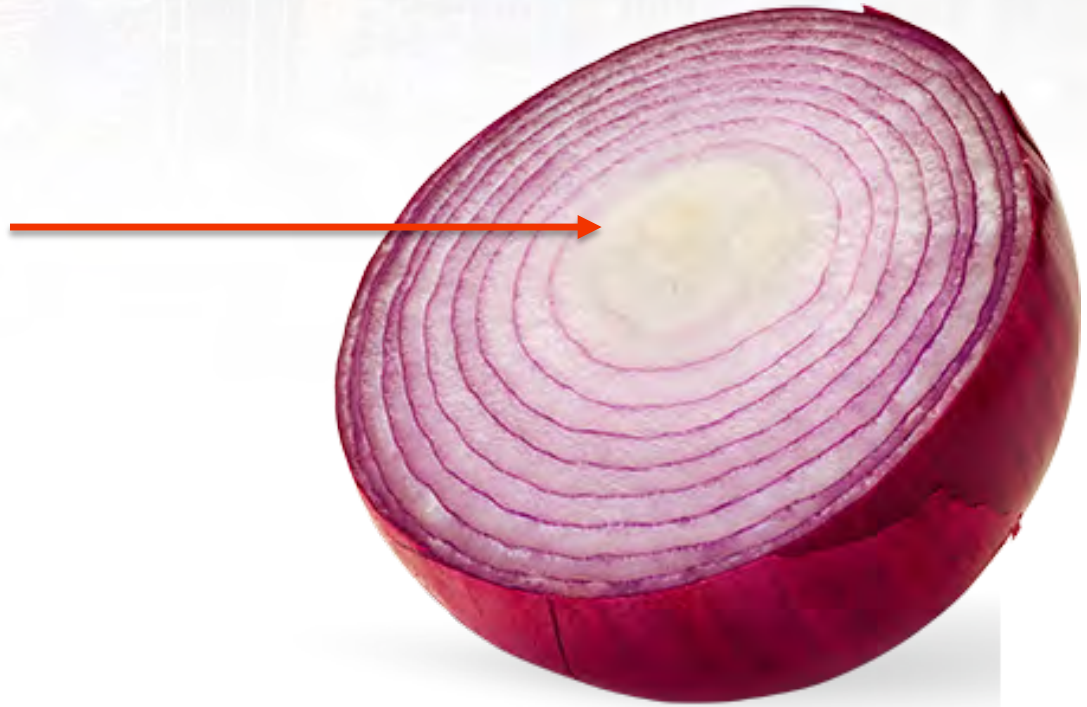
Eight Challenges To Growth

1. Disease
2. Feed



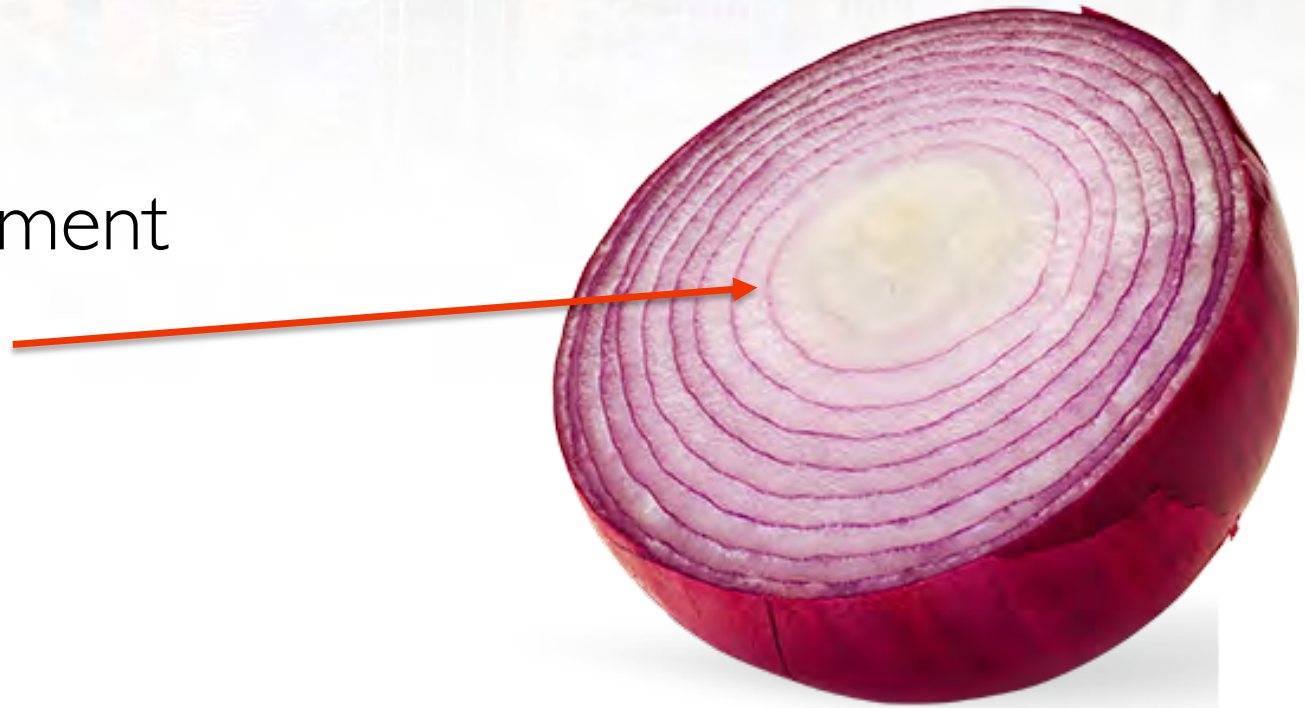
Eight Challenges To Growth

1. Disease
2. Feed
3. Environment



Eight Challenges To Growth

1. Disease
2. Feed
3. Environment
4. Social



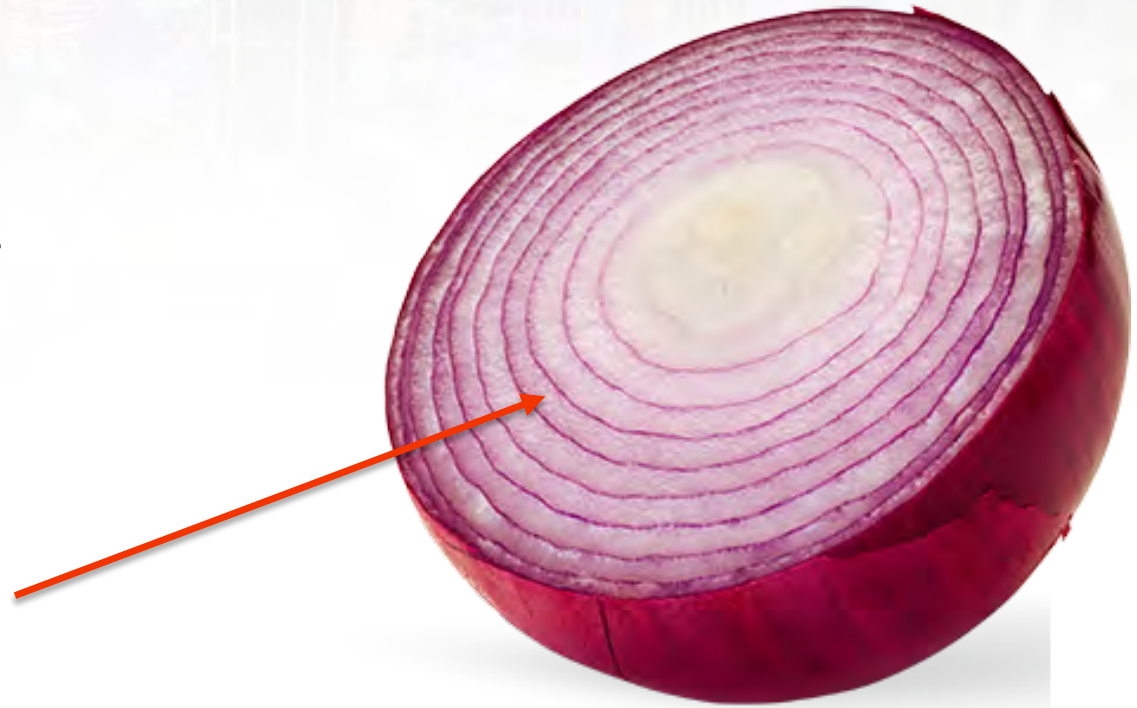
Eight Challenges To Growth

1. Disease
2. Feed
3. Environment
4. Social
5. Marketplace



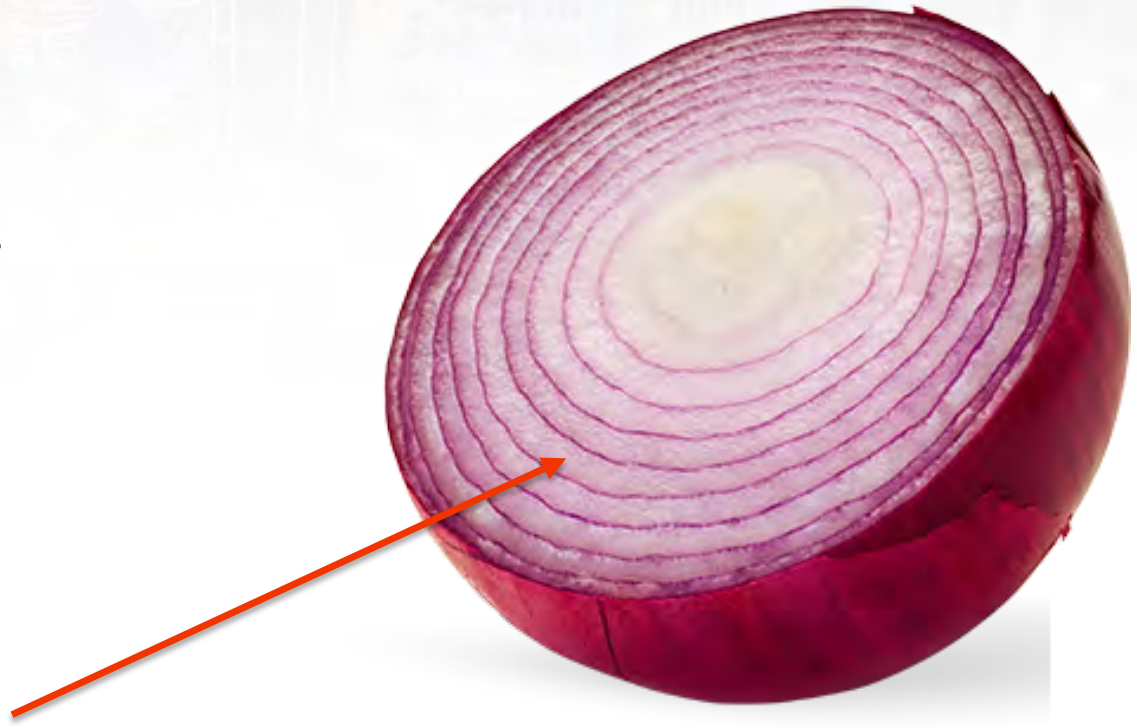
Eight Challenges To Growth

1. Disease
2. Feed
3. Environment
4. Social
5. Marketplace
6. Investment



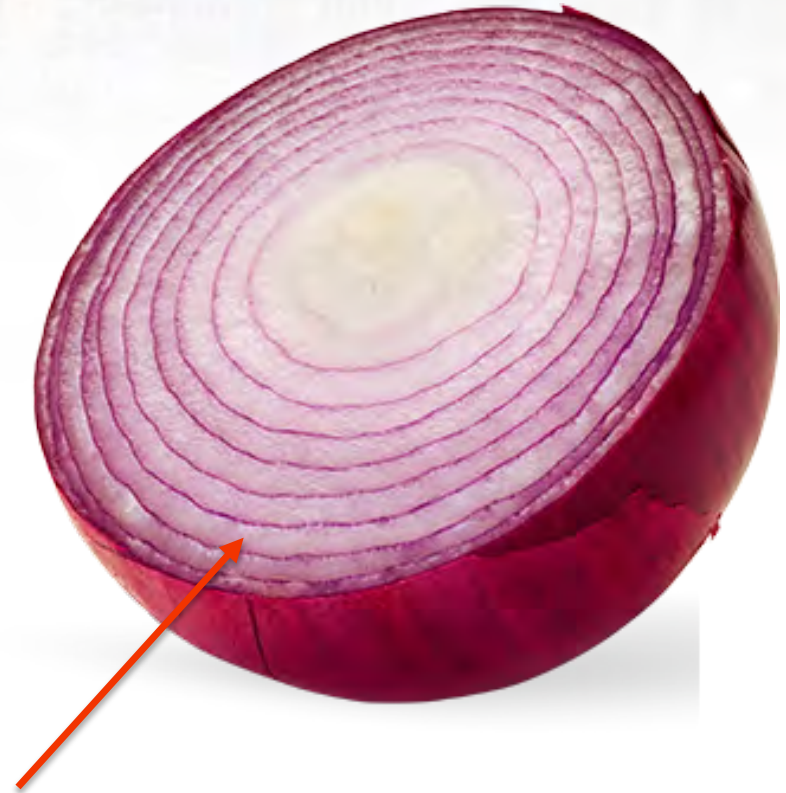
Eight Challenges To Growth

1. Disease
2. Feed
3. Environment
4. Social
5. Marketplace
6. Investment
7. Leadership



Eight Challenges To Growth:

1. Disease
2. Feed
3. Environment
4. Social
5. Marketplace
6. Investment
7. Leadership
8. Consumer Awareness



Professor Stevens assigns us the following grades:

- Disease – D
- Feed – C
- Environment – B
- Social Responsibility – D
- Market Support – B
- Investor Support – C
- Leadership – Incomplete
- Consumer Awareness – C



2015 Challenge:

What Can We Do Better
To Improve These Grades?

Nine Challenges To Growth:

1. Disease
2. Feed
3. Environment
4. Social
5. Marketplace
6. Investment
7. Leadership
8. Consumer Awareness
9. Education

