



AQUACULTURE INNOVATION WORKSHOP

From the fringe to the mainstream: Lessons from the organic industry









HABERMAN
modern storytellers for pioneers



20+ YEARS OF EXPERIENCE HELPING THE ORGANIC INDUSTRY GROW





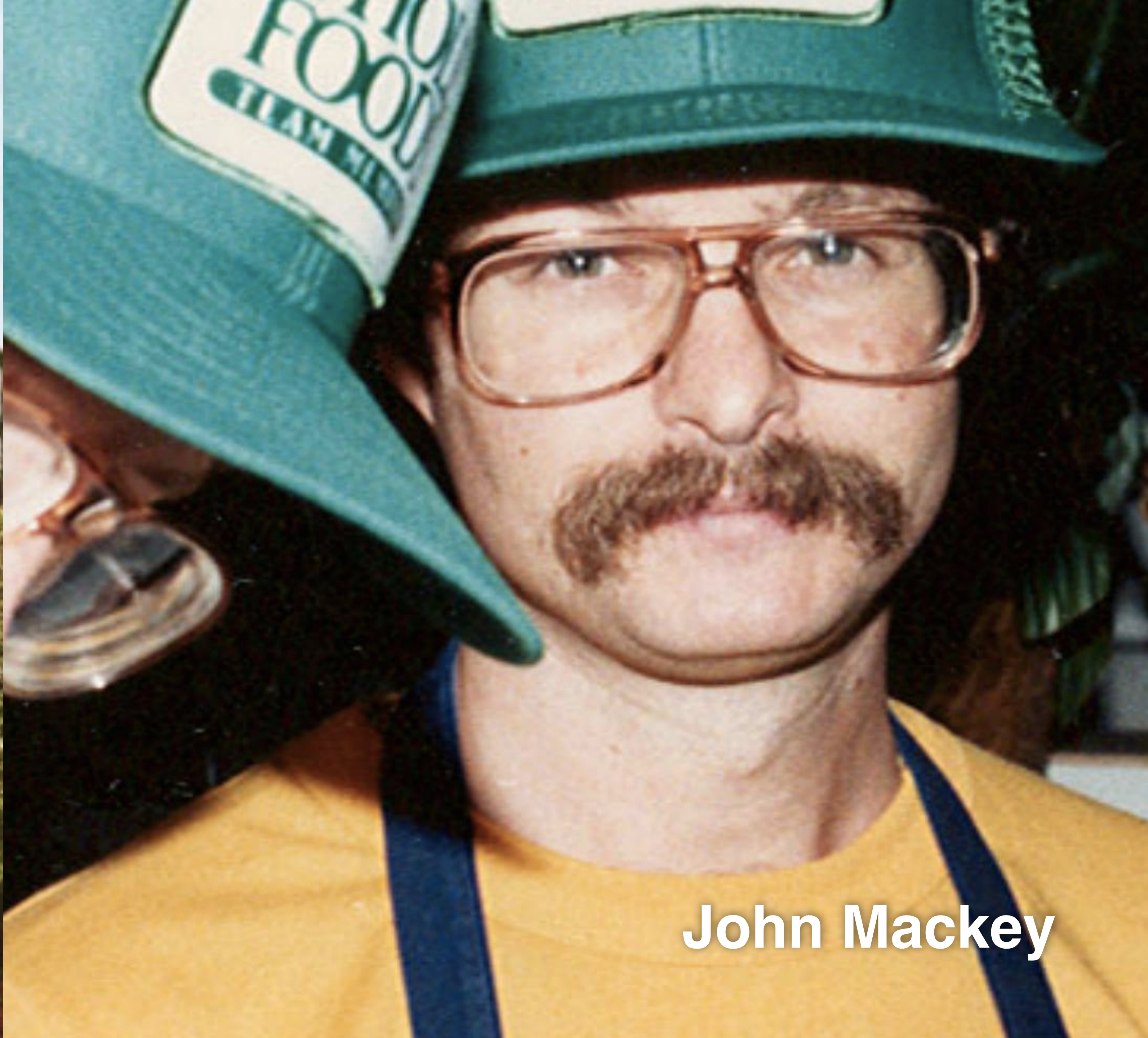
Mifflin Street Co-Op, Madison



You are the hippies of aquaculture.

Mark Retzloff





George Siemon





USDA
ORGANIC

Labels visible in the background include:
- STORE GRAPE TINY 3 STK. 20:-
- BRAEBURN ÄBLER TYSKLAND PR. KG. 25:-
- el escobar
- UFO FERSE SPANIEN PR. 1/2



From field to table, food is personal.

Our 2,000 family farmers are the best at what they do, and they're passionate about doing it—but it's not always easy. Read more about the Benson farm.

[Read their story](#)



We're a family of farmers.

Back in the 1980s, family farms were dying off. We set out to change that, and three decades later, we're still leading the comeback of the American family farm.

[Learn more](#)



Stonyfield
ORGANIC



FAT FREE
SMOOTH & CREAMY

Plain

Nonfat Yogurt
Vitamin D added

Stonyfield
ORGANIC



FAT FREE
SMOOTH & CREAMY

Plain

Nonfat Yogurt
Vitamin D added

Stonyfield



Annie Withey



ANATOMY OF A MOVEMENT

AUTHENTICITY

RELEVANCY

SHARED VALUE



**So, the big lessons for you, as you
grow the aquaculture movement...**

Unity



- Define mission, vision, values.
- Put a stake in the ground. Embrace legacy.
- Agree on standards for differentiation and to erase confusion, not all fish are the same!
- Pool marketing resources/process is campaign: from campuses to D.C. to chefs.
- Phased Approach: LBRAS Organic first then larger protein campaign.
- LBRAS Organic vs. Chemical/Pollution Ag

Storytelling

- Tell a relevant, authentic story that creates shared value for long term.
- Keep it simple, radically transparent.
- Make it human. Mom/millennial/consumer as hero? Think Recycling.
- Lorax for fish. Lice. Triball, Meatrix.



Passion

- Lean in to your pioneering spirit.
- Who do you want to be when you grow up; your gravestone?
- Don't be afraid to be an activist.
- Go ahead and change the world.





**In the year 2050, we'll
have nearly 10 billion
people to feed.**

**You are here for them
and our planet.**



LOCAL

WATER

PROTEIN

NUTRITION

NO WASTE