



# Market Panel Discussion

## Panel Members:

- Tobias Aguirre, FishWise
- Dane Chauvel, Organic Ocean
- Guy Dean, Albion Fisheries Ltd
- Don Sollows, Sysco
- Mike McDermid, Vancouver Aquarium Oceanwise program

## Question #1:

How does the current production output for “sustainable” farmed seafood match up with demand for more sustainable seafood? What market(s) should recirculating aquaculture system (RAS) producers be targeting? How do you see this changing as production volumes increase?



## Market Panel Discussion

### Question #2

The workshop program focuses on three opportunities to create additional value from RAS produced fish:

- 1) more sustainable “green” production methods;
- 2) improvements in product attributes, and
- 3) health benefits.

How can producers differentiate on these, and sustain a premium over the long term?



## Market Panel Discussion

### Question #3

What new market trends are you seeing that RAS producers should be aware of/responding to?





## Market Panel Discussion

### Question #4

What are the most important market related factors that RAS producers should keep in mind when planning their projects and production plans?

Many RAS producers are in the early scale up phase, how can they work with buyers to manage lower production volumes as they scale up? To maximize value as volumes increase?



## Market Panel Discussion

### Question #5

Are there ways that RAS producers can better engage with various distribution channels and markets?

### Question #6

Closing question: Where would you encourage us to go from here?



# Thank you to our panelists...

Tobias Aguirre, FishWise

Dane Chauvel, Organic Ocean

Guy Dean, Albion Fisheries Ltd

Don Sollows, Sysco

Mike McDermid, Vancouver Aquarium's Oceanwise Program





## Market Panel Discussion

- 1) How does the current production output for “sustainable” farmed seafood match up with demand for more sustainable seafood? What market(s) should recirculating aquaculture system (RAS) producers be targeting? How do you see this changing as production volumes increase?
- 2) The workshop program focuses on three opportunities to create additional value from RAS produced fish: 1) More sustainable “green” production methods; 2) improvements in product attributes (i.e. free from disease such as Kudua, filet yield and quality), and 3) health benefits (i.e. antibiotic free, traceable production). How can producers differentiate on these, and sustain a premium over the long term?
- 3) What new market trends are you seeing that RAS producers should be aware of/responding to?
- 4) What are the most important market related factors that RAS producers should keep in mind when planning their projects and production plans (i.e. frequency of harvest, consistency of supply, consistent quality)? Many RAS producers are in the early scale up phase, how can they work with buyers to manage lower production volumes as they scale up? To maximize value as volumes increase?
- 5) Are there ways that RAS producers can better engage with various distribution channels and markets?
- 6) Closing question: Where would you encourage us to go from here?