



Producers' Panel Discussion

Panel Members:

- Josh Goldman, Australis Aquaculture
- Per Heggelund, Aquaseed
- Thue Holm, Atlantic Sapphire
- Norman McCowan, Bell Aquaculture

Question #1

Briefly describe your production plan, fish handling, depuration and harvest techniques. How have these been adapted over time?



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Question #2

What are the most important elements of your marketing plan? Has your plan changed over time and with increases in production volumes?



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Question #3

Are your products certified/ranked for sustainability? If not, why not? If so, describe the experience and pros/cons.



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Question #4

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



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Question #5

Many RAS producers are in the early scale up phase, how can they maximize revenues while managing lower production volumes as they scale up?

Are there ways buyers might support RAS producers through scale up?



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Question #6

Closing question: Collectively, is there something RAS producers should be doing to move the development of this industry forward?



Thank you to our panelists...

Josh Goldman, Australis Aquaculture

Per Heggelund, Aquaseed

Thue Holm, Atlantic Sapphire

Norman McCowan, Bell Aquaculture



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- 1) Briefly describe your production plan, fish handling, depuration and harvest techniques. How have these been adapted over time?
- 2) What are the most important elements of your marketing plan? Has your plan changed over time and with increases in production volumes?
- 3) Are your products certified/ranked for sustainability? If not, why not. If so, describe the experience and pros/cons.
- 4) What are the most important market related factors that RAS producers should keep in mind when planning their projects and production plans?
- 5) Many RAS producers are in the early scale up phase, how can they maximize revenues while managing lower production volumes as they scale up? Are there ways buyers might support RAS producers through scale up?
- 6) Closing question: Collectively, is there something RAS producers should be doing to move the development of this industry forward?