



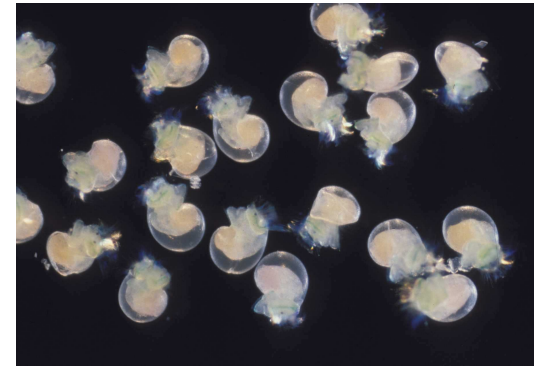
Starting out in aquaculture

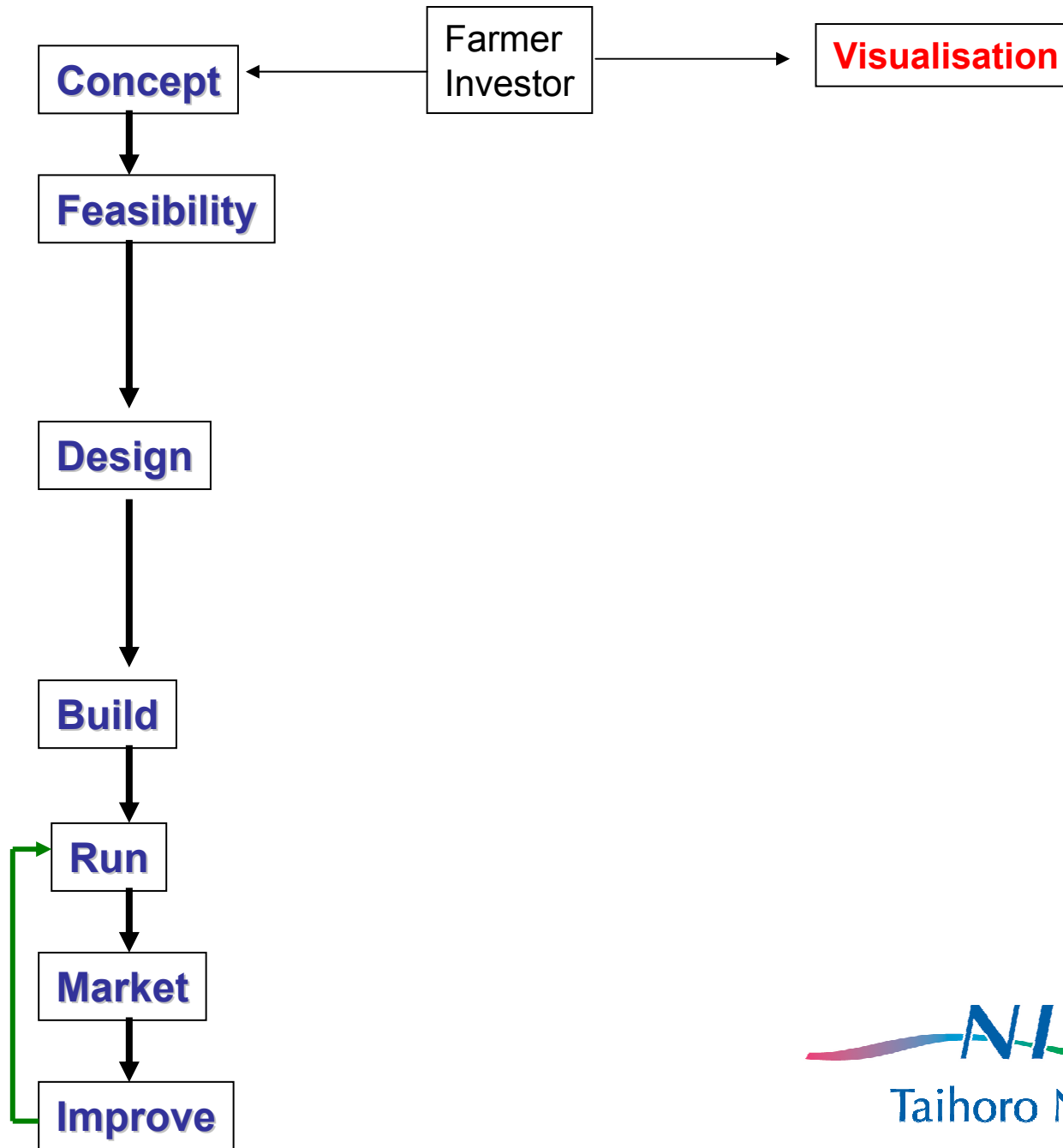
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Concept to commercial

- Pathway to development
 - The right species
 - The right technology
 - The right people





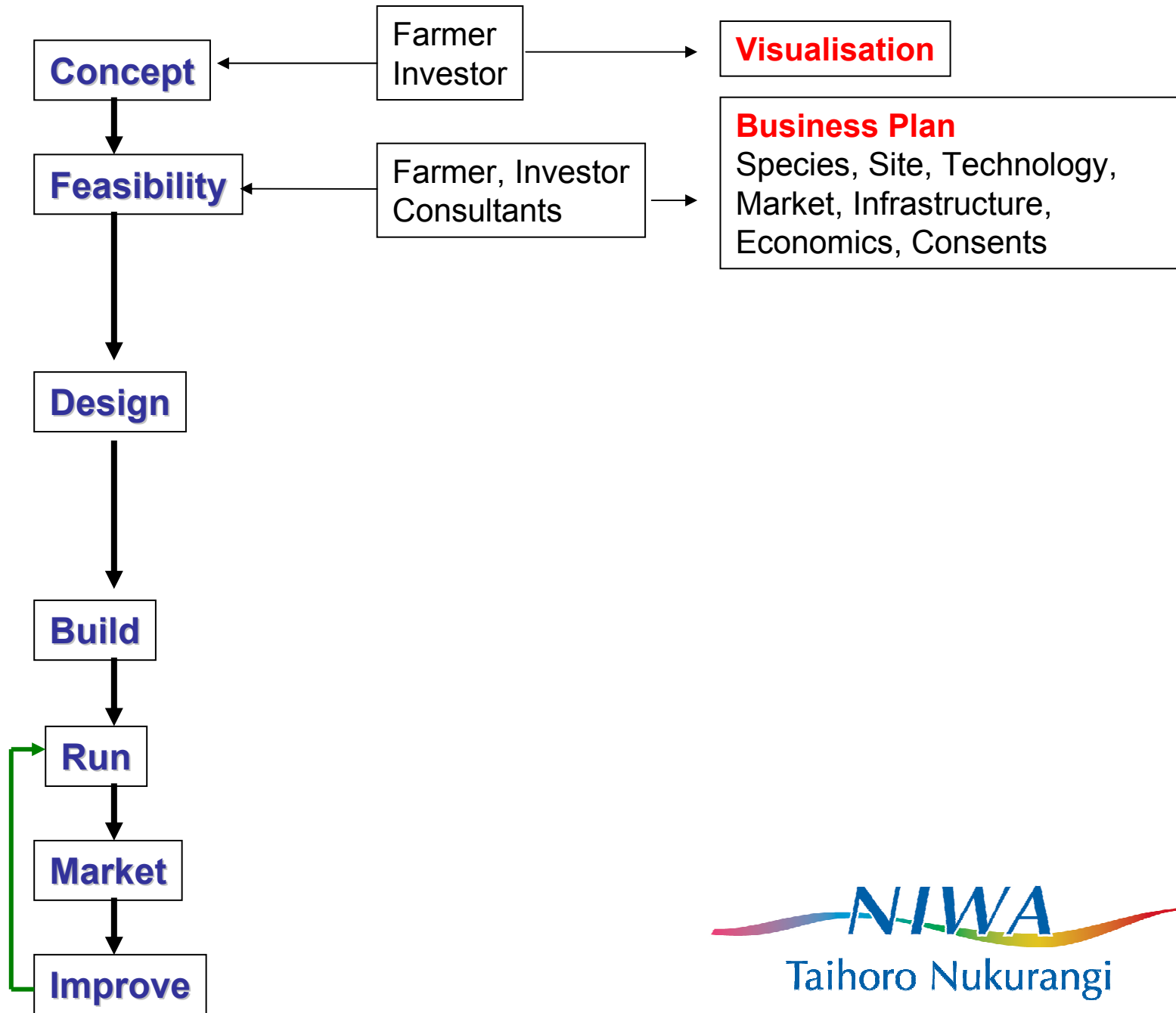
Visualisation



Understanding the scale
of operation you are
committing to

Only one of these is a
commercial salmon farm





Why Aquaculture?

- Demand for seafood increasing but supply is stagnant = good market opportunity
 - Only if the market exists for your product at the right price
- Create local jobs for local people –
 - Only if they aren't too expensive to employ



What will you farm?

FAO database lists over 400 species in culture worldwide

- The vast bulk of aquaculture production is composed of a small number of established species;

30 species = 80% of production value

25 species = 85% of production volume



Species

- Is there a market?
- Market value ?
- Competition?
- Access to market?
- Is there established farming technology and husbandry?
- Can you see it working in NZ?
- Are the production costs known?
- Where can you get seed?
- Where can you get feed supplies?
- What are the costs of these?



How will you do it?

Technology selection:

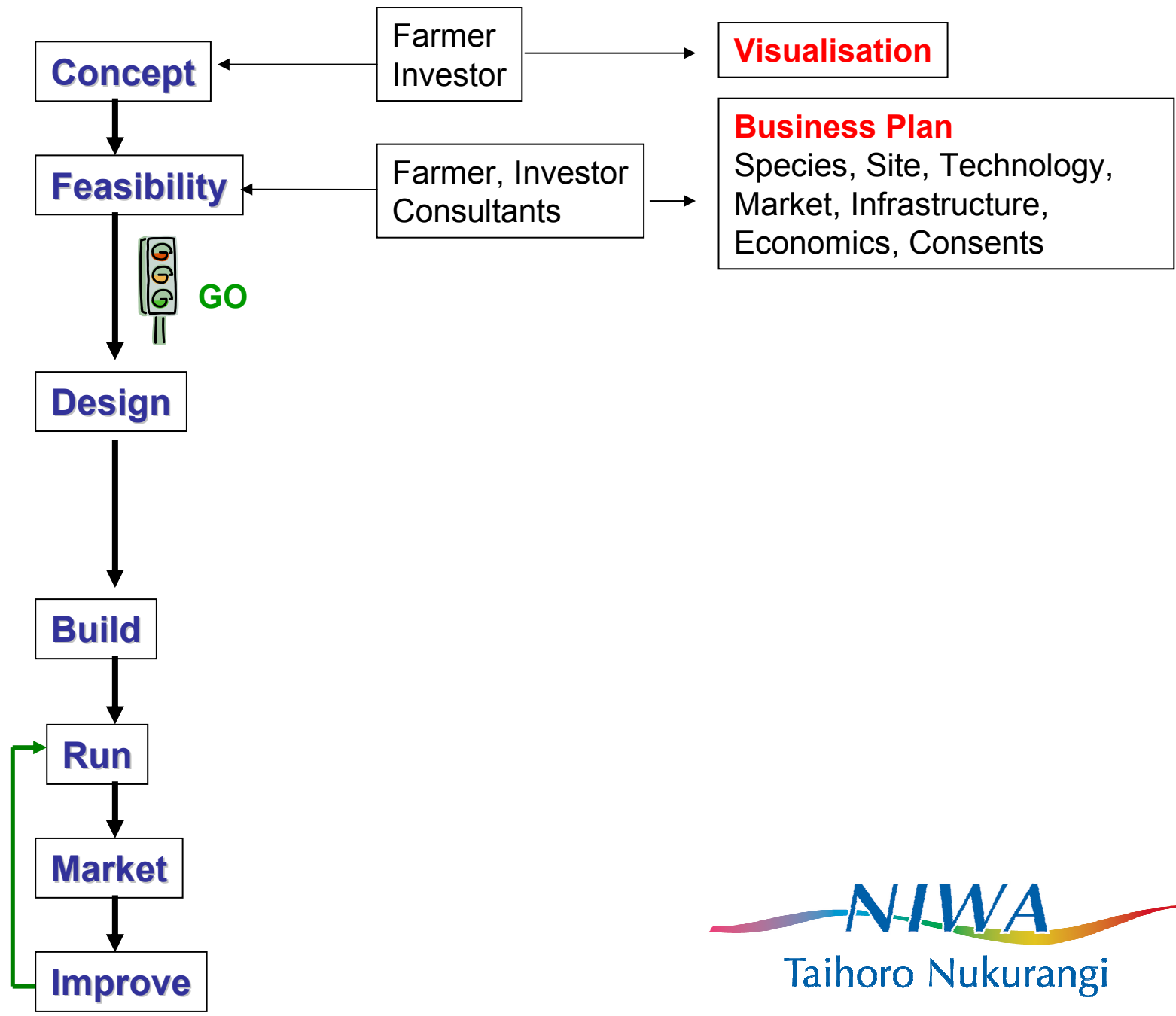
- Land based or sea based – space available ?
- Your experience – are you comfortable with the technology?
- Labour (ongoing costs) vs Technology (capital investment)

Site Selection

- Market access
- Access to resources (water, power etc)

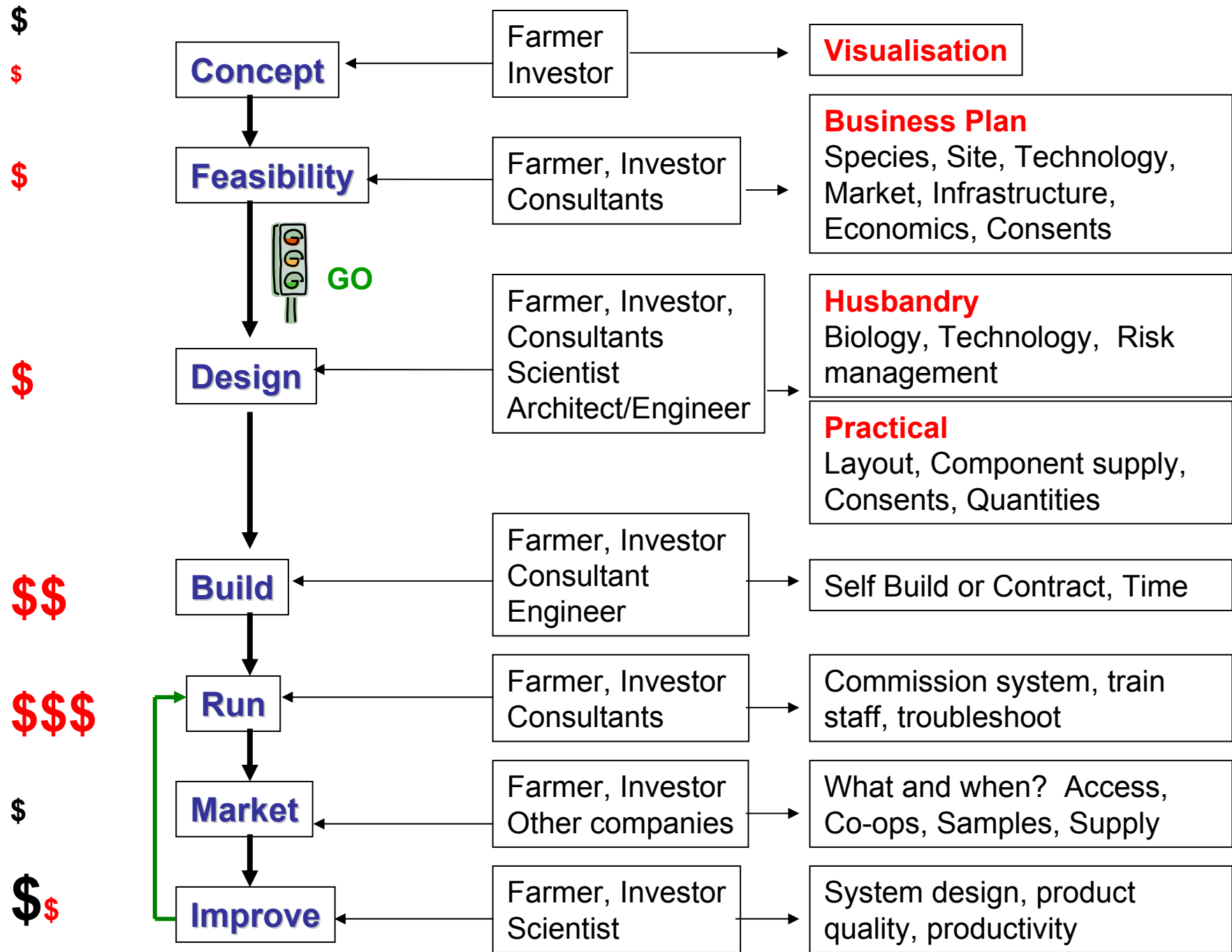
The feasibility study will help to identify:

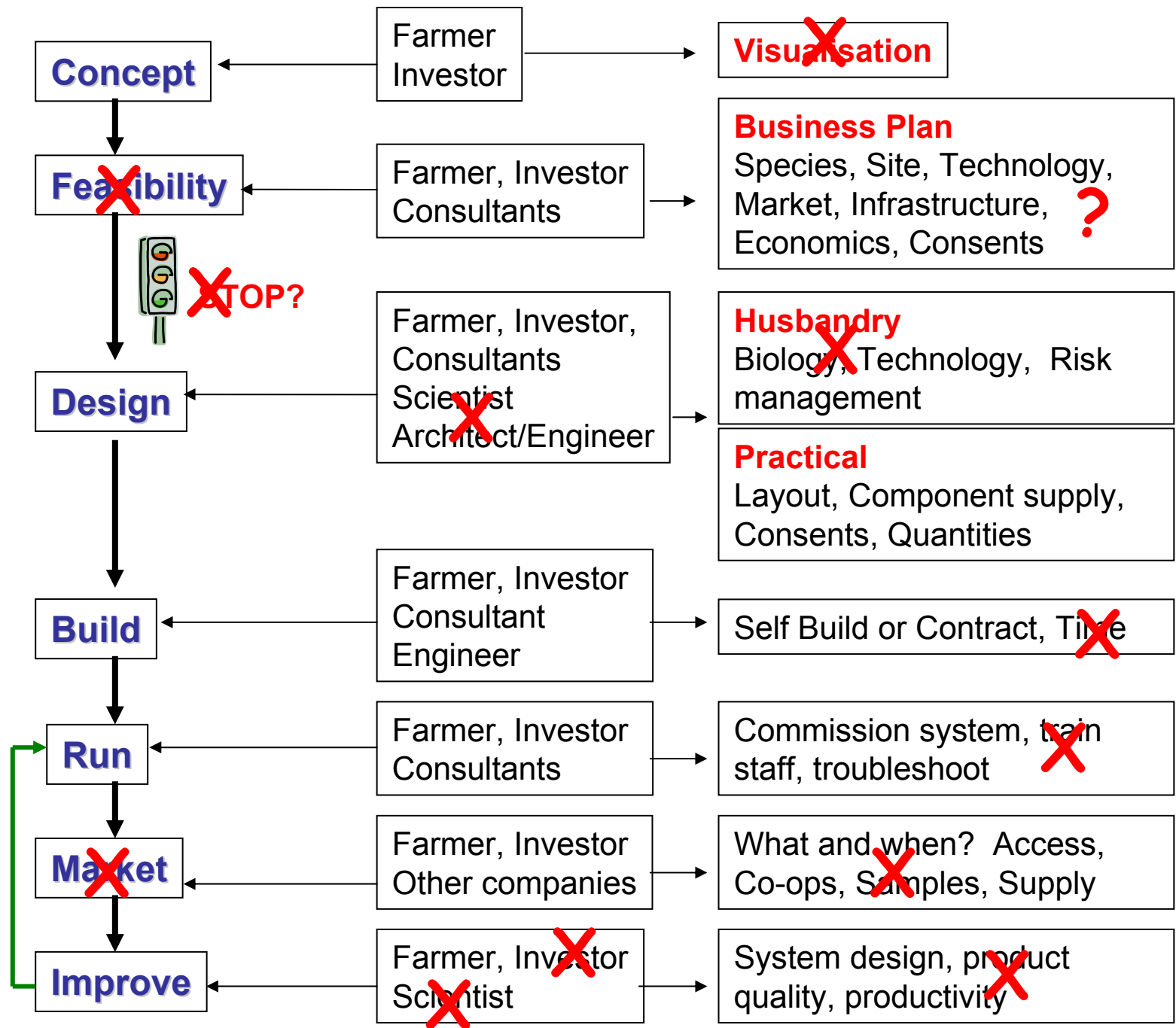
- Appropriate investment, at a commercial scale using the right technology



Setting up a farm







Parting words

- Aquaculture, when approached properly offers a sound business model

But

- Don't invest more than you can afford to lose – it is a high risk business
- R&D is expensive and risky – if your budget is limited stick to established technologies
- It will always cost more and take longer than you anticipate
- Costs go up and market prices go down
- Pay for good independent advice