

# International Conference on **Aquaculture & Fisheries**

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## **Aquaculture is business**

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**A**quaculture is a global business with forecasts indicating that 60% of fish for human consumption will be farmed by 2030. While there has been keen interest in growing aquaculture in New Zealand, we have struggled to achieve this either through expansion of, or diversification beyond mussels, salmon and oysters. On one hand, we have enthusiastic researchers driven to learn how to grow new species or produce established species in new ways. On the other, we have industry whose unwavering need is to ensure that investment in innovation adds to the bottom line in a timely manner. Our focus as aquaculture researchers need to be on how we seamlessly integrate those two components of commercialization. This presentation will discuss NIWA's approach to bridging that gap and recognizing that the big challenges to new species development for sustainable economic development of aquaculture are rarely technical. First and foremost we must determine if there a credible underpinning business case for the endeavor. As a prerequisite then we put considerable effort into understanding the market and product placement estimating what will the farmer will actually receive at the point of sale and forecasting what it will really cost to produce and deliver the product to the point of sale. Only then can we go on to ask what the science gaps are and what will it plausibly cost to span that gap and determine if the business case is sufficiently compelling to justify the planned R&D.

## **Biography**

J Andrew Forsythe came to NIWA in 2005 with more than 20 years of aquaculture industry experience from North America and Europe. His career includes six years as a Freshwater Production Manager and Veterinarian with Marine Harvest Canada, five years as an Aquaculture Veterinarian with Skretting Canada and 14 years as a Technical Consultant and Researcher on the Design and Operation of Aquaculture Facilities exploring water quality control in for intensive eel culture, developing systems for lobster holding and culture systems and aqua feeds manufacture. He has proven industry leadership both in fish health and in production management.

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