The need to counter the negative consumer perception of aquaculture that keeps consumption of fish declining when there is such a healthy story to tell on a global basis.
PER CAPITA CONSUMPTION TRENDS

Fresh Fish and Seafood Consumption Remains Low

Per Capita Consumption in Kg per Person for the Big 5 Markets (DE, ES, FR, IT, UK)

- Spain: 32.2 Kg, 26.4 Kg
- United Kingdom: 10.6 Kg, 11.3 Kg
- Italy: 9.2 Kg, 8.4 Kg
- Germany: 9.4 Kg, 7.8 Kg
- France: 6.0 Kg, 4.9 Kg
PER CAPITA CONSUMPTION TRENDS

U.S. Seafood Consumption

Source:
WHAT IS MISSING?

CONSISTENT ENFORCEMENT of best practice regulation at country level.

Failure to consistently enforce these regulations is the single largest contributor to generations of negative consumer perception associated with farmed seafood. Consistent enforcement of Best Aquaculture Practice regulations will help to achieve an optimum balance of protecting the environment, workers and investors.
ELIMINATING NEGATIVE PERCEPTION

FDA Refusals of Shrimp Entry Lines for Veterinary Drug Residues

- 2002: 7
- 2003: 43
- 2004: 37
- 2005: 41
- 2006: 26
- 2007: 99
- 2008: 78
- 2009: 67
- 2010: 80
- 2011: 127
- 2012: 55
- 2013: 75
- 2014: 208
- 2015 (Jan-November): 386
ELIMINATING NEGATIVE PERCEPTION
ELIMINATING NEGATIVE PERCEPTION

• Industry has a critical role to play in moving this agenda forward.
• Many great projects underway!!!
• Just looking at the topics covered at this conference confirms this fact. Sessions on Zone Management; Disease, FIPs, AIPs, Food Safety & Feed, and Traceability
WHAT OUTCOMES MUST BE TARGETED?

• All farms, hatcheries and feed mills must be licensed…”You can’t improve what you don’t measure”!

• Identify gaps with Best Aquaculture Practices application at Farm, Hatchery and Feed Mill level and establish corrective actions plans

• Identify minimum training requirements for the operation of farms, hatcheries, processing plants and feed mills

• Agreement to ensure adequate enforcement at the national level

• Establish ongoing intergovernmental liaison with regulatory agencies in major consuming countries such as currently exists for HAACP in terms of food safety

• Think about a convening of all major
WHAT’S NEXT?

Considering a proposal to bring together the major farming countries in the world that represent the vast majority of global production to discuss how to move the industry forward in regards to the environmental and health and safety issues within the industry. Governments must commit to learning from past mistakes, resolving current issues, and creating frameworks that ensure sustainable growth of the industry.