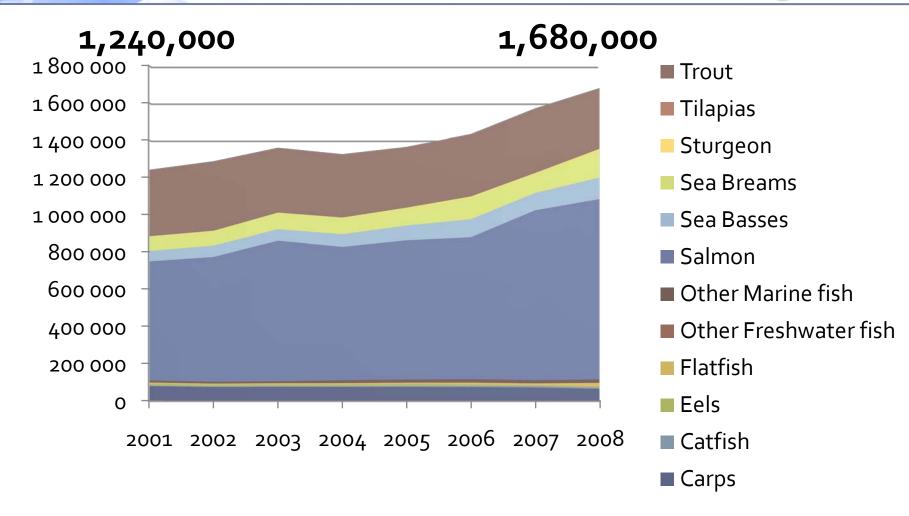
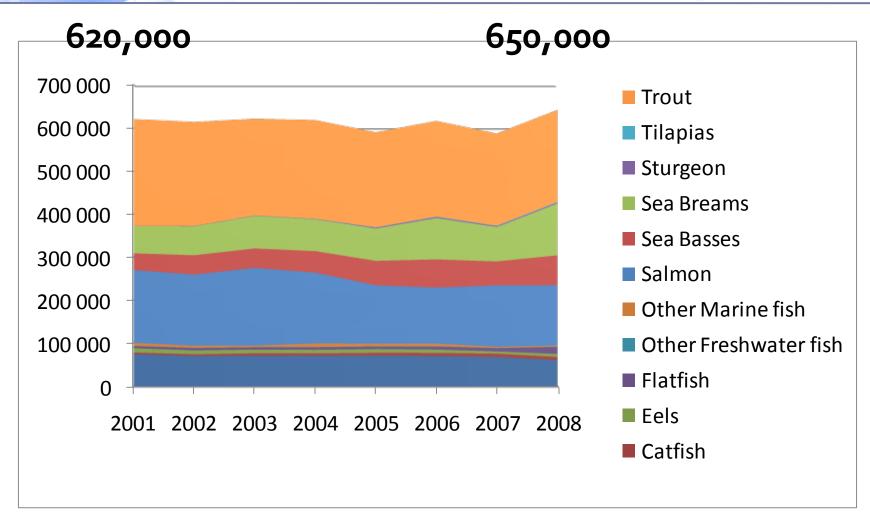


European fish farming





EU fish farming





New Directions

- Sustainability is the key word and covers improving
 - Competitiveness & profitability
 - Nutrition,
 - ▶ Health,
 - Management, and planning,
 - Response & control of environmental issues
 - Engineering and equipment,
 - Product quality and product development,
 - Technology transfer & Lifelong learning

Assuring the sustainability of the profession also assures the public image of the activity





3 main objectives

Establish a strong relationship between aquaculture and the consumer

Assure European aquaculture as a sustainable industry

Consolidate the role of aquaculture in society





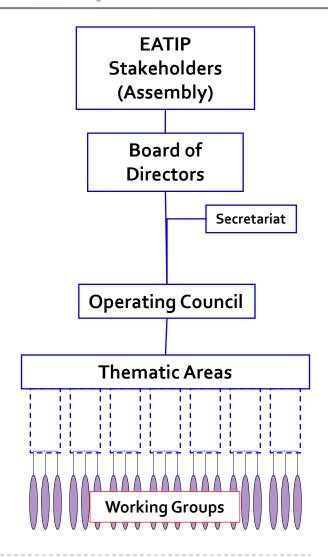
Strategy, Structure, Processes

Aquaculture and the Consumer The Assurance of a Sustainable Industry

The Role of Aquaculture in Society

Thematic Areas

- Product quality & human safety and health
- Technology and systems (engineering)
- Managing the biological lifecycle
- Sustainable feed production
- Interactions with the environment
- Aquatic animal health and welfare
- Knowledge management
- Socio-Economics & Management





'AquaInnova' – "Supporting governance and multi-stakeholder participation in aquaculture research and innovation"

Realising the dream





Processes & Work Packages

- Sectoral mapping and benchmarking
- 2. Developing support tools and standard methodologies
- 3. Thematic Working Group meetings
- 4. Stakeholder consultation workshops
- 5. Knowledge transfer actions
- 6. Project promotion and dissemination
- 7. Project Management



Stakeholder Consultation

- Vision documents and Strategic Agendas will be presented for wide stakeholder consultation within the following sectors
 - Coldwater aquaculture (Northern Europe)
 - Inland freshwater aquaculture (Central Europe)
 - Mediterranean & southern aquaculture (Southern Europe)
 - Shellfish aquaculture (tbc)



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