

Farm Planning & Site Selection



Chris Hartleb
University of Wisconsin-Stevens Point
Northern Aquaculture Demonstration Facility
Aquaponics Innovation Center



Plenty of Q's and a few A's when starting out

- Initial questions are often overwhelming for those who have never owned a business.
- Necessary to improve the chance of success.
- Answer the questions in the correct order.



Questions

- What are my goals?
- How much do I really know about aquaculture?
- How will I pay for my venture?
- What species am I interested in growing?
 - What species are consumers interested in buying?
- Where is my market?
 - What is your product form?
- Where will I locate my farm?
- Do I need permits?
- Do I need a partner or employees?
- How will I get my product to market?
- Do I have a business plan?
- What's next?



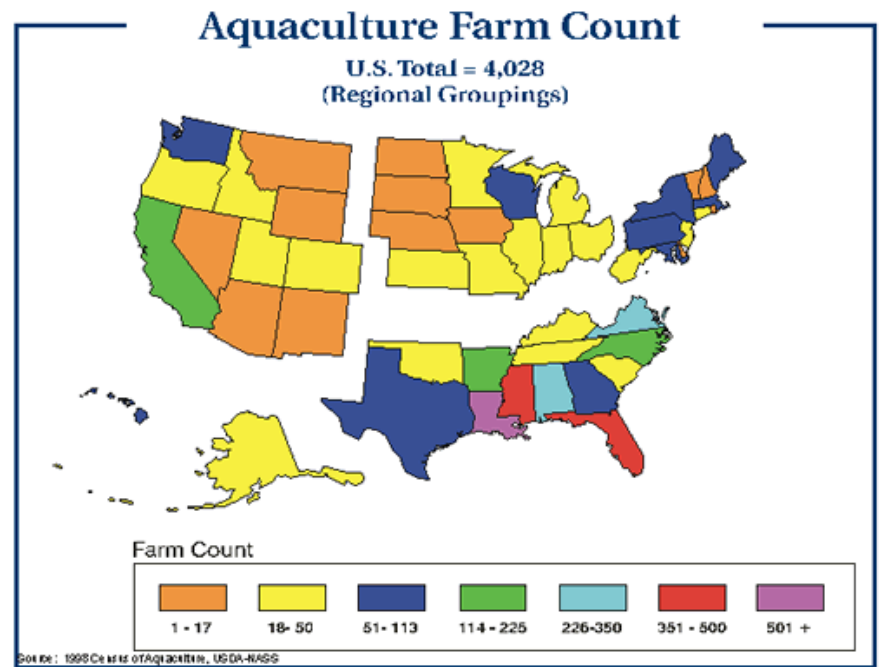
Where to start?

- Questions are often answered out of order.
- Money is spent before the questions are answered.
- Establish your goals:
 - Feed the family?
 - Hobby?
 - Part-time or full-time?
 - Need investors?
 - Don't know?



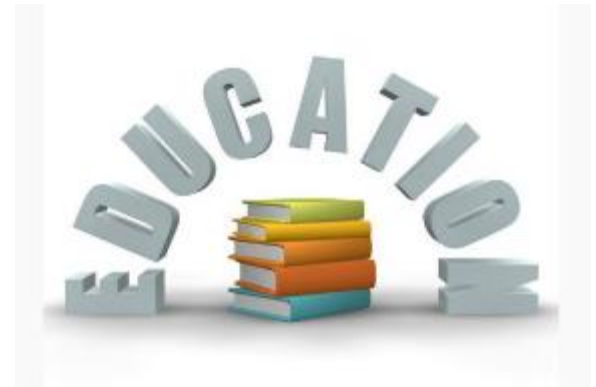
Is Aquatic Farming Right for You?

- Costs – capital, natural resources, building, your time, etc.
- Agriculture is hard work.
- Marketing & sales – a must!



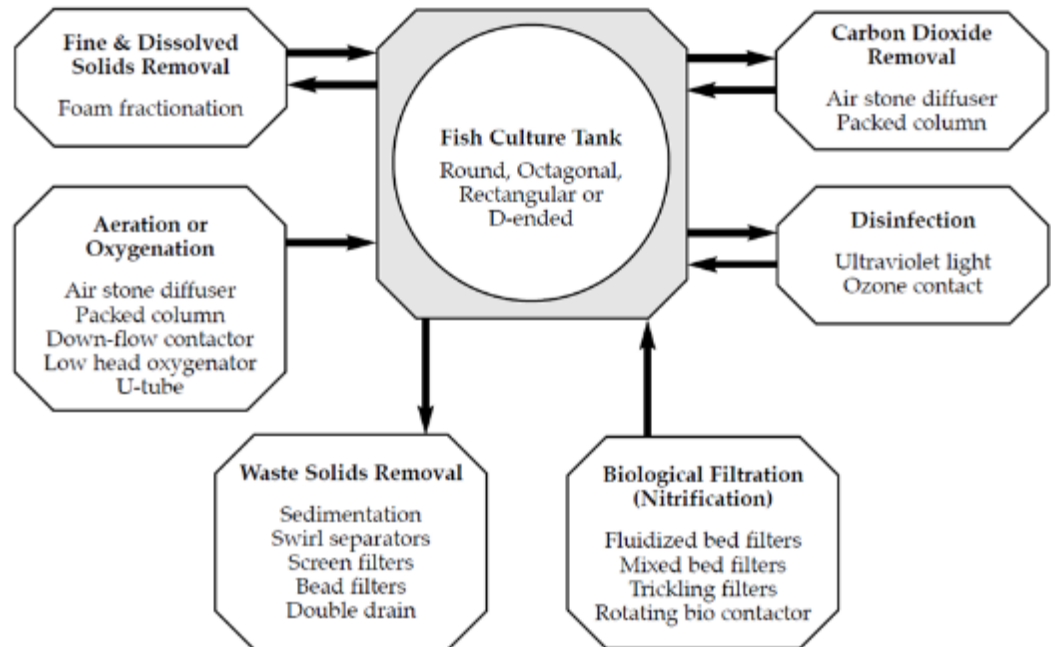
How much do you know?

- Realize your limitations.
- Don't be afraid to admit you don't know.
 - Attend classes, workshops, conferences
 - Gain hands-on experience: visits, intern, volunteer
 - Hire trusted aquaculture engineers
 - Talk to extension & SBDC
 - Learn from .edu's when available
 - The RAC's
 - NCRAC (www.ncrac.org)
 - SRAC (srac.misstate.edu)
 - NRAC (agresearch.umd.edu/nrac)
 - WRAC (depts.Washington.edu/wracuw)
 - Tropical & subtropical aquaculture (www.ctsa.org)
 - Network & learn from others mistakes
 - Avoid aqua-shysters



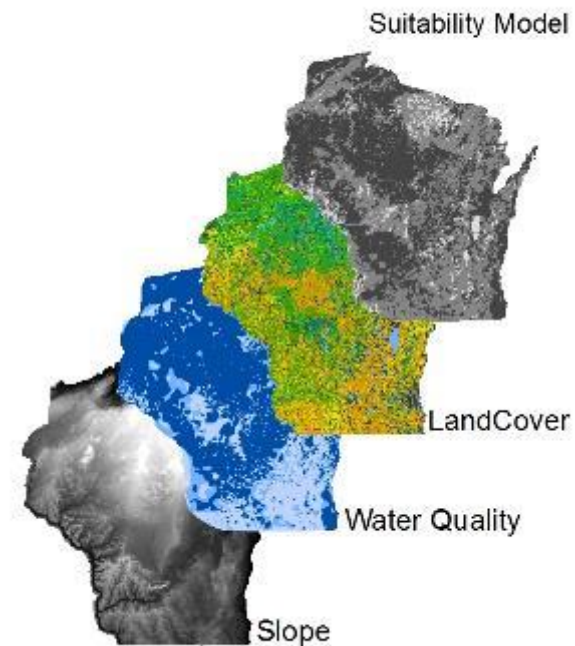
Basic Site Requirements for RAS

- Suitable building
- Emergency generator
- Utilities
 - 3-phase electricity
 - Natural gas
 - Phone & internet
 - Water
- Bulk feed storage
- Oxygen supply
- Biosecurity
- Accessibility
 - Roads
 - Markets
 - Location terrain and soil



Siting Tools

- WI aquaculture suitability models
 - <https://www.uwsp.edu/cols-ap/nadf/Pages/GIS-based-analysis.aspx>
- Pond
 - [Suitability model](#)
- Flow-through
 - [Suitability model](#)



What's Next?

- Never as easy as it is made out to be.
- That's why you are here (ABC-2)
- Help shorten the learning curve.

