Farm Planning & Site Selection

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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.