Sustainable Eco-Friendly Aquaculture

Big Deal
Or
No Deal?

Seafood is Big Business

- 2005 U. S. Imports $12.1 Billion Edible Fishery Products
- 2,320,120 Metric Tons an increase of 3.2% from 2004
- U. S. Per Capita Seafood Consumption 16.6 Lbs in 2004 up 2% from 2003

Wal-Mart Eco-Friendly Seafood

- World’s Largest Food Retailer $312 Billion
- 2005 WM Decides to become more Environmentally and Socially Conscious
- Sustainable Seafood (Shrimp)
- Asia & Latin American Shrimp Farms
- Partners with Conservation International & World Wildlife Fund
Wisconsin Aquaculture

- Does Wal-Mart Concept Impact Your Sales?
- Are Consumers Confused?
  - (Sustainable, Organic, Toxins, Wild/Captive)
- Is Wisconsin Aquaculture Already Sustainable or Eco-Friendly?
- Are BMP's Sustainable?

Sustainable Agriculture

- Grew out of 50's & 60's Organic Movement
- Part of 1985 Farm Bill- Low Input Sustainable Agriculture (LISA)
- Three Elements:
  - Environmental
  - Economic
  - Social

Sustainable Agriculture

- John Ikerd, Missouri
  - An Agriculture that lasts
  - An Agriculture that maintains its productivity and value to society indefinitely
  - Meets the needs of people of the present, while leaving equal or better opportunities for those of the future.
Sustainable Aquaculture

- Dates back 10 years
- Kai Robertson, CI
  - “Doing Business (farming) in a reduced footprint & balance use of resources”
- Herby Radmann, Bullfrog Fish Farm
  - “Sustainability is a process, not just an end point”

Global Aquaculture Alliance
- Responsible Aquaculture Program
- Code of Practices listing 9 principles

Aquaculture Certification Council
- Does certification

Is Wisconsin Aquaculture Sustainable?
- High Water Quality Standards
- Best Management Practices
- Eco-Friendly
- Quality not Quantity
- Local or Regional Markets
- Accountability to Consumers
- Sustainability Transcends Organic
Wisconsin Aquaculture Sustainability
Big Deal or No Deal

- Would being sustainable be economic?
- Do Wisconsin Consumers Care?
- Can Sustainable Aquaculture be Branded or Labeled “Wisconsin Raised”?
- Do Producers Care?

Wisconsin Sustainable Label

- Is there a need?
- Is there interest?
- Next Step?
  - Develop Program
    - Farmer driven
    - Define terms
    - Assess Consumer Attitude
    - Who Certifies?
    - Evaluate Costs
    - Market Concept

Eco-Labels

The Consumers Union Guide to Environmental Labels: The Guide of Consumer Reports provides information to consumers regarding eco-labels and what makes a good eco-label. They show examples of Sustainable Agriculture Labels and criteria of standards.

www.eco-labels.org/home.cfm