



The Four P's of a Safe and Sustainable Aquaculture Industry: *Practices, Presentation, Promotion and the Press* Saving Your Business and Your Markets

Agenda

Introduction

- 15 minutes **Why are you here?** – Betsy Hart
Public perceptions of US Aquaculture have been unfairly influenced by environmental activists, opponents of animal agriculture, food safety advocates, foreign producers, and other groups who are represented as champions of the aquatic environment. These perceptions limit market opportunities and affect critical changes in state and federal regulations. It's time to take a proactive stance and respond effectively.

Practices

- 60 minutes **Ensuring that your product is safe** – Dr. Andy Goodwin
Practices that keep undesirable plants, fish, mollusks, parasites, and viruses off your farm and out of your product.
- 15 minutes **Break**
- 30 minutes **Ensuring that your product is sustainable**
Practices on farms in this region that minimize the effects of aquaculture on the environment.

Presentation

- 60 minutes **Demonstrating that your product is safe and sustainable/Visitors to your farm** – Dr. Nathan Stone
Enhance your status by showing that your compliance with current regulations is proof that your farm exceeds the standards set by stringent third party certification programs. What visitors see can be more influential than what is said
- 60 minutes **Lunch** – Linda O'Dierno
Negative press and the need to be proactive

Promotion

- 45 minutes **Answering the hard questions** – Linda O'Dierno
Promoting US aquaculture by providing the real answers to difficult questions about safety, sustainability, and farm practices.

Press

- 45 minutes **Sharing the good news** – Linda O'Dierno
Working with the press, prospective buyers, environmental organizations, and local decision makers to help them understand the important role that US aquaculture plays in ensuring the sustainability of our aquatic resources, protecting the environment, meeting America's need for a high quality food supply and helping grow the economy.
- 30 minutes **Roundtable Discussion and Program Evaluation**