



Global Conference on Aquaculture 2010

Farming the waters for People and Food

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 **Global Conference
on
Aquaculture 2010**

Recommendations & Conclusions
Thematic IV:
**Responding to market requirements
and challenges: making aquaculture
a competitive food producing sector**

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Expert Panel Presentation IV.1

**Facilitating Market Access for Producers:
addressing market access requirements,
evolving consumer needs, and trends in
product development and distribution**

By Audun Lem and Jonathan Banks



Expert Panel IV.1 Recommendations

1. Governments should promote integration of the small-scale aquaculture sector into the globalized market economy and increase its competitiveness by facilitating sectoral cooperation, collaboration and sharing of experience, including their ability to benefit from economies of scale in purchasing, processing, certification and marketing.



Expert Panel IV.1 Recommendations

2. With a growing share of seafood consumption being represented by aquaculture production, the aquaculture sector will increasingly influence price formation, production and market development in the overall fisheries sector. This will present opportunities to producers, but in order to be successful, companies will need to analyze, interpret and adapt to changes in customer and consumer needs.

To this purpose, policy makers are encouraged to promote transparency with improved data collection and dissemination throughout the value chain.



Expert Panel Presentation IV.2

Consumer assurance: market based quality schemes, certification and traceability, eco-labelling, retailer specifications

By I. Karunasagar and L. Ababouch



Expert Panel IV.2 Recommendations

1. Strengthen the capacity of developing countries to meet codex standards and guidelines. This may reduce some of the drivers for further proliferation of private standards.
2. There is a need for dialogue between private and public standard setting bodies. Private standard setting bodies should be encouraged to participate in the codex process and harmonize their standards with codex standards.



Expert Panel IV.2 Recommendations

3. Technical and scientific capacity of developing countries to demonstrate equivalence of their food safety management systems with market based requirements.
4. There should be increased stakeholder participation, particularly of small producers and small food business operators in the process of development of market-based standards.



Expert Panel IV.2 Recommendations

5. Private standard setting bodies should ensure proper distribution of benefits among the various stakeholders in the supply chain.



Expert Panel Presentation IV.3

Organic Aquaculture: the Future of Expanding Niche Markets

by

Dr. Mark Prein & Dr. Stefan Bergleiter



Expert Panel Presentation IV.3 Recommendations

- Increase in efficiency of value chains
- Feed bottleneck: contract farming of ingredients
- Conduct workshop with stakeholders to address “feed bottleneck” problem
- Joint ventures: retailers to producers
- Education of consumers

Expert Panel Presentation IV.3 Recommendations

- **Policy support by national programs**
- **Benchmarking vs. Harmonization**
- **Merging of “Fair Trade” and “Organic”**
- **Applied R&D and demonstration facilities**
- **Establish microinsurance schemes**

