

Successful Aquaculture

The rearing of aquatic plants and animals under sustainable conditions that yield profitable returns.

Aquaculture products are sold as:

- Food, Food Additives, Clothing
- Stock enhancement, Research, Mitigation and Sport species
- Ornamental Species



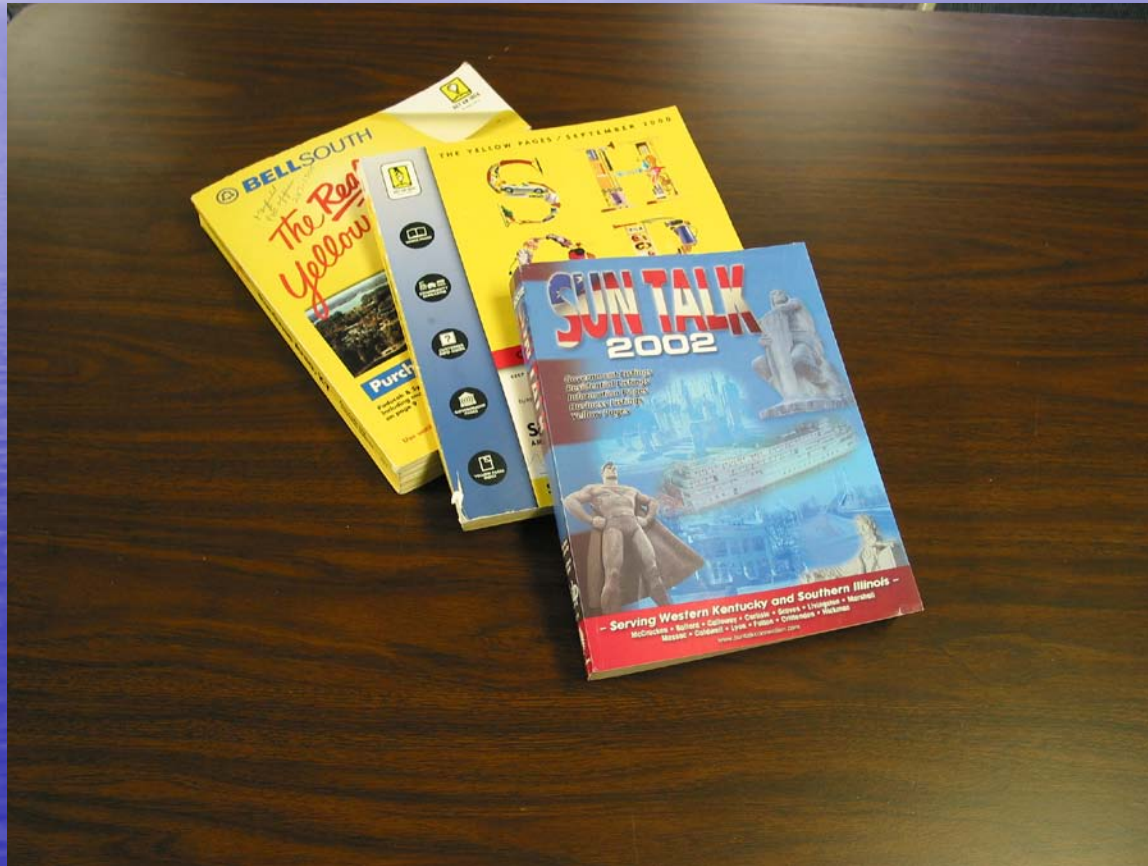
Grow only what you can sell!

- What species can you sell?
- To whom will you sell it?
- When do they want it?
- How do they want it?
- Where are they located?
- How does it get there?
- How much?
- How often?

Develop a business and marketing plan



This is not a marketing study!



Do a good marketing study or
have someone do it for you!



What are your natural resources?

Water supply

- Good water quality?
- Enough volume?
- Year round supply?
- Affordable access?



Land Resources: Do you own or have access to suitable land?

- Marine?
- Freshwater?
- Permits?
- Buy?
- Lease?

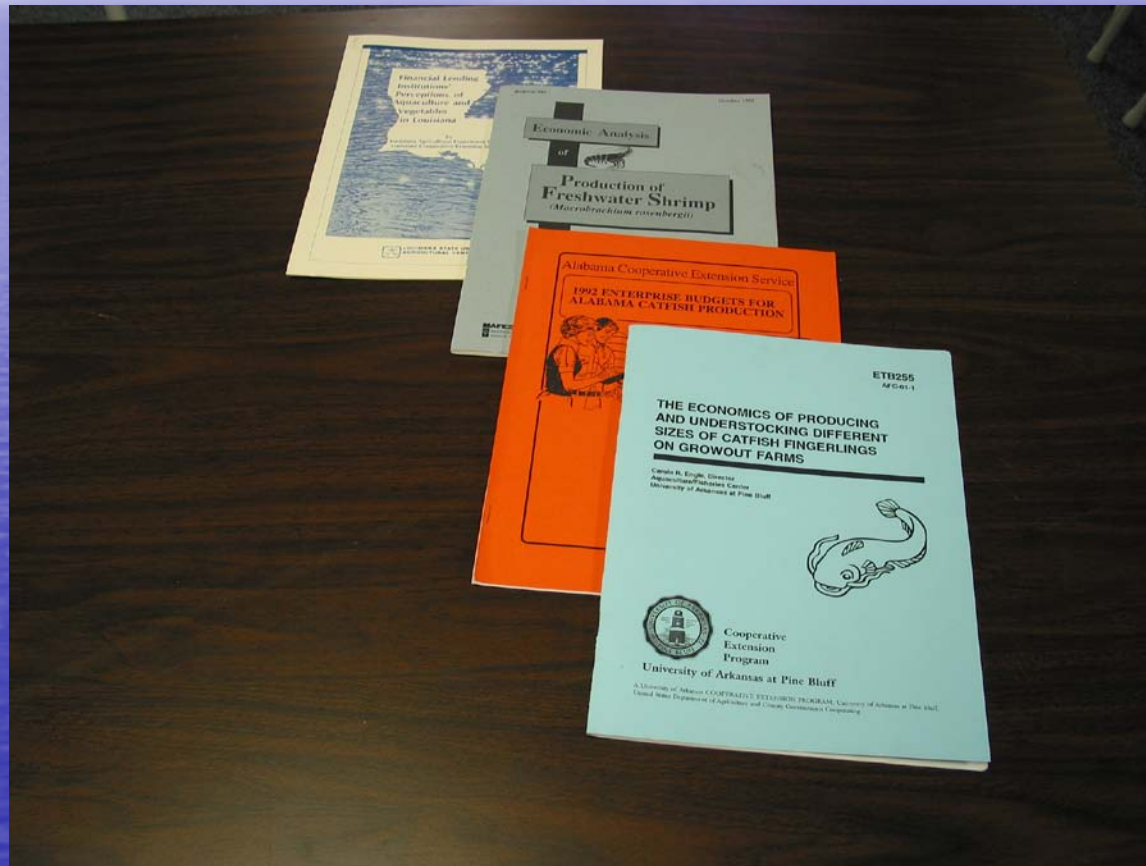


Capital Resources?

- Deep pockets?
- Grants?
- Venture capital?
- Stock holders?
- Alternative investments?
- Delayed return on investment?



Develop an enterprise budget for your proposed operation



Scale of operation?

- Subsistence
- Small scale
- Medium scale
- Large scale



Start out small and gain experience!



Personal Resources: What do you bring to the table?

- People skills?
- Sales experience?
- Accountant?
- Mechanic?
- Biologist?
- Equipment operator?
- Food processor?
- Laborer?



If you do not have all of these skills: Hire people that do!



Will you, could you, should you handle the following situations ?

- Bad weather
- Long and odd hours
- Uncertain cash flow
- Uncertain markets
- Physical labor
- Repair machinery
- Maintain machinery
- Manage employees



There is no substitute for doing
your homework!

Contact the following:

- Visit operations and speak to owners
- Excavators and contractors
- Public technical and marketing agencies
- Regulatory personnel
- Internet sources
- Most of these are free resources!

You will have to provide an honest assessment and answers to:

- Yourself
- Your family
- Your employees
- Your bankers
- Your investors
- Your grant providers



Understand your regulatory environment – laws and permits

- Propagation
- Transportation
- Legal species?
- Wetland issues
- Water withdrawal
- Water discharge
- Fish and game laws
- Flood plain issues
- Archeological sites
- Site development
- Coastal zone issues
- Predatory birds laws
- FDA drug use
- Food safety regs.

You Must learn to market your products and manage water quality!



Headaches!

- Not enough capital
- Reliable labor
- Low prices received
- Bad or unstable weather
- High feed prices
- Volatile markets
- Lack of infrastructure
- Predators
- Poachers
- Conflicting uses
- Pollutants
- Competition
- Diseases

I can teach a business person how to grow fish. However, it is very difficult to teach a fish grower how to conduct business.

Advantages!

- Maintain farming lifestyle
- Increasing world demand for aquaculture products
- Producing environmentally friendly crops
- Potential for self employment



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