

Global Growth Strategies for BC Seafood, Aquaculture & Agrifood Products Workshop



- Defining Growth
- Defining Seafood
- Defining the Opportunity
- Setting Goals and Objectives

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Defining Growth

- **Bottom line**
 - increase revenue
 - reduce cost

- **Top line**
 - increase value
 - increase volume

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- **Defining Seafood**

- Wild caught
- Aquaculture

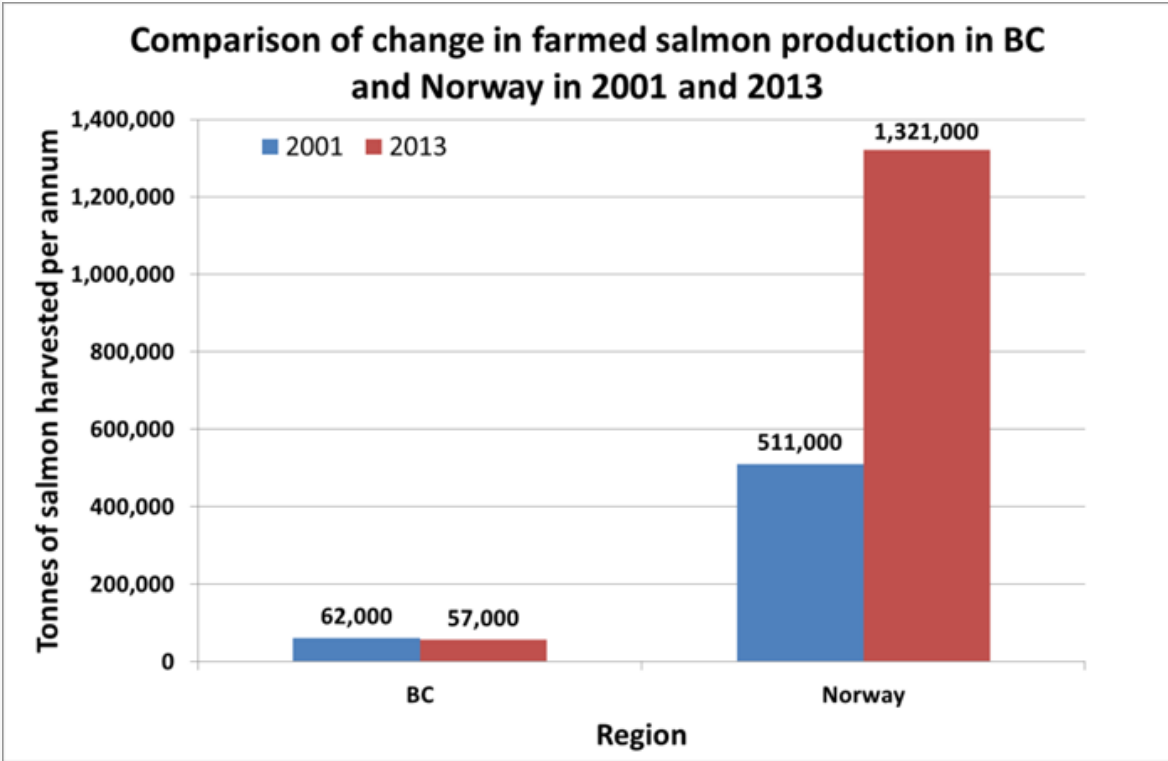
- Processed
- Ingredients
- Consumer products

- Cosmetics
- Supplements / nutraceuticals

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- Defining the Opportunity – salmon



159% growth in Norway – why??

Because of insatiable demand!

1. Rapidly expanding middle class
2. Increased awareness of the importance of seafood in our diet
3. Inability of wild fisheries to fill the gap

Looking ahead – what will change?

There will be 3 billion more middle class people on our planet by 2030:

There will be increasing demand

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- **Setting Goals and Objectives – salmon aquaculture**
- **BCSFA Vision:**

Our farmers set the world standard for responsible fish farming, enabling British Columbia to be a major supplier of healthy seafood
- **BCSFA Mission:**

To promote opportunities for fish farming in BC by building public understanding and trust.
- **BCSFA Values:**

As an association, we value transparency, integrity and being proactive in our dealings with our members, the public and other stakeholders.

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- Setting Goals and Objectives – salmon aquaculture
- The Opportunity
- Increased production, jobs and economic activity:

	Within 5 years	Within 10 years	Within 15 years
Total production*	100,000	150,000	250,000
Total employment**	8,100	12,150	20,250
Economic activity**	\$1.4 billion	\$2.1 billion	\$3.5 billion

- Expanded opportunities for First Nations & rural coastal communities

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- **Setting Goals and Objectives – salmon aquaculture**

- **Barriers:**

Lack of Growth has made us less cost competitive – there should be clear agreed volume and value growth objectives for our sector in British Columbia

Increase security of tenure to attract investors to the sector – both Canadian and International

Create ‘service standards’ at Federal and Provincial levels – to ensure businesses can plan with confidence

Establish and Aquaculture Act for Canada