Directions:

Unit: Aquaculture

***Lesson: Group Exploration***

You and your friends have decided to start your own aquaculture production business but are unaware of where to start. You are lucky enough to have one friend that has paid attention in class and can provide some direction for a start.

She mentioned that to order an aquaculture product, you need to do a few things. First, identify companies (restaurants, distributors, institutional food services) and other potential outlets (farmers’ markets, direct-to-consumer sales). She found that the Food Industry Market Maker link on the AgMRC homepage helps a great deal, making this an easy exercise. Once the businesses and outlets have been targeted, she recommended you identify the name of the key person in that organization to whom you hope to sell the product. This person is a decision- maker. If it is a restaurant, it may be the chef and not the owner, or, both may be important in you sales call.

From here you will have to sell your product to this individual. Aquaculture production can be a competitive environment, and you will have to be able to explain why your product is so much better than anyone else’s. One way to do this is to explain how you have added value to your product. This could be through targeted marketing, labeling, or anything else identified on the AgMRC website.

Your group’s assignment is to identify what aquaculture commodity you would like to produce. Then identify companies and other potential outlets for this product using the Food Industry Marker Maker link found on the AgMRC homepage. Finally, your group will create a 5 to 10 minute presentation that entirely outlines your product as well as how you plan on incorporating value added aspects.