INNOVATION IN AQUACULTURE

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New Product Development

• Customer needs
• Market
• Personnel
• Investment
• Relationship to existing business
• Timing
Assumptions for Australian Aquaculture

• Need to commercialise new species
• The process is achievable
• An organisation can do it
• A species is available
The Australian production pattern

- Globally established species
- Scope for expansion of all farmed species
- Slow addition of new species to culture
Target species

• Royal Atlantic salmon
• Barramundi
• Snapper
• Striped trumpeter
• Greenback flounder
The Industrialisation of agriculture/aquaculture

• “Production agriculture in the western world is now entering the last phase of industrialisation, that is the integration of each step in the food production system”
  Urban 1991
MODELS

- Pacific oysters
- Royal Atlantic Salmon
- Catfish