

# INNOVATION IN AQUACULTURE

David Otton

School of Aquaculture  
University of Tasmania

# 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**