



Welcoming Remarks

Wally Stevens

GAA



WALLY STEVENS

Executive Director

Global Aquaculture Alliance

As executive director of GAA, Wally Stevens has helped expand the global reach of GAA's Best Aquaculture Practices program.

The 35-year veteran of the seafood industry is a past president of Slade Gorton & Co., who helped establish the successful NFI Future Leaders program.



A Special Thank You: Our Co-Host



'5 Commandments' of Antitrust

- Do not talk prices—yours, others, or how you arrive at them
- If the topic of price arises, change the subject or leave
- Do not talk about customers with competitors
- Do not disparage the competition
- Do not do, say, or write anything you would not want repeated in court.



**Yesterday is history, tomorrow
is a mystery, and today is a gift.**

Eleanor Roosevelt



Do BAP Standards Make a Difference?

- Starting with shrimp, we are working with NEAQ to find whether BAP Standards make a difference in:
 - People's lives
 - The environment
 - Animal health



**New England
Aquarium**

Protecting the blue planet



The 5-Star Challenge

- **Keynote Speaker, Ole Norgaard's 2009 Challenge**
- **BAP Needs to Encompass Processing Plants, Farms, Hatcheries, Feed Mill, and (now) Feed Ingredients**
- **The Challenge is Being Met Today**



The 2020 Challenge

- **The Great Wealth Shift**
- **Formerly “Developing” Countries Will See the Growth of the New Middle Class**
- **And This New Middle Class Will Start Consuming More Seafood!**



Double in a Decade: The Wally Stevens Premise

- **At the present rate of consumption by both developed, developing, and “soon-to-be developed” countries, present aquaculture production will have to DOUBLE in a DECADE**
- **Are we ready for this?**
- **What do we need to do?**



How Do We Prepare?

- **What about site selection? SE Asia? Africa? Offshore in North America? South America?**
- **What new technologies will be needed?**
- **What about GMOs?**
- **Where will investment dollars come from?**



Big Questions Call for Big Solutions

- We are pleased to announce the International Leaders Program
- We are partnering in this effort with Diversified Business Communications
- Candidates will represent 3 regions (EU/UK, North/South America, and SE Asia)
- Industry, Academia, NGO Community



2011 Malaysian Budget

- **Agriculture**
- **"develop large-scale integrated aquaculture----that meet standards---RM252 million."**
- **"encourage farmers participation in---aquaculture---RM135 million."**

