

# Travis Larkin



## **Seafood Exchange United States**

Travis Larkin is president of Seafood Exchange, a seafood-importing and wholesale company based in Raleigh, North Carolina USA.

Previously, he handled shrimp procurement for Darden Restaurants until 1997.

Larkin is actively involved in GAA and the National Fisheries Institute, where he currently serves as chairman of its Nominating Committee and previously served on its Executive Committee.

He also served as president of the National Shrimp Industry Association.



# Closing Remarks

Travis Larkin

President, Seafood Exchange  
Raleigh, North Carolina, USA

# GOAL 2013

## “Join the Journey”

What have we learned on our  
journey together this week?

# First, that this is a beautiful city



# Five Major Challenges (+1)

1. Health and Disease Management



2. Feeds



3. Environmental/Social Accountability



4. Investment Capital



5. Market Support



6. Leadership

# Examples of Leadership in Our Community

- Responsible Aquaculture Foundation
  - Initially focused on Africa
    - Education
    - Training
    - Support
- Seafood Industry Research Foundation (SIRF)
- Seafood Nutrition Partnership



# Seafood is Essential Nutrition Solution



Eating 8 oz. of seafood a week reduces the risk of dying from heart disease by

**36%**

Source: [JAMA](#)



Moms-to-be that eat 8 to 12 oz. of seafood a week have

**better outcome  
for baby brain and  
eye health**

Source: [JAND](#)



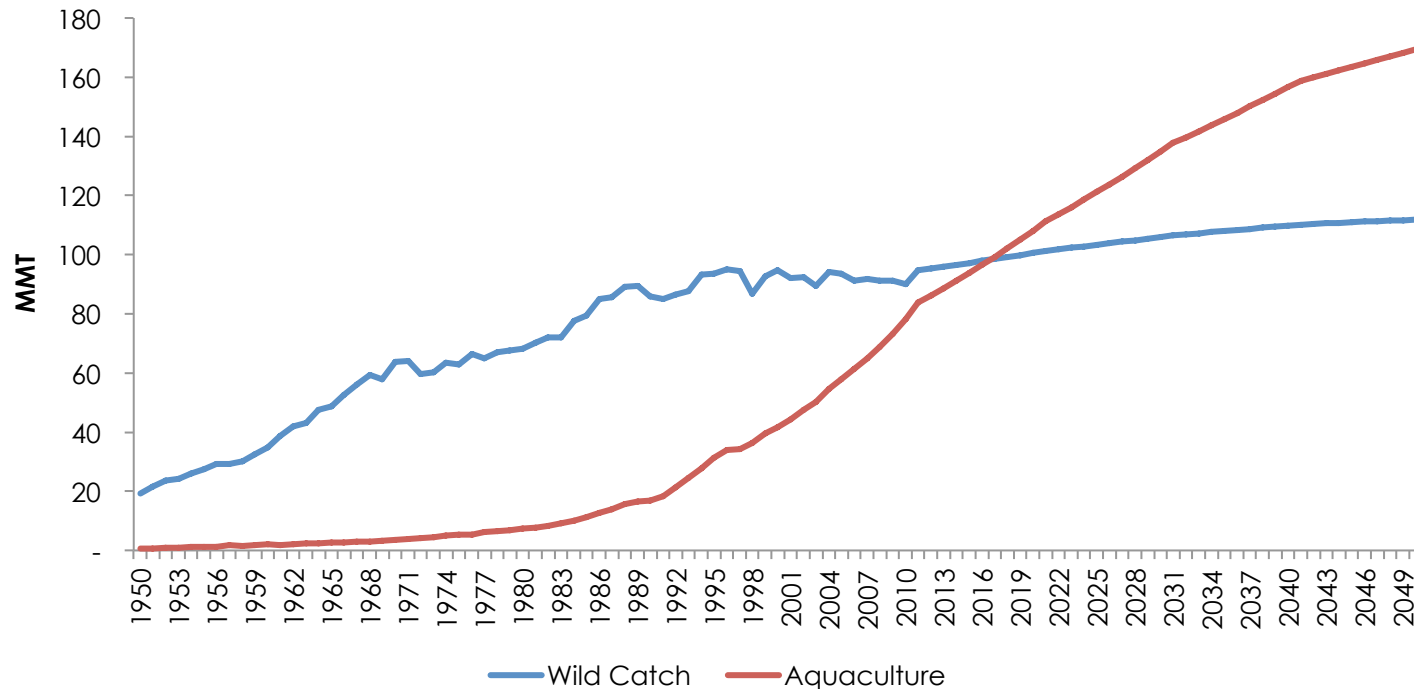
Older adults who had the highest blood levels of the fatty acids found in fish lived, on average

**2.2 years  
longer**

Source: [Annals of Internal Medicine](#)

# Projected seafood consumption by source through 2050

Source: FAO, HighQuest Analysis



HQP estimate based on linear growth rate (1980-2011) of production for wild catch(1.0%) and aquaculture(8.1%):

- 2013 - 2021 at historical growth rate
- 2022 - 2031 at 75% of historical growth rate
- 2032 - 2041 at 50% of historical growth rate
- 2042 - 2050 at 25% of historical growth rate



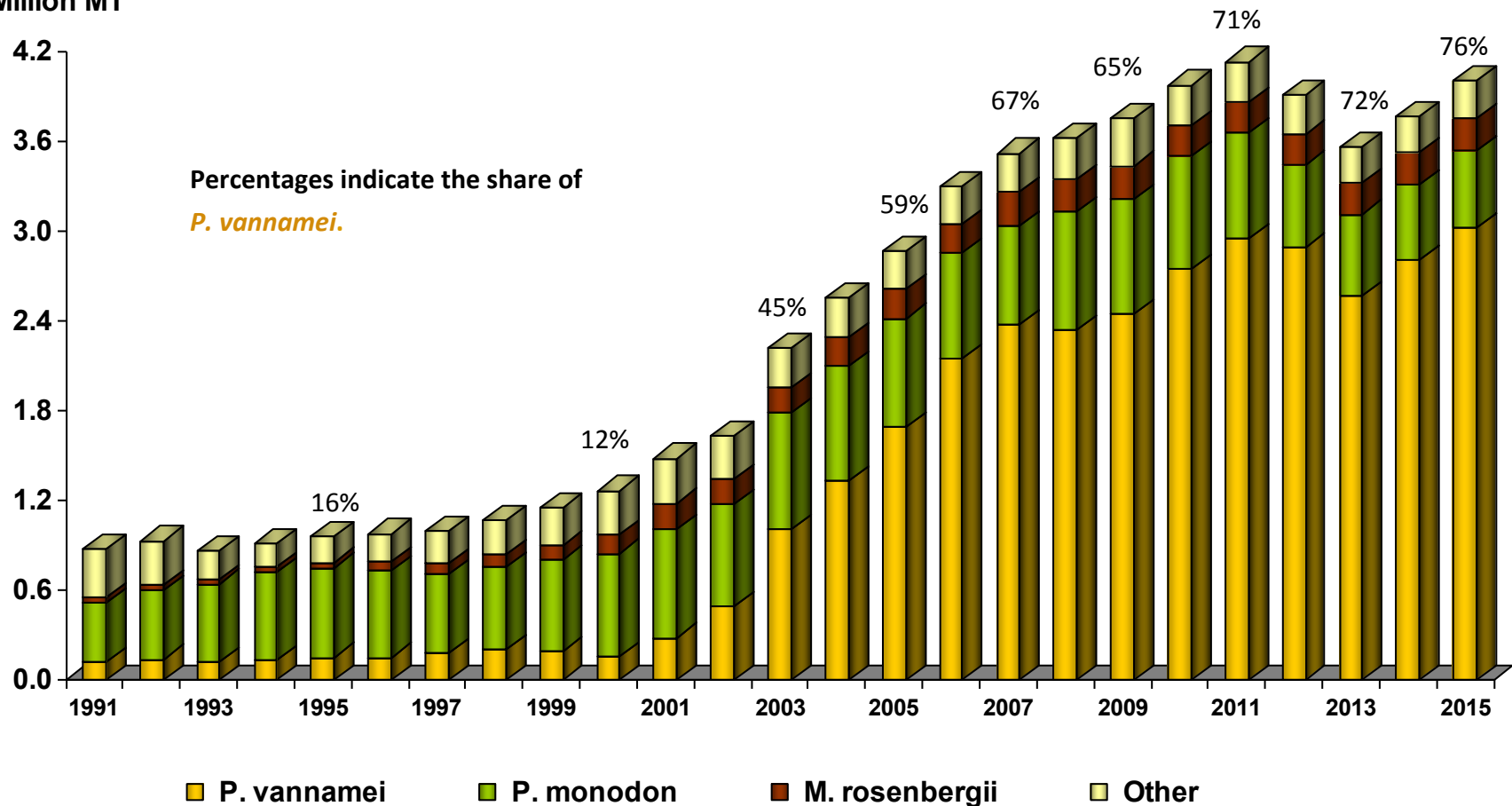
# Insights from Ole-Eirik Lerøy

- By 2030: Additional 40 million MT of aquatic food needed
- We have a great story to tell!
  - Time for transparency and a straight telling of our story...Remember doctors and “internet patients.”
  - Blue is the new green!

# World Shrimp Aquaculture by Species: 1991-2015

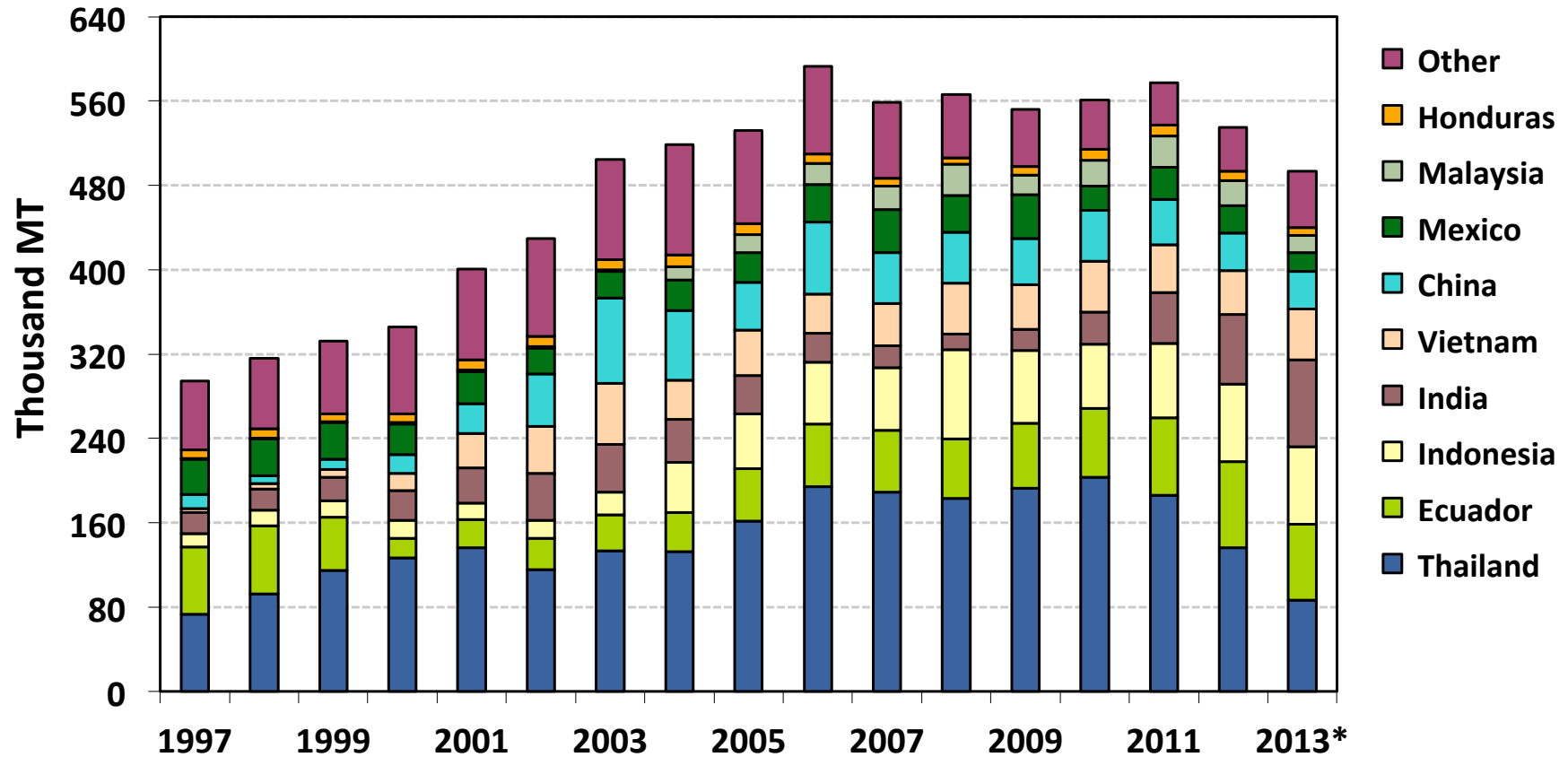
## *EMS takes a bite out of supply*

Million MT



Sources: FAO (2013) for 1991-2011; GOAL (2013) for 2012-2015.

# U.S. Shrimp Imports Down Over 15% Since 2011



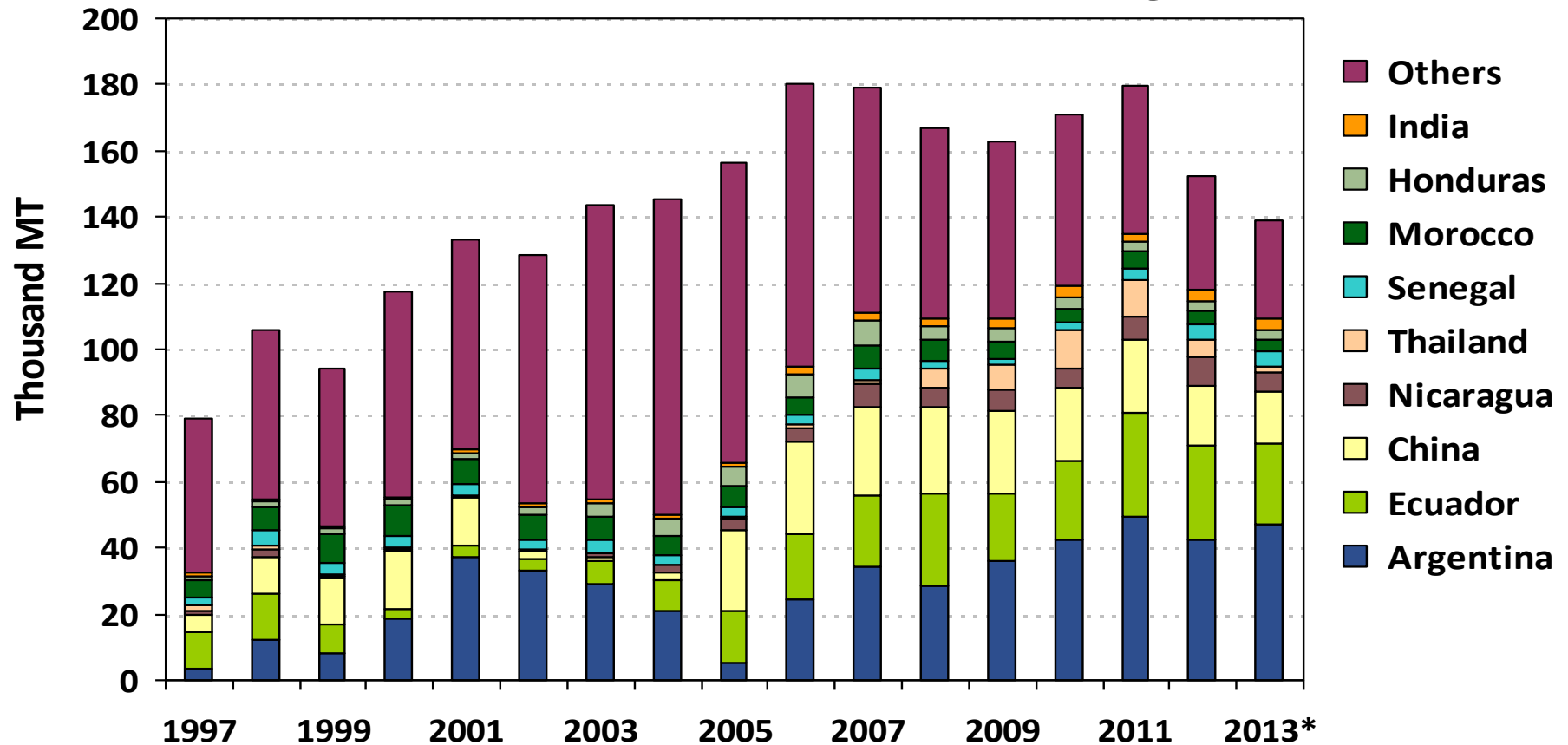
After peaking in 2010 at 203,000 tons, imports from Thailand declined in 2011 and 2012 and are expected to fall even further in 2013 to around 90,000 tons. Ecuador, Indonesia, and India are picking up some of the slack. Imports from Mexico have also fallen.

Source: USDC/NMFS (2013)

\* Estimate

# Spanish Shrimp Imports Down 22% since 2011

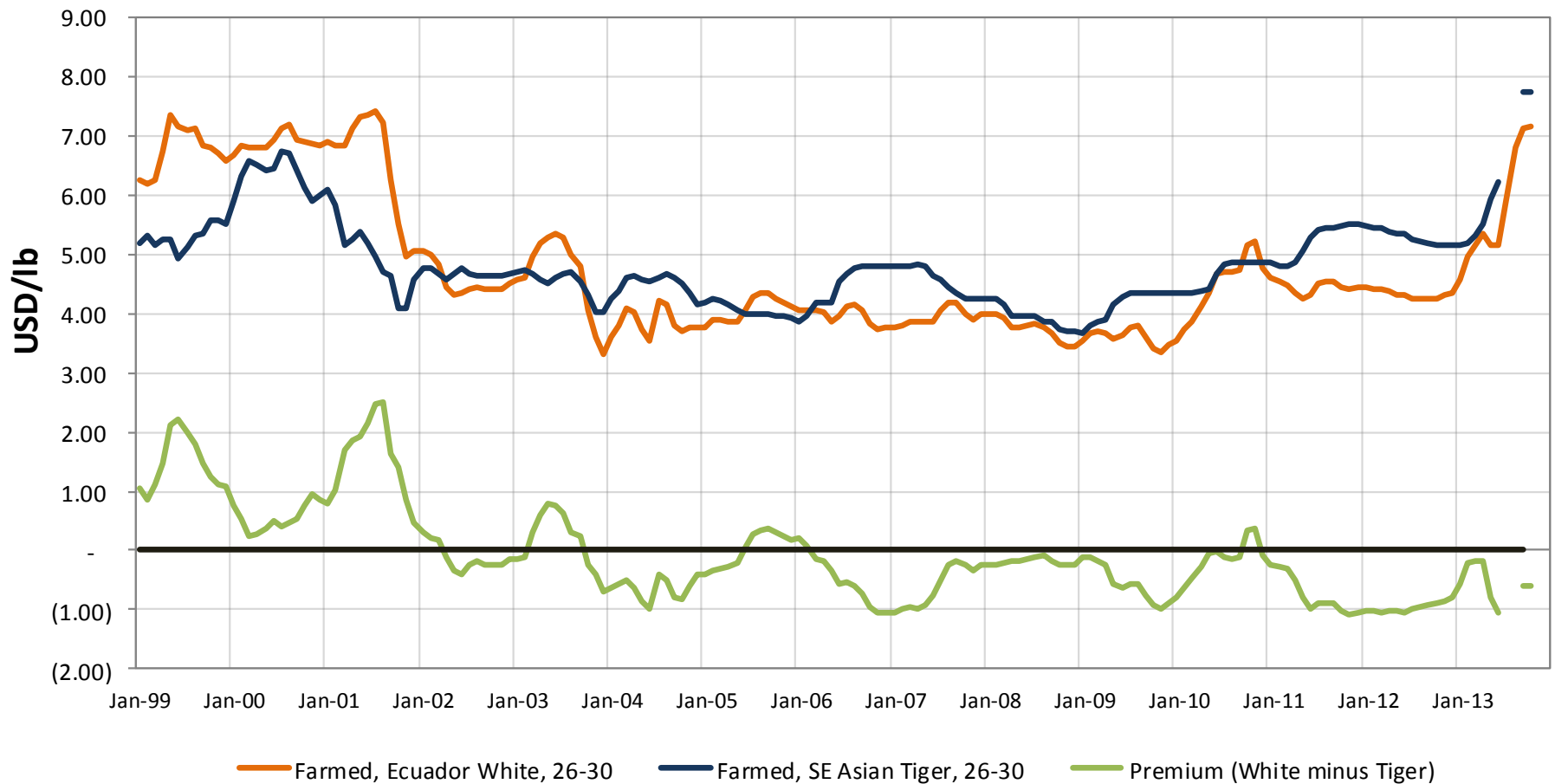
*First a weak economy, now high prices*



Reflecting the difficult economic conditions in the country, the Spanish market contracted substantially in 2012 and is expected to contract even further in 2013 (-20% relative to 2011). Argentina and Ecuador currently supply around 50% of the market.

# Prices Rising Sharply

## *P. monodon* vs. *P. vannamei* (U.S. Wholesale)



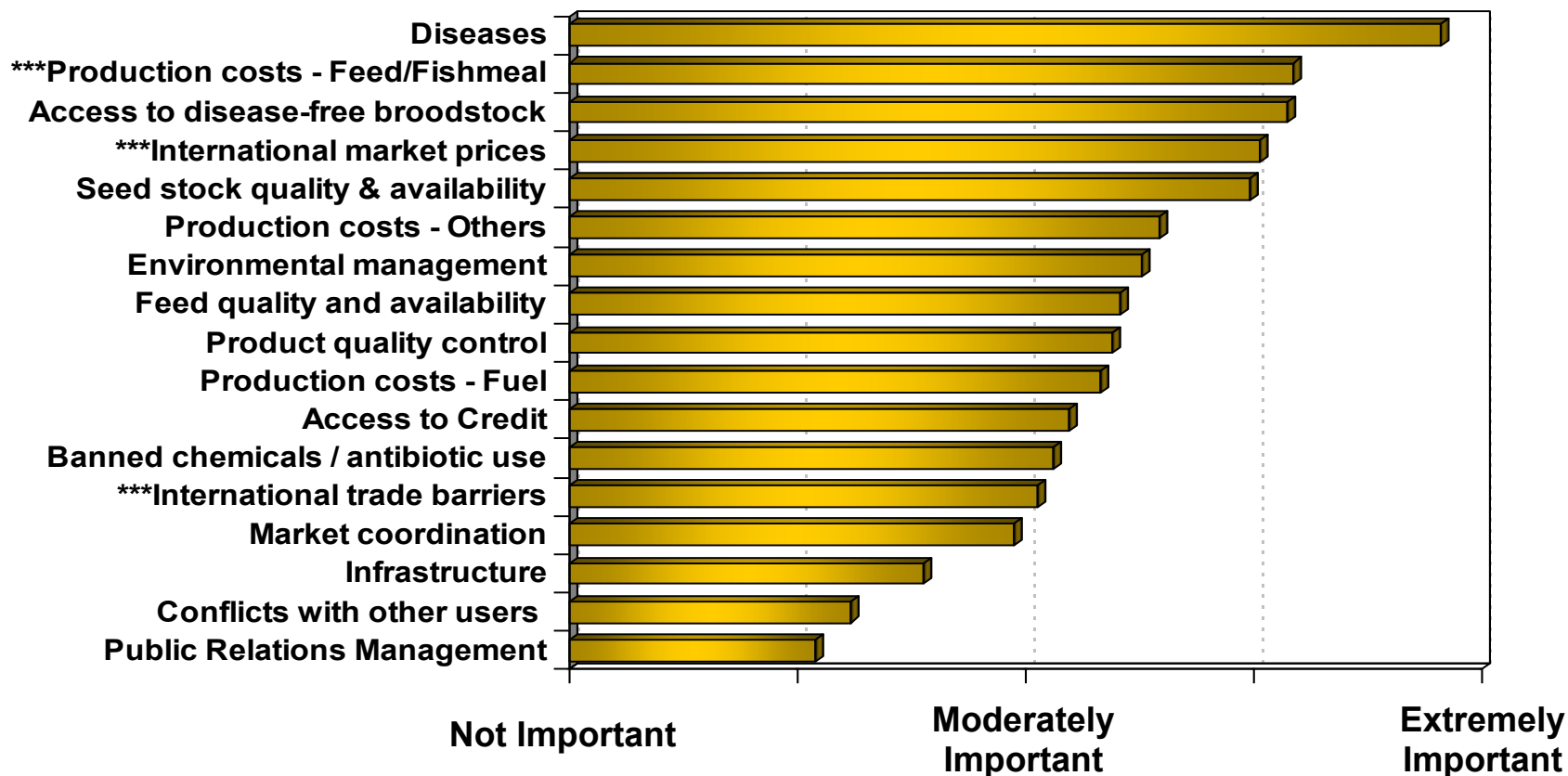
Wholesale shrimp prices have been rising since 2010 but increased sharply during 2013, reflecting the reduced availability of imported shrimp in the U.S. market as a result of EMS/AHPNS.



# GOAL 2013 Survey

## Issues & Challenges in Shrimp Aquaculture

### All Countries



Asterisk indicates a Top 3 issue in GOAL 2007 Survey

# EMS: “It’s Complicated”

- Robins McIntosh

## A Perfect Killer???

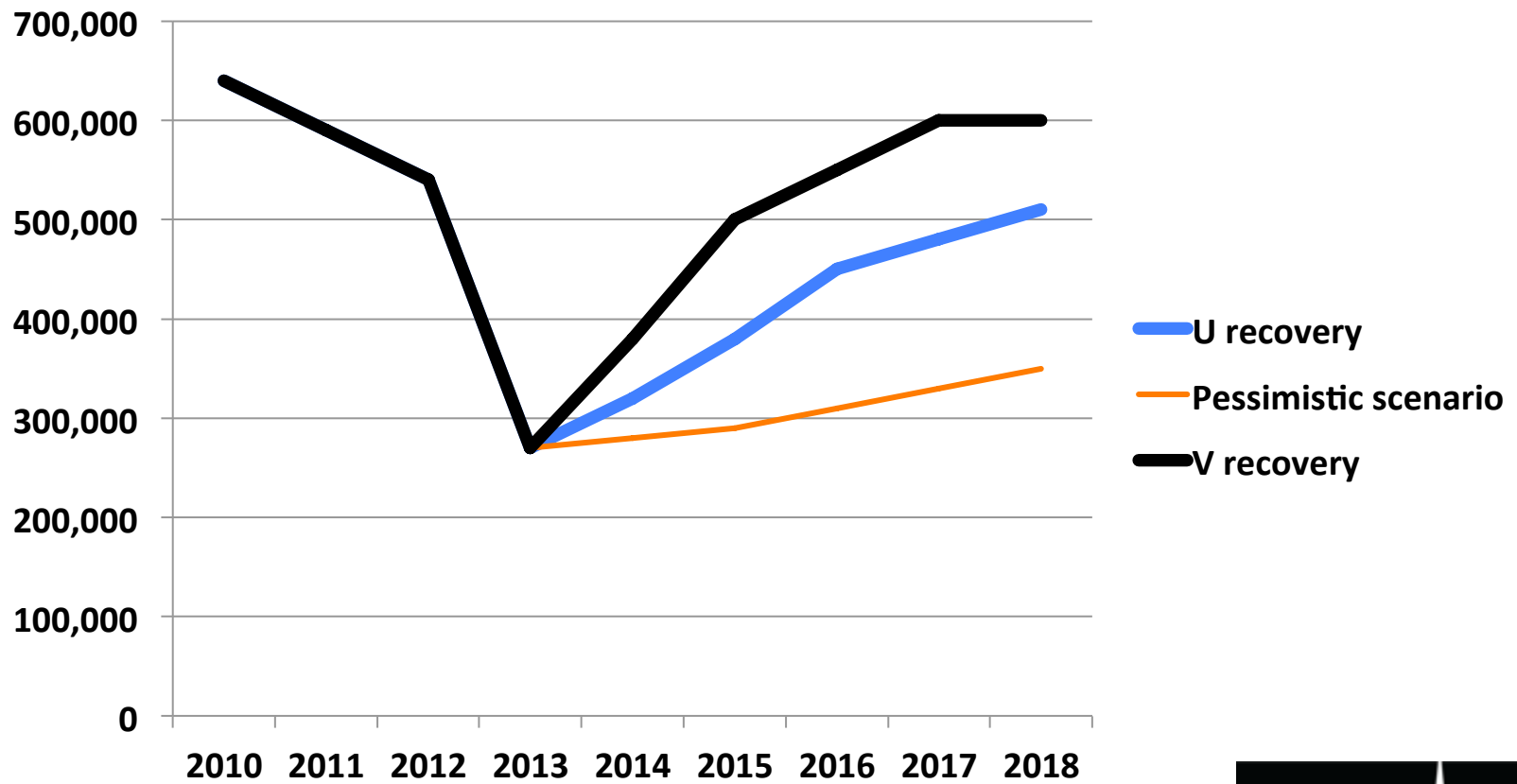
- It grows extremely fast (competitive).
- It is a colonizer (very sticky).
- It produces a potent toxin.
- Quorum Sensing (coordination of activity).



# Market Impacts of EMS

1. Trade flow shift from West to East (China a key new net importer)
2. Demand contraction to accelerate in the west
3. Lack of quality information available to the public

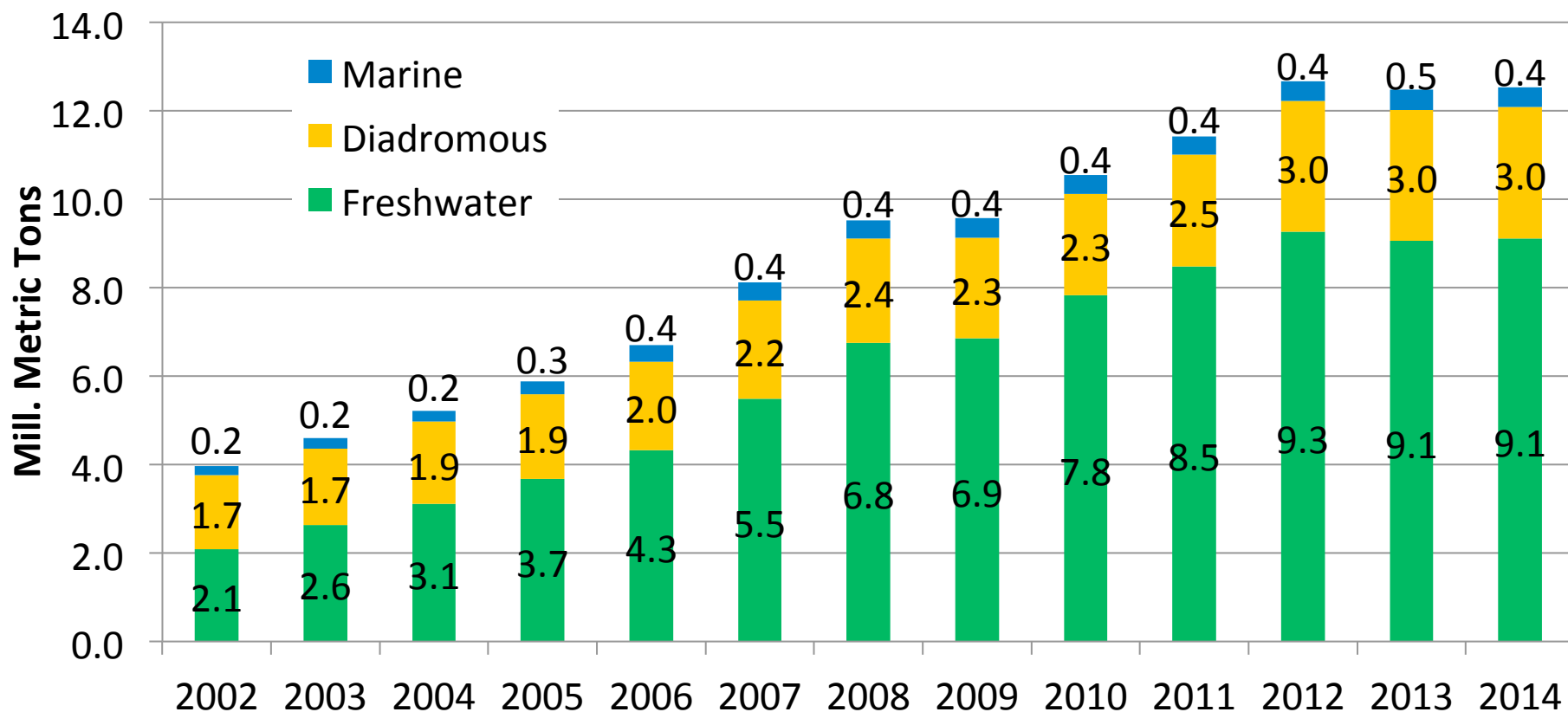
# Thailand's Recovery Scenarios



# Aquaculture Fish

- Production expected stable or down for 2013 and 2014
- Double in a decade? Yes for some species from 2003 to 2013, but slower growth rates now
- Growth trend declining in general

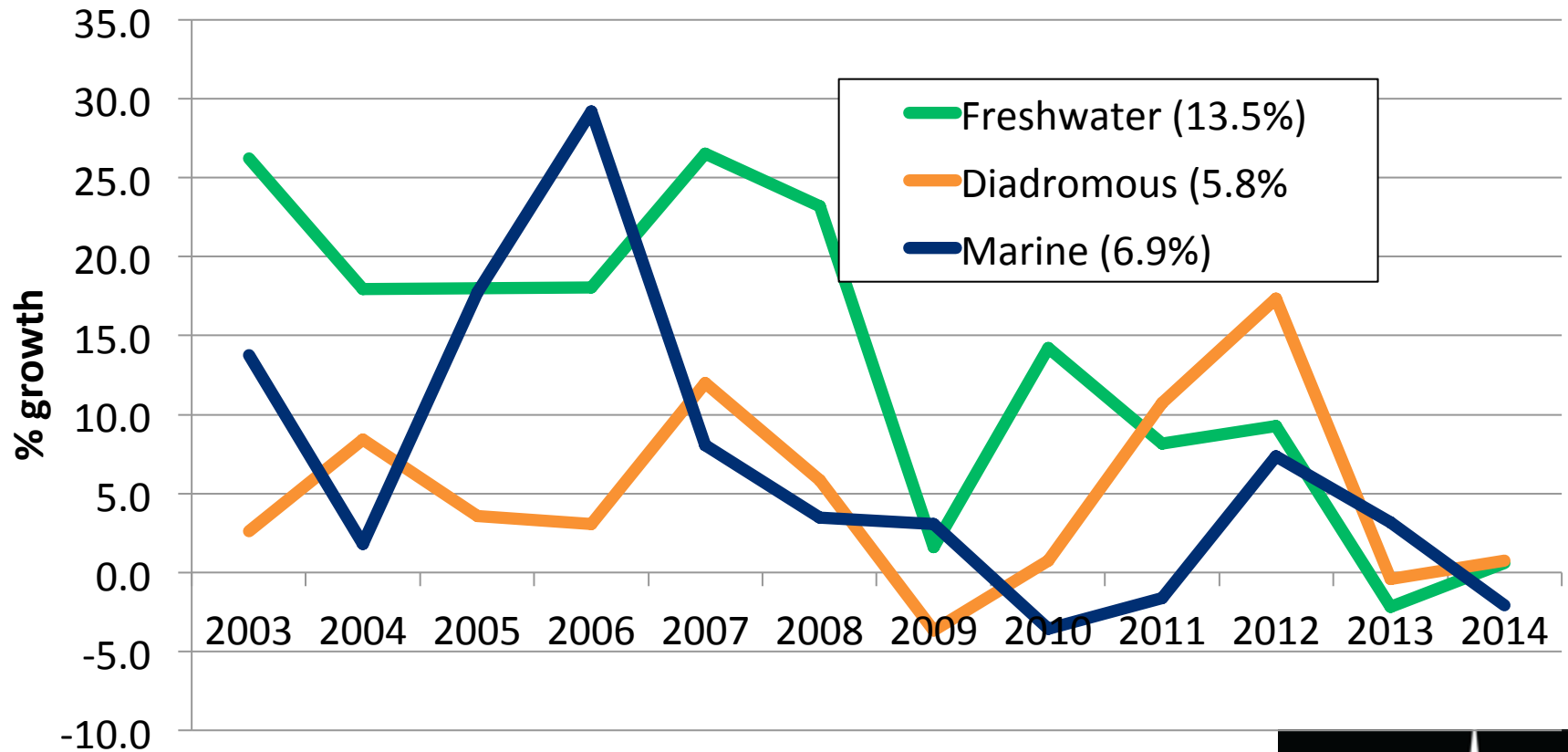
# Production of Surveyed Species Excl. Carp in China 2002-2014



# Growth Rates by Species Groups

## excl. Carp in China

(2003-2013 average growth rate in parenthesis)



# New Opportunities: Arabian Peninsula

- Ample coastline and superb waters, governments beginning to offer support
- Opportunities for partners with technical expertise and capital to invest
- Jim Greenberg: “Don’t lump all these countries together.”

# New Opportunities: Africa

- Positives: Favorable conditions, thousands of km of coastline, growing domestic markets
- Constraints: Limited growth capital and lack of political will/systematic approach for aquaculture
- Intl. Finance Corp: Looking for sponsors with “deep experience and strong track record”



# Feed Sustainability:

## Where to get protein for feed?

- 70-80% of global supplies of fish meal and fish oil currently used in aqua feeds
- Alternatives to fish protein needed: Soy protein forecast to supply one-half of global aqua feed requirements by 2020

# Emerging Protein Sources...

## Time to Get Creative!

2

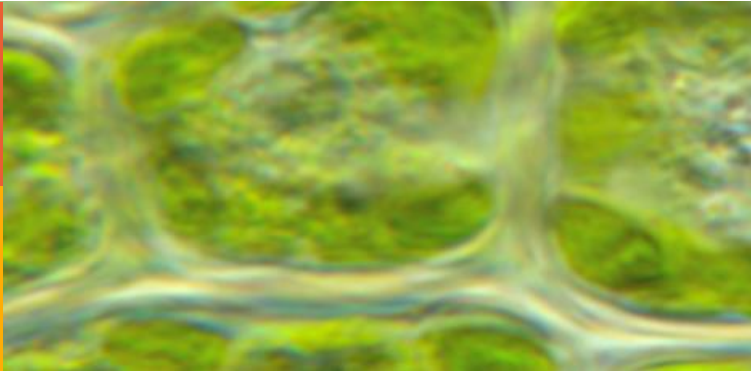
3



Insects

2

3



Algae

4



Krill

# Fish Meal Challenge: Standards

Example (from Sustainable Fisheries Partnership):

- Standards established in western countries to suit known production systems *may not work elsewhere*.
- Asia is the engine room of world aquaculture production with a huge demand for fish meal. It needs systems that work *there*.





← Tropical Asian purse seine catch: 40+ species, including benthic species lured by FADs and/or lights (not all species may go to fish meal). **Trawl is even more diverse.**



← Purse seine catch in Panama

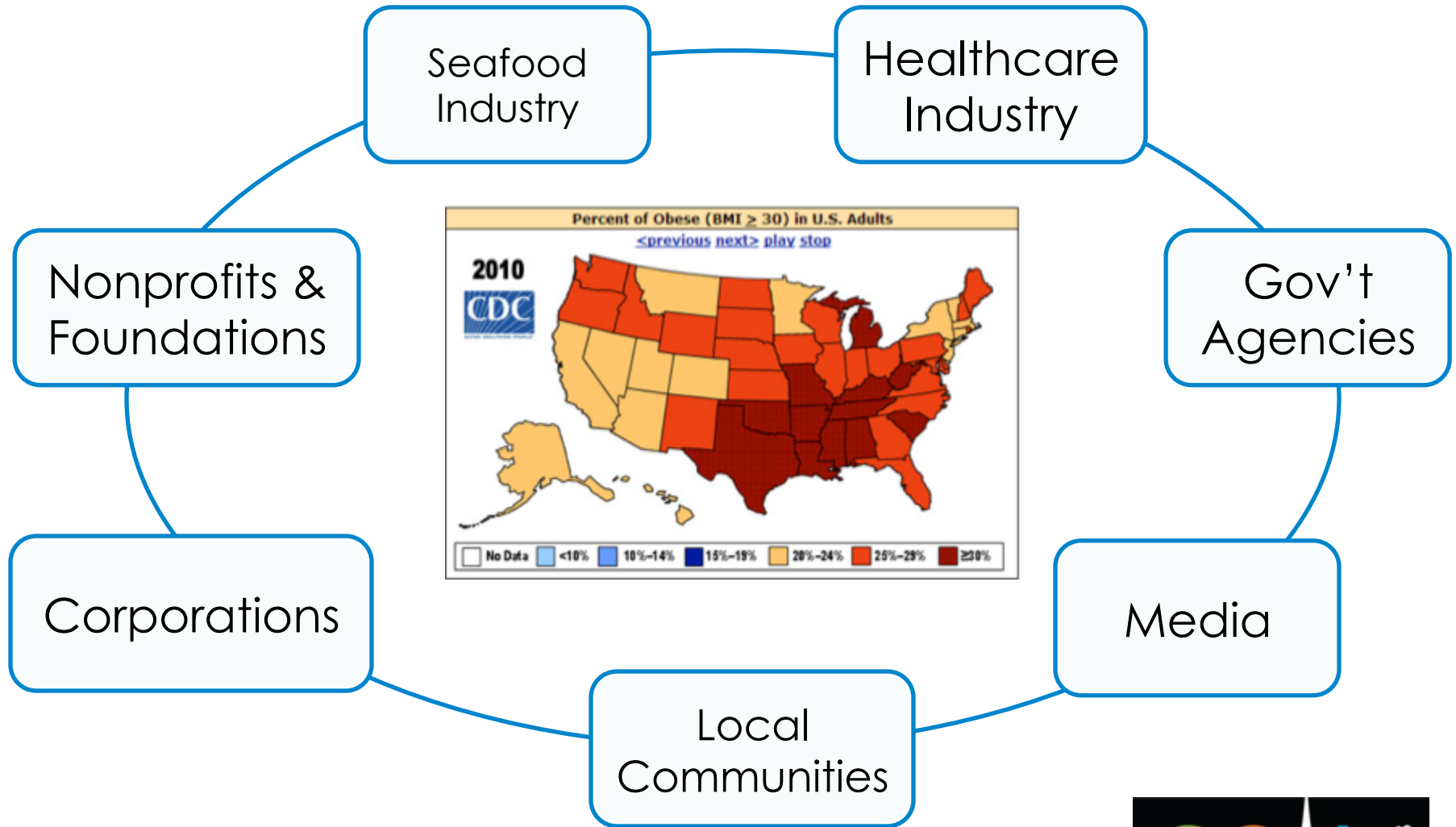
# Standards Challenges (cont.)

- In this case traceability is very difficult—if not impossible—and further complicated by species diversity.
- Solution:
  - Accept that “one size does *not* fit all” in standards development.
  - Diverse stakeholders must work together for improvements that work for *that* producer community.

# Wrapping Up: Today's Issues

- Carl-Christian Schmidt: “Green Growth and Implications for Fisheries and Aquaculture”
- Health and Nutrition: Seafood Nutrition Partnership
- Retail and Foodservice Panels

# Health and Nutrition: Addressing Public Health Crisis through Public-Private Partnerships





# Doubling Consumption: Seafood Nutrition Partnership

Year 1



Feb. Heart  
Health Month

Year 2



Feb. Heart  
Health Month

Year 3



Feb. Heart  
Health Month

A. Provide Seafood Nutrition Education. Strategy: Partner w/ Health Influencers



B. Shape the American Palate. Strategy: Partner w/ Tastemakers



C. Inspire a Healthier America



# In Summary: We have work to do

1. Health and Disease Management



2. Feeds



3. Environmental/Social Accountability



4. Investment Capital



5. Market Support



6. Leadership

See you in Vietnam for  
GOAL 2014!

