

# Building Confidence in Aquaculture: Thoughts on the Future in the Pecha Kucha Style

- **SUNIL KADRI**, AQUAINNOVATION
- **MATT THOMPSON**, NEW ENGLAND AQUARIUM
- **ROBERT JONES**, THE NATURE CONSERVANCY
- **ISAAC FRAYND**, AQUA-SPARK
- **JENNIFER BUSHMAN**, ROUTE TO MARKET
- **SCOTT WILLIAMS**, BJ'S WHOLESALE CLUB



# Jennifer Bushman

Jennifer is a respected consultant, communicator, marketer and strategist. She has worked with brands such as Verlasso, Dole, Kraft, Unilever, Eggland's Best, Lactaid and Cattleman's Collection as well as with the sustainable food community. She has been recognized by the James Beard Foundation and International Association of Culinary Professionals and has authored the best-selling Kitchen Coach cookbook series, Come See Sparks Fly and Sea Change.

PRINCIPAL  
ROUTE TO  
MARKET

Jamie Mitchell  
10X Big Wave World Champion Paddle Boarder and Surfer



**JOURNEY OF THE**  
WATERMAN





The G.O.A.T

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WATERMAN





Fish out of Water  
Puerto Monte, Chile

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WATERMAN





*Melinka, Chile*



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Verlasso Salmon

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Lake General Carrera, Chile

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Pacifico Aquaculture  
*Islas de Todos Santos, Ensenada, Mexico*



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Swimming with the Fish

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WSL Pipemasters  
North Shore, Oahu, HI



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Fish out of Water  
Seafood Expo of North America, Boston, MA



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Private Press Dinner host by Lance Armstrong  
Aspen, CO

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**WATERMAN**





986,000 downloads of the film

40,000,000 impressions on the campaign

1 Surfer standing tall as a convinced and authentic advocate of sustainable aquaculture

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