

**INVESTING IN AQUACULTURE: OPPORTUNITIES AND CHALLENGES FOR
THE FARMER?**

*What are the major takeaways for the investor/operator that
can facilitate growth of the industry and related markets*

Let's Hear Your Thoughts on:

- What opportunity did you learn/hear about during the workshop that you are most excited about and why?
- How do you see taking advantage of it?



OPPORTUNITY

Let's Hear Your Thoughts on:

- What aspects of Oregon's aquaculture industry do you now have increased confidence about and what has caused that shift?
- What actions might you take as a result?



Let's Hear Your Thoughts on:

- Who do you see as key supporters/partners in increasing investment in Oregon's aquaculture industry?
- What are your plans for approaching them in the future?

Let's Hear Your Thoughts on:

- Who do you consider the key detractors/barriers to increasing investment?
- What messages would you like to share with them?
- Who do you think is the appropriate messenger?

Let's Hear Your Thoughts on:

- If you had a crystal ball, how do you see aquaculture in Oregon and the Pacific Northwest in 50 years?



Let's Hear Your Thoughts on:

- After this workshop, do you have more, less or the same level of confidence that increased investment in aquaculture will happen?



What Else Is On Your Minds?

- Take a Stretch Break

INVESTING IN AQUACULTURE: OPPORTUNITIES AND CHALLENGES FOR **GOVERNMENT**

With a growing need for more seafood, how can agencies/institutions address this need, support their constituencies, and promote 21st Century aquaculture development?

Let's Hear Your Thoughts on:

- What idea/concept/aha do you find yourself more willing (or even excited) to take back to your colleagues and leadership to better support Oregon aquaculture?



Let's Hear Your Thoughts on:

- What barrier, challenge, gap, misperception do you see your agency/institution taking on?
- When do you see taking it on?
- What other agencies need to be involved to make change happen?

Let's Hear Your Thoughts on:

- What policy, regulation, rule, or process do you now have more clarity about how to modify to better support investment in aquaculture?

Let's Hear Your Thoughts on:

- What new or different communication do you now envision having with specific constituencies as a result of what you've learned and discussed at this workshop?



Let's Hear Your Thoughts on:

- In your organization's crystal ball, what improvements in investment in Oregon aquaculture industry do you see in 1 year, 3 to 5 years, and over the long haul and why?



What Else Is On Your Minds?

- Now to Concluding Remarks by Randy Bentz, OAA

ROUNDTABLE ON AQUACULTURE PERCEPTIONS

An examination of “good” versus “bad” aquaculture and how these perceptions affect the growth of the sector

PURPOSE

1. Explore perceptions and get a sense of *Is this True?*
2. Examine impacts of perceptions on investment in aquaculture in Oregon and PNW and try to answer the question: *Can we change or mitigate for differences of perception?*
3. Start to outline a strategic pathway to a positive future for investment in acknowledgement of perception challenges

SHARING EXPERIENCES AND PERCEPTIONS

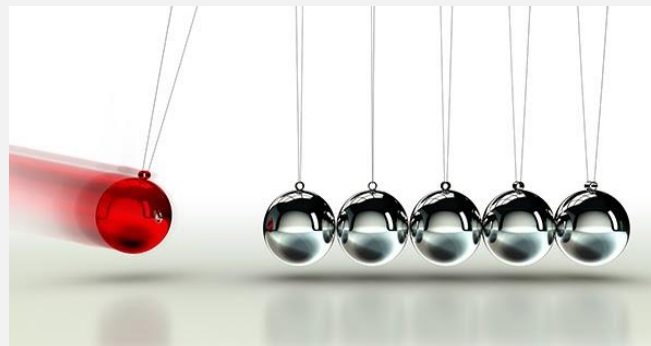
Round Robin sharing

2 minutes each please



SO, IS IT TRUE THAT THIS PERCEPTION DIFFERENCE EXISTS?

- Strength/degree of difference?
- Level of concern about impact?
- What are the key impacts you see on investment in aquaculture?



OVER BREAK-

Think about:

- Can we work to change perception, mitigate impacts of perception?
- How?

Let's Hear Your Thoughts on:

- Can we work to change perception, mitigate impacts of perception?
- How?

A STRATEGIC PATHWAY SUGGESTION

- What are alternative approaches for moving forward?
- What elements need to be in any strategic pathway to address:
 - different types of aquaculture
 - fundamental differences in how people see issues of good and bad
 - Barriers to investment
 - Etc.
- What would it take to find agreement on the broad goal for aquaculture in Oregon?
- Any suggestions for a goal right now?

INSIGHTS FROM OBSERVERS

NEXT STEPS AND COMMITMENTS