

AQUACULTURE CAN BE SUCCESSFUL, BUT...

OCTOBER 27, 2020

11:00 AM - NOON ET



Carole R. Engle, PhD | Engle-Stone Aquatic\$ LLC

There is growing interest in aquaculture in the U.S. as a way to increase local production of safe and sustainable seafood products that are as tasty as they are healthy. The many successful aquaculture farming businesses across the U.S. demonstrate that an aquaculture business can be profitable. However, there also have been many attempts to start an aquaculture business that have failed and that have resulted in substantial financial losses. The desire to start an aquaculture farming business is only the first step. The second step, if one hopes to be successful, is not to go out and immediately purchase tanks, fish/shrimp, and feed, but to devote the time to doing the background homework necessary to build a realistic and detailed plan for the business. In this webinar, Dr. Carole Engle will discuss the keys to economic and financial success of aquaculture businesses but also will work through the stages of developing a realistic aquaculture business plan that lays the foundation for success. In this webinar, Dr. Engle will introduce participants to publicly available business planning tools that have been used successfully. She will draw from her 40 years of experience working with aquaculture farmers Throughout the webinar discussion related to starting, building, and sustaining successful aquaculture farming businesses.

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