FISH2.0

# GLOBAL TRENDS Driving Change in Seafood Markets

## GLOBAL TRENDS:

### CLIMATE CHANGE EFFECTS

Data on changes: what, where and when

### WILD FISH STOCKS AT MAXIMUM

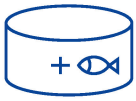
Ways to better use and manage what we have

### PRODUCT GLOBALIZATION/ ONLINE SALES GROWTH

Satisfy consumer desire for responsibly sourced, healthy, convenient foods

### GROWING HEALTH-CONSCIOUS MIDDLE CLASS

Meet increasing demands for high-quality protein



### AQUACULTURE EXPANDING RAPIDLY

More efficient production methods, including feed

## BUSINESS INNOVATIONS:

- Monitoring systems; data capture, analysis & visibility
- Better information & gear for fishers; uses for the whole fish
- New supply chains for local/regional seafood
- New fish feeds & technologies to boost production

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