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Webinar Series

Where Ocean Literacy Meets Aquafood Industry

This webinar focused on sustainable aquaculture and responsible seafood consumption, emphasizing how ocean literacy can improve corporate environmental responsibility and consumer awareness. The session explored innovations in aquaculture, responsible fish farming, and the role of sustainable seafood programmes like Mr. Goodfish. We were joined by Alistair Lane from European Aquaculture Society and H el ene Buisson from Mr. Goodfish programme.

"AQUACULTURE IS ALL ABOUT GROWING FOOD IN WATER, AND OCEAN LITERACY IS ESSENTIAL TO HELPING CONSUMERS AND BUSINESSES UNDERSTAND HOW WE CAN DO IT SUSTAINABLY." – ALISTAIR LANE

Challenges

Companies and consumers alike struggle with limited understanding of sustainable aquaculture practices. While there's growing awareness of the health benefits of seafood, many are still unaware of how aquaculture works and its environmental impacts.

As the aquaculture sector continues to grow, sustainability challenges persist around overfishing, habitat degradation, and climate change. These issues are exacerbated by industry practices that may contribute to pollution and ecosystem disruption.

Companies are under pressure to scale production while maintaining sustainable practices, making it difficult to balance economic growth with environmental and social responsibility.

Alistair Lane



Ideas

Incorporating ocean literacy into aquaculture operations can help businesses educate both consumers and employees on sustainable seafood practices, fostering a culture of responsibility.

Encouraging the consumption of seasonal seafood helps consumers understand the rhythms of nature and supports sustainable fishing and farming practices.

Advancements in precision farming, AI, and breeding technologies are enabling aquaculture businesses to minimize their environmental impact while boosting productivity.

Solutions

The Mr. Goodfish programme provides a positive list of sustainable seafood choices, guiding both consumers and businesses towards responsible seafood consumption.

Collaboration between businesses, scientists, and policymakers is essential to creating a more sustainable and transparent aquaculture sector.

H el ene Buisson



Watch it again...



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