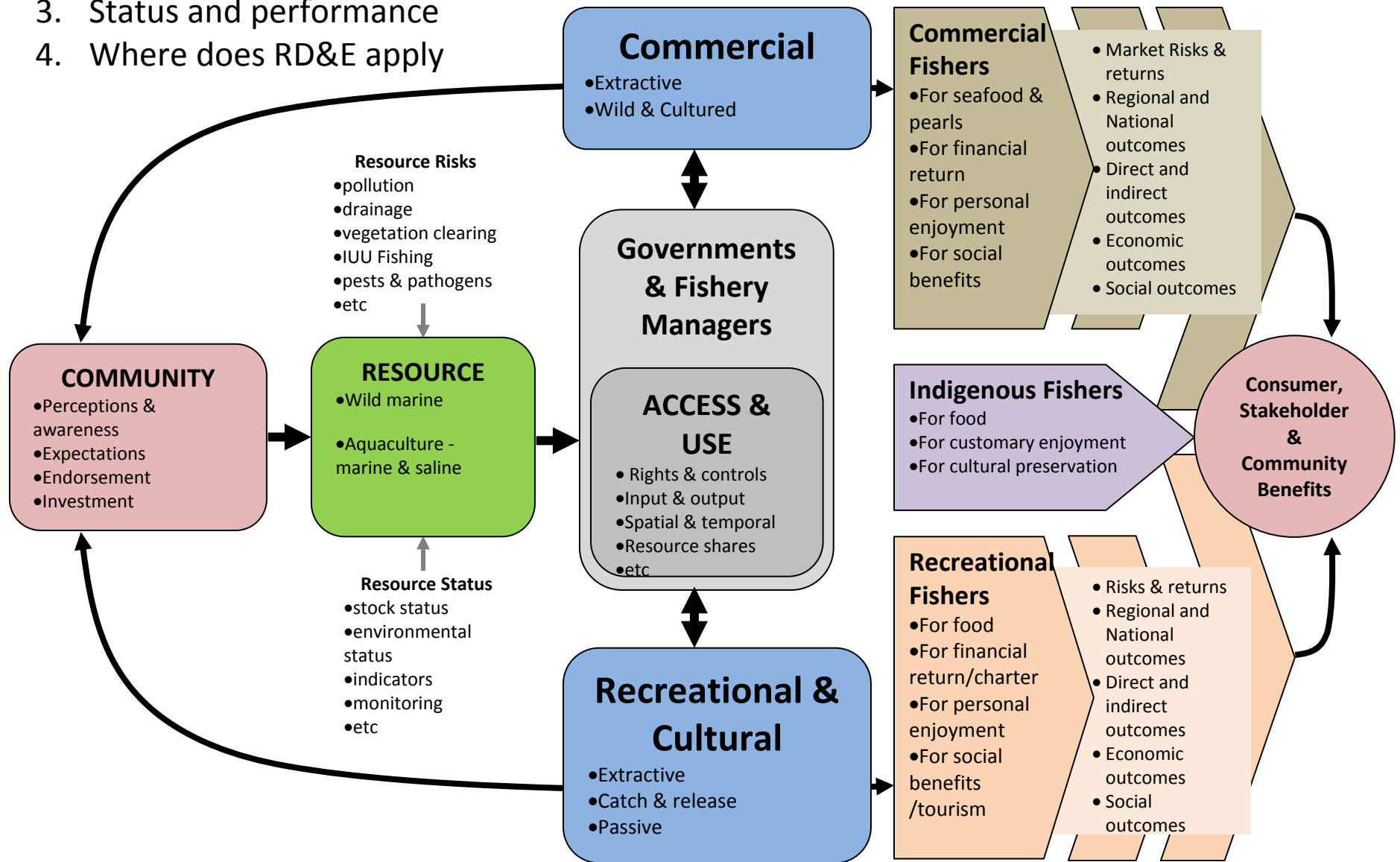


1. The Industry Space
2. Now and in future
3. Status and performance
4. Where does RD&E apply

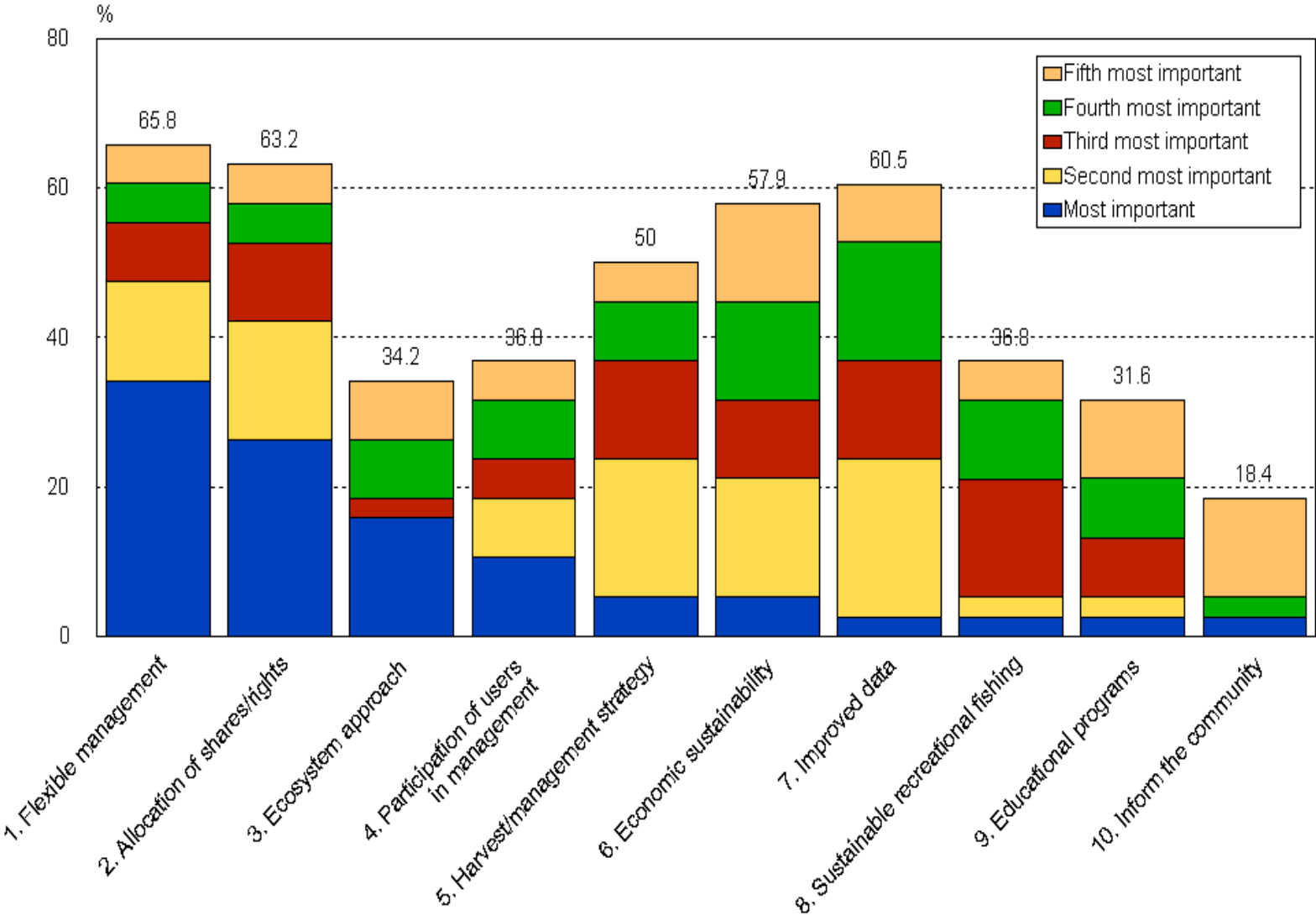


Our Performance

- Assessment by 60 experts across industry in Oct08-Jun09. (only wild catch marine)
- 45 assessment points
- 2003 - 2.8/10: 2009 – 5.8/10
- \$350-450 Million per year underperformance
\$1million per day
- Across the whole industry (wildcapture, aquaculture) What are the key actions identified?

Ten Most Important Priorities for Action

(Top 5 most important)



1. The Industry Space
2. Now and in future
3. Status and performance
4. Where does RD&E apply

