



Monica Jain
Founder, Fish 2.0

National Symposium on Seafood Marketing
Brisbane, QLD
September 28, 2018



NETHERLANDS
SALMON
FILLET
18.90
KG

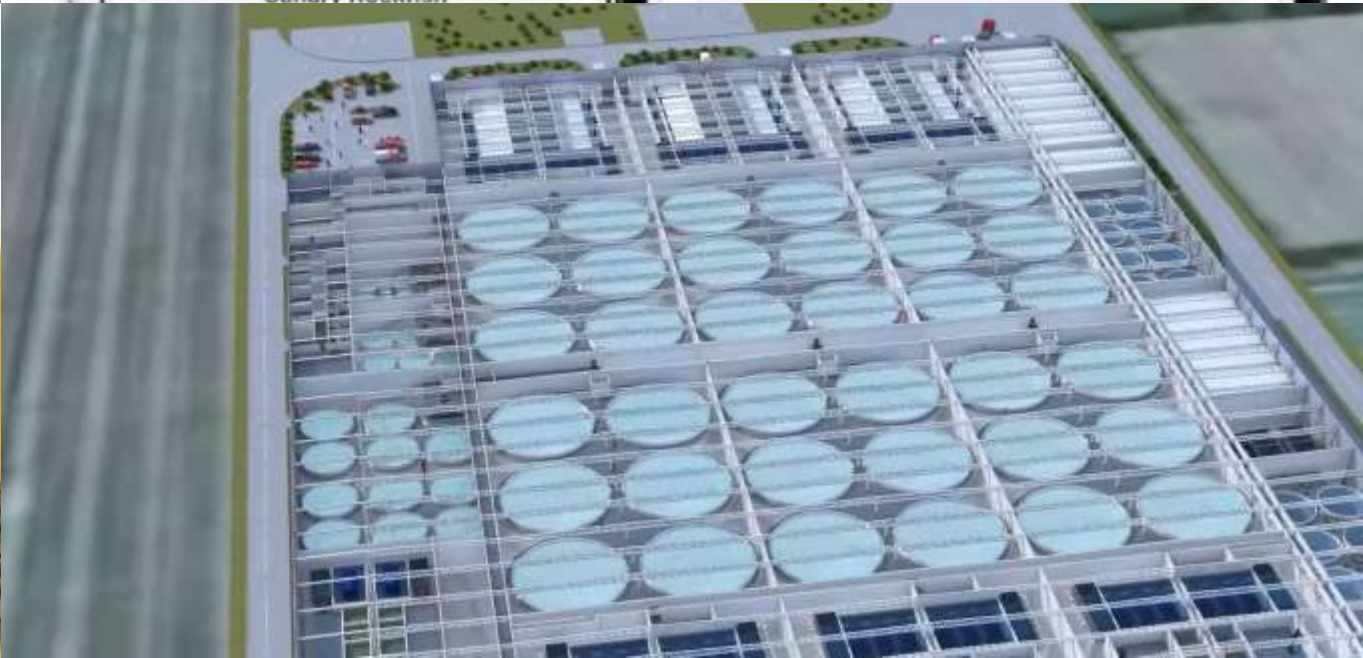
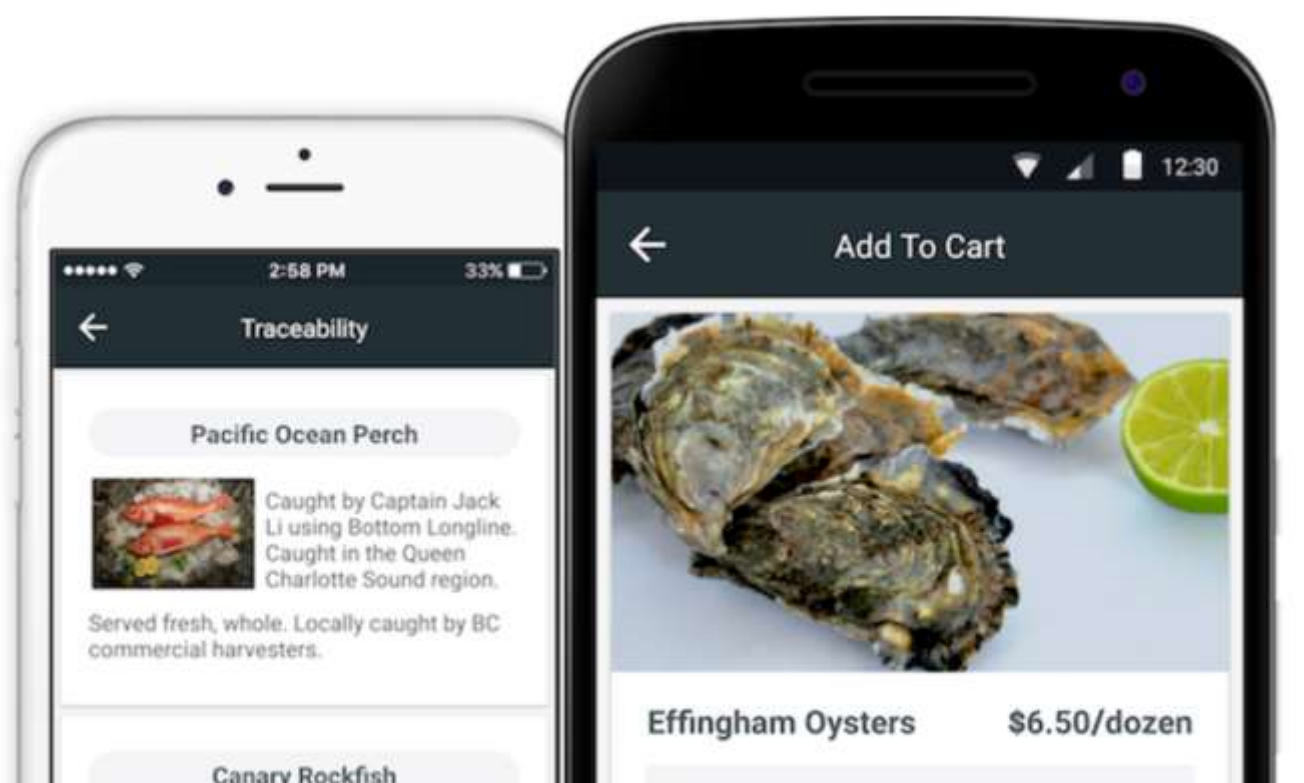
NETHERLANDS
Haddock
TAIL - £20-
SKEIN £25- 22
FILLET £32- KG

SEA BASS
16-80
KG

SEA BASS
FILLET
29.00
KG









NETHERLANDS
SALMON
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LEAFY GREENS

Greens are the #1 food to improve health!

1. Kale



2. Collards



3. Turnip Greens



4. Swiss Chard



5. Spinach



6. Mustard Greens



7. Broccoli



8. Romaine Lettuce



9. Cabbage



10. Iceberg Lettuce



urth**box**





£500

£500

Scale

PR

£500

£800

£400

£500

£500



BACK C001028 TRACE

WHAT IS THIS FISH?
Sablefish (Black Cod)



WHO CAUGHT IT?
Mark Lutener



HOW WAS IT CAUGHT?
Bottom Longline with Hooks



WHO PROCESSED IT?
Pasco Seafood Enterprises Inc.





WESTER ROSS SALMON
Get photos, taking boards & more
Scan the code with your smart phone.



Hand Reared in Scotland

Photo Credit: ©OCEANA/Jenn Hueting











400+
investors

500

\$12 B
represented

\$60 M
invested

+

33
countries

ventures
AUSTRALIA!

WHY ARE SEAFOOD MARKETS CHANGING NOW?



Changes in Market Demand



Forces of Nature



Untapped Aquaculture Potential



Changes
in Market
Demand

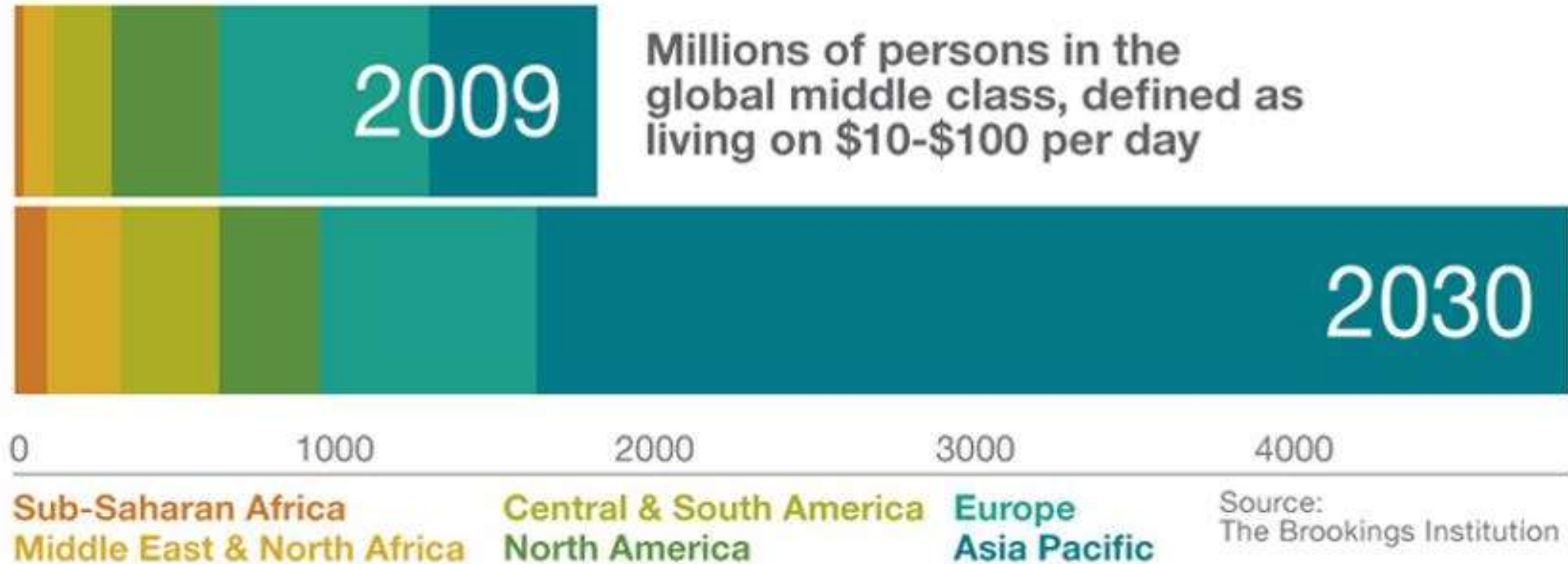
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Untapped
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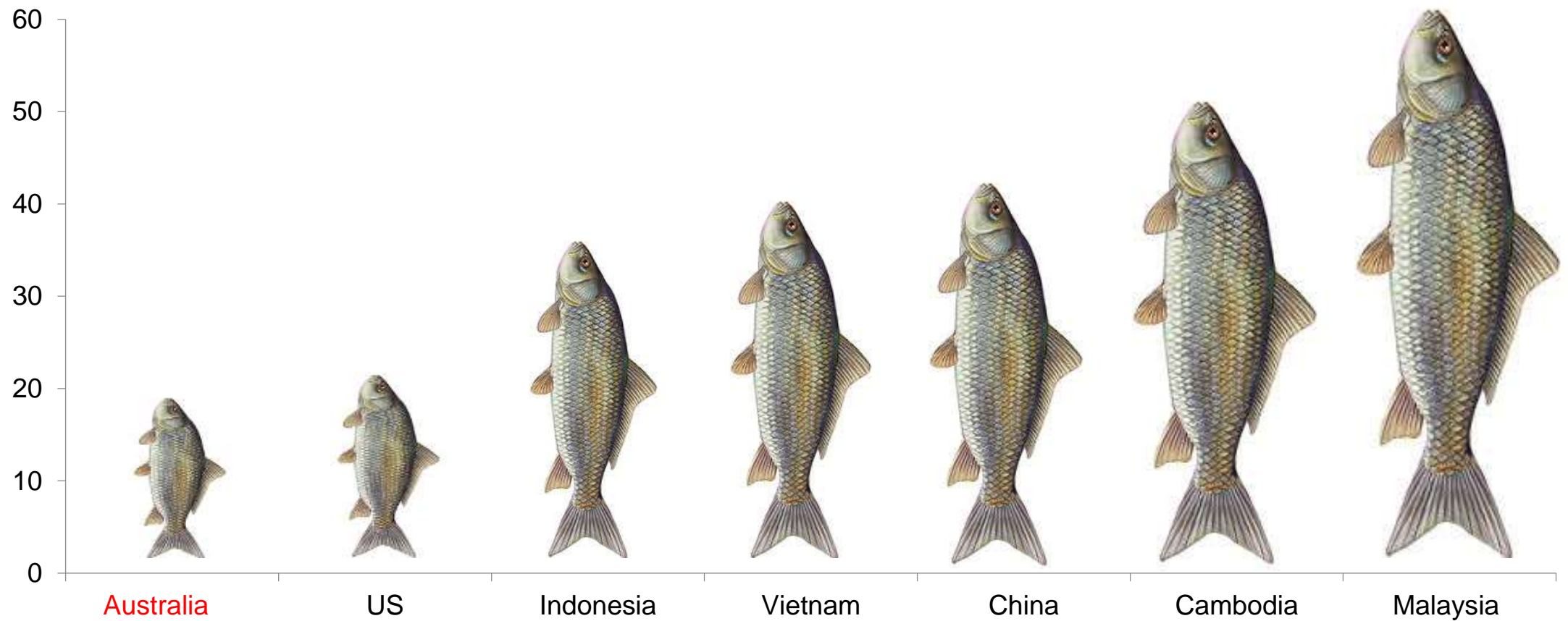


GROWING, HEALTH-CONSCIOUS MIDDLE CLASS

GROWTH OF THE GLOBAL MIDDLE CLASS



PER CAPITA SEAFOOD CONSUMPTION (2011-2013)



Changes
in Market
Demand

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PRODUCT GLOBALIZATION & ONLINE SALES GROWTH



Changes
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Demand

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Untapped
Aquaculture
Potential



GROWING, HEALTH-CONSCIOUS MIDDLE CLASS PRODUCT GLOBALIZATION & ONLINE SALES GROWTH



Desde 1994 servindo qualidade e saúde para você.

SmartFish
Peixes Temperados ou Empanados
Linha Gourmet
Desde 1994 servindo qualidade e saúde para você.



SmartFish
Pescados
Desde 1994 servindo qualidade e saúde para você.

SmartFish
SARDINHA
(CONGELADO)

SmartFish
TIRINHA DE TILÁPIA
(EMPANADO)
(CONGELADO INDIVIDUALMENTE)

SmartFish
FILE DE TILÁPIA
(CONGELADO)

FISH2.0

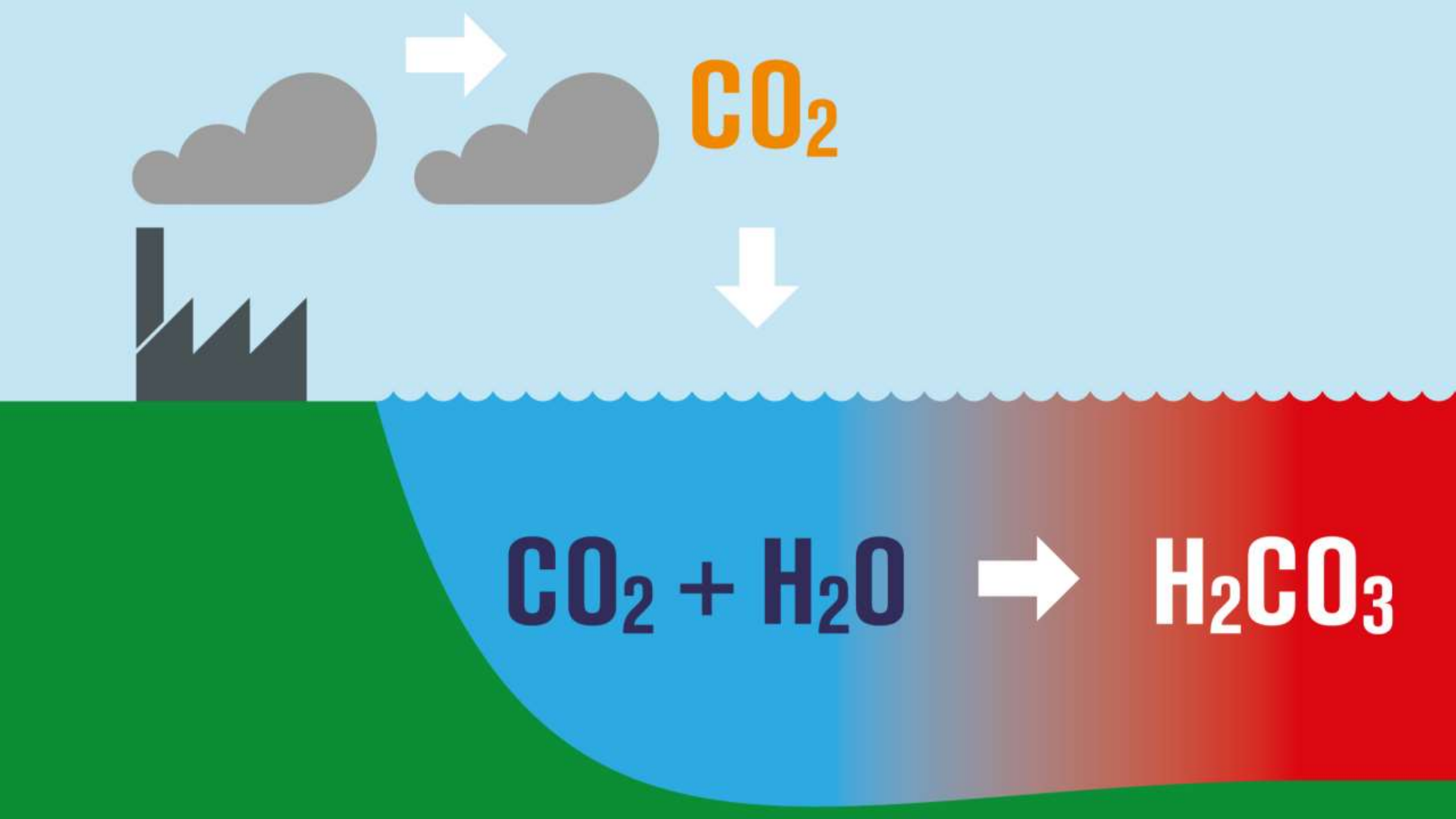
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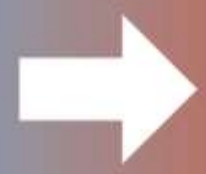


CLIMATE CHANGE UNCERTAINTY



CO_2

$\text{CO}_2 + \text{H}_2\text{O}$



H_2CO_3



Changes
in Market
Demand

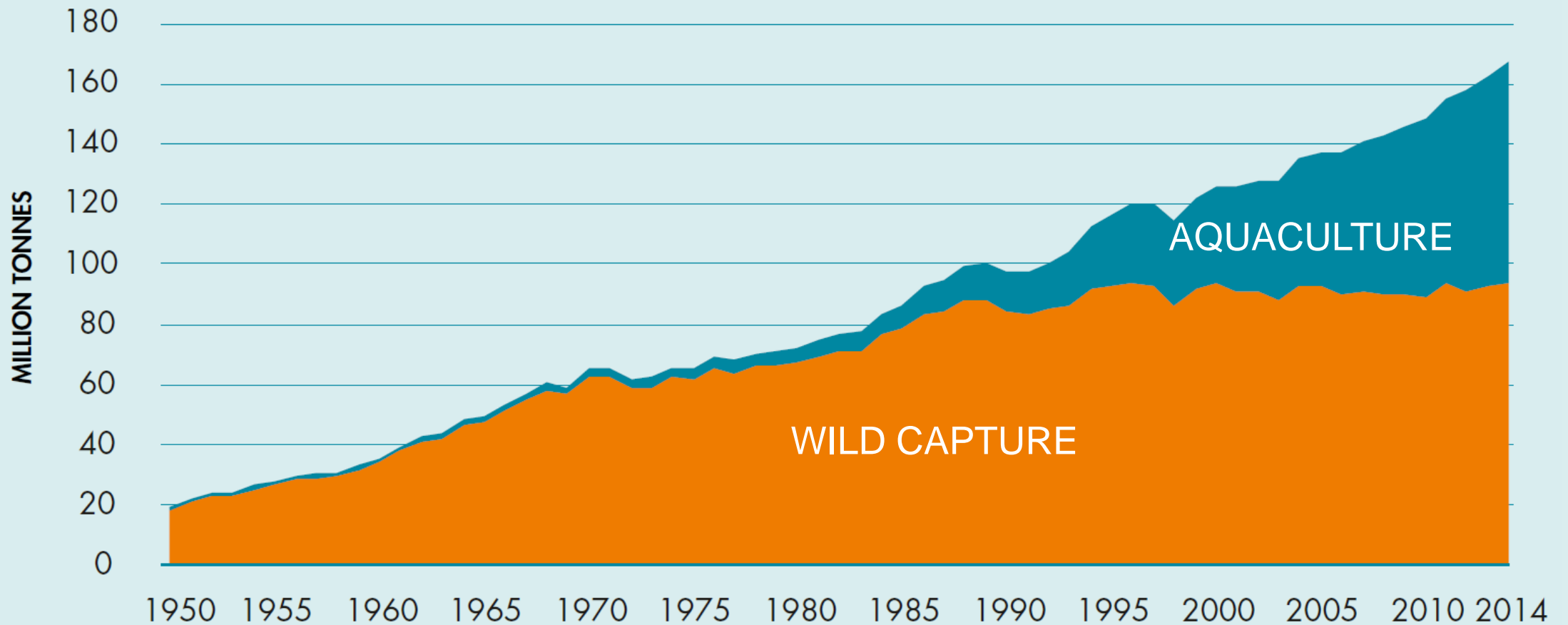
Forces
of Nature

Untapped
Aquaculture
Potential



WILD FISH STOCKS AT MAXIMUM

WORLD CAPTURE FISHERIES AND AQUACULTURE PRODUCTION





40%





Changes
in Market
Demand

Forces
of Nature

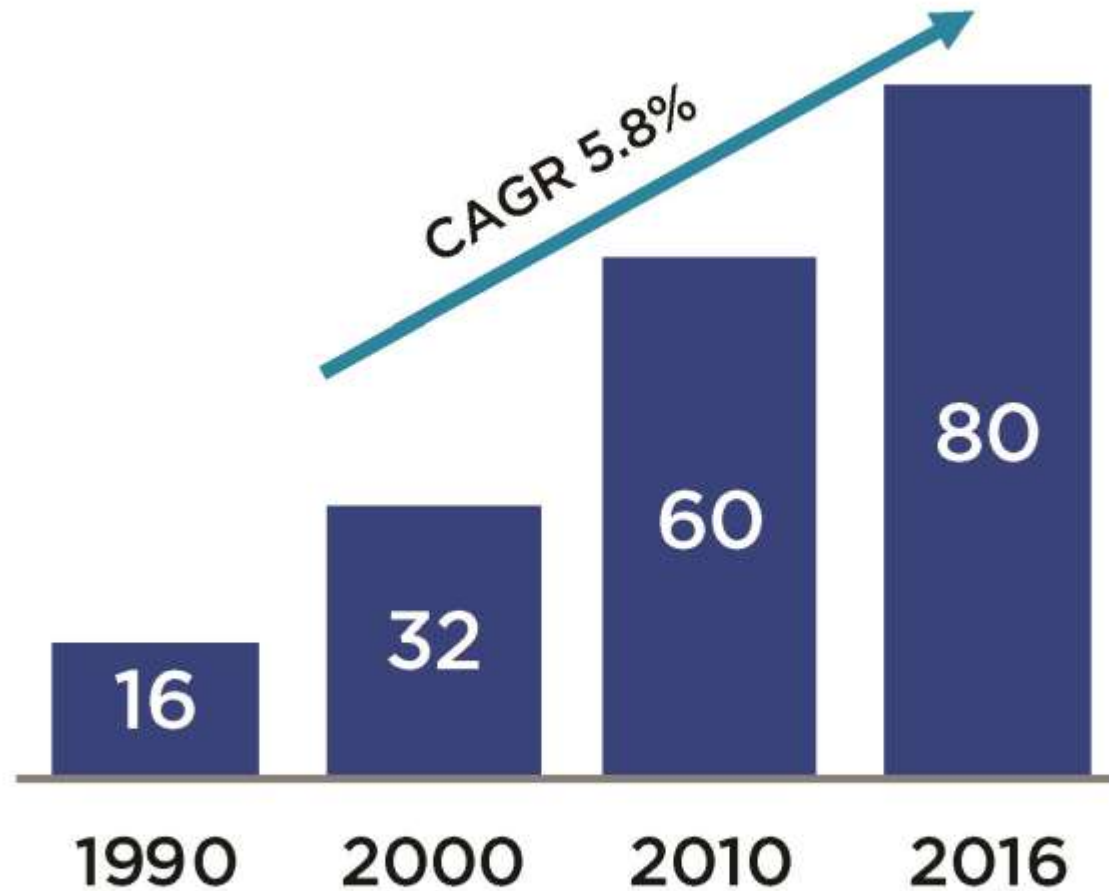
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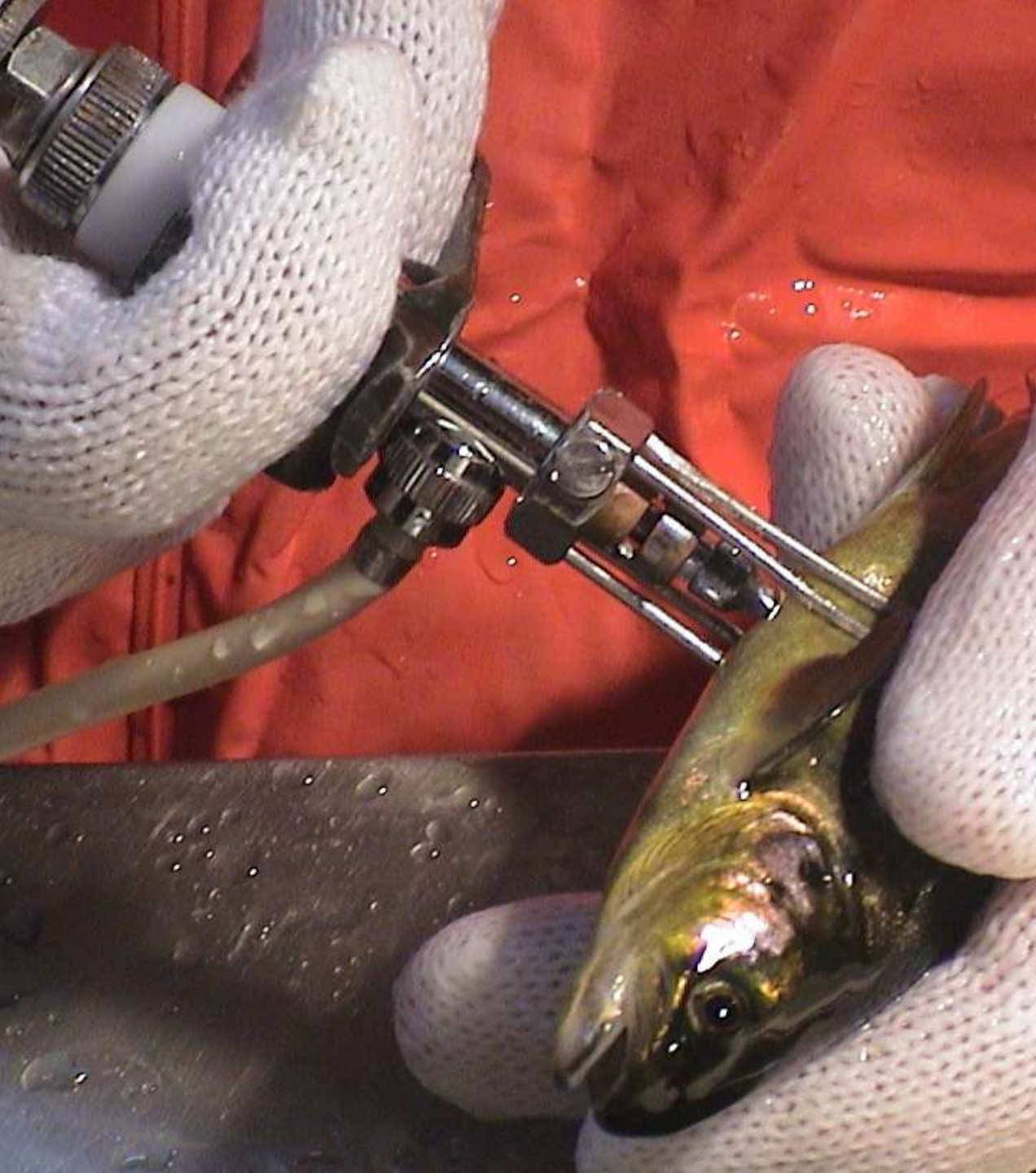


AQUACULTURE EXPANDING RAPIDLY

FOOD FISH PRODUCTION

MILLION TONNES





Changes
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Potential



GLOBAL TRENDS DRIVING THE BUSINESS INNOVATIONS



**CLIMATE CHANGE
EFFECTS**



**WILD FISH
STOCKS
AT MAXIMUM**



**PRODUCT GLOBAL-
IZATION/ONLINE
SALES GROWTH**



**GROWING
HEALTH-CONSCIOUS
MIDDLE CLASS**



**AQUACULTURE
EXPANDING
RAPIDLY**



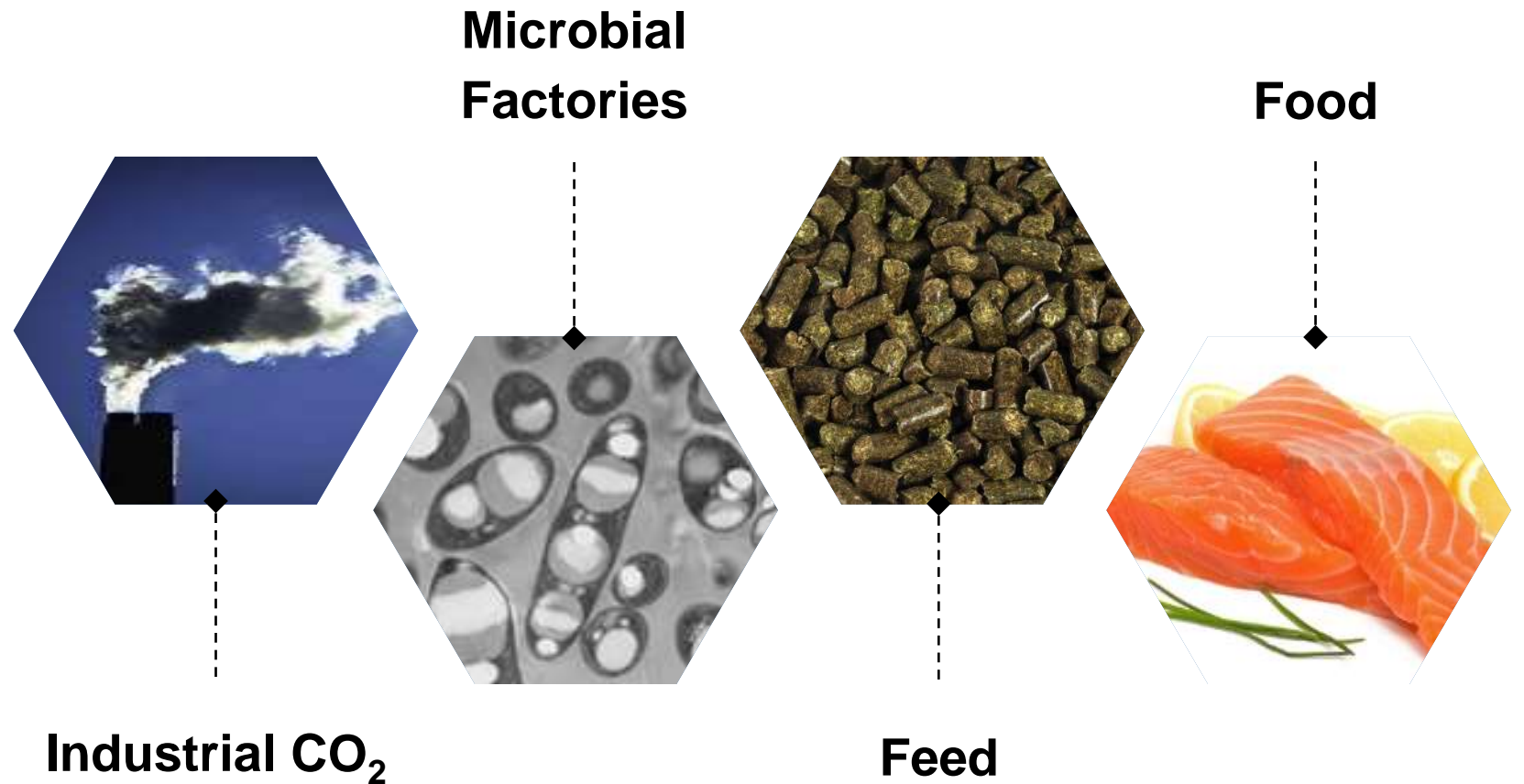
**IT'S ALREADY
STARTED**

NOVONUTRIENTS: Fish Feed from CO₂



 **FISH2.0**

OCEANS X LABS





THE REAL CHALLENGE
DELIVERY

VIAQUA
THERAPEUTICS

Shai Ufaz, CEO and Co-Founder

DELIVERED BY
FEED

Oral Vaccine Platform
Tailored for Aquaculture

GULF OF MEXICO

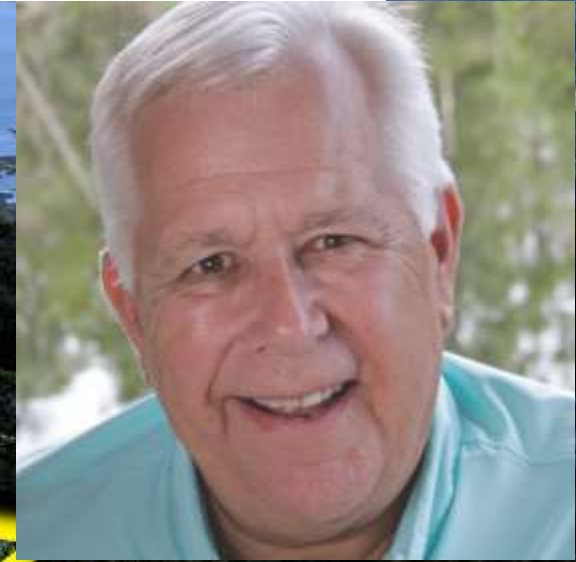
PANACEA OYSTER COOP, USA

located in Panacea, Florida

DICKERSON BAY



- National brand 10 million oysters in 2018
- 100 million by 2022



Panacea Oyster Co-op
Spring Creek Wholesale Facility



Panacea Oyster Co-op
Spring Creek Processing Facility



OneForNeptune

*"Eat like Vikings..."
...Endorsed by astronauts*

2x protein
30-100x omega-3s
1/3 saturated fat
Of beef jerky

"Find My Fish"



*In the \$2.8B meat snack market
75% of consumers desire healthier options*

- Reduced seafood waste & carbon
- Supporting small-scale fisheries
- Direct to consumer online sales
- Pursuing military contracts

*seeking investors and partners
samples available
today!*



NORHLINE SEAFOODS, ALASKA



vericatch
previously known as IQMI



Catch Reporting becomes profitable for fishermen



Julian Hawkins
CEO



Doug Schatz
Chairman

 FisheriesApp
 KNOWYOUR.FISH

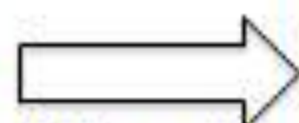
THIS
FISH

THIS FISH, CANADA





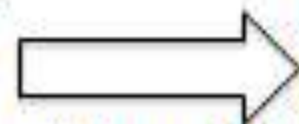
Without FishExtend®



After 14
days



WITH FishExtend®



After 14
days



FISHEXTEND

Let's fish the life



LValenzuela@fishextend.com

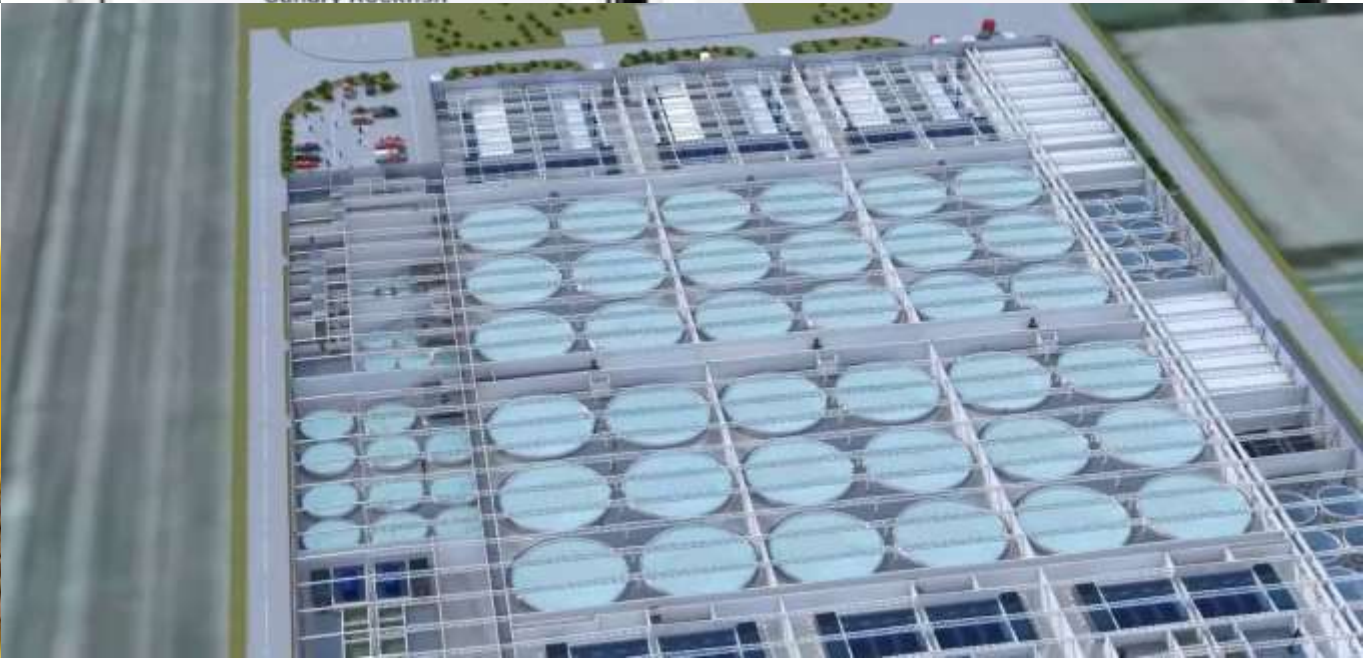
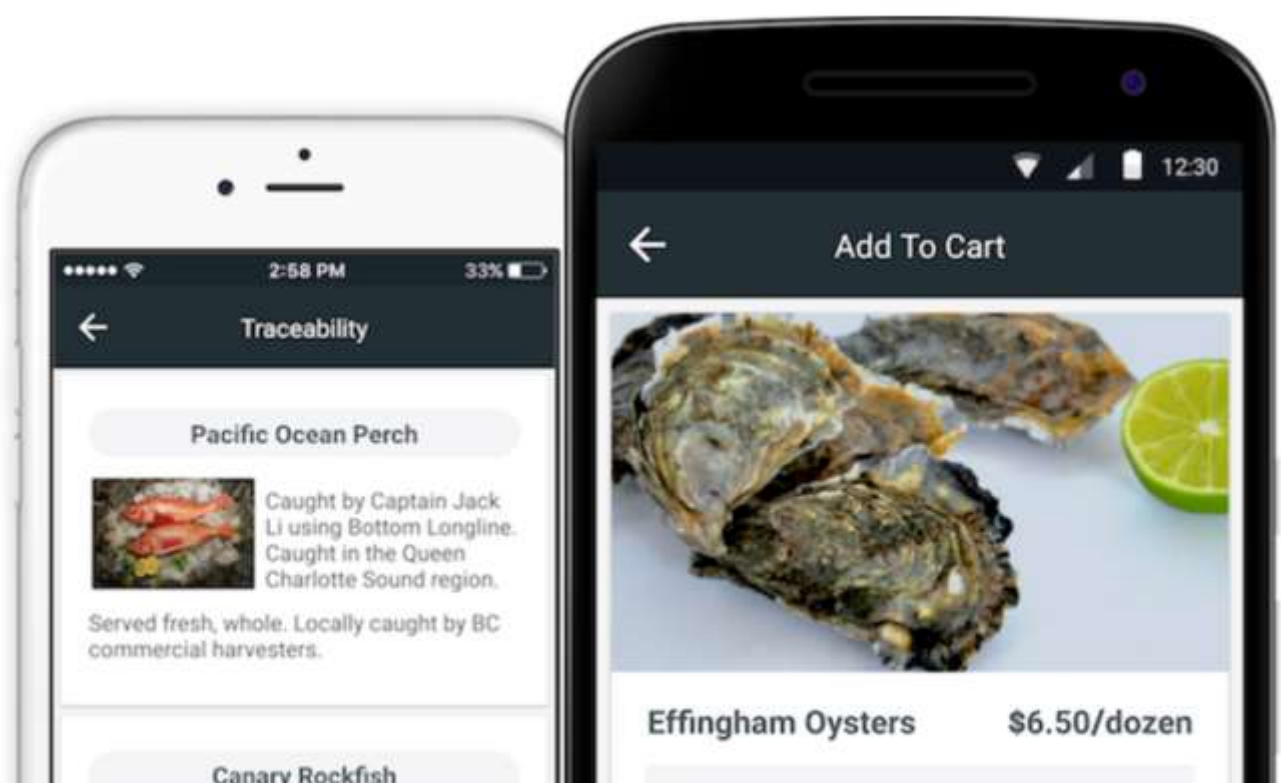


FISH FOR GOOD





Photo: James Wei





Thank You

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www.fish20.org