



# Aquaculture production and Trade: From theory to practice through adaptation

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- Family rainbow trout farm in rural Central Mexico, founded in 1991 as a family business
- Second, third and fourth facilities were purchased during the next 25 years, increasing production to 100 tons/yr
- Bullfrog facility also developed to adapt our business to **climate change** as temperature begin to rise and water becomes more scarce

**COVID19.....**

# Challenges to keep moving

1. People. Aquaculture is about people. Social importance of rural aquaculture. Keeping our own business
2. Production and supplies. National and imported
3. Markets. Foodservice collapsed... Growth of retail market
4. Keeping operation and costs under control
5. Facing climate change, floods and forest fires

# Actions implemented

1. Strategic alliances and continuous analysis for implementing changes
2. Market migration from FS to Retail and back to FS again
  - Local
  - Regional
  - National
3. Tourism. Where there are rural aquaculture facilities is pretty
  - Volunteers
  - Local
  - National
4. Developing skills for our team and our neighbor farmers
5. Migrating to technification and efficiency
6. Frequent renewal and adaptation practices

# Final Thoughts

1. Thinking and acting local and global in order to drive through resilience
2. Back to basics. What is development in a business? Income?, human wellbeing? Less impact to the environment? Producing and driving towards ecosystemic services? All?
3. Support from governments is necessary and important to small business that are having a hard time and have no protection whatsoever. No insurance, no labor security, no health assurance, not even human rights protection in some regions around the world
4. Risks that are related to all aquaculture and fishing activities are Huge
5. Diversifying activities related to aquaculture
6. Ecosystemic services related with production are key

Sustainability

Respect

Fishing

Responsibility

Bonding

Congruence

Environment

Life

Aquaculture

Awareness

Balance

Seafood

Conservation

Support

Transcendence

Inheritance

Education