

Opening Address

- **ANDREW MALLISON, GLOBAL AQUACULTURE ALLIANCE**



Andrew Mallison

Andrew is GAA's new executive director. He comes to GAA from IFFO-The Marine Ingredients Organisation, where he acted as director general. He has a lifetime career in seafood. Before joining IFFO's leadership team in 2011, he served as global sourcing manager for seafood at Marks & Spencer and then as director of standards and licensing for the Marine Stewardship Council. He has also worked for Maple Leaf Foods and Premier Foods (UK) Ltd.

EXECUTIVE
DIRECTOR
GAA

Welcome to GOAL 2018!

Andrew Mallison
Executive Director
Global Aquaculture Alliance

A great
team,
a great
welcome!



Introduction



Beliefs

Customer Service

Innovation

People

Trust



First impressions

Great team

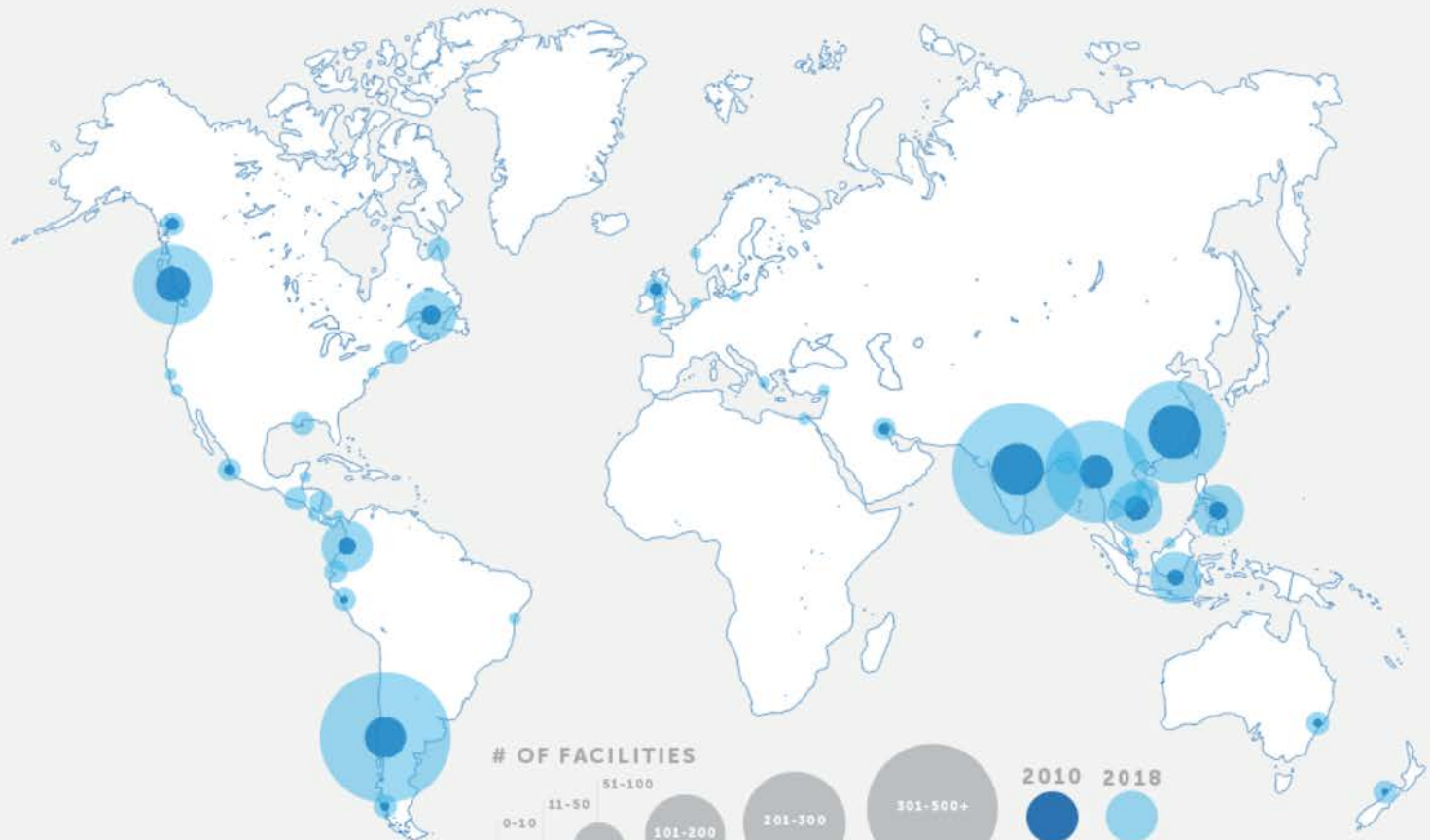
Rapid growth

Opportunity

Number of BAP Certified Facilities

Includes Processing Plants, Farms, Hatcheries and Feed Mills (through August 2018)





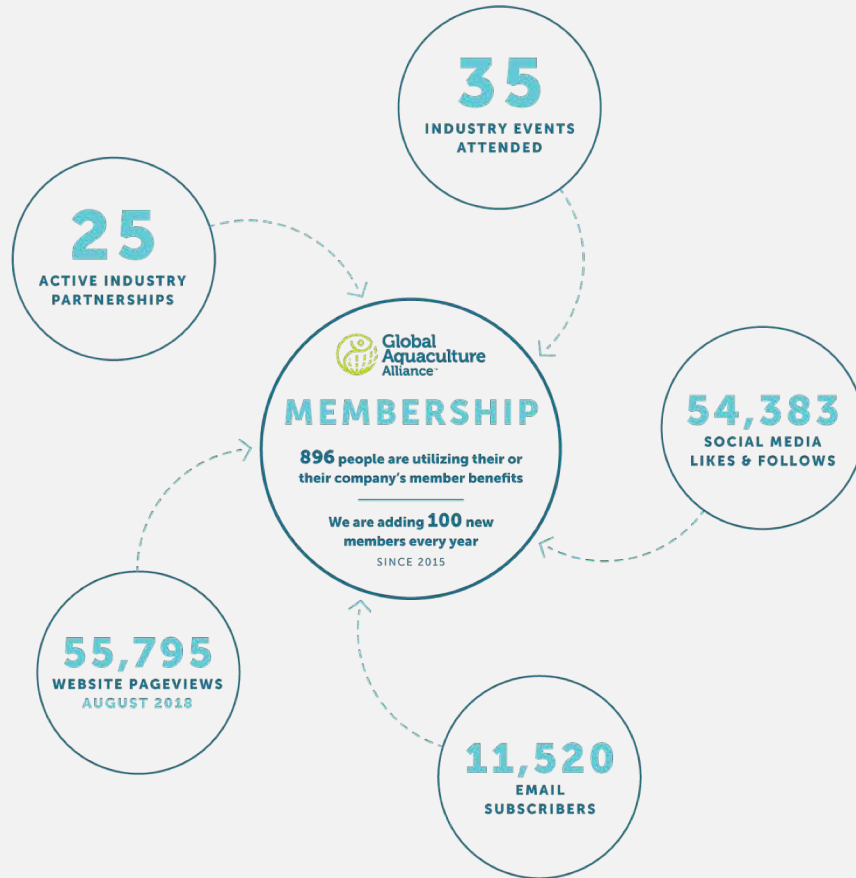
BY THE NUMBERS
2010
 — VS —
2018

- 34** COUNTRIES WITH BAP-CERTIFIED FACILITIES
- 27** BAP ENDORSERS IN THE SCT PROGRAM
- 29.4%** GROWTH IN FACILITIES FROM 2017 - 2018
- 1.9** MILLION METRIC TONS OF SEAFOOD FROM BAP-CERTIFIED FACILITIES

#GOALConf18

Power of Collaboration

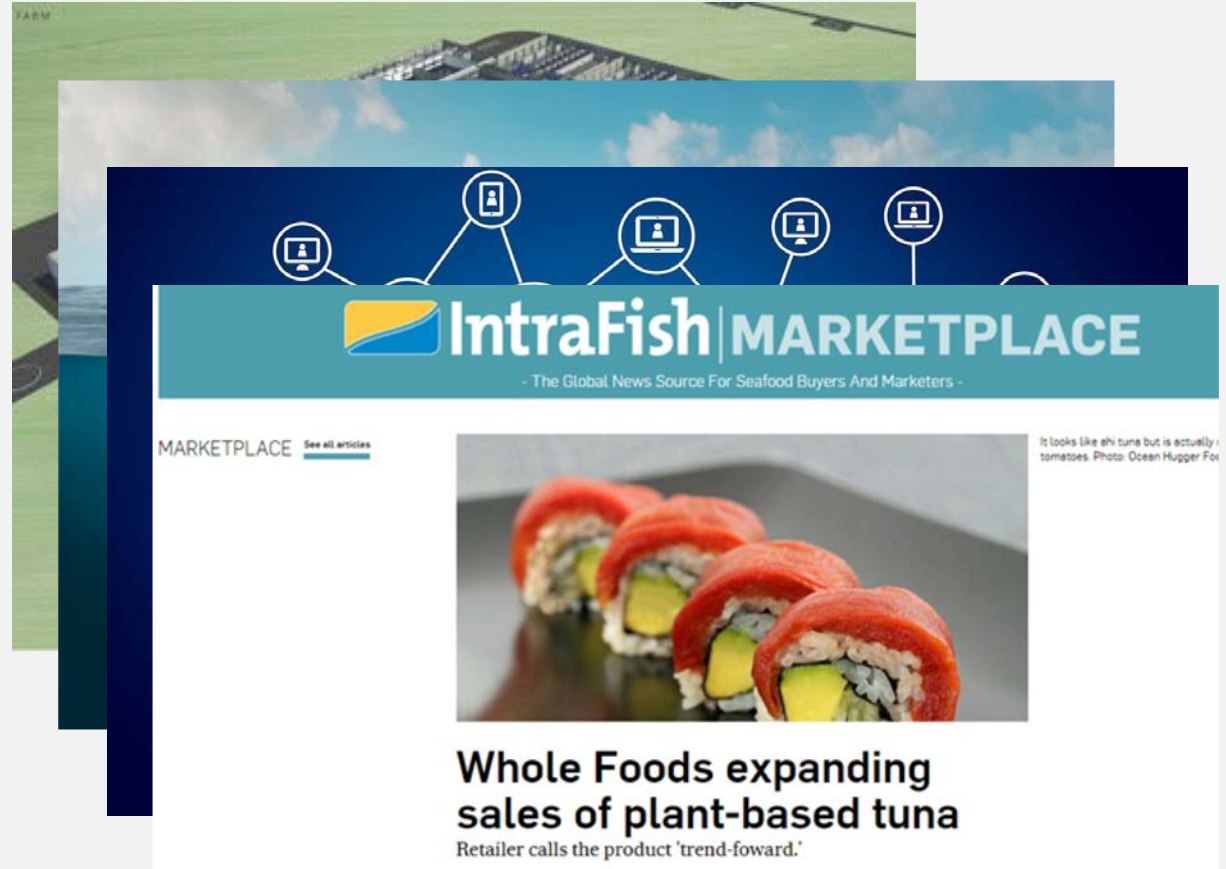




Member services vs. certification?



The Future?



The screenshot displays the IntraFish Marketplace website interface. At the top, there is a dark blue navigation bar with several white icons representing different user roles or features. Below this is a teal banner with the IntraFish logo and the text "MARKETPLACE" and "The Global News Source For Seafood Buyers And Marketers". The main content area features a "MARKETPLACE" section with a link to "See all articles". The featured article is titled "Whole Foods expanding sales of plant-based tuna" and includes a sub-headline "Retailer calls the product 'trend-foward.'" and a small image of sushi rolls. A caption next to the image reads "It looks like ahi tuna but is actually tomatoes. Photo: Ocean Hugger Foods".

Eating Quality




Challenges for Aquaculture

- Pre-competitive collaboration
- Increasing consumption
- Claiming our place in global nutrition



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Enjoy the conference!