

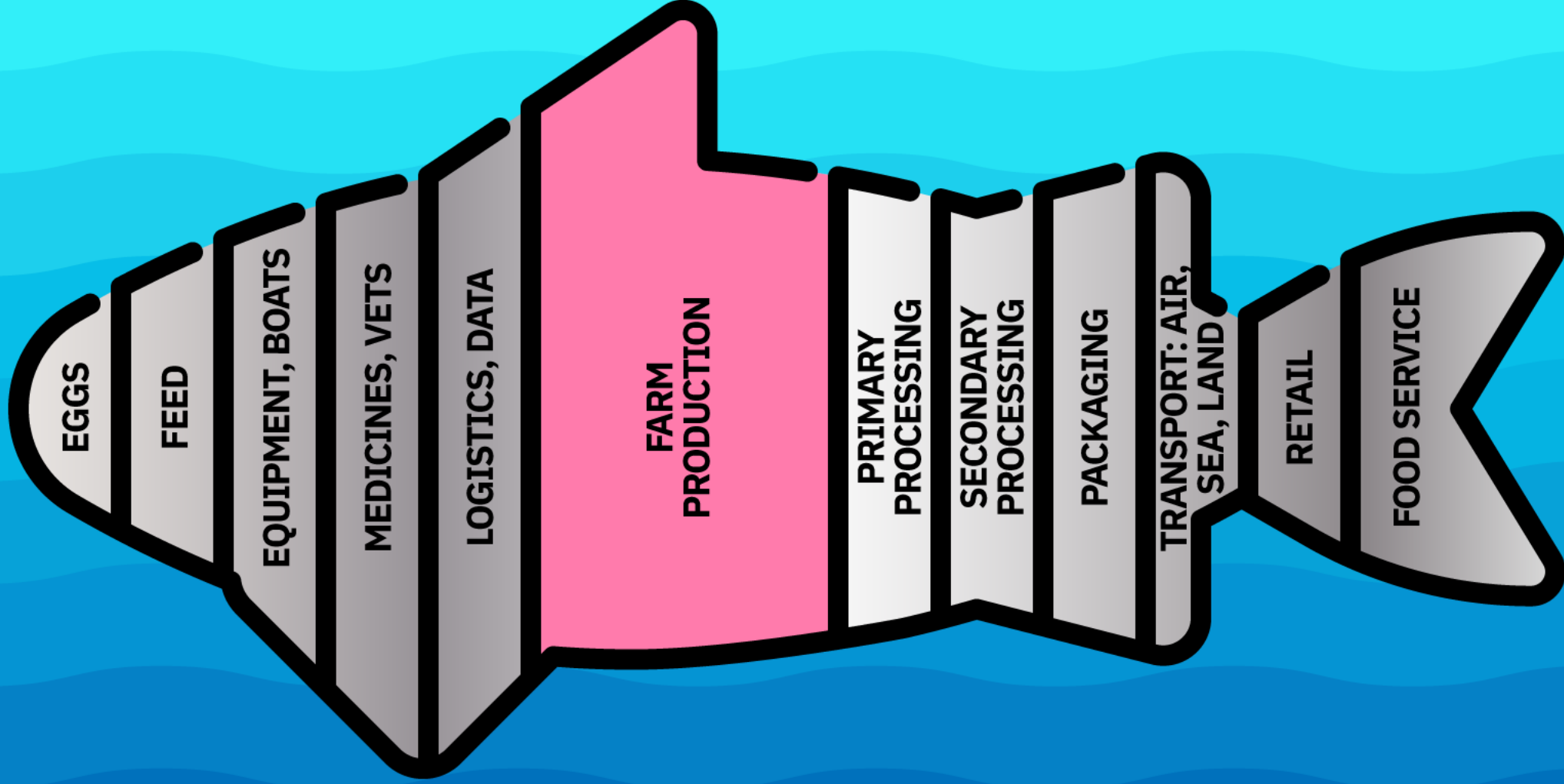
# WHAT IS SUSTAINABLE AQUACULTURE?

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- **Words** – definitions, meanings, interpretations
- **Actions** – who are the actors, what do they do?
- **Understanding** – working towards a shared vision
- **Demonstrating** – sustainability – ‘proving’ it – measuring, communicating
- **Some conclusions** – on the way forward



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agus nan Eilean

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Global  
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ALLIANCE™

MARINE  
CONSERVATION  
SOCIETY

RSPCA

WWF

GOVERNMENT  
SCOTLAND

Crown Estate  
Scotland  
Oighreachd a' Chrùin Alba

HIE  
Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd 'n nan Eilean

NatureScot  
Scotland's Nature Agency  
Buidheann Nàdair na h-Alba

marine  
scotland

Scottish Enterprise

SEPA  
Scottish Environment  
Protection Agency

GOVERNMENT  
UK

Cefas

Department  
for Environment  
Food & Rural Affairs

Food  
Standards  
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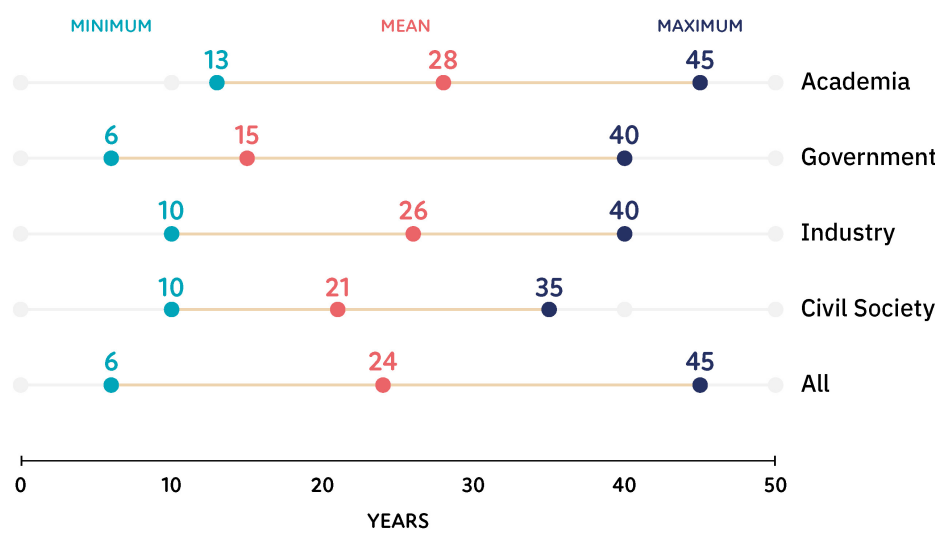
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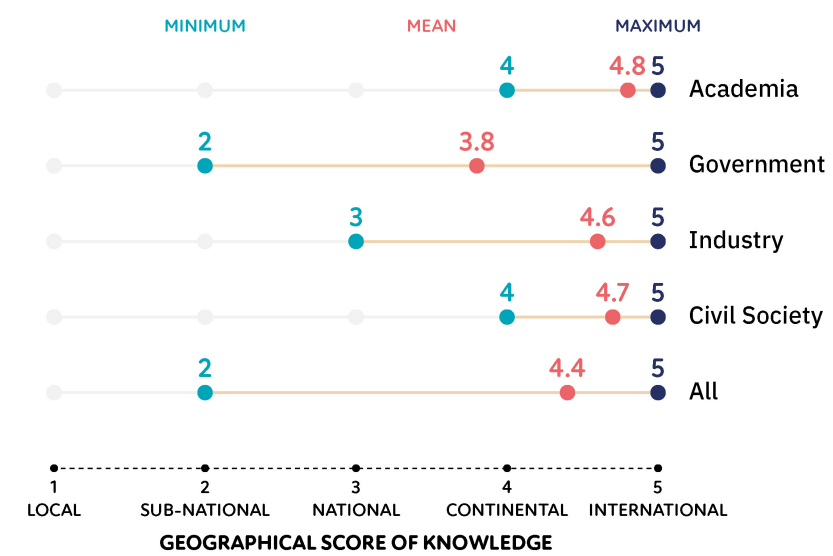
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# Detailed research into a sustainable approach to UK finfish aquaculture – 35 expert opinions

YEARS EXPERIENCE



SCOPE OF SECTOR KNOWLEDGE



A word cloud centered around the word "sustainability". The word "sustainability" is the largest and most prominent, written in a bold, red, sans-serif font. Surrounding it are various other words in different sizes, colors (including red, blue, teal, and gold), and orientations. The words include: "aquaculture" (large, gold, horizontal), "measures" (large, dark blue, horizontal), "industry" (medium, teal, horizontal), "government" (medium, dark blue, horizontal), "information" (medium, gold, horizontal), "production" (medium, gold, vertical), "people" (medium, red, vertical), "impact" (medium, dark blue, vertical), "salmon" (medium, red, vertical), "definition" (medium, dark blue, horizontal), "reported" (medium, teal, horizontal), "issues" (medium, dark blue, horizontal), "direction" (medium, teal, horizontal), and "farming" (medium, dark blue, horizontal).

**sustainability**  
aquaculture  
measures  
industry  
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production  
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farming  
salmon

# Challenges and solutions

## CHALLENGES

Environmental issues must be minimised, mitigated, managed

Poor communication, negative public perceptions, low trust

Social licence fails to recognise positive contributions of aquaculture

## SUGGESTED ACTIONS

Produce a clear definition for the UK

Government to recognise sustainable practices, boosting social licence

Industry to have a clear vision of their journey towards ever greater sustainability

Industry, Govt and civil society to publish clear messages about sustainability

# Some conclusions

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**A  
sustainable  
approach**



**Participation  
and  
engagement**



**Governance  
matters**



**Food  
production**



**Assurance  
mechanisms**



**For shellfish**