



**FLORIDA MARINE
AQUACULTURE
COALITION:**

*“A path to success
from an industry
perspective”*

FMAC

THE REASONS

Lack of communication –
lack of willingness to
communicate



Science based – science driven



Lack of knowledge –
lack of expertise



Frustration – where are
the right resources?



Inaccurate
market/price/
volume data
– inaccurate
assumptions



CONCEPT

PRODUCTION VOLUME?

PRICES?

HOW?

PERMITS?

WHERE?

WHAT IS AQUACULTURE?

REGULATION?



description

AND THEN...

TEAM

2x

POSITIVE

MARKETING

PRODUCT

A. LUCK

SUCCESS

INTER

SERVER

#THETIMEISNOW

“NO-GO” PROJECTS  **“GO” PROJECTS**

THE PURPOSE



Bring to the industry
the right resources

PARTNERING FOR SUCCESS

Pooling resources makes us
all more effective

Partnerships create a more
vibrant and sustainable
movement

By partnering strategically,
we reinforce strengths and
mnimize weaknesses



THE OBJECTIVE-THE DESIRABLE RESULT



CORE COMMITMENTS

OUR MISSION

To build a strong coalition of business and technology, and to support industry and production leaders in the state of Florida to promote the development and success of marine aquaculture



Viable industry economics

OUR VISION

To become the most sustainable, efficient, traceable, and high-quality aquaculture production industry in the United States with business, science, and industry working together

CORE COMMITMENTS

OUR VALUES

Our values provide the foundation for a strong coalition and a well-constructed industry



WE FOSTER AN
ENVIRONMENT OF
COLLABORATION



WE PROMOTE BUSINESS
THAT IS FAIR, REPUTABLE,
AND HONEST



WE ENCOURAGE
TEAMWORK TO ACHIEVE
ENDURING SUCCESS



WE HONOR ALL
COMMITMENTS WITH
INTEGRITY



WE ARE OPEN AND HONEST
IN ALL INTERACTIONS AND
DEALINGS

**ANTITRUST
GUIDELINES FOR
COLLABORATIONS
AMONG
COMPETITORS**



In order to compete in modern markets, competitors sometimes need to collaborate.

Competitive forces are driving firms toward collaborations to achieve goals such as:

- **expanding into foreign markets**
- **funding expensive innovation efforts**
- **lowering production and other costs**

Such collaborations should be benign and/or procompetitive.

All FMAC activities are intended to support and develop diverse procompetitive collaborations.



NAA is a unified national voice for aquaculture



FMAC is a unified voice for Florida aquaculture

NAA is FMAC's partner and voice with regards to national rules and regulations and how they affect aquaculture development in Florida

WHO CAN BE MEMBER?

We support sustainable & responsible organizations

YOU ARE



Producers/growers

Consulting companies

Students

Suppliers/vendors

Private individuals

Investors

WHAT DOES FMAC DO FOR ITS MEMBERS?

1. Build a powerful and lasting base for change making a difference
2. Publicly support your company's mission
3. Promote your business through coalition visibility
4. Engage with others for collaborative projects
5. Engage with others for improvement

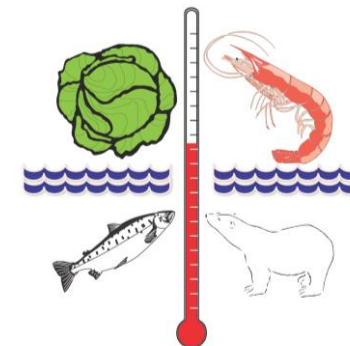
FMAC is pledged to financially contribute to selected projects that are aligned with its mission

A glass jar is tipped over, spilling a large number of coins onto a wooden surface. The coins are a mix of copper and silver, and they are scattered across the foreground. The background is a soft, out-of-focus wooden surface.

ECONOMIC RESOURCES

- ✓ Grants
- ✓ Donations
- ✓ In-kind (non-cash) contributions
- ✓ Membership dues
- ✓ Fundraising

Florida corporation organizing as a non-profit



- + Private individuals
- + Aquaculture producers
- + Aquaculture specialists

THANK YOU FOR YOUR ATTENTION



THANK YOU FOR MAKING THIS HAPPEN