

# EMPOWERING INDUSTRY - COMMERCIAL IDEAS

Date: .....

Your name and business: .....

Contact number: ..... Email: .....

What type of business are you in: .....

What could be done to increase the 'value'\* of your business/operation:

(\* value includes satisfaction, security, efficiency, profitability or performance)

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How would this improve your business/operation:

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What type of help do you think you need to make this happen:

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Look at the attached lists and choose up to five words that cover this idea or add your own.

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**PLEASE FAX OR EMAIL THIS SHEET TO:**

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**WILD HARVEST SUPPLY CHAIN- SOME KEYWORDS**

<b>Fishing</b>	<b>Processing</b>	<b>Storage</b>	<b>Transport</b>	<b>Wholesale Retail</b>	<b>Consumer</b>
Access	Chemical Use	Cool Chain	Compliance	Compliance	Cool Chain
Animal Welfare	Compliance	Efficiency	Cool Chain	Cool Chain	Customer Needs
Biosecurity	Cool Chain	Energy Use	Efficiency	Differentiation	Demonstrating, Showing
Bycatch	Efficiency	Environmental	Energy Use	Efficiency	Sustainability
Byproduct	Energy Use	Food Safety	Environmental	Energy Use	Efficiency
Compliance	Environmental	Innovation	Food Safety	Environmental	Environmental
Cool Chain	Equipment	OH&S	Industry Standards	Existing Markets	Food preparation
Efficiency	Fish handling	Packaging	Innovation	Food preparation	Food Safety
Energy Use	Food preparation	Product handling	OH&S	Food Safety	Health benefits
Environmental	Food Safety	Production Costs	Packaging	Global Markets	Innovation
Fish handling	Innovation	Profitability	Pricing	Industry Standards	OH&S
Fishing Gear	OH&S	Safety	Production Costs	Innovation	Preferences
Fishing Practices	Packaging	Staff	Profitability	Market Access	Profitability
Food Safety	Product standards	Technology Transfer	Quality Systems	New Markets	Promotion
Harbour/launch facilities	Production Costs		Safety	OH&S	Safety
Harvest Species	Profitability		Technology Transfer	Product Placement	Technology Transfer
Illegal Fishing	Safety			Production Costs	
Industry Standards	Staff			Profitability	
Innovation	Technology Transfer			Safety	
New fishers	Value Adding			Technology Transfer	
OH&S	Waste			Trade Barriers	
Production Costs	Water Management			Value Adding	
Profitability				Waste	
Public Perception				Water Management	
Safety					
Stock status					
Technology Transfer					
Vessel					
Waste					
Water Management					

## AQUACULTURE SUPPLY CHAIN – SOME KEYWORDS

Production	Processing	Storage	Transport	Wholesale Retail	Consumer
Animal Welfare Biosecurity Chemical Use Closed Cycles Compliance Efficiency Energy Use Environmental Farm Design Farm Husbandry Feed Fish handling Fish Health. Food Safety Genetics Innovation Nutrition OH&S Production Costs Production Increase Profitability Public Perception Safety Sites Species Staff Stock Propagation Technology Transfer Waste Water Management	Chemical Use Compliance Cool Chain Efficiency Energy Use Environmental Equipment Fish handling Food preparation Food Safety Innovation OH&S Packaging Product standards Production Costs Profitability Safety Staff Technology Transfer Value Adding Waste Water Management	Cool Chain Efficiency Energy Use Environmental Food Safety Innovation OH&S Packaging Product handling Production Costs Profitability Safety Staff Technology Transfer	Compliance Cool Chain Efficiency Energy Use Environmental Food Safety Industry Standards Innovation OH&S Packaging Pricing Production Costs Profitability Quality Systems Safety Technology Transfer	Compliance Cool Chain Differentiation Efficiency Energy Use Environmental Existing Markets Food preparation Food Safety Global Markets Industry Standards Innovation Market Access New Markets OH&S Product Placement Production Costs Profitability Safety Technology Transfer Trade Barriers Value Adding Waste Water Management	Cool Chain Customer Needs Demonstrating, Showing Sustainability Efficiency Environmental Food preparation Food Safety Health benefits Innovation OH&S Preferences Profitability Promotion Safety Technology

## COMMERCIAL - KEYWORDS ACROSS INDUSTRY AND SECTORS

<ul style="list-style-type: none"> <li>• Adding to the experience</li> <li>• Animal welfare</li> <li>• Barriers to fishing</li> <li>• Best practice</li> <li>• Biosecurity</li> <li>• Bycatch</li> <li>• Capacity building</li> <li>• Carbon trading</li> <li>• Chemical use</li> <li>• Climate change and variability</li> <li>• Communication</li> <li>• Community engagement</li> <li>• Cost effective compliance</li> <li>• Cost of fishing</li> <li>• Cost of management - levels of risk</li> <li>• Data collection</li> <li>• Economic measures</li> <li>• Efficiency</li> <li>• Empowerment</li> <li>• Energy use</li> <li>• Enhancement</li> <li>• Enjoyment</li> <li>• Environmental</li> <li>• Equipment</li> <li>• Extension of RD&amp;E</li> <li>• Fishery/product standards</li> <li>• Fish handling</li> </ul>	<ul style="list-style-type: none"> <li>• Fishery/product standards</li> <li>• Fish handling</li> <li>• Fish Fishing gear or tackle</li> <li>• Fishing practices</li> <li>• Food preparation</li> <li>• Food safety</li> <li>• Food security</li> <li>• Harbour/launching facilities</li> <li>• Harvest species</li> <li>• Harvest strategies</li> <li>• Health benefits</li> <li>• Illegal fishing</li> <li>• Improved cost effective sector data</li> <li>• Industry adoption of RD&amp;E</li> <li>• Industry engagement</li> <li>• Industry input to RD&amp;E</li> <li>• Industry structural issues</li> <li>• Information transfer/flow</li> <li>• Innovation</li> <li>• Leadership</li> <li>• Lifestyle</li> <li>• Market access</li> <li>• MPA risk management and evaluation</li> <li>• New fishers</li> <li>• New opportunities</li> <li>• OH &amp; S</li> <li>• People</li> </ul>	<ul style="list-style-type: none"> <li>• Performance</li> <li>• Policy issues</li> <li>• Predicted v actual management outcomes</li> <li>• Public perception</li> <li>• Relationship building</li> <li>• Rights</li> <li>• Resource allocation and reallocation</li> <li>• Safety</li> <li>• Satisfaction</li> <li>• Sector placement</li> <li>• Security</li> <li>• Sector research capability</li> <li>• Shared management</li> <li>• Social measures</li> <li>• Staff</li> <li>• Stock status</li> <li>• Succession</li> <li>• Tagging</li> <li>• Training</li> <li>• Technology transfer</li> <li>• Vessel</li> <li>• Waste</li> <li>• Water management</li> <li>• Well being</li> <li>• workforce</li> <li>• Working in data poor fisheries</li> </ul>
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