

AQUACULTURE, THE PUBLIC, AND THE MEDIA

PROBLEM

Several organizations are creating public opposition to segments of the aquaculture industry by producing and releasing documents based on questionable science and gray literature (non-peer reviewed science, conference proceedings, websites etc.) These groups are practiced at getting access to national and international media outlets that tell their side of the argument. Accusations include environmental damage, food safety, genetic pollution, and disease transmission. The diverse nature of the aquaculture community has led to slow defensive, and uncoordinated responses to the accusations.

Extensive documentation exists demonstrating the benefits of aquaculture and aquaculture products, however, because only one side of the story is told the general public is unaware of the benefits derived from aquaculture products.

The primary outcome from this project is to develop a strategic plan to evaluate and research effective means, methods, and access to educate the public about aquaculture and aquaculture products. The products created from this research are for educational purposes and will be applied by the aquaculture industry and other interested organizations.

WORK REQUESTED

Project Tasks

1. Research how organizations successfully access media outlets to disseminate information.
2. Develop a database on the risks and benefits of aquaculture and aquaculture products to society.
3. Provide training and education to the aquaculture industry and other organizations to apply the strategic plan to inform the public about aquaculture and aquaculture products.

Outreach Products

The outreach products will be the strategic plan, database, and training program.

PROJECT DURATION

The preferred duration of the project is one year. The maximum duration is two years.

FUNDS AVAILABLE: \$50,000 to \$60,000 per annum