

# Business Strategies for a Successful Tilapia Farm

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# Why are you interested in aquaculture?

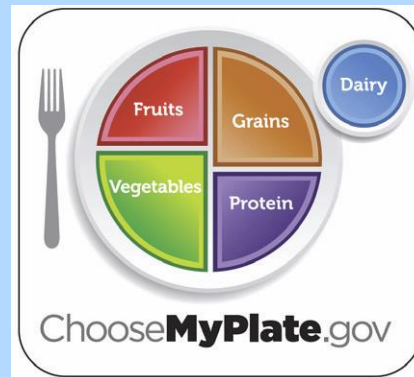
- Self-Sustainability – provide food for self and family
- Small-Scale Commercial – farm profits are not the primary source of income
- Commercial – farm profits are the primary source of income

# Focus of ALSS

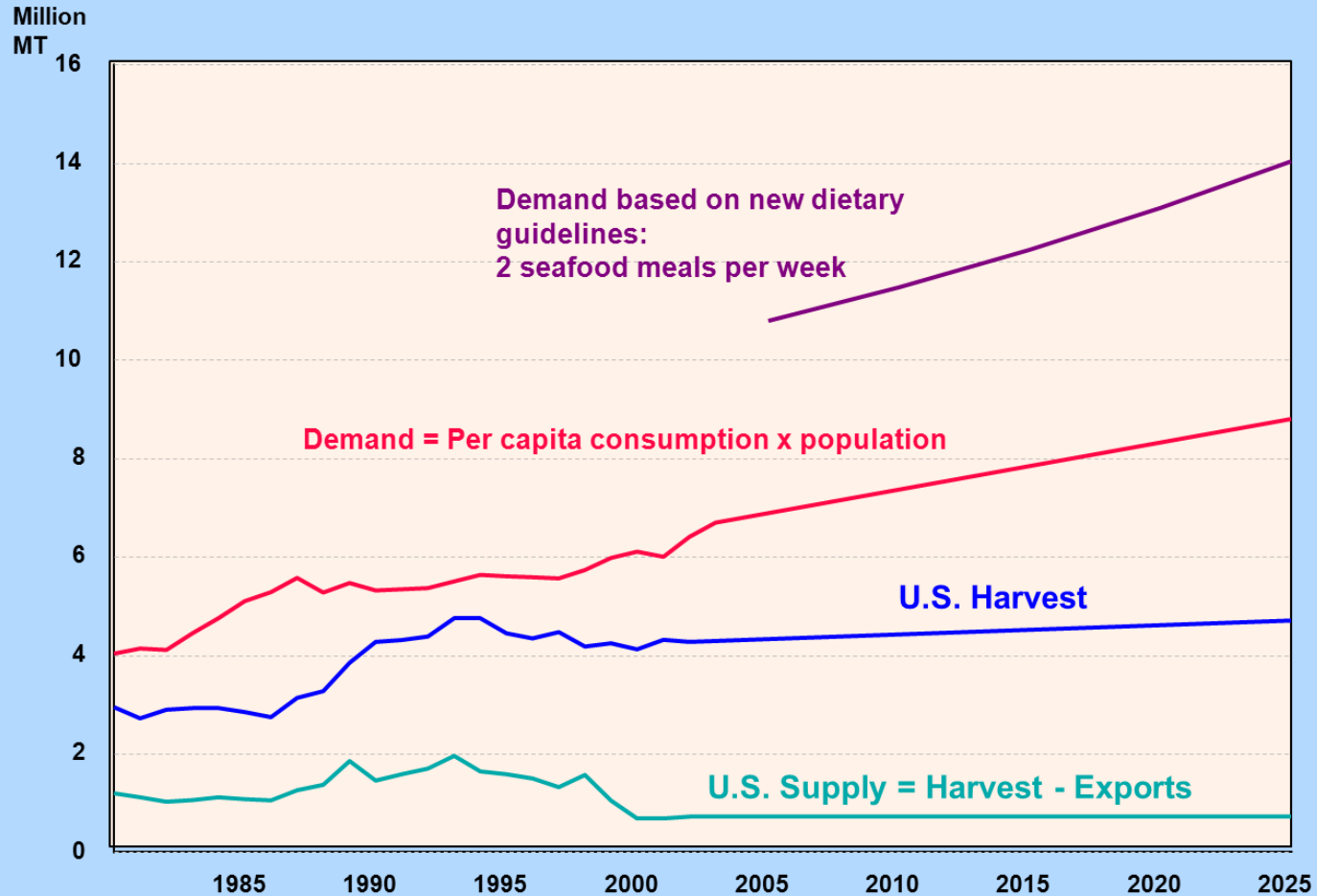
- Develop sustainable commercial operations
  - Establish tilapia as viable product for food service
  - Continue to support ethnic channels
- Support efforts to maintain health management programs

# 2011 USDA Dietary Guidelines

- Twice a week, make seafood - fish and shellfish – the main protein on your plate.
  - Seafood contains a range of nutrients, including omega-3 fats
  - According to the 2010 Dietary Guidelines for Americans, eating about 8 ounces per week (less for young children) of a variety of seafood can help prevent heart disease



# U.S. Seafood Supply and Demand: Past and Projected



# Research the market

- Business for profit
- Competitors (local, mainland, overseas)

2011 US imports: 16,700 Metric Tons

China supplies 70%, followed by Honduras, Indonesia

- Pricing

2011: \$1/lb Tilapia Frozen

\$2.6/lb Tilapia Fillet Frozen

\$3.6/lb Tilapia Fillet Fresh

2012: \$2/lb Tilapia Fillet Frozen

- Distribution
- Figure out the costs involved

# Study your customers

- Who are your target customers (local, mainland, overseas) and why do they want to buy from you
  - > Ethnic markets
  - > Retailers
  - > Foodservices

# Branding

- A name to remember and look for
- Differentiate your fish from others
- Symbol of consistent quality



# The advantages of a cooperative

- Do not compete with each other
- Save money on marketing, distribution and management
- More negotiation power

# Go online

- Online wholesale and retail
- Work with other online wholesalers and distributors
- Study the distribution chain to see what can be moved online – innovative ideas that could be worth millions of dollars

# Summary

- Market research and analysis
- Know your customers
- Branding
- Cooperative
- Ecommerce
- Frequently check the financial health of your business
- Be informed
- Passion
- Perseverance

# Contact ALSS

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