

Developing Social License for Trout Aquaculture

What we have learned so far

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Objectives

- To map social license in Michigan and Wisconsin
- To design and implement specific intervention strategies for each location
- To evaluate the degree of change in social license before and after intervention



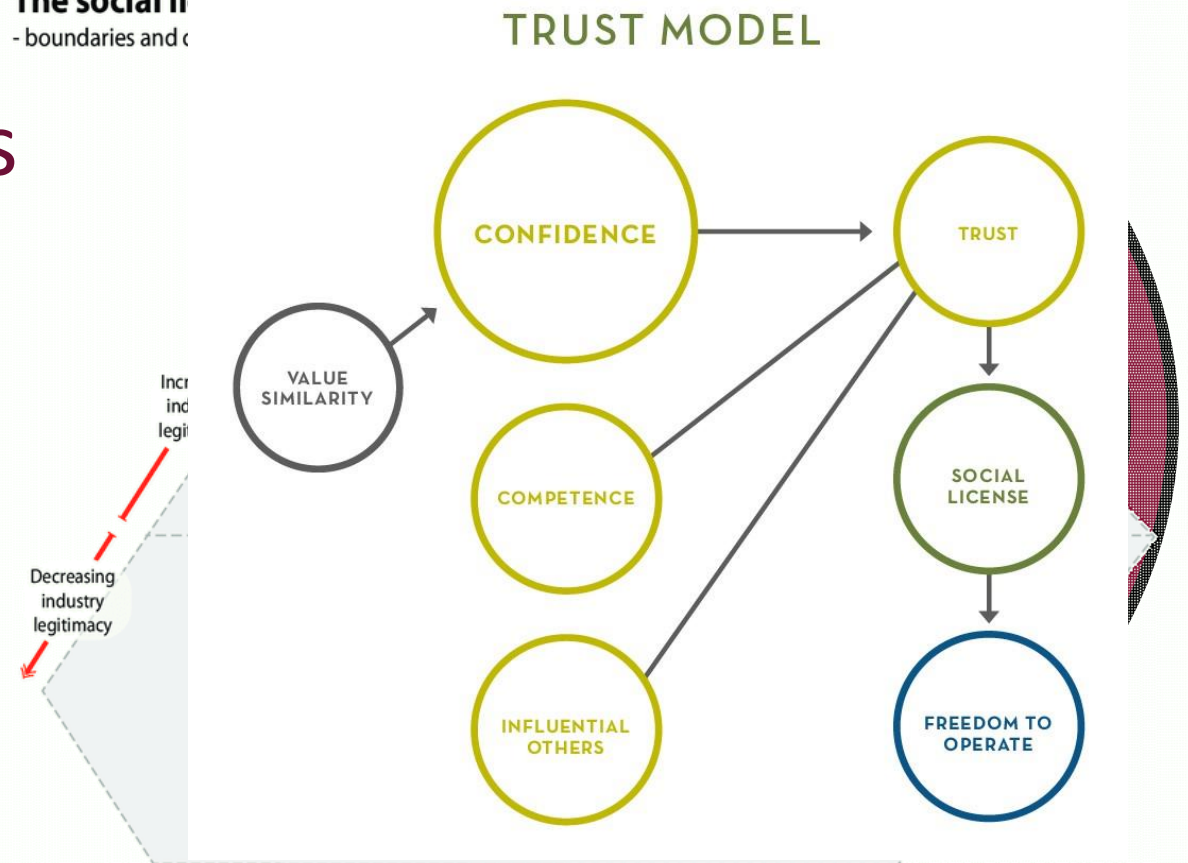
Social License?

- “Social license to operate refers to perceptions of local stakeholders that a project, a company, or an industry that operates in a given area or region is socially acceptable or legitimate.”
- “Social license to operate refers to a more implicit form of agreement between a company and stakeholders.”

Social License?

- Not consumer perceptions
- Not an ad campaign
- More complicated

The social li
- boundaries and c



CFI in partnership with Iowa State University, 2009

Source: Alter Boutillier 2009 and 2012



Who?



THE CENTER FOR
FOOD INTEGRITYSM



THE CENTER FOR
FOOD INTEGRITYSM

- Not-for-profit organization with partnerships representing farmers, ranchers, food companies, universities, NGOs, restaurants, retailers and food processors
- Mission:
“To help today’s food system build trust.”



THE CENTER FOR
FOOD INTEGRITYSM

- Not been directly involved with aquaculture before
- Experience with other livestock industries
- Project has generated interest on their part
- Have gotten involved with issues in Ohio & Florida



Approach

- Interviews with trout farmers
- Interviews with stakeholders
(NGOs, state agency, members of the community)
- Community Advisory Panels

Community Advisory Panels



- CFI tries to address immediate issues that form barriers
- CAP works well where there is local opposition
- Different dynamics in different states pose challenges
- CAP needs to be broadened when opposition not local



Wisconsin



- Opposition more localized to regions / specific groups
- Aquaculture authority moved to Department of Ag
- State agencies active and supportive of aquaculture
- Wisconsin industry relatively larger – political support



Michigan



- Opposition to aquaculture not local to farms
- Aquaculture authority already with Department of Ag
- Department of Ag not embracing of aquaculture
- Michigan industry relatively small and little support internally – going to need help from outside



Conclusions

- CFI has become engaged in aquaculture
- Coalitions established in Michigan and Wisconsin
- State by state consideration of approach necessary
- Long term effort to build social license
- Timing is a factor, so it's important to be prepared



Call to Action

- Aquaculture is a relatively small industry in many states, where it does not enjoy strong political support.
- Need support from outside of the state.
- Farmers, suppliers, researchers, Extension, other stakeholders must be prepared to help.





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**North Central Regional
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