



**BLUE**  **STAR**



WORLD TRADE  
ORGANIZATION

Blue Star Foods Corp. | September 30, 2021

# The 2021 WTO Public Forum

Fisheries and Aquaculture Production and Trade: a  
Multistakeholder Call for Sustainable Growth, based on  
predictable Multilateral Rules and Intrinsic Resilience.

*Presenter: John Keeler, CEO Blue Star Foods (OTC: BSFC)*

Blue Star Foods Corporation

- **How complex and long value chains like fisheries and aquaculture can be resilient during crises?**
- **What examples did the industry implement?**
- **What are the future implications?**

## Small - Scale & Artisanal Fisheries

- Adapt to any flow disruption & bottlenecks in the supply chain
- Adequate coverage for aggregators (informal economy)
- Reduce fishing activity
- Cooperatives
- Disruptive border restriction loopholes
- Cashflow & financing crunch



# Land-based Recirculatory Aquaculture Systems

- Exterior forces do not have a great impact (from environment)
- Pandemic -related supply chain disruption can be ameliorated by feeding strategy
- Most land -based are in first world countries, in which government provides ample financial support (e.g., Canada)





## Future Implications

- Strengthened supply chain to endure future crisis
- Sustainability -livelihoods -food security find their middle grounds
- Food loss & waste of perishable seafood is reduced
- Meet SDGs targets (Monitor Control Surveillance challenges)
- Diverse presence in multiple sales channels
- Re-branding



# October 2021 Blue Star Foods Corp.



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