Research Summary

Aquaculture Producers' Attitudes Toward Business Expansion
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Research Project

Aquaculture Producers' Attitudes Toward Business Expansion

Investigators

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Overview

In this project, we will investigate aquaculture producers' attitudes toward the future of aquaculture in the Great Lakes region.

- Are they optimistic about the future of aquaculture?
- Why or why not?
- What do they think are opportunities to expand or diversify their businesses?
- What do they think are barriers that might prevent them from expanding or diversifying their business?

By exploring these issues, we can better understand how producers think about aquaculture as a business and as an industry.

This information will help determine what types of research projects the GLAC and future researchers might undertake to help reduce or eliminate barriers to aquaculture business expansion and diversification.

Methods

To investigate these questions, we will conduct a series of qualitative interviews with aquaculture producers from across the Great Lakes region.

The interviews will be based on the theory of planned behavior, which is a widely adopted model for understanding human behavior. The theory of planned behavior suggests that a person's intention to perform a behavior can be predicted by three things:

1. Their attitudes toward the behavior. Does the person perceive a behavior (such as taking steps to expand their business) as something that will result in positive or negative outcomes?

2. Social norms surrounding the behavior. Is there social pressure to perform or not perform the behavior?

3. Their level of perceived behavioral control. Does the person feel like they have the ability and resources to perform the behavior?

During our interviews, we will ask producers about these factors and other related questions to help us understand the perceived barriers and benefits to expansion and diversification of aquaculture businesses.

Anticipated Outcomes

During these interviews, we will gain a better understanding of what drives business expansion and diversification decisions in the Great Lakes aquaculture industry. We will share the results with GLAC members and researchers throughout the region to help shape future research directions.

Great Lakes Aquaculture Collaborative

This research summary is from one of several projects supported as part of the Sea Grant Great Lakes Aquaculture Collaborative (GLAC). The GLAC is a three-year (2019-2022) National Oceanic and Atmospheric Administration-funded project that seeks to create a regionwide group to foster relevant, science-based initiatives that support aquaculture industries in the Great Lakes region that are environmentally responsible, competitive, and sustainable.

GLAC Website

greatlakesseagrant.com/aquaculture

GLAC Project Team

GLAC is led by the Minnesota Sea Grant program in collaboration with the Sea Grant programs of Wisconsin, Illinois-Indiana, Ohio, Michigan, Pennsylvania, and New York.