<u>Global Seafood Alliance Logo</u>

- GOAL Events
- <u>Advocate Magazine</u>
- Aquademia Podcast
- <u>Blog</u>
- <u>Contact</u>
- 0
- f
- 🗙
- in
- 🕨
- <u>Log In</u>
- \square
 - <u>About</u>
 - <u>Who We Are</u>
 - <u>Our History</u>
 - <u>Our Team</u>
 - Sustainable Development Goals
 - <u>Careers</u>
 - <u>Membership</u>
 - <u>Overview</u>
 - <u>Our Members</u>
 - Corporate Membership
 - <u>Resources</u>
 - <u>Certification</u>
 - Best Aquaculture Practices
 - Best Seafood Practices

Search...

Q

<u>Log In</u>

- <u>About</u>
 - Who We Are
 - <u>Our History</u>
 - Our Team
 - Sustainable Development Goals
 - <u>Careers</u>
- <u>Membership</u>
 - <u>Overview</u>
 - Our Members
 - Corporate Membership
- <u>Resources</u>
- <u>Certification</u>
 - <u>Best Aquaculture Practices</u>
 - Best Seafood Practices
- GOAL Events
- <u>Advocate Magazine</u>

- <u>Aquademia Podcast</u>
- <u>Blog</u>
- **Contact**



F3 blows past funding goals as fishmeal alternatives proliferate

Responsible Seafood Advocate logo 27 June 2016 James Wright

Seventeen companies vying for contest's still-growing cash prize



Kevin Fitzsimmons, professor at the University of Arizona, says F3 has resulted in "unintended

collaborations" between feed manufacturers and feed ingredient suppliers. Courtesy photo.

A competition designed to <u>drive innovation in aquafeeds</u> has blown past its original funding goal and has attracted some of the biggest names in the fish-feed manufacturing world, according to the multi-year event's organizer.

The **F3 Prize**, a contest announced last year calling on entrants to create and sell a product utilizing zero marine meals or oils, is now worth more than \$200,000, twice the original prize amount, said Kevin Fitzsimmons, professor at the University of Arizona. The school collaborated with the Monterey Bay Aquarium, the **New England Aquarium** and the organizers of the X-Prize on the competition.

"We're really pleased to exceed our goal," Fitzsimmons told the *Advocate*. "We have a couple of other individuals and foundations who are considering making additional contributions to that prize fund."

But what Fitzsimmons is most excited about, and is one benefit that he didn't necessarily anticipate, is the level of collaborations and partnerships that the competition has created. As of last week, there were 17 entrants, he said, including feed manufacturers, ingredient companies and even individual trout and shrimp farms that are specializing in fishmeal-free products.

"What we're seeing is the ingredient companies are partnering up with the big feed companies. These are unintended collaborations and frankly we're very pleased about that," Fitzsimmons said. "It was always part of our intent to try and serve as a go-between for big feed companies and the ingredient suppliers."

There will still be just one winner, but the winning company — the first to manufacture and sell 100,000 metric tons (MT) of feed by September 2017 — can choose to split the prize money among its collaborators however it so chooses.

They want to use alternative ingredients that will allow them to be competitive with other diets. They want to be competitive, pricewise, and on quality and results.

The organizers of F3 — short for fishmeal free feed — want to make it clear that "fishmeal free" is not intended to paint fishmeal in a negative light. The competition aims to highlight the need for viable fishmeal alternatives and show that the aquafeed industry is keen on managing its dependency on the finite global resource.

One challenge that Fitzsimmons said all manufacturers share is ensuring that any farmed products raised on zero-fishmeal or zero-fish oil diets are just as healthy and nutritious as conventionally fed farmed seafood.



5/21/2024

"It's looking like all the testing and consumer feedback is right on, that the fish are just as high in omega-3s," he said. "The chefs are all very pleased with the products using these feeds."

Contest entrants are coming from all corners of the globe, Fitzsimmons said, with companies based in the United States, China, Indonesia, Pakistan, Myanmar and Australia, to name a few. The feeds are designed for many different species, including shrimp, trout, catfish and tilapia. Regardless of where they are based, the contest entrants have several things in common, he added.

"They're all really looking to be innovative and leading in sustainability," he said. "They want to use alternative ingredients that will allow them to be competitive with other diets. They want to be competitive, pricewise, and on quality and results. They want the fish or shrimp to have just as good a feed-conversion ratio (FCR), the same high quality, high omega-3 fatty acid content and be just as convenient to use as other products."

All 17 entrants must now submit a feed sample by the end of August. Additionally, there are four separate salessubmission deadlines throughout 2017 (January, April, July and the final deadline on Sept. 15, 2017) that Fitzsimmons said are structured to help the organizers with due diligence and verification.

"We thought [100,000 MT] was a reasonable amount," said Fitzsimmons. "If you look at tilapia, with 5 million MT sold around the world; if you figure the FCR at 2:1, that means 10 million MT of feed. So 100,000 MT would only be 1 percent of the world's tilapia feed. That's not too difficult to reach. The Chinese companies have bragged that they could do that without much trouble. Others would need to sell virtually everything to get there. It's wide open, as to who could win this."

We'll all have to wait until Dec. 31, 2017, to find out who that will be.

<u>@GAA_Advocate</u>

Now that you've finished reading the article ...

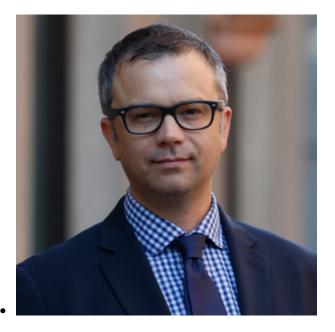
... we hope you'll consider supporting our mission to document the evolution of the global aquaculture industry and share our vast network of contributors' expansive knowledge every week.

By becoming a Global Seafood Alliance member, you're ensuring that all of the pre-competitive work we do through member benefits, resources and events can continue. Individual membership costs just \$50 a year.

Not a GSA member? Join us.

Support GSA and Become a Member

Author



James Wright

Editorial Manager Global Aquaculture Alliance Portsmouth, NH, USA

[103, 114, 111, 46, 101, 99, 110, 97, 105, 108, 108, 97, 97, 103, 64, 116, 104, 103, 105, 114, 119, 46, 115, 101, 109, 97, 106]

Share

- <u>Share via Email</u>
- 🕑 <u>Share on Twitter</u>
- <u>F Share on Facebook</u>
- in <u>Share on LinkedIn</u>

Tagged With

fishmeal free feed F3 Challenge James Wright fish feed fishmeal F3 University of Arizona Monterey Bay Aquarium New England Aquarium Fitzsimmons

Related Posts

Aquafeeds

Fishmeal-free Atlantic salmon feed formulation shows promise

A recent study evaluated the effects of a fishmeal-free diet on Atlantic salmon performance and fillet quality during successful growout to market-size in a commercial-scale, land-based, closed-containment system using water recirculation technology. Test fish performed well, with 97 percent survival during the 10-month growout period.

Aquafeeds

F3 Prize: Putting money where fish's mouths are

Interest is growing in a two-year-long competition aimed at driving innovation in the aquafeed sector. The F3 prize for a demonstrably fish-free feed comes with a cash reward, and possibly a glimpse at the future.

Aquafeeds

Why I chose to judge the F3 challenge

In an opinion piece for the Advocate, the director of ocean sustainability science at the New England Aquarium talks about the F3 Challenge and what the first X Prize for aquaculture could do for the industry: drive innovation.

Aquafeeds

F3 takes on a new challenge – fish oil alternatives

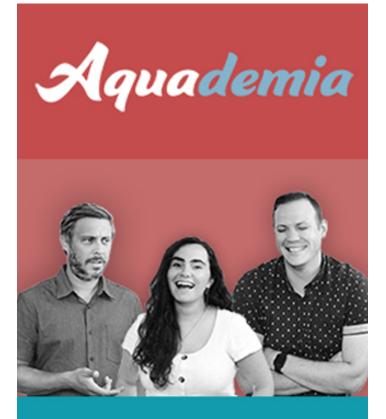
Building off the success and excitement of the fish-free aquaculture feed cash-prize contest that concludes this fall, the F3 Challenge has set its sights on a new target: fish oil alternatives.

About The Advocate

The Responsible Seafood Advocate supports the Global Seafood Alliance's (GSA) mission to advance responsible seafood practices through education, advocacy and third-party assurances.

Learn More

Search Responsible Seafood Advocate	Search	Search Q
Search Responsible Searoou Auvocate	Search	Search



Listen to the seafood industry's top podcast

Advertising Opportunities

2022 Media & Events Kit

Categories

<u>Aquafeeds Aquafeeds > Health & Welfare > From Our Sponsors > Innovation & Investment > Intelligence > Responsibility > Fisheries > Artículos en Español ></u>

Don't Miss an Article

Featured

- Health & Welfare An update on vibriosis, the major bacterial disease shrimp farmers face
- Intelligence A seat at the table: Fed By Blue team says aquaculture needs a stronger voice
- <u>Responsibility Quantifying habitat provisioning at macroalgae cultivation locations</u>

Popular Tags

5/21/2024

All Tags

Recent

- Fisheries Second Test: Another filler for the fisheries category
- <u>Fisheries Test: This is filler for the fisheries Category</u>
- <u>Aquafeeds Test Article</u>

×

- <u>Responsibility Study: Climate change will shuffle marine ecosystems in unexpected ways as ocean</u> <u>temperature warms</u>
- Health & Welfare Indian shrimp researchers earn a patent for WSSV diagnostic tool



Listen to the seafood industry's top podcast

- <u>About</u>
- <u>Membership</u>
- <u>Resources</u>
- <u>Best Aquaculture Practices (BAP)</u>
- Best Seafood Practices (BSP)
- GOAL Events
- <u>Advocate Magazine</u>
- <u>Aquademia Podcast</u>
- <u>Blog</u>
- <u>Contact</u>

Stay up to date with GSA

- Ø
- **f**
- 🕅
- in
- •

Copyright © 2024 Global Seafood Alliance All rights reserved. <u>Privacy</u> <u>Terms of Use</u> <u>Glossary</u>