

terrestrial livestock industry. It is apparent that one benchmark for this "stop and rethink" lies in how Chile dealt with its recent ISA disease crisis."

Prawn attack

Over the last few years the major diseases that have attacked prawns have been:

- Yellow Head Virus (YHV)
- Infectious Hypodermal Hemalopoietic Necrosis Virus (IHHNV)
- Infectious Micro-necrosis Virus (IMNV)
- White Spot Syndrome Baculovirus complex (WSSV)
- White Feces
- Bamboo Shaped Disease
- Acute Hepatopancreatic Necrosis Syndrome (EMS/AHPNS)

All of them have impacted in some way, some worse than others, but the latest disease, known simply as Early Mortality Syndrome (EMS), has many people concerned because it has not been fully diagnosed despite the mighty efforts of the world's experts.

EMS full title is Early Mortality Syndrome/Acute Hepatopancreatic Necrosis Syndrome and the tell-tale signs relate to significant atrophy of the hepatopancreas (HP), often pale/yellow or white within the HP with black spots or streaks occasionally visible. The HP does not squash easily between the thumb and forefinger.

As the name suggests EMS affects prawns in the first 10 to 40 days after stocking. Mortality rate is 40 to 90 percent no matter on the species and it has been documented that survivors display slow growth.

The most traded fish

Prawns/shrimp are the most traded fish in the international market ahead of salmon and tuna and whilst EMS has been a burden for China, Thailand, Vietnam, Malaysia, Mexico, etc. it has opened the market for

other producers, including Ecuador, Indonesia, India and Bangladesh, which have not been hit by the disease.

Based on financial reports of many public listed companies and the likely scale up from this to a whole industry and value chain picture, the overall impact that this disease now appears to have is immense, affecting both the supply and consumer end of the valuable seafood chain.

The disease has not only found a way into some countries on the farm side, but it has crushed both large and small operations and created inflated prices which are now impacting jobs and menu planning. A figure of well over US\$15 billion is mentioned by various industry sources.

AISP spokesperson said, "This is a crisis for the seafood industry is of massive proportions in respect of money, jobs, trade and confidence and, whilst many are working on gaining more knowledge about the disease and how it may be beaten, there are many gaps in the communication about the disease, its impacts and on the processes through which it can be beaten.

"All parties needed to understand the consequences of diseases and that health management should be a shared responsibility with primary industry, the full supply chain and government investing to build resources and capacity so that aquatic animal disease emergencies and prevented and better managed."

The final words on prawn farming and the issues that have to be faced go to a legend in the industry, Dr Chingchai Lohawatanakul, President and Vice Chairman of Charoen Pokphand Foods Public Co., Ltd., who, when presenting at GOAL in 2012, said, "Shrimp business is like marriage: The outsiders want to get in and the insiders want to get out." For those 'in' IAF recommends engaging in the EMS Forum in June.



Updating to meet the challenges of the new world
Roy Palmer, director, Aquaculture without Frontiers



Like any organisation going through what might be called 'growing pains', Aquaculture without Frontiers (AwF) knows that it has to change if it is to succeed in achieving its strategies and goals.

Change is never easy and for organisations like AwF, which rely strongly on volunteers, it is very difficult. But change we must!

As part of the new broom we have revisited the website (www.aquaculturewithoutfrontiers.org) and re-organised many of the headings and created new areas of activities and news. We have now posted our Strategic Plan 2014-17, added more volunteer information and completely revamped the 'Giving & Funding' area and created a new Education Area. Please have a view of the website and give us your comments and importantly your ideas to value add to what we have done.

An important new development in the 'Giving & Funding' section is the involvement of Corporate Social Responsibility (CSR) into our program.

A new element of leadership is making a profound difference in gauging business performance: corporate social responsibility.

In the past companies were judged on high performance by measuring against key business imperatives including competitive differentiation, sales, attracting and retaining talent, operational efficiency, return on investment and profitability. But today that is no longer enough.

According to Edelman's Good Purpose Study, 67 percent of consumers say they are more likely to buy products and services from a company if they know it supports good causes, up more than 11 percent from the year before. This has seen CSR surge passed its tipping point. "A plethora of research points to a majority of stakeholders agreeing that CSR is a 'must do,'" Kristian Darigan Merenda, Edelman's senior vice president of brand and corporate citizenship was reported to say.

AwF also learned about research conducted earlier this year by Impact Corp. which revealed that corporations that are considered leaders in terms of business performance take a common approach to CSR.

According to the research, there are five interrelated criteria which form a new blueprint for the way corporations can maximize their investments in CSR: business-based social purpose; clear theory of change; quality and depth of information; concentrated effort; and partnering with experts.

As a result of being born from a world association of seafood experts and academics and engaged heavily in aquaculture AwF believes that its key corporate social leaders are within the very same industry. As a key ingredient in business strategy and execution, the AwF CSR program can play a central role in helping corporations to be seen as leaders.

In the world of business astute corporations are allocating increasing internal resources to CSR investments that feature clear objectives and deliver measurable social outcomes

AwF is keen to partner organisations offering the opportunity for companies to put back into developing countries through aquaculture (the world's fastest growing primary industry producing a renewable sustainable highly nutritious protein/food). By working together we can find ways where we can help develop capacity and build capability in aquaculture. Of course, any company can get involved.

Many of the importers would likely be keen to do something but maybe have been lacking the experience that AwF can bring to the table. Hence a partnership collaboration could achieve so much for all.

If you believe that involvement in AwF's CSR program would be beneficial to your organisation, please complete the CSR Registration form (<https://www.surveymonkey.com/s/CSRRegistration>) and we will contact you to discuss possibilities.