



TheCaseSolutions.com


Number 1 in case studies solutions

AQUA BOUNTY



INTRODUCTION


AquaBounty Technologies, Inc. is a biotechnology company that deals in the enhancement of productivity in aquaculture by application of genetic engineering. Their product known as AquaAdvantage salmon is specifically genetically engineered to grow faster than normal salmon to meet the growing world demands for seafood.





REGULATORY CHALLENGES

Indeed, three major challenges that AquaBounty has faced include dealing with political Ottawa, international regulation and scepticism. The genetically modified organism-FDA assessed AquaAdvantage salmon in 2015 for approval serving as the first genetically engineered animal approved for human consumption.





MARKET ACCEPTANCE


However some issues centered on market acceptance affect AquaBounty even after getting regulatory approval. Consumers' decision-making regarding GM foods is cautious, particularly when it comes to GMO seafood, for the AquaAdvantage salmon; the company must also find out how to sensitize the consumers regarding the benefits of this produce.





CONCLUSION

AquaBounty Technologies now stands at the crossroads heading into a new strategic era. With these regulatory issues solved, the market acceptability improved and the competitive status assured the firm, a new landscape in aquaculture can be opened. The general increase in the quest for sustainable solutions for seafood consumption presents AquaBounty with the chance to make a difference in the market.





RECOMMENDATION

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies.

