Picking the Right RAS - The Decision Process for an Individual

Bob Rode
Lab Manager
Purdue Aquaculture Research Lab
Why RAS?

- Financial
- Farm Diversification
- Life History
- Life Style
- “I’ve Got A Barn?”
Whatever the Reason

- Realistic Self-Evaluation
- Resources In-Hand and Available
- Market Analysis
Realistic Self-Evaluation
Strength/Weakness

- Personality
  - Retail/Wholesale.
    Direct/Indirect
- Technology
  - Background, New Expertise
- Time
  - Part-time/ Full-time
Resources In-Hand and Available

Assets
- Monetary
- Land
- Water

- Time
- Building
- Other
Resources In-Hand and Available
-Technical Resources-

People
- Govt., Institutions
- Consultants
- Vendors
- Other Farmers
- Managers/ Technicians

Literature
- Books, Journals
- Websites
- Technical Manuals (OM)
Market Analysis
Present and Future

Resource Based
Constrained
- Building
- Time/Effort
- Monetary

Market Driven
Opportunity
- Species
- Market Niche
  - Local
  - State
  - Regional
  - National
Sustainability

- Profit Motive
- Financing and Investment
- Marketing
- Expertise