

F3 Webinar: *Meet the F3 Challenge Competitors*

This month's F3 – Future of Fish Feed webinar will introduce the contestants currently competing in the F3 Challenge – Carnivore Edition. We'll hear about their innovations, challenges, and future plans for their fish-free feed beyond the contest.

The webinar will take place on Thursday, March 24, 2022 at 5 am GMT/1 pm Beijing time/1 am EST

The F3 Challenge is an industry competition to sell fish-free aquafeeds using innovative formulations that do not contain marine animal ingredients like fishmeal and fish oil. The current challenge is to create a fish-free feed for one of three categories: Salmonid, Shrimp, or Other Carnivorous Species. The goal of this challenge is to reduce aquaculture's demand for forage fish by advancing substitute feeds for the industry's biggest consumers of forage fish.

While salmonids and shrimp are the most well-known consumers, other species such as largemouth bass and red sea bream are often fed high levels of fishmeal and fish oil. In order to continue to supply these seafood staples, aquaculture farmers are increasingly looking for alternative ingredients to replace fishmeal and fish oil in carnivorous fish feeds.

Carnivorous fish present a larger challenge for adoption of fish-free feeds than omnivores because their nourishment in the wild is from consuming other fish. Yet there are compelling success stories that offer further proof that fish need nutrients not specific ingredients such as fishmeal and fish oil.

Panelists will include representatives from Dainichi Corporation, De Heus LLC, Food for the Future (F4F), Jiangsu Fuhai Biotech Co., Ltd, and Star Milling Co. A Q&A session will follow presentations.

This event is part of a yearlong webinar series hosted by the F3 Team. The webinars are free and open to everyone. For more information and to register, visit: f3meeting.com/webinars. The webinar recording will be available on the [F3 Youtube channel](#) following the event.

Moderator: Kevin Fitzsimmons, Ph.D., *Chair and Judge of the F3 Challenge, Professor and Director of International Initiatives at The University of Arizona*

Panelists:

- Bill Cramer, *President, Star Milling Co.* *include species of fish*

- Zhijun Hu, *CEO, Jiangsu Fuhai Biotech Co., Ltd*
- Felipe Mayol, *Commercial Manager, Food for the Future (F4F)*
- Simon Sanguin, *Global R&D Team Leader Aqua, De Heus LLC*
- Boyd Way, *Foreign Trade Manager, Dainichi Corporation*

###

The F3 - Future of Fish Feed is a collaborative effort between NGOs, academic institutions, and private partnerships to accelerate the commercialization of innovative, substitute aquaculture feed ingredients to replace wild-caught fish.