Developing and Launching Sustainable Seafood Alternatives Training Course

Professional Development Training Course Outline

Category	Food processing and Technology	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The global seafood industry is experiencing rapid transformation as consumer demand for sustainable, ethical, and eco-friendly alternatives continues to grow. With overfishing, ocean pollution, and biodiversity loss threatening marine ecosystems, the need for innovative seafood solutions has never been more urgent. Developing and launching sustainable seafood alternatives is a critical pathway toward addressing environmental challenges while meeting consumer demand for healthy protein options. Developing and Launching Sustainable Seafood Alternatives Training Course equips participants with industry-leading skills, tools, and strategies for designing, developing, and successfully launching seafood alternatives in global markets.

Through a comprehensive and hands-on approach, participants will learn the latest industry trends, market entry strategies, and product development techniques. The course emphasizes practical applications such as plant-based seafood, cellular aquaculture, and algae-based proteins, alongside consumer perception, branding, and regulatory compliance. By combining case studies, interactive sessions, and real-world insights, learners will be well-prepared to drive innovation and sustainability within the evolving seafood industry.

Programme Curriculum

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Course Objectives

1. Understand the global seafood sustainability challenges and opportunities.
2. Explore innovative methods for developing seafood alternatives.
3. Gain insights into consumer preferences and market dynamics.
4. Identify emerging technologies such as cellular aquaculture and plant-based proteins.
5. Learn how to integrate sustainability in product development.
6. Evaluate supply chain models for sustainable seafood alternatives.
7. Develop branding, packaging, and marketing strategies for seafood alternatives.
8. Assess regulatory frameworks, compliance, and certification processes.
9. Implement product testing, quality assurance, and food safety standards.
10. Analyze case studies of successful seafood alternative launches.
11. Build financial models for sustainable seafood ventures.
12. Apply go-to-market strategies for global seafood alternatives.
13. Foster innovation through research, partnerships, and collaboration.

Organizational Benefits

- Enhanced knowledge of sustainable seafood innovation.
- Improved capacity to design eco-friendly product lines.
- Access to international case studies and benchmarks.
- Development of market-ready business models.
- Stronger alignment with global sustainability standards.
- Increased competitiveness in the alternative protein market.
- Strengthened branding and consumer engagement strategies.
- Better compliance with international food safety regulations.
- Higher investment potential through sustainable product innovation.
- Long-term contribution to marine biodiversity conservation.

Target Audiences

1. Food industry entrepreneurs.
2. Seafood and aquaculture professionals.
3. Sustainability and environmental consultants.
4. Research and development specialists.
5. Policy makers and regulatory bodies.
6. Marketing and branding professionals.
7. Investors and venture capitalists in food innovation.

8. Non-profit and advocacy organizations focused on sustainability.

Course Duration: 10 days

Course Modules

Module 1: Introduction to Sustainable Seafood Alternatives

- Understanding seafood sustainability challenges.
- Global consumer trends in seafood alternatives.
- Plant-based, algae-based, and lab-grown seafood.
- Environmental and ethical considerations.
- Policy drivers and international commitments.
- Case study: Beyond seafood ?Çô global innovations.

Module 2: Market Research and Consumer Insights

- Identifying target markets for seafood alternatives.
- Consumer attitudes and perceptions.
- Price sensitivity and demand forecasting.
- Competitive analysis of seafood alternatives.
- Marketing trends in sustainable products.
- Case study: Consumer acceptance in Asia.

Module 3: Product Development and Innovation

- Research methodologies in product development.
- Plant-based protein formulation techniques.
- Cell-based seafood technologies.
- Algae and microbial protein innovations.
- Testing and sensory evaluation.
- Case study: Innovative start-ups in seafood alternatives.

Module 4: Sustainability Integration in Food Innovation

- Sustainable ingredient sourcing.
- Carbon footprint measurement.
- Life cycle assessment of seafood alternatives.
- Circular economy principles in food production.
- Social and ethical sustainability impacts.
- Case study: Life cycle analysis of plant-based tuna.

Module 5: Supply Chain Models for Sustainable Seafood

- Supply chain challenges in seafood alternatives.
- Cold chain management.
- Ingredient sourcing and logistics.
- Reducing food waste in supply chains.
- Blockchain for supply chain traceability.
- Case study: Supply chain of a leading plant-based seafood brand.

Module 6: Branding and Packaging Strategies

- Importance of brand positioning.
- Eco-friendly packaging innovations.
- Building brand trust and transparency.
- Leveraging storytelling for seafood alternatives.
- Sustainable packaging regulations.
- Case study: Successful branding of plant-based shrimp.

Module 7: Regulatory and Certification Processes

- Food safety regulations for seafood alternatives.
- Regional and global compliance standards.
- Certifications for sustainable food products.
- Labeling laws and guidelines.
- Navigating regulatory challenges in new markets.
- Case study: Certification of cell-based seafood.

Module 8: Quality Assurance and Product Testing

- Food safety management systems.
- Hazard Analysis and Critical Control Points (HACCP).
- Sensory testing and consumer panels.
- Shelf-life testing and stability studies.
- Continuous product improvement processes.
- Case study: QA processes in algae-based seafood.

Module 9: Financial Modeling and Investment Planning

- Developing a financial business case.
- Revenue forecasting for seafood alternatives.
- Cost modeling and profit margins.
- Securing investments and venture capital.
- Risk analysis and management.
- Case study: Funding rounds of seafood start-ups.

Module 10: Marketing and Go-to-Market Strategies

- Positioning seafood alternatives in the global market.
- Digital marketing strategies.
- Pricing models and distribution channels.
- Partnerships and collaborations.
- Building consumer loyalty programs.
- Case study: Launch strategy of plant-based salmon.

Module 11: Innovation and Research Partnerships

- Collaboration with research institutes.
- University-industry linkages.
- Government and NGO partnerships.
- Public-private collaborations in sustainability.
- Intellectual property considerations.
- Case study: Collaborative research on lab-grown fish.

Module 12: Scaling and Global Expansion

- Strategies for scaling production.
- Global expansion and market entry.
- Localizing products for diverse markets.
- Logistics of international expansion.
- Building global partnerships.
- Case study: Expansion of alternative seafood in Europe.

Module 13: Consumer Education and Awareness

- Importance of consumer education.
- Designing awareness campaigns.
- Engaging with schools and communities.
- Leveraging social media influence.
- Building trust through education.
- Case study: NGO-led seafood awareness campaigns.

Module 14: Risk Management and Crisis Response

- Identifying risks in seafood alternatives.
- Food recall management.
- Crisis communication strategies.
- Legal considerations.
- Building resilience in seafood ventures.
- Case study: Handling consumer backlash in food innovations.

Module 15: Future of Sustainable Seafood Alternatives

- Emerging technologies in seafood innovation.
- Long-term sustainability impacts.
- Evolving consumer preferences.
- Global policy shifts.
- Opportunities for entrepreneurship.
- Case study: Vision 2030 ?Çô seafood sustainability roadmaps.

Training Methodology

- Instructor-led expert presentations.
- Interactive group discussions.
- Hands-on product development workshops.
- Real-world case study analysis.
- Simulation of go-to-market strategies.
- Research-based assignments and projects.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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