

What Can Aquaculture Learn from Kipster?

- **NEIL MANCHESTER, HENDRIX GENETICS**



Neil Manchester

Neil is managing director of the aquaculture business unit at Hendrix Genetics. He has more than 30 years of experience in aquaculture, primarily in salmonids. Coming from an agricultural background, Neil has a B.S. in agricultural technology from Harper Adams University and started his aquaculture career in 1985 on a trout farm. Since 1998, he has specialized in the breeding and production of Atlantic salmon and is now based in the Netherlands.

**MANAGING
DIRECTOR
HENDRIX
GENETICS**

Value creation from innovation, sustainability and collaboration — the four pillars of revolution

Neil Manchester

Managing Director

Hendrix Genetics Aquaculture BV



INNOVATION

www.kipster.farm





SUSTAINABILITY

www.kipster.farm





Collaboration

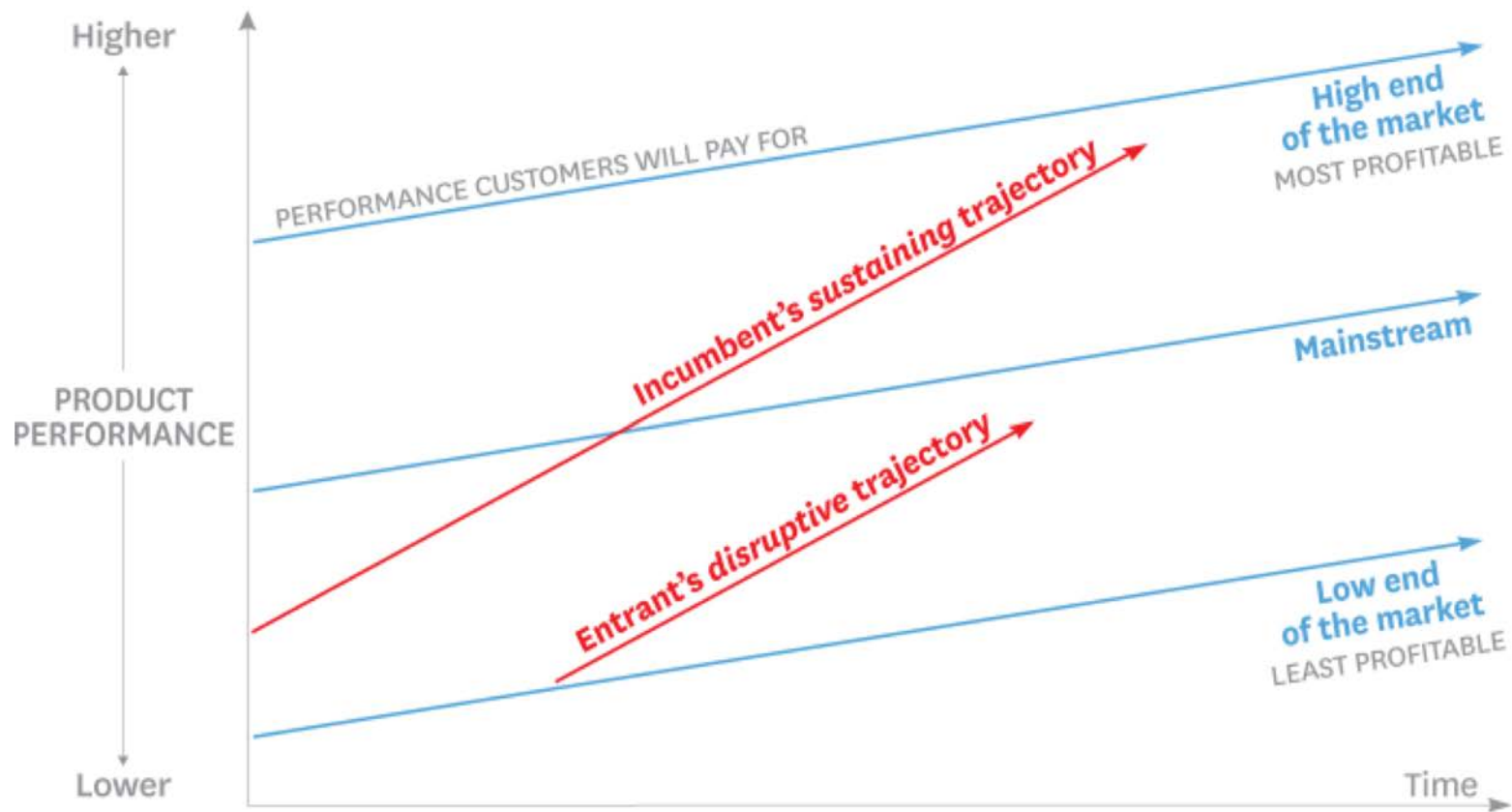
- Farmers (Styn Claessens & Maurits Groen)
- Breeders (Hendrix Genetics)
- Technical (equipment and systems suppliers)
- Academia (Wageningen University)
- Welfare (Dutch Society for Prevention of Cruelty to Animals)
- Environment (Milieudefensie)
- Sustainability (Dutch Urgenda Foundation)
- Marketing & Communications (Schuttelaar & Partners)
- Sales (Lidl Nederland)

VALUE CREATION

www.kipster.farm

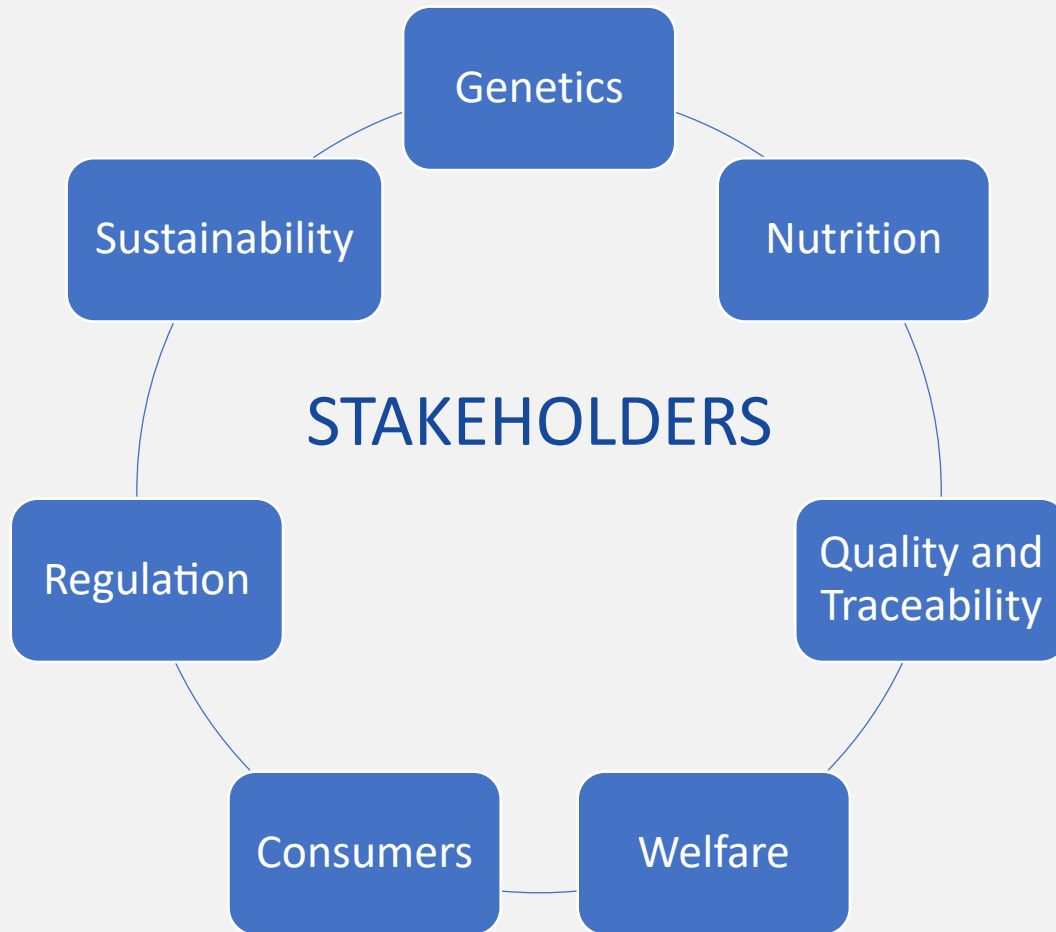








Alibaba







⚡ VISION IS A DESTINATION

- A FIXED POINT TO WHICH WE FOCUS ALL EFFORT.

STRATEGY IS A ROUTE

- AN ADAPTABLE PATH TO GET US
WHERE WE WANT TO GO. ⚡

- SIMON SINEK

to inspire

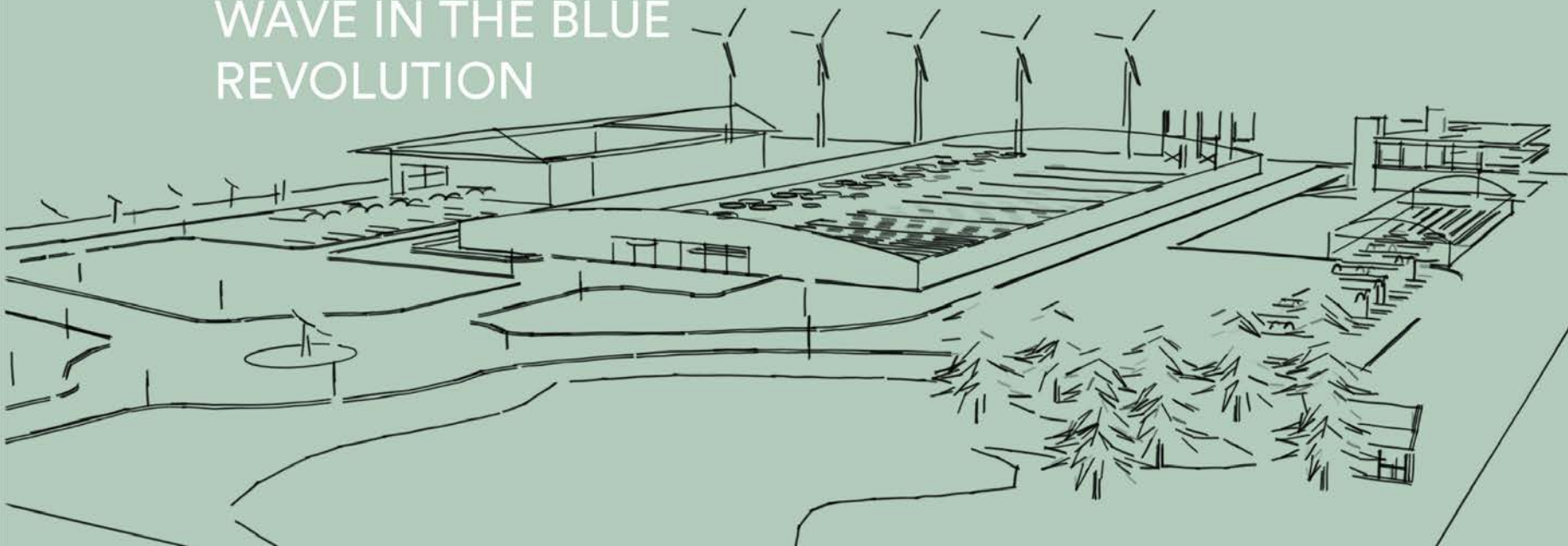


TILAPIA – GOLD

LEADING A NEW
WAVE IN THE BLUE
REVOLUTION

HENDRIX GENETICS

integraQua
technology



Shrimp-Star





Inspiration 360

(Amsterdam 2016)

“Can we change? You bet we can! We have all technologies we need but we should not wait, we cannot wait, we must not wait.” -Al Gore

Thank you

Better Breeding Today. Brighter Life Tomorrow.

