

# Asset Mapping Exercise



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# What is Asset Mapping

- "Asset mapping" is an important component of "asset-based development," an approach used to stimulate community development by identifying and building upon a community's existing resources – rather than focus on its needs – as a means to achieving development goals.
- It is recognized that every community has its own unique set of assets that it can take advantage of to provide a strategic or operational advantage toward achieving economic and workforce development goals.



# What is Asset Mapping

- By identifying the available asset base, communities will be in a better position to capitalize on inherent strengths and identify potential challenges that may require targeted efforts to overcome.
- Asset Mapping should be one of the first steps of a project which will help in decision making, may steer a direction and potentially utilize and make best use of existing infrastructure available.



# How Asset Mapping is used- As it Pertains to Aquaculture

- Asset maps are required to quantify and qualify the assets available within the traditional territory of a particular community that can be leveraged for sustainable development of the local and regional economy through aquaculture.
- This exercise is intended to develop an asset map that will provide guidance to the Communities leaders in the aquaculture development decision-making process.
- The data and information compiled through the asset mapping exercise typically gets used for feasibility assessments for sustainable aquaculture development.



## How does it work?

- Can be a simple exercise to determine a communities resources and infrastructure.
- Does not need to be overly strenuous or time consuming.
- The exercise can include not only infrastructure but also skilled staff and members that could be well suited for the aquaculture industry.
- Does not necessarily have to include just assets owned by a community but could also include key attributes in the area that you may have access to.





# Examples of key things to look for

- Access to water
  - Lake, River, Well, Ground water levels, Municipal water.
- Sampling Water Quality
  - Some of this can be done later, but if you have knowledge or ability to sample key attributes of the water source it may prove to be very helpful for decision making.
- Land
  - Parcel of land close to water? How much remediation is required? Is it treed and is there benefit to the lumber?
- Logistics/Roads
  - Access to main roads, hwys, ease of maintenance (if applicable), distance to market.
- Weather
  - How much weather does this particular area receive? What affect may it have on your operation and proposed location?
- Gravity
  - For Land based systems is there any way to capitalize on using gravity to feed the water into your system (can dramatically reduce pumping costs).



# Examples of key things to look for...Continued

- Boats, barges, Trucks
  - Any opportunity to repurpose the use of Boats, barges, trucks, flatbeds, forklifts?
- Existing Buildings
  - Existing unoccupied buildings or facilities...
- Electricity
  - Do you have electricity on site? Do you have to bring it in? If so how far and approx. cost?
  - Single phase or three phase?
  - Generator, off-grid.
  - How often do you experience Brown or Black outs?
- Natural Gas
  - Does a site already have access to natural gas or would it need to be brought in?
- Local Business
  - Community or member owned business may be a massive asset (environmental consulting, construction, heavy machinery, fuel providers (diesel, propane, natural gas, etc)
- People
  - Current Staff or members of the community that may be well suited for the industry, have experience and knowledge.





# Additional Questions to ask

- What type of project would best suit our community?
  - Open Net Pen, Land-based facility, Pond culture, Aquaponics?
- What are our objectives?
  - Culturing for the commercial market? Food security? Supply on-growers? Baitfish, Niche markets?
- What are the main drivers?
  - Economics? Skill Development? Employment? Gap in the market and available opportunities? Future.



# Benefits of the basic exercise

- In most cases capitalizing of existing infrastructure and resources could make a huge cost benefit to any type of project, that's why this exercise can be fairly important at the beginning!
  - Retro fit of an appropriate, existing building could save thousands of dollars.
  - Being able to gravity feed a facility for a land-based facility could add further profit or allow for more flexibility within the design stage and operation.
  - A site that already has access to electricity could be a huge advantage.

Remember that nothing is impossible regardless of your results from this exercise. An objective or desire should still clearly be investigated by a professional to confirm findings to prove feasible or not!!

# Next Steps

- By going through the listed points as examples it will assist in making decisions about the location, size and type of operation that would best suit your community.
- By knowing what you have available and aligning them with your wants and needs it will allow you to make more informed decisions and provide clear direction which typically would be a feasibility study and business plan.
- Will add further justification to the community to continue down the path of aquaculture with a higher level of confidence.

# Thank you

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