

Report below:

In society today there are a variety of reasons why a business would start to explore the wonders of mussel farming. They could do it for economical reasons (money), society or social (people), environmental (self explanatory), and those are just a few to list. The economic status of the world is how we as humans survive. We create something and hope that people will understand and want to spend money on what we provide. The economical pov in mussel farming can be a major factor in launching a mussel farming company. Mussels can continue to finance a mussel facility because of the demand that people supply to have this specific kai moana. Mussels can bring in a large sum of money simply because people love to consume them also because they get imported around the world which is why economically mussels are a good product to invest into.

The most suitable place when cultivating mussels is a location that provides a few environmental factors when it comes to the ocean. To begin with mussels need a relaxed bay where the muscles won't get stressed. Having calm and subtle waters also plays to the farmers pros as it becomes easier to harvest mussels without worrying about rough waves, detachment and being at risk of falling into the water. In order for the mussels to constantly be fed the body of water that the mussels live in must contain a strong current that pushes new water in and old water out. This way the mussels will constantly be supplied with nutrients on a daily basis. Lastly mussels thrive when in cold water which is why the best mussels farms are set up in the south island as opposed to north island waters normal temperatures would be. If mussels were to live in warm waters the metabolism of a mussels would start to decrease which then opens up a range of problems for the mussels immune system. Their energy levels would be lower which can then impact their growth and make them susceptible to any diseases that could harm them.

Mussel production serves as a highly economic production due to several reasons. Firstly, mussels are highly demanded and have a large market demand both nationally and internationally. The production of kaitiaki allows for quite a profitable industry, and also allows for quite a large sum of people to be employed. Mussel farming also is crucial for the health of the moana because of how mussels consume food.

Mussels are filter feeders which means they extract all the microorganisms out of the water as well as extract all the extra nutrients that the water has to supply. Mussels being filter feeders also is cost efficient as it costs nothing to feed them therefore this kai moana is one of the best products you can produce.

Marlborough sounds is one of the best locations in new zealand to cultivate mussels because as ive said before the temperatures on the south island waters as well as the calmness of the bays in marlborough really play in favor to the mussel productions

Economic Strengths :

Cost - it's a cost effective production because of the mussels being able to feed themselves.

Market demand - the demand of this kaimoana is so high not just nationally but internationally as well.

investment - because of the high demand and how cost effective mussel production is, it is a really good idea to invest into a mussel facility which is why investment plays into a strength

Social weaknesses :

Time - when starting to grow mussels you really have no control on how fast they grow and how well they grow while in the water.

Public perception - many people may take mussel farming as a type of harmful production to be in because of how they've seen other kai moana companies pollute and harm the environment

In conclusion, like any other productions or companies there are always gonna be pros and cons but personally I believe economically and socially play a really important part when it comes to starting or investing into a mussel farm.