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Challenges	
•	Technology and biology:
	 How to reduce risk and costs in harvesting, storing and processing?
•	Public governance:
	- Will the quota premium survive?
•	Knowledge:
	- How to develop and share?
	 How to integrate fisheries and aquaculture?
	- How to avoid opportunism?
•	Market:
	 Product mix and labeling
	- Logistics and shelf life
	 Reduce volume and quality uncertainty
•	Structure:
	- How to organize the value system?
	- How to share risk and profit in a fragmented value
	system?
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