

Introducing *Calypso*

Deep market data for the aquaculture industry

Conduct primary research into your desired target group, directly on The Fish Site, the world's most visited platform for the aquaculture industry.

the
fish
site

4 → What is a reasonable USD (\$) price point for this device? *

- A Less than \$10,000
- B Between \$10,000 and \$20,000
- C Between \$20,000 and \$30,000
- D Between \$30,000 and \$40,000
- E Between \$40,000 and \$50,000
- F More than \$50,000

OK ✓

2 → What type(s) of fish do you work with? *

Choose as many as you like and press "okay"

Choose as many as you like

- A Freshwater food fish
- B Marine food fish ✓
- C Freshwater ornamental fish
- D Marine ornamental fish
- E Freshwater bait fish
- F Marine bait fish
- G Other

OK ✓



Ask detailed, in-depth questions to thousands of people at once

Struggling to find secondary data that gives you the answers you need? Raise your own data from more than 200 000 monthly visitors and make solid decisions where to invest before the money is spent.

Our custom-designed surveys are natively embedded in The Fish Site, offering endless customisation and branding at your liking.

5 → What type(s) of systems do you use to grow your fish? *

Choose as many as you like and press "okay"

Choose as many as you like

A Sea/lake pens or cages

B Flow-through tanks

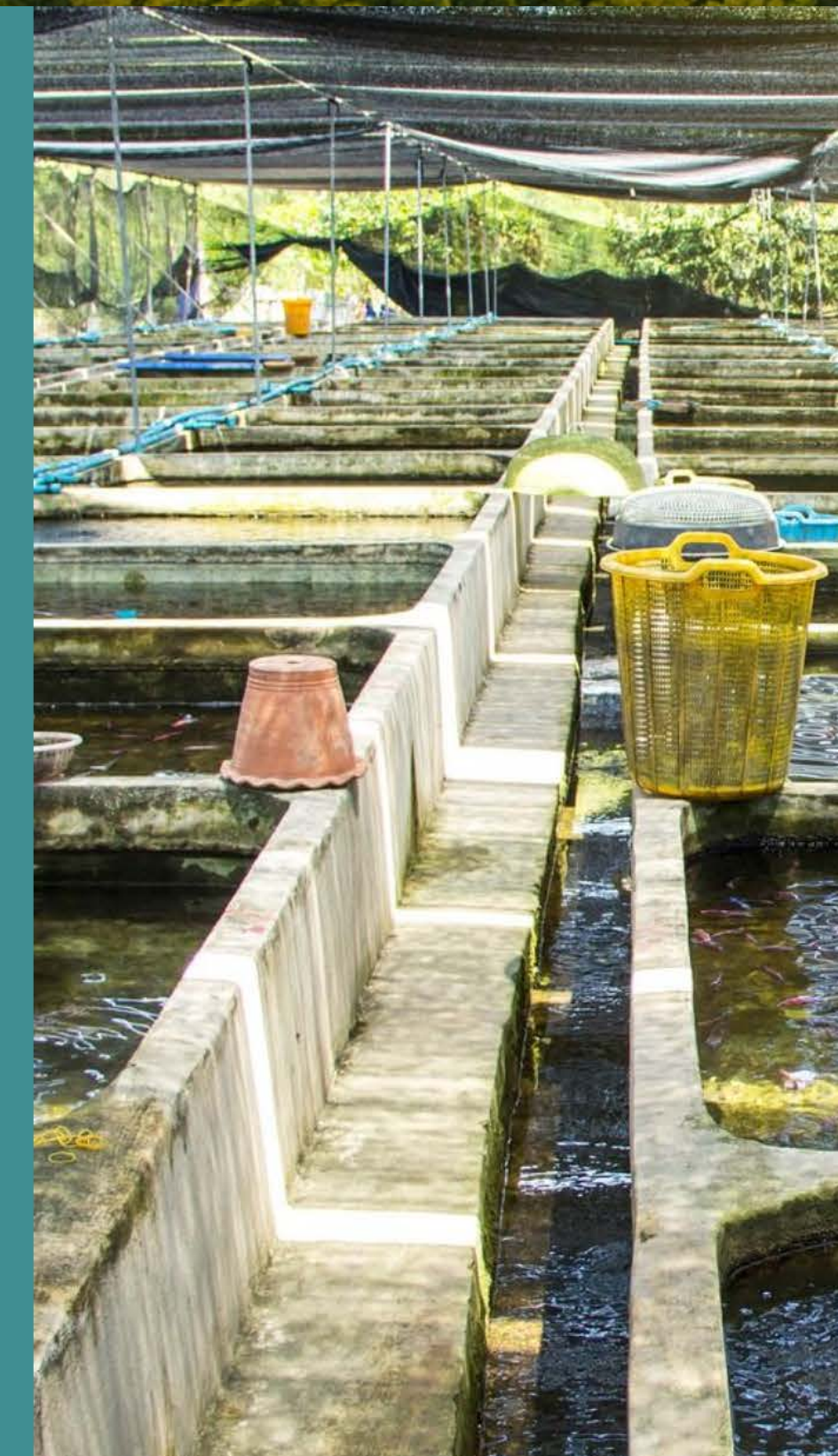
C Recirculating tanks ✓

D Outdoor ponds or raceways

E Static tanks

F Other

OK ✓





Custom question formats

All questions can be completely customised and set up in various formats like single-choice, multiple-choice, free text or Likert scales.

8 → What kinds of decisions do you make based on your data? *

Choose as many as you like and press "okay"

Choose as many as you like

- A Health or disease interventions
- B Adjusting feeding or stocking levels
- C Sorting harvested fish into quality or processing groups ✓
- D Culling low-performing or undesirable individuals
- E Timing of transfer or harvest ✓
- Key F Sorting fish into size groups ✓
- G Other

OK ✓

3 → How interested are you in a system that measures a representative sample of your fish and reports only summary data? *

0 means not at all interested, 10 means very interested

0 1 2 3 4 5 6 7 8 9 10



Multiple logic paths for different answers

Key questions determine response pathways so you can get the right answers from the right people.

Path A & B

1 → What describes you best?
Description (optional)

A Entrepreneur

B Corporate representant

C Academic

[Add choice](#)

Path C

2 → How likely are you to spend more on feed than last year?

Description (optional)

0 1 2 3 4 5 6 7 8 9 10

3 → Rank the below topics in order of importance to your research

1 is best

Drag and drop to rank options

Access to data

Capable staff

Functional equipment

[Add choice](#)

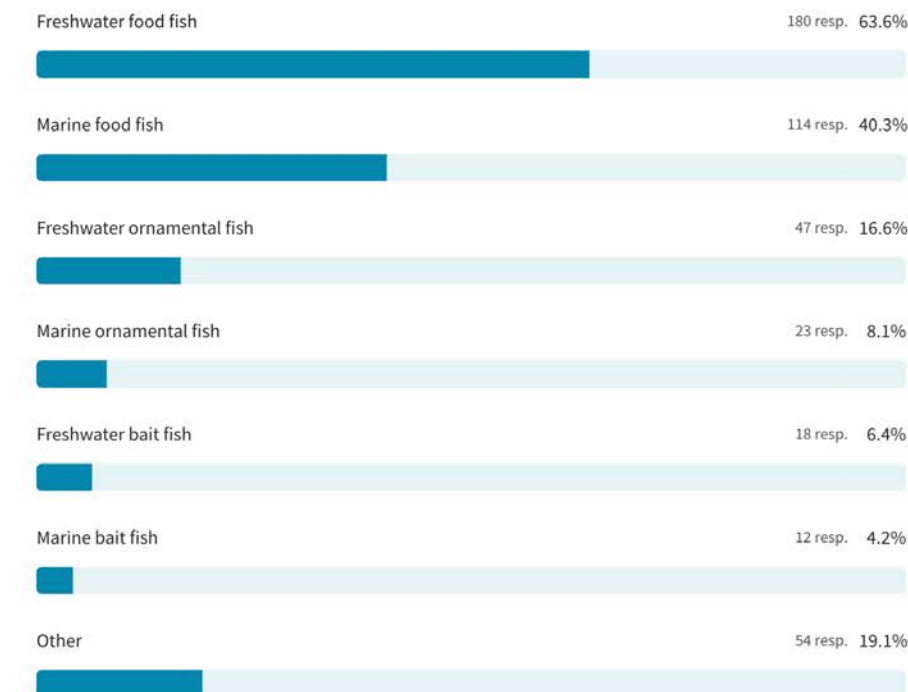


In-depth live online results, including access to all raw data in spreadsheet format

Your responses are immediately visible live on their own specific webpage, where you can keep track of the data coming in. Additionally, you will receive all raw data in a spreadsheet format at the end of your survey runtime.

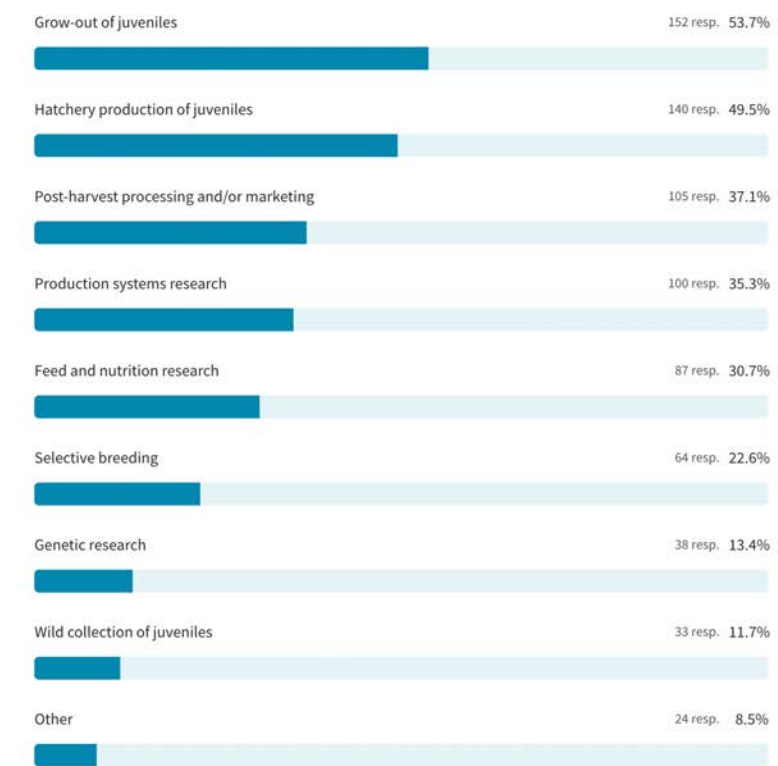
What type(s) of fish do you work with?

283 out of 424 answered



Which segment(s) of the value chain does your business operate in?

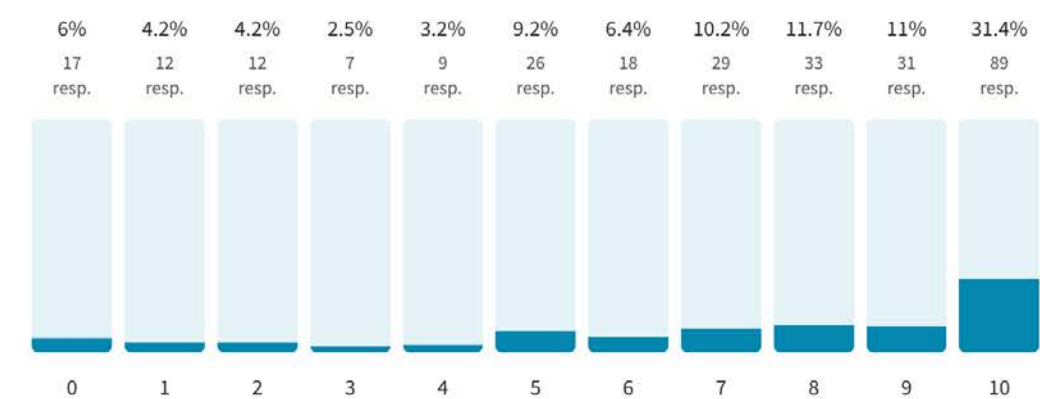
283 out of 424 answered



How interested are you in a system that measures a representative sample of your fish and reports only summary data?

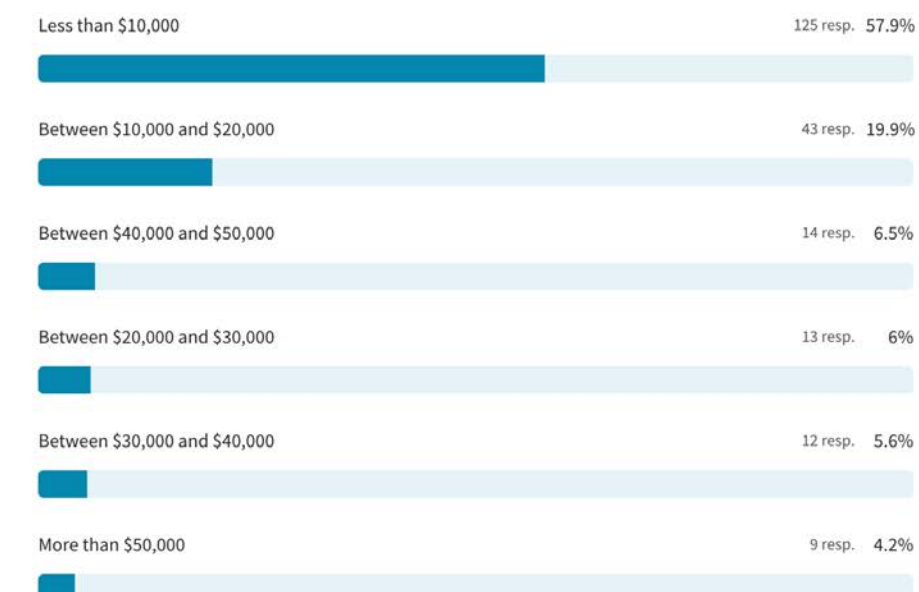
283 out of 424 answered

7.0 Average rating



What is a reasonable USD (\$) price point for this device?

216 out of 424 answered





Seamless embed in your desired topics on The Fish Site

We offer precise targeting options based on more than 70 taxonomy tags that ensure high precision placement in your desired target group.



Harvesting farmed mussels

Local mussel farmers believe that their Class B rating may stem from heavy and persistent rainfall that causes a surge in runoff into the sea © John Jones

"Information relating to the potential causes of the high result is gathered, which will include information submitted by local stakeholders, other government departments and an assessment of sampling data. Additional sampling may also be carried out to monitor the level of contamination and determine when results return to levels below the classification threshold, enabling any public health protection measures to be lifted," Jack explains.

Should this investigation find the result to be anomalous, it may be disregarded, allowing the production area to retain its existing classification. For the Menai Strait farmers, "because our beds are Class B, only Class C results will be investigated," says Alan Winstone, chair of MSFOMA.

How do you sell your products? *

Choose as many as you like and press "okay"

Choose as many as you like

<input checked="" type="checkbox"/> Live	<input checked="" type="checkbox"/> Whole - fresh
<input checked="" type="checkbox"/> Whole - frozen	<input checked="" type="checkbox"/> Fillets/portions - fresh
<input checked="" type="checkbox"/> Fillets/portions - frozen	<input checked="" type="checkbox"/> Processed products
<input type="checkbox"/> Other	
<input type="button" value="OK"/>	

Are the Class B results an anomaly worth investigating?

The argument MSFOMA is making for investigating their Class B results doesn't just concern the number of Class B results but with what they believe to be the primary cause of the results – heavy or persistent rainfall.



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Meet the farmer
Abigail Barrows' quest for plastic-free oysters

Abigail Barrows dialled back an international research career to establish an oyster farm in her native Maine, which she is trying to make as sustainable and plastic-free as possible.



Calypso is a service by The Fish Site powered by [typeform.com](#)



What do our clients use *Calypso* for?

Collect lead data

Want to use a questionnaire to collect and qualify leads? No problem, all contact data that is freely submitted can be used by your sales team.

Understand market demographics and their interests

Would you like to stand on solid ground with your assumptions about your customer base? Do you need insights into your target group before you develop your next advertising campaign? No problem with Calypso.

Source problem statements for R&D

Trying to understand what your customers are truly struggling with is a key factor in R&D decision making. Learn about your customers exact needs and their price point before you spend the money on costly development.

Raising data for research grants

The endless customisation options of Calypso can also accommodate the scientific rigour needed in research grants, while reaching quantities that are difficult to accomplish through other options.



Any questions? Just reach out



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aquaculture for all

akvakultur for alle

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acuicultura para todos

aquaculture para sa lahat

aquaculture pour tous

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