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## **New Aquaculture Consultancy Offers Broad Range of Services**

**Patterson Peddie Consulting** are pleased to announce the launch of their website, [www.pattersonpeddie.com](http://www.pattersonpeddie.com), outlining the extensive range of services they offer to the international aquaculture industry.

Formed by Scott and Fiona Peddie in December 2004, Patterson Peddie Consulting aims to deliver first class consultancy and training services to the aquaculture/fish health sector and the wider food industry. “We identified a gap in the market for a comprehensive consultancy service offering technical, fish health and marketing services from one location at an affordable price”, said Dr Scott Peddie. “As a result we offer a comprehensive range of services including: fish health advice, trial design and project management, data analysis, a specialised fish health economics service, business advice (feasibility studies and investment appraisals), technical writing, marketing planning and research, in addition to tailored training programmes in all of the above. We also have access to a wide range of experts in other fields of relevance to aquaculture, so we can tailor the service to meet the needs of our customers”, explained Scott.

“Many aquaculture businesses do not have the resources to directly employ experts in many of the areas we focus on”, Scott continued. “Take technical writing for example – producing manuals, standard operating procedures and the like can tie up key personnel and deflect important resources from key operational areas. Our ability to offer a fast and individually tailored service takes that burden away”.

Fiona added: “We aim to work with the customer to identify areas where our services can improve the efficiency of their business. In addition, although we are based in the UK, many of our services can be delivered remotely via the internet”.

Patterson Peddie Consulting would be delighted to hear from anyone interested in their consultancy and training services.