Half of the estimated 110 million tons of fish, shellfish and other fisheries products for human consumption today are produced in some form of aquaculture by people like those depicted here. The lion’s share is produced in Asia, where eating carps, shellfish and other kinds of aquatic organisms has a long tradition and where much of the production relies still on relatively small-scale operations. North America and Europe have placed more emphasis on industrial style culture or fattening of carnivorous fish. Shrimp farming and other forms of aquaculture are also gaining ground in Latin America and Africa, particularly as a result of international technology transfer. Urbanisation with associated market development also plays a role in Africa, especially when resources of capture fisheries are overfished and in decline. But the sector keeps changing and does not stand still around one-time stereotypes. It’s people, trade rules and markets bringing about the change.