FAIR FISH

Annual report 2025

We and aquatic animals

The following series of images focuses on individual aquatic animals subjected to the human system. From the carefully measured salmon in the research tank, whose body data provides information about health and reproduction, to the individual animal as part of infrastructure and logistics: nets, pumps, market stalls, cages, breeding tanks. Recurring structures (glass, mesh, yarn, containers) reveal how environments are reduced in size, movements are restricted, and individuals become "units". In particular, the series reminds us of fair-fish's core mission: behind every practice in research, fishing, and aquaculture are sentient individuals whose suffering (including stress, fear, and pain) must be taken seriously—regardless of whether they end up in nets, cages, or tanks.

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Cover: Atlantic salmon (Salmo salar) *in the tank of a research institute. Picture: NIST, public domain*

This annual report was approved at the general assembly on 25th of March 2026.

Introduction

In 2025, fair-fish International took a close look at its own strategic orientation and worked specifically on its vision, mission and impact logic. This makes it easier to define what fair-fish stands for, what it is committed to and what position the organisation occupies in an increasingly diverse landscape of NGOs and associations with related themes. This process served to sharpen its profile and consciously define the role of fair-fish. While many organisations focus on sustainability, environmental or consumer issues, fair-fish sees itself as one of the few voices worldwide that consistently puts the individual fish at the centre.

The organisation actively campaigns for people to treat fishes not as an interchangeable resource, but as sentient beings with species-specific needs and abilities. The focus on the individual animal shapes all of its work and clearly distinguishes the organisation from others that view fishes primarily from an ecological or economic perspective.

fair-fish envisions a world in which these pain- and stress-sensitive animals are recognised as such, and humans strive to provide farmed fishes with a good life and minimise the suffering of wild fishes caught in the best possible way.

fair-fish derives its mission from this vision, is committed to concrete improvements in fish welfare and promotes more sustainable and ethical consumer choices. To this end, fair-fish is active in research, raises public awareness, seeks to influence policy and provides practical advice to the

Bigfin reef squid (Sepioteuthis lessoniana), *very popular in commercial and recreational fishing.*
Picture: Jaeyoon Jeong via Unsplash

industry. Science, communication and practice are deliberately intertwined so that changes are not only initiated but also implemented.

fair-fish focuses its work internationally, participates in research and practical projects, contributes its knowledge to global discussions on fish welfare, and develops international projects itself. Through its work, fair-fish aims to contribute to a worldwide improvement in the treatment of fishes in fisheries and aquaculture.

In the reporting year, the organisation also took a conscious look to the future and engaged in intensive discussions about where it wants to be in ten years' time. Regarding knowledge, it wants to contribute to species-specific recommendations on fish welfare being recognised and adopted worldwide. In practice, more animal-friendly methods should be implemented in aquaculture and fisheries, and only those species whose needs can be met under the given conditions should be farmed.

fair-fish also pursues clear goals in the fishing industry: further improvement of fishing equipment and mandatory protocols for stunning and killing. Fish farms and fisheries should recognise that better fish welfare means more success in the long term, not less. fair-fish wants to contribute to shifting demand towards fish products that comply with animal welfare standards.

These objectives are ambitious. It was therefore even more important for fair-fish to set clear conceptual and strategic guidelines for 2025. These guidelines form the framework for both national and international work in the coming years, with the aim of tangibly reducing the suffering of fishes and bringing about lasting change in how they are perceived in society, politics and practice.

Staff

In 2025, fair-fish expanded its team and strengthened key areas. Expertise, coordination and communication are intended to further improve the quality of scientific work, practice projects and public impact.

Since August 2025, Vighnesh Samel has been supporting the team as coordinator in the field of fisheries (60%). He divides his time equally between the fair-fish database and fisheries projects. In the database, he develops species and method profiles and assesses animal welfare throughout the fishing process; in the fisheries projects, he is involved in research and publications. Vighnesh Samel works with fishermen, politicians and NGOs to promote more animal-friendly fishing methods and improved handling of fishes after capture. Also new to the team is Laura Kamp, who started as Communications Project Manager (80%) in November 2025. After joining as an intern, she is now taking on responsibility for communications, educational work and dialogue with donors, bringing these key areas of responsibility together into one role.

Regula Horner reduced her long-standing, significant commitment at the end of 2025 due to her age. However, she continues to support the association as a volunteer, contributing her experience and knowledge. Goran Andrijašević and Sarah Mahni

have also ended their mandate at fair-fish but remain connected to us as friends.

Management is headed by Fausta Borsani (80%), who is responsible for strategy, finance, human resources, communications and fundraising. Dr Jenny Volstorf (80%) is the scientific director of the fair-fish database. Together with her team, she drives forward research into fish welfare in aquaculture and fisheries, supported by researchers Paolo Panizzon (60%), Dr Caroline Marques Maia (30%) and Vighnesh Samel (30%). Fish biologist Yannick Rohrer heads up fair-fish's aquaculture consultancy (80%). During the reporting year, he also worked closely with fish farms and helped to translate scientific findings on fish welfare into practice. In addition, he contributed his expertise to specialist groups, collaborations and events.

Sebastian Scholz (80%) is responsible for the technical infrastructure. As webmaster and data protection officer, he ensures a professional digital presence and compliance with the highest data protection standards.

Board

In 2025, the composition of the fair-fish board changed. Benjamin Galler resigned as both a board member and a member of the association shortly before the general meeting. The statutes adopted at the 2025 general meeting allow for the board consisting of only one person. As a result, the meeting elected Prof. Dr. Ralph Schill as the sole member of the board, meaning that the board consisted exclusively of the president in the reporting year.

The Board met six times in total in 2025. Five meetings were held online, and one was held in person. The President managed the strategic business of the organisation and ensured that the Board was able to make decisions.

Ralph Schill also played an active role in the strategic development of fair-fish, personally attending the strategy meetings in Frankfurt (Germany) in May 2025 and helping to shape the organisation's future direction. At its meeting on 2nd of July 2025, the Board approved the new strategy, thereby establishing the guidelines for fair-fish's future work.

Members

Two members left the association during the course of the year. At the end of 2025, fair-fish had a total of 16 members.

The members are very valuable to fair-fish. They enable direct and personal exchange between members, the office and the board, and regularly provide helpful feedback and new ideas. This dialogue supports the organisation's work and helps to reflect on developments together. fair-fish values this limited number of members, which allows for closeness, commitment and open exchange on an equal footing.

Blue crab (Callinectes sapidus) *on a market counter: important in the fishing industry on the North American east coast and an invasive species in the Mediterranean.*
Picture: Mark Stebnicki via Pexels

Ponyfish (Leiognathidae) in the net.
Picture: Pexels via Pixabay

Projects

Carefish/catch: Promoting animal welfare in fisheries

In the reporting year, fair-fish brought the international Carefish/catch project to a preliminary conclusion. Since mid-2021, it has brought together five international partners with the aim of systematically addressing a topic that has received little attention to date: the animal welfare of fishes in fisheries. While animal welfare standards are increasingly being established for farm animals, comparable approaches for wild-caught fishes are largely lacking. Carefish/catch addressed this issue by combining scientific findings with practical tools for fisheries and certification bodies.

As co-leader of the project, fair-fish played a central role and developed the world's first database for assessing animal welfare risks in fisheries. The fair-fish database provided species-specific welfare checks and an initial methodology profile that systematically records stress during capture, handling and killing. FishEthoGroup (Portugal), also co-leading the project, developed animal welfare standards for various fishing methods such as longlines, gillnets, traps, purse seine and pole-and-line fishing.

The scientific basis was provided by extensive field studies conducted by the Centre for Marine Sciences of the Algarve (CCMAR) in Portugal. The research team carried out numerous trips on fishing vessels and assessed the condition of the fishes using physiological and behavioural indicators. The studies clearly showed that the time fishes spend in fishing gear, contact with air and handling on board play a crucial role in stress, injury and survival.

In the reporting year, the Carefish/catch consortium published its latest detailed report on individual fishing methods.

The report analysed pole-and-line fishing for tuna, which is generally perceived as particularly sustainable. However, the evaluation of video material from various countries revealed serious animal welfare problems. Many tuna lay on deck for long periods without being stunned, suffered injuries on hard surfaces and died slowly from suffocation. The stunning methods used often proved to be imprecise or ineffective, and the subsequent

bleeding process was often not carried out. The report showed that even selective and environmentally friendly fishing methods are not necessarily animal friendly.

This latest report marks the initial conclusion of the Carefish/catch project, although the newly developed fisheries section of the fair-fish database will continue to be updated. One key finding applies to all fishing methods examined: the biggest risks to animal welfare include the lack of or inadequate stunning and killing. Fishes often suffer for a long time on deck or in tanks filled with ice water before they die. This suffering usually remains hidden from the public.

At the same time, the project demonstrated that there are technical and operational hurdles to overcome. Fish species vary greatly in size, anatomy and skull structure, which makes it difficult to find a standardised solution for stunning and killing them. These issues are the subject of intense debate within the scientific community researching fish welfare. According to recent studies, electrical stunning methods also have their limitations. The duration of unconsciousness in several economically important species is shorter than previously assumed. In addition, space, energy supply and work processes on board limit the implementation of more animal-friendly methods. fair-fish remains committed to these issues and, following Carefish/catch, has already published its own opinion paper on electrical fish stunning.

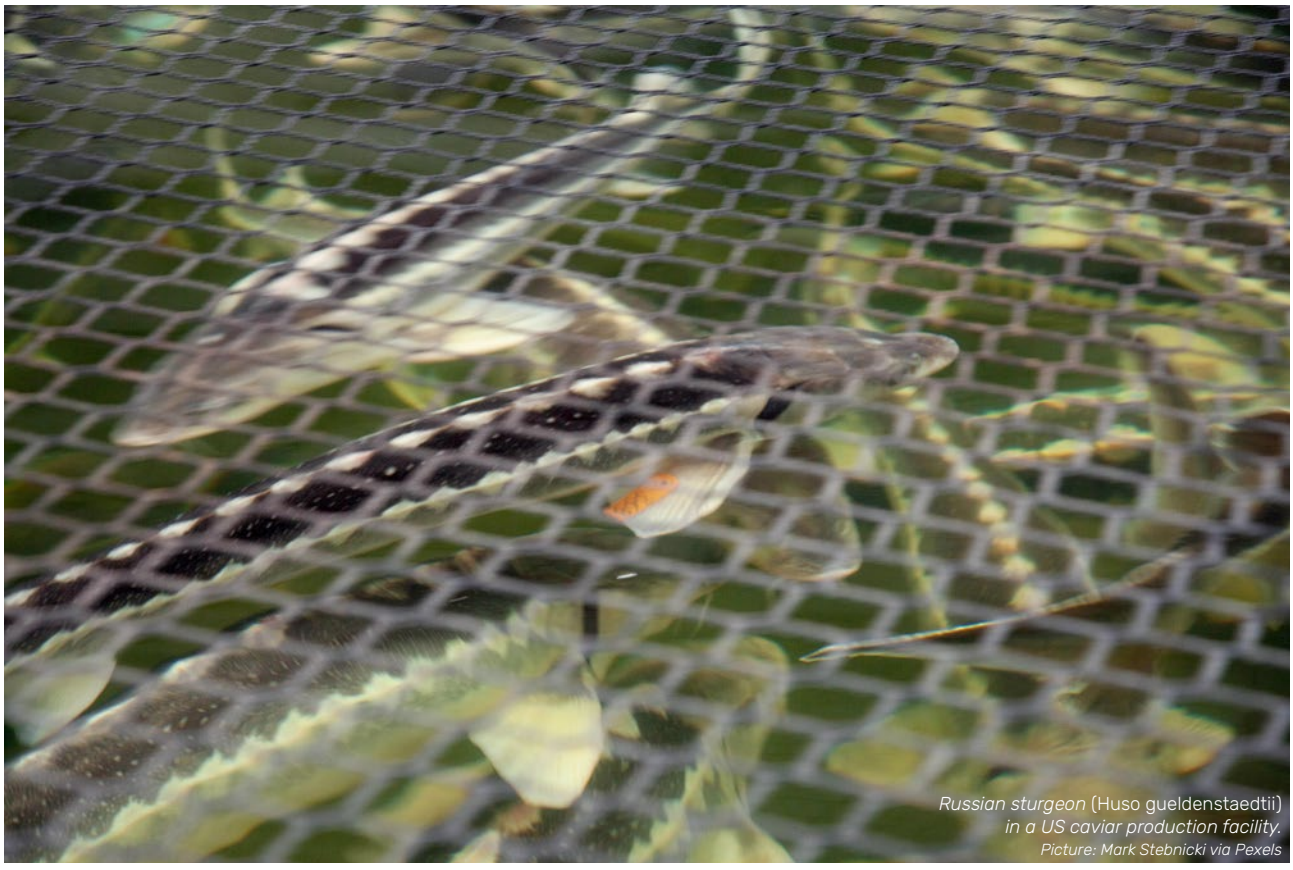
With the aim of permanently establishing animal welfare in fisheries, the principles developed in the project form an important basis for future work with fisheries, certification bodies and political actors. This includes the two scientific papers published by fair-fish in scientific journals:

- Maia, Caroline Marques, Vighnesh Samel, and Jenny Volstorf (2025). Purse Seine Capture of Small Pelagic Species: A Critical Review of Welfare Hazards and Mitigation Strategies Through the fair-fish Database. Fishes 10(12): 614
- Maia, Caroline Marques, María J. Cabrera-Álvarez, and Jenny Volstorf (2025). fair-fish database|catch: A platform for global assessment of welfare hazards affecting aquatic animals in fisheries. Applied Animal Behaviour Science 291: 106732.

The fair-fish database as a knowledge base

The fair-fish database continued to be an important working tool in 2025. The team expanded the database's content and further developed its structure in order to map animal welfare risks in fisheries and aquaculture.

In the area of fishing (catch), fair-fish added several new welfare checks to the database. The combinations of Atlantic Mackerel *(Scomber scombrus)* and purse seine nets, striped red mullet *(Mullus surmuletus)* and gillnets, and skipjack tuna *(Katsuwonus pelamis)* and handlines and pole-



Russian sturgeon (Huso gueldenstaedtii) *in a US caviar production facility.*
Picture: Mark Stebnicki via Pexels

Black bass
(Micropterus dolomieu)
with anglers in the background.
Picture: Canfield, Doug/USFWS, Public Domain

and-line fishing were re-evaluated. Welfare checks make it possible to analyse species-specific stresses caused by different fishing methods more accurately and to present them in a comparable way.

fair-fish also expanded and updated the database in the area of aquaculture (farm). Welfare checks for hybrid tilapia *(Oreochromis niloticus × O. aureus)* and tambaqui *(Colossoma macropomum)* were added. In addition, the team updated existing welfare checks for yellowtail amberjack *(Seriola lalandi)* and greater amberjack *(Seriola dumerili)*.

The fair-fish database was launched in 2013 with a broad collection of knowledge for each species, from which recommendations for practical application were derived ("Advice"). We will be working with our aquaculture experts to make this Advice section more practice oriented. We presented a first preview at our own information event, "Online Shoal". Participants from science, practical fields and other specialist circles were able to familiarise themselves with this application of the database, test it and provide direct feedback.

In addition to expanding the content, fair-fish expanded the structure of the fair-fish database and introduced new method profiles with their own method tree and independent overview. The first method profile to be developed was the purse seine fishing method. This further development strengthens the systematic recording of animal welfare risks at the method level and creates a basis for further profiles in the coming years.

In 2025, the database recorded around 4,000 visitors, which corresponds to around 11 people per day. The number of visits by software programs ("bots") is not included in this figure. Most visits came from Europe (41%), followed by Asia and Australia (27% combined) and North America (21%). A particularly large number came from the USA (19%), Germany (6%) and Italy (4%).

In total, the fair-fish database recorded around 14,500 page views by humans (an average of 40 queries per day). Here too, Europe dominated with 60%, followed by Asia and Australia (15%). Germany topped the list of countries (15%), ahead of the USA (10%) and Brazil (9%). Around one third of all visitors accessed the fair-fish database via search engines such as Google or Bing.

Users most frequently accessed species profiles from aquaculture, particularly rainbow trout (*Oncorhynchus mykiss,* 674 hits), Atlantic salmon (*Salmo salar,* 550 hits) and Nile tilapia (*Oreochromis niloticus,* 497 hits). These figures underline the relevance of the fair-fish database as a source of information for experts, interested parties and stakeholders along the value chain.

Aquaculture consulting: hands-on approach for improved fish welfare

In the reporting year, fair-fish continued to provide practice-oriented aquaculture consulting and intensified its exchange with fish farms, industry initiatives and expert groups. Fish biologist and aquaculture consulting project manager Yannick Rohrer worked closely with farms and experts to not only discuss animal welfare, but also to measurably improve it and implement changes directly in everyday farm operations.

One focus was on cooperation with the Global Dialogue on Seafood Traceability (GDST). Together with its partners, fair-fish selected animal welfare parameters that can be meaningfully integrated into tracking and traceability software. In doing so, fair-fish created a basis for systematically visualising the welfare of fishes and making it comprehensible to consumers.

At the same time, fair-fish drafted a position paper on electrical fish stunning, which assessed the current state of the art and highlighted the limitations of existing methods.

In the area of husbandry environments, Yannick Rohrer developed a prototype for environmental enrichment for rainbow trout, planned and built the first elements, and prepared for the practical testing. The aim was to create structures that promote natural behaviour and reduce stress and aggressive interactions. Initial feedback from a farm show that the fishes actively use the additional structures, which means that there are no significant disadvantages for the breeding operation.

To support fish farms, Yannick Rohrer also created a small app for simplified recording of water quality data. The application makes it easier for fish farmers to regularly document relevant parameters and detect changes at an early stage. Thanks to the app, problems can be identified and remedied more quickly before they affect the health of the fishes.

fair-fish also actively incorporated existing digital tools. Yannick Rohrer tested the ASC animal welfare monitoring app from Lighthouse Aqua and provided specific feedback on the significance of animal welfare indicators and their practical application in everyday operations. The aim was to promote tools that make it easier for farmers to assess fish welfare.

At a technical level, Yannick Rohrer and Fausta Borsani joined a working group set up by the Austrian Animal Welfare Council on the keeping of fishes in recirculation aquaculture systems (RAS). The working group will analyse the current husbandry conditions in Austria and based on this, develop evidence-based proposals for minimal standards in line with animal welfare. Thanks to interdisciplinary exchange with representatives from practice, science, administration and animal welfare, different perspectives were brought together and discussed, such as how animal welfare indicators collected in RAS allow meaningful conclusions to be drawn about the welfare of the fishes.

A key component of the aquaculture consultation was farm visits designed as opportunities for learning and exchange. In 2025, Yannick Rohrer visited a total of four breeding farms, analysed husbandry conditions together with those responsible, discussed observations and developed improvements. At one facility, he tested early versions of an enrichment tool on rainbow trout and received direct feedback on how it was used and its effect on the behaviour of the fishes. At a common carp farm, the focus was on the pond as a habitat, and at two pikeperch farms, recirculation aquaculture systems (RAS) were visited. The discussions helped to derive tangible measures that can improve fish welfare based on scientific findings and practical experience.

School project: Redefining educational work

In the reporting year, fair-fish's school project was limited to just one school visit. The main reason for this was the difficulty in planning potential visits, which made it hard to run the project on a continuous basis.

As a result, fair-fish handed over project management to Laura Kamp, who focused on further developing the content and teaching methods and thoroughly revised the existing materials and documents.

The project, which is free of charge for schools, is aimed at primary schools and focuses on fishes as sentient beings. The lessons address their capacity for suffering, their living conditions in nature and in man-made systems, various fishing methods and the ocean as a habitat. The aim is to raise children's awareness of underwater life and the impacts of human activity.

By revising the content and reorganising the project, fair-fish created the conditions for the school project to be implemented in a targeted and effective manner again in the coming years.

FischTest: Project suspended

In 2025, fair-fish temporarily suspended the FischTest project. The organisation made this decision after a critical review of the project's content and impact.

fair-fish concluded that there are already well-established and meaningful instruments in the field of overfishing and ecosystems, e.g. from the WWF.

Pacific halibut (Hippoglossus stenolepis) *caught on longlines is brought on board.*
Picture: MAXX BORISOFF via AdobeStock

Furthermore, there is currently a lack of binding declaration requirements in aquaculture regarding animal welfare-related information such as breeding systems and stocking density. Without this information, it is difficult to guide consumers towards more animal-friendly products. Initiatives such as the Global Dialogue on Seafood Traceability (GDST) could remedy this situation in the future.

In fisheries, there is still a lack of sound research on the impact of different fishing methods on fish species. The "catch" section of the fair-fish database is helping to gradually close these gaps in knowledge. If these scientific and systemic foundations are lacking for most fish species, the efforts involved in consumer-oriented fish testing are not currently worthwhile.

Due to these conditions, fair-fish found itself unable to provide consumers with responsible advice on which fishes to choose from among those on offer.

We can only recommend individual fish farms and fisheries.

Although fair-fish held discussions regarding the development of a purchasing guide for the catering industry, this project also failed to progress in 2025, as our proposals met with little interest.

With the discontinuation of the FischTest, fair-fish set a clear strategic focus. In future, the organisation will focus its resources on areas where it can achieve measurable improvements in fish welfare through scientific expertise and practical work. Rather than providing consumption recommendations based on inadequate data, fair-fish aims to highlight animal welfare risks and promote structural changes in fisheries and aquaculture.

Silver carp (Hypophthalmichthys molitrix) *in an aquaculture facility in Iran.*
Picture: Tasnim News Agency, CC BY 4.0, via Wikimedia Commons

Events

In 2025, fair-fish brought its expertise to numerous national and international events and exchanged ideas with experts, interested parties and the public. The contributions ranged from scientific conferences and trade fairs to our own online events.

On 21st of January 2025, Fausta Borsani gave a short talk at the "boot" trade fair in Düsseldorf (Germany) on the remarkable abilities of fishes, drawing attention to the issue of fish welfare in a broad, international context of water sports and recreational use.

On 4th of March 2025, Yannick Rohrer delivered a presentation at the annual conference of the Fish Veterinary Society in Edinburgh (United Kingdom). In his talk, entitled "Implementing Fish Welfare in Practice", he demonstrated how scientific expertise on fish welfare can be translated into action in aquaculture and fisheries.

On 29th of March 2025, fair-fish was represented at Diving Day at the Swiss Museum of Transport in Lucerne (Switzerland). In addition to a presentation, the organisation engaged with an interested audience at its well-attended stand, discussing fishes, their living conditions and human impact on aquatic habitats.

On 24th of April 2025, fair-fish organised its own event: "Online Shoal" on the fair-fish database. In a concise presentation, the team introduced the latest developments to the database, such as new functions, content additions and improved user guidance. The event also served to gather targeted feedback from participants from the practical sector, NGOs and research, which will be incorporated into the further development of the freely accessible scientific platform.

On 25th of June 2025, Jenny Volstorf, head of the fair-fish database, presented the database at the UFAW International Animal Welfare Conference 2025 online. She demonstrated how the database systematically records animal welfare risks and makes them available for research, practitioners and other stakeholders.

On 7th of September 2025, fair-fish took part in the animal welfare market at Zurich Central Station (Switzerland) to mark the 25th anniversary of the Susy Utzinger Foundation for the Protection of Animals. Fausta Borsani, Yannick Rohrer and Laura Kamp represented the organisation at the event, held numerous discussions and informed visitors on the work of fair-fish.

fair-fish organised a second “Online Shoal” in English on 11th of September 2025 under the title “For better fishing standards’” The event marked the conclusion of the Carefish/catch project. fair-fish and its project partners presented the most important findings and discussed how these can be put into practice. It became clear that the impact of Carefish/catch extends beyond the end of the project and forms a basis for the further development of animal welfare standards in fisheries.

Also on 11th of September 2025, Paolo Panizzon gave a presentation at the annual conference of the Animal Welfare Research Network in Bristol (United Kingdom). Entitled “The fair-fish database as a tool for fish welfare research”, he showed how the database makes knowledge about fish welfare more accessible, comparable and usable for research.

On 25th of September 2025, Fausta Borsani took part in the 32nd Freiland Conference in Vienna (Austria). In connection with aquaculture and fisheries, the topic of fish welfare was addressed for the first time and placed in a broader animal ethics context.

On 30th and 31st of October 2025, Caroline Marques Maia presented a poster on the fair-fish database at the 22nd Congress of the Portuguese Ethological Society (SPE) in Faro (Portugal).

On the occasion of the Swiss film premiere of “Kampf um die Meere” (Battle for the Seas) on 4th of November 2025, Fausta Borsani brought the perspective of fish welfare into the discussion as a panel guest at the Films for Future Festival in Zurich (Switzerland).

From 11th to 14th of November 2025, the Aquaciência Conference (11th Brazilian Congress on Aquaculture and Aquatic Biology) took place in Campos do Jordão (São Paulo, Brazil). Caroline Marques Maia presented the fair-fish database at the conference on 12th of November, reaching a wide South American audience of experts.

On 25th of November 2025, fair-fish took part in the Münsterhof Christmas market in Zurich (Switzerland) with Fausta Borsani, Laura Kamp and Yannick Rohrer. The event provided a good opportunity to talk to interested people about fish consumption, fish welfare and the work of fair-fish.

Atlantic cod (Gadus morhua) *in a sea cage in Norway.*
Picture: Thomas Bjørkan, Norsk Havbrukssenter via Flickr, CC BY-SA 2.0

Public relations

In the reporting year, fair-fish further expanded its public relations work and reached a growing audience through various channels. A particular focus was placed on social media activities, political work and presence in the Swiss media.

Social media

fair-fish was active on Facebook, Instagram, LinkedIn and Bluesky in 2025 and was able to significantly increase its reach across all platforms. With around 70% more followers compared to the previous year, its presence on LinkedIn grew particularly strongly. Social media channels were an important tool for fair-fish to draw attention to scientific findings, projects, events and political issues, and to promote dialogue with experts and the interested public.

Political work

A key focus of public relations work was raising political awareness for fish welfare. Together with SP National Councillor Ueli Schmezer, fair-fish drafted a parliamentary interpellation questioning the Federal Council about the current situation and data on fishes in Swiss aquaculture. With this motion, fair-fish brought the issue of fish welfare to the parliamentary level for the first time.

Media presence

In 2025, fair-fish published three issues of its own magazine, fish-facts, which is aimed at a broad audience. Each issue features a portrait of a fish species, focusing on the individual animal as a sentient being rather than a commodity or resource. In February, the portrait of the common carp was published, followed by the yellowtail amberjack in September, and in December, fish-facts provided information about the blue mussel, a species of mollusc, for the first time. With this selection, fair-fish broadened the horizons beyond traditionally consumed fishes.

For fish-facts, the association relies on high-quality designed and printed paper booklets that are not only informative but also intended to appeal to readers emotionally. The careful design and narrative writing style can build a sense of closeness to the animals portrayed and motivate readers to become more aware of the lives of fishes and their own actions.

In addition, fair-fish was mentioned 14 times in the Swiss media during the reporting year. This includes articles in 20 Minuten entitled “2000 Forellen verendeten im Teich” (“2000 trout died in pond”) and “Winterthurer Shrimp-Zucht” (“Winterthur shrimp farm”) as well as in TierWelt entitled “Das Leid der Lachse” (“The suffering of salmon”) and “Einmal Tiere immer Tiere” (“Once animals, always animals”). The press releases helped to bring issues relating to fish welfare, aquaculture and fisheries to the attention of a wider public. fair-fish also gained international media coverage in connection with the report on pole-and-line fishing in the Carefish/catch project.

Moi (Polydactylus sexfilis) *in sea cages off Hawaii.*
Picture: NOAA, Public Domain

Young Atlantic salmon (Salmo salar) *are transferred to another tank using a fish pump (Norwegian Aquaculture Center).*
Picture: Norsk Havbrukssenter via Flickr, CC BY-SA 2.0

Cooperation with other organisations

In 2025, fair-fish worked closely with various organisations, specialist agencies and committees to further anchor the issue of fish welfare in politics, science and society.

Together with the animal welfare organisation Sentience, fair-fish submitted the "Unsichtbare Tiere" ("Invisible Animals") petition and supported it with parliamentary work. Among other things, this was intended to draw attention to the lack of visibility of fishes in animal welfare and to strengthen their legal status.

At the international level, fair-fish worked with the Verein gegen Tierfabriken (Association Against Animal Factories (Austria)) on the topic of salmon farming. Together, they analysed animal welfare issues along the production chain and developed positions.

In the specialist area, fair-fish exchanged ideas with an animal welfare expert group from the state of Vorarlberg and, together with them, defined animal welfare-relevant data for recirculation aquaculture systems (RAS). In addition, fair-fish maintained close contact with the Fischwissen specialist unit, which specialises in the welfare of aquarium fishes.

fair-fish also contributed its expertise to other Swiss expert committees, particularly in connection with the revision of the Animal Welfare Ordinance. In addition, the association was an active member of the Swiss Ocean Network in 2025 and participated in its campaigns.

In addition to these structured collaborations, fair-fish responded to five direct enquiries from authorities and NGOs on various topics relating to the welfare of aquatic animals during the reporting year. The questions concerned both the slaughter process and transport, confirming fair-fish's growing role as a specialist reference.

Through these diverse collaborations and enquiries, fair-fish gained further credibility, visibility and reach in 2025, consolidating its position as a competent voice for the welfare of fishes.

Financial development in 2025

You will find the annual accounts on the back of the annual report.

In 2025, fair-fish was able to continue its activities thanks to project contributions, donations, and the reserves we had built up in previous years. Total income amounted to CHF 589,869, with donations (CHF 80,526), project contributions (CHF 320,182), and the release of restricted funds (CHF 188,000) making a particularly important contribution to financing our work. Total project expenditure amounted to CHF 572,692. This shows that the majority of our resources went directly into implementing our goals. Thanks to the foundation Coefficient Giving (formerly Open Philanthropy), we were able to finance the work of the fair-fish database; and thanks to the ProCare, Edith Maryon, and Dreiklang foundations, as well as other foundations, we were able to continue our aquaculture advisory work.

At the same time, 2025 was a more difficult year: donations declined slightly compared with 2024, probably also because some long-standing donors were lost due to age. Project contributions, too, were lower or did not materialise at all, as some foundations were no longer able to provide as much or as regularly, and in some cases support was postponed to later years. Only thanks to our reserves, which we used as budgeted, were we able to achieve a balanced annual result.

Nevertheless, we made deliberate investments, particularly in strategy work, communications, and fundraising. This is the only way we can strengthen our position, attract new donors, and submit further project applications to additional funding foundations.

For 2026, we hope for additional project contributions from applications we already submitted in 2025 and on which decisions will be made in the coming months. At the same time, we want to attract new donors in a targeted way in order to broaden fair-fish's support base and secure our work for the long term.

Orbicular batfish (Platax orbicularis) *in a breeding tank in French Polynesia.*
Picture: Olivier Dugornay (2010, IFREMER), CC BY 4.0

Acknowledgements and future prospects

fair-fish would like to thank its highly committed team, board, members and many supporters who made the organisation's work possible in the reporting year. Special thanks go to the donors, foundations, partner organisations and experts who placed their trust in fair-fish and supported the projects ideologically, professionally and financially. fair-fish would also like to thank the fish farmers, authorities, fishers and NGOs who sought open dialogue and engaged in joint learning processes.

Looking to the future, we are building directly on the vision, mission and strategic direction refined in 2025. fair-fish is continuing its commitment to the welfare of fishes in order to achieve impact where scientific expertise, practical relevance and ethical clarity come together.

In the near future, fair-fish will be focusing intensively on the planned salmon farming project in Mollis (Switzerland), providing expert and public support for the opposition to it. At the same time, the organisation is pushing ahead with the further development of the fair-fish database.

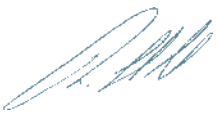
Fausta Borsani, Executive Director

The aim is to highlight animal welfare risks in aquaculture and fisheries in an even more differentiated way and to provide a basis for practice, policy and society.

Another focus is on improving the training and awareness of fish farmers. fair-fish will continue to impart practical knowledge on fish welfare and support concrete improvements in the living conditions of fishes in fish farms.

fair-fish is also expanding its practical work in the fishing industry. In cooperation with Friend of the Sea, the association will conduct courses on fish welfare in fisheries. The aim is to pass on knowledge about animal welfare risks in the daily routine of fishing and jointly develop optimisations in handling, stunning and killing.

With this clear focus, fair-fish is following its vision. In the future, the organisation wants to continue contributing to ensuring that farmed fishes have a good life and that wild fishes suffer as little as possible while being caught.



Dr. Ralph O. Schill, President

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For donations in Swiss francs:
IBAN: CH68 0900 0000 8503 8259 6

For donations in euros:
IBAN: CH51 0900 0000 9136 260

Balance sheet as per 31 December	2025 CHF	2024 CHF
Liquid assets	468,677.27	423,697.38
Other short-term receivables	2,692.37	844.58
Accrued income and prepaid expenses	8,502.30	801.63
Current assets	**479,871.94**	**425,343.59**
Financial assets	698,731.89	726,909.56
Fixed assets	**698,731.89**	**726,909.56**
Total assets	**1,178,603.83**	**1,152,253.15**
Liabilities from deliveries and services	3,443.65	8,768.74
Other short-term liabilities	11,443.65	8,375.30
Other short liabilities board member	0.00	0.00
Accrued liabilities	231,943.05	16,300.00
Short-term debt capital	**246,830.35**	**33,444.04**
Fund Legacy Ringier	697,967.50	885,967.50
Long-term debt capital	**697,967.50**	**885,967.50**
Debt capital	**944,797.85**	**919,411.54**
Association assets	224,523.34	224,523.34
Retained earnings brought forward	8,318.27	5,235.66
Annual loss/profit	964.37	3,082.61
Equity	**233,805.98**	**232,841.61**
Total liabilities	**1,178,603.83**	**1,152,253.15**

Income statement	2025 CHF	2024 CHF
Donations	80,526.44	87,818.09
Contributions to projects	305,182.15	246,690.20
Legacies	0.00	0.00
Project revenues	15,000.00	97,227.05
Subscriptions	0.00	0.00
Membership fees	197.34	167.30
Other operating income	963.85	0.00
Dissolution of funds	188,000.00	534,577.50
Gross revenues from deliveries and services	***589,869.78***	***966,480.14***
Revenue reductions	***0.00***	***0.00***
Net revenues from deliveries and services	**589,869.78**	**966,480.14**
Projects	40,148.07	518,891.00
Projects and fund allocations	***40,148.07***	***518,891.00***
Gross profit I	**549,721.71**	**447,589.14**
Gross margin I	*93.2%*	*46.3%*
Staff costs	380,132.34	318,352.10
Services of third parties	152,411.70	126,845.77
Gross profit II	**17,177.67**	**2,391.27**
Gross margin II	*2.9%*	*0.2%*
Room expenditure	0.00	0.00
Maintenance, repairs and replacements	350.00	0.00
Property insurance, fees	236.30	226.35
Administrative expenses	31,657.33	31,036.07
Advertising expenses	9,538.88	7,919.56
Other operating expenses	***41,782.51***	***39,181.98***
Operating result	**-24,604.84**	**-36,790.71**
Financial income	52,916.31	47,869.70
Financial expenses	-9,199.05	-3,248.73
Gross profit III	**19,112.42**	**7,830.26**
Non-operating income	39.70	0.00
Extraordinary, non-recurring or off-period expenses	18,187.75	4,747.65
Annual loss/profit	**964.37**	**3,082.61**