



**fair-fish international association**  
**Annual report 2021**





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Cover: Fishing with a gill net  
(Photo: Tvb hof/Wikimedia)

# Annual Report 2021

## fair-fish international association

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Editing and layout:  
Billo Heinzpeter Studer

# 1. The association and the people behind it

The association fair-fish international (fair-fish.net), founded in 2010, wants to “help animal welfare in fish achieve a breakthrough internationally. At the same time, it takes into account the criteria of sustainability and fair trade”. Its tasks include, among others, the “elaboration of substantive principles” and the “development of guidelines for fishing and fish farming”.

## 1.1 Board of directors

The Zurich-based association is run by the honorary board, which in 2021 consisted of Billo Heinzpeter Studer (photo 1, president, Monfalcone), Dr. Nina Lisann Otter (2, Paris), Oliver Seeger (5, St. Gallen, resigning mid-year), Dr. Jenny Volstorf (6, Berlin), Dr. Rahel Salathé (3, Denens VD) and Diether Grünenfelder (4, Zurich).

## 1.2 Management and staff

Billo Heinzpeter Studer was responsible for management, external representation and project management. Jenny Volstorf managed the FishEthoBase and Sebastian Scholz (7, Chemnitz) looked after our databases and websites; both also worked for the FishEtho-Group. Rahel Salathé managed the FishTest. The Swiss team was made up of Dr Rolf Frischknecht (8, head, Laupen BE), Peter Jossi (9, Basel) and Regula Horner (10, Zurich).

## 1.3 FishEthoGroup

In 2021, we continued our close cooperation with the Fish Ethology and Welfare Group (FishEtho-Group), which emerged from fair-fish international. The staff of both organisations continued to form a team; they have met online once a month since the beginning

of the pandemic and finally again in a two-day meeting in autumn.

The FishEthoGroup team changed in 2021. Dr Maria Filipa Castanheira was replaced by Dr Maria Cabrera (17) and Dr Carol Marques Maia (13). Cynthia Mogo Kazi (18) was hired as administrative relief for team leader Dr João Saraiva (11), who supervises PhD student Ana Rita Oliveira (14). Last but not least, the team includes Dr Pablo Arechavala-Lopez (16) and Carlos Lemos (12).

*The Corona pandemic also affected our work in 2021. We had to cancel work meetings and the Summer Shoal, and some colleagues fell ill, which led to delays. In addition, Rahel Salathe and Billo Heinzpeter Studer both fell ill for a longer period of time in 2022, which resulted in the massive delay of this annual report.*

## 1.4 Advisory board and Guideline commission

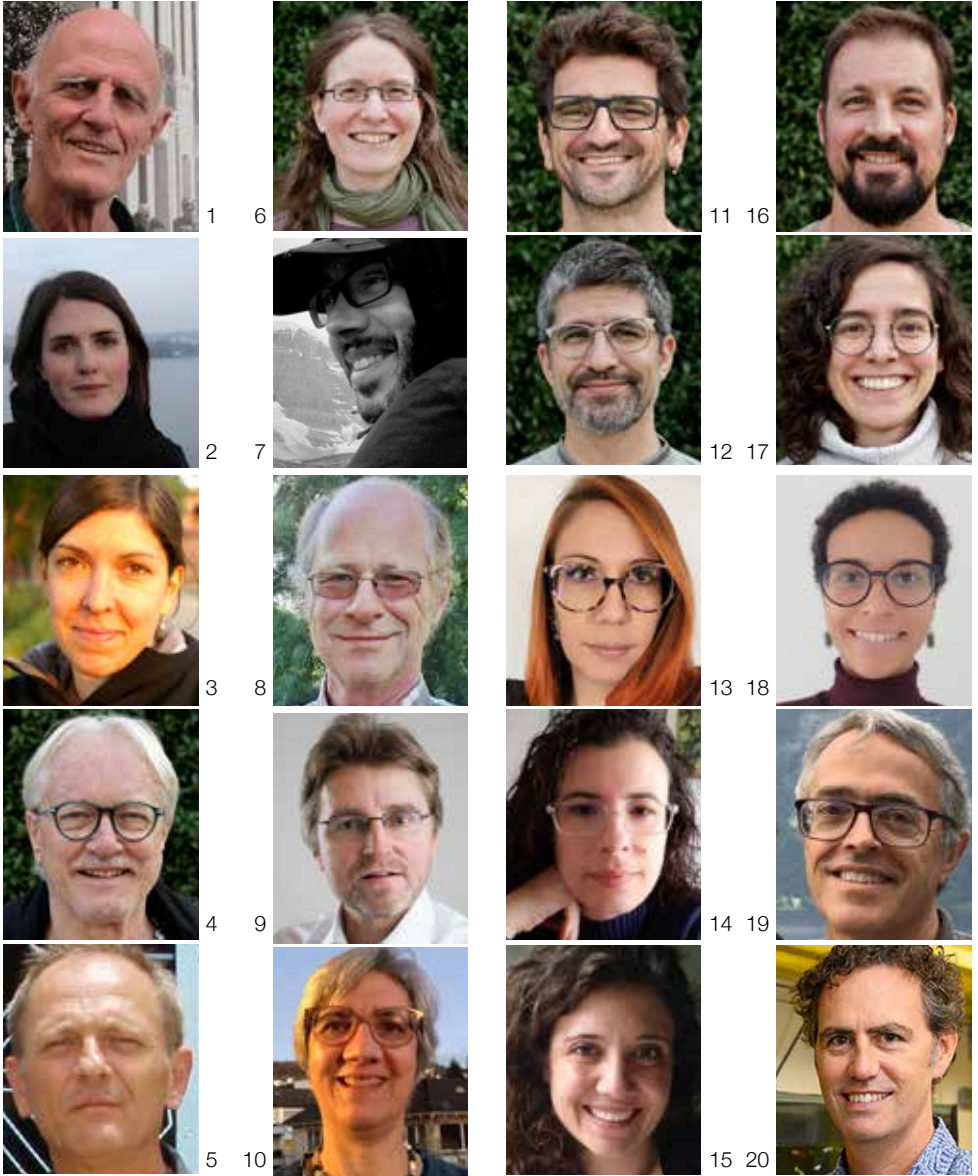
The scientific advisory board of fair-fish and the FishEthoGroup is formed by Prof. Lluís Tort (18, Barcelona), Prof. Becca Franks (19, New York) and Prof. Culum Brown (20, Sidney).

The guideline commission is made up of Peter Jossi, Basel, Peter Schlup, Bern, and Billo Heinzpeter Studer.

Neither committee was claimed in 2021.

## 1.5 Accounting and auditing

WINCO Treuhand AG in Winterthur was again responsible for auditing the annual accounts. Accounting was done by Treuhand Arn & Partner AG in Lyss.



fair-fish international: 1 Billo Heinzpeter Studer, 2 Dr. Nina Otter, 3 Dr. Rahel Salathé,  
 4 Diether Grünenfelder, 5 Oliver Seeger, 6 Dr. Jenny Volstorf, 7 Sebastian Scholz.  
 Team Schweiz: 8 Dr. Rolf Frischknecht, 9 Peter Jossi, 10 Regula Horner.  
 FishEthoGroup: 11 Dr. João Saraiva, 12 Carlos Lemos, 13 Dr. Caroline Marques Maia,  
 14 Ana Rita Oliveira, 16 Dr. Pablo Arechavala-Lopez, 17 Dr. Maria Cabrera, 18 Cynthia Mogo Kazi.  
 Wissenschaftlicher Beirat: 15 Prof. Becca Franks, 19 Prof. Lluís Tort, 20 Prof. Culum Brown.

## 2. FishEthoBase: our showpiece

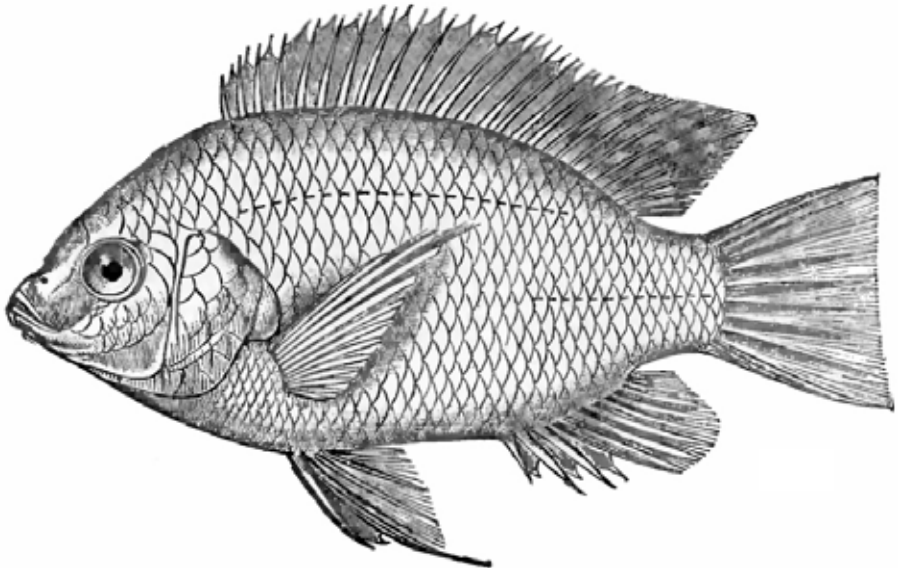
In 2021, as announced in the 2020 annual report, we focused entirely on the production of further short profiles, and were thus able to describe the needs and behaviour of 16 additional species in their natural habitat, as well as assess their welfare under usual or improved conditions in aquaculture. In total, the FishEthoBase already comprised 67 such species profiles by the end of 2021.

Behind the steadily growing database on ethology and fish welfare is the persistent work of Jenny Volstorf as director and her colleagues Maria Cabrera and Caroline Marques Maia.

Since its launch in 2013, the FishEthoBase has become our Rolls Royce, so to speak. It is increasingly used and cited by scientists and practitioners and forms an excellent basis for what we intended it to do from the beginning: Pooling knowledge to positively influence practice.

If the chapter on the FishEthoBase is very short in this annual report, it does not mean that this part of our work is less important; the exact opposite is the case. Rather, it is a sign that things are going particularly well at the FishEthoBase.

<https://fishethobase.net>



The Nile tilapia (*Oreochromis niloticus*) is the star of the FishEthoBase: Of all the fish species studied so far, it is the most suitable to feel comfortable in captivity—provided, however, that the husbandry conditions meet its needs as far as possible.

(Drawing: W. H. Flower, 1898 / Wikimedia)

## 3. Carefish/farm: Research and advice for more fish welfare in aquaculture

In 2021, we completed our second Carefish/catch programme, again funded by Open Philanthropy and implemented together with FishEthoGroup.

On the one hand, it was a matter of translating the basic principles into fish welfare guidelines for 24 species developed in the first programme (2017-2019) into criteria and indicators, which were then integrated into the standard of the international “Friend of the Sea” certification scheme.

Secondly, and more extensively, the second programme served to establish training and advisory services as well as further fish welfare research.

### 3.1 Consultancy, examples

Development of the good practice guide for fish welfare in aquaculture, for the Spanish fish farming association APROMAR.

Determination of the selection of operational fish welfare indicators (OWIs) for gilthead seabream and sea bass under intensive farming conditions, for the Spanish fish farming company Culmarex, part of the international Cooke Group.

Advice on the welfare of farmed salmon for the British animal welfare label RSPCA.

Two further examples of advice can be found in chapter 5 FishTest.

### 3.2 Training, examples

Second fish welfare course, online, with 90 participants from 28 countries.

Fish welfare training for the employees of the Spanish aquaculture company Culmarex.

### 3.3 Scientific publications

see chapter 6.

### 3.4 Academic supervision

Supervision of a PhD student and several Master students at the Centre for Marine Sciences (CCMAR, Faro, Portugal) by members of the FishEthoGroup.

**More: [fair-fish.net](http://fair-fish.net) – search for: Carefish/farm**



Flow channel in a northern Italian trout farm  
(Photo: Studer/fair-fish)

## 4. Carefish/catch: Less suffering in fisheries

**Thanks to a large project contribution from Open Philanthropy and four project partners, fair-fish is determined to research solutions for more consideration for animals in fisheries as well.**

The very first step of fair-fish (1997) resulted in a draft for fish farming guidelines, which was quickly followed by a second one for fisheries. Our first major project (2004-2010 in Senegal) was dedicated to animal welfare in fisheries; from 2012 we focused on fish welfare research in aquaculture. Since 2021, we have finally been able to research ways to reduce animal suffering in fisheries again.

### 4.1 Big boost from Silicon Valley

Animal welfare research has so far paid little attention to what is happening in fisheries. The few exceptions were mostly limited to “humane slaughter”. Surprisingly, the usually far greater and longer lasting stress on the animals caused by the catching process has hardly been the subject of scientific research so far.

When the Silicon Valley-based foundation Open Philanthropy asked Friend of the Sea and fair-fish international in 2020 whether we would be interested in developing guidelines for “animal-friendly” fishing, similar to the Carefish/farm project, we immediately started planning a research project.

### 4.2 Together with strong partners






The four-year project aims to develop the scientific basis by mid-2025 on which the Friend of the Sea certification scheme can supplement its fisheries guidelines with requirements for the careful treatment of animals. To cope with the extensive work, we invited other partners, formed a consortium and submitted a grant application to Open Philanthropy in April 2021, which was approved in August and granted in October.

Our partners in this project are:

- FishEthoGroup, Olhão, Portugal
- Centre of Marine Sciences CCMAR, Faro, Portugal
- Friend of the Sea, Milano, Italy
- DeMoS Institute, Montreuil, France

The division of tasks between the five partners is described in the table on page 7.



Project partners	Rollen und Aufgaben
fair-fish international Switzerland 	Project management FishEthoBase/catch Media relations supports guideline development Internal organisation
FishEthoGroup Portugal 	Fish welfare assessment supports experiments on land Scientific publications Science and industry congresses Guideline development
CCMAR, Portugal 	Experiments at sea and on land supports scientific publications
Friend of the Sea Italien 	supports selection of fishing methods, fish species and criteria supports experiments at sea Implementation of the guidelines Marketing communication supports media relations
DeMoS, Frankreich 	Economic feasibility Visualisation FishEthobase

### 4.3 Extension of the FishEthoBase

The FishEthoBase, which so far only assesses the fish welfare of different species in aquaculture, will receive a second, considerably more complex part that summarises the animal suffering in different fishing methods and possible improvements. By the end of 2021, first drafts could be prepared and discussed internally.

### 4.4 Research in the lab and at sea

The two Portuguese partners CCMAR and FishEthoGroup want to develop a vitality scale and protocols to assess the condition of caught fish and test measures to reduce animal suffering.

### 4.5 Guidelines and feasibility

A main objective of the project is to develop guidelines for the Friend of the Sea label.

The DeMoS Institute is investigating the economic feasibility of such guidelines. It takes an artistic approach to individual engagement with fishes and will conduct intensive interviews in different stakeholder groups (fishermen, consumers, etc) and evaluate the results in a mathematical model.



## 5. FishTest for concerned consumers

**There is no “good fish”, only fish that suffered more or less. The FishTest recommends the offerings associated with the least suffering.**

The FishTest, which was completely revised in 2020 and simultaneously translated into English, could finally be published after the completion of the new website fair-fish.net in spring 2021 [1]. The data on the currently 141 wild-caught fish species is updated and reviewed three times a year based on data purchased from FishBase. A general review in autumn led to numerous corrections of partly obsolete source data. At the same time, the transparency of our assessments was further improved [2].

### 5.1 FishTest as a basis for studies

The FishTest is primarily aimed at consumers. However, the audience of free access databases often extends beyond the intended target group. Even though our assessment of the extent of fish suffering in the various fishing methods is based on estimates and not (yet) on research data, the FishTest has already served as the basis for two scientific papers that we were allowed to publish in 2021. Based on our data, a student at the University of Bern examined the sustainability of the fish supply of Coop and Migros and came to a rather sobering conclusion [3]. Also related to the FishTest was a study by a student at the University of Applied Sciences of Northwestern Switzerland, who developed a statistical model to estimate the actual consumption of fish meat in a country [4]. Both students were supported by the FishTest editorial team.

### 5.2 The FishTest in aquaculture

The deliberations on how to extend the fish test to farmed fish, which were not yet completed in the previous year, could be concluded in 2021 with a first draft concept. The basis for the assessment of farmed fish is the FishEthoBase, or more precisely: the potential of a fish species to thrive in captivity under improved conditions [5].

At best, there are currently only four farmed fish species that could be recommended for purchase under certain circumstances. The potential of all other species is generally too low.

The implementation of the concept, which also includes impacts on the environment, would in itself require a certification scheme that verifies the improvements in farming conditions which are necessary to reach the welfare potential of the species in question. In practice, we cannot yet rely on such certifications; the Friend of the Sea (FOS) guidelines, which fair-fish helped to develop, will not become operational until 2021, and those of the Aquaculture Stewardship Council (ASC), to which fair-fish also contributed in an advisory capacity, have not yet been adopted.

### 5.2 Strict assessment or broad selection?

The probability of finding at least one positive recommendation for farmed fish in the FishTest is therefore very low. This could unfortunately also reduce the motivation of fish eaters to consult the FishTest. A less strict assessment would increase the number of potentially recommendable fish species, but this would mean that fair-fish would recommend offers that contradict its own criteria.

## FishTest in aquaculture: assessing criterion fish welfare

FishEthoBase Potential Score	Certification incl. fish welfare?	FishTest Score	Fulfilled by n species
Po >3	yes		max. 4
Po =3	yes		max. 5
Po <3	whatever		41
Po =0	whatever		30

If the FishTest requires a fish welfare potential of at least 4 points (maximum: 10 points), then a maximum of 4 farmed fish species can be recommended, namely only those for which there is a certification (label) that guarantees that the possible potential for the respective fish species according to FishEthoBase is fulfilled in practice.

If the FishTest were to reduce the requirement to 3 points, a maximum of 5 other farmed fish species could be recommended.

But from which score can one speak of fish welfare with a clear conscience? Only the Nile tilapia and the African catfish reach more than half of the maximum score in the FishEthoBase, with a potential of 8 and 6 points respectively...

This raises a fundamental question: should we lead consumers to avoid at least the worst offerings—or to choose only the least objectionable? We tend towards the latter, even though in doing so we exclude most fish species, albeit assessed by labels we have consulted for—because most species cannot really feel good in captivity even under the best conditions.

A solution to this problem could not yet be found in 2021. We will probably face a similar question in the area of wild catch as soon as we can base the assessment of catching methods on the results of our new research project Carefish/catch (see chapter 4). Only a few capture methods are likely to prove suitable for keeping the duration and extent of animal suffering low.

[1] <https://fair-fish.net/en/what/market/fishtest/> – we also publish the FishTest under the short links [fishtest.net](https://fair-fish.net) (English) and [fischtest.net](https://fischtest.net) (German)

[2] Rationale of the assessment: [https://fair-fish.net/media/filer\\_public/ec/72/ec72d02d-fd6d-4fe6-8958-4949839ce68c/end\\_result.pdf](https://fair-fish.net/media/filer_public/ec/72/ec72d02d-fd6d-4fe6-8958-4949839ce68c/end_result.pdf)

[3] [fair-fish.net](https://fair-fish.net) > What? > Market > Fishtest > right column: «Studie Nachhaltigkeit» (in German only)

[4] [fair-fish.net](https://fair-fish.net) > What? > Market > Fishtest > right column: «Edible Fish Consumption»

[5] e. g. Tilapia with high potential (8 out of 10): <https://fishethobase.net/db/31/farm/shortprofile/> e. g. Rainbow trout with very low potential (1 of 10):

## 6. Publications and outreach

### Talks (fair-fish + FishEthoGroup)

**27.01.2021**, Compassion in World Farming Webinar: Environmental Enrichment and Predator Control for Farmed Fish Pablo Arechavala-Lopez\*

**19.03.2021**, Slow Food Germany: Online-reading from the fair fish book and discussion with Billo Heinzpeter Studer\*

**12.-15.04.2021**, Aquaculture Europe 2020:  
– Structural enrichment in tanks enhances spatial cognition of juvenile gilthead seabream, Pablo Arechavala-Lopez (Poster)  
– Using acoustic telemetry to monitor swimming behavior of gilthead seabream in sea cages, Pablo Arechavala-Lopez (prämiiert als “Best e-poster”)

**12.05.2021**, Asociación ibérica de zoos y acuarios AIZA Annual Congress: Fish Welfare: an ethological approach, João Saraiva\*

**19.05.2021**, Animal Welfare Group Nigeria, Webinar: Fish Welfare: an ethological approach, João Saraiva\*

**02.06.2021**, Aquaculture Advisory Council (AAC), Working Group 1: Enrichment and meeting the ethological requirements of fish, Pablo Arechavala-Lopez (auf Einladung)

**02.07.2021**, Simpósio de Bem-Estar em Peixes (Symposium of Fish Welfare):  
– Environmental Enrichment in Aquaculture, Pablo Arechavala-Lopez\*

– FishEthoBase: FishEthoBase: a world platform for fish welfare, João Saraiva\*

**28.07.2021**, Webinar Unlocking the potential of tilapia aquaculture: innovation, welfare and sustainable development: The 5 domains applied to fish welfare, with an emphasis on Nile Tilapia, Caroline Marques Maia (who was also responsible for moderating the webinar)

**07.09.2021**, Symposium FishBase-Sealife-Base 2021—the 30 years: The use of FishBase data by fair-fish through its FishEthoBase and FishTest, Rahel Salathé\* et al.

**06.10.2021**, Aquaculture Europe 2021:

- Structural enrichment in gilthead seabream aquaculture—fundamentals and applications, Pablo Arechavala-Lopez
- Environmental preference of Nile tilapia according to behavior traits, Adrián V. Montalt et al. (Poster)
- as well as three posters by Pablo Arechavala-Lopez et al.

**11.13.2021**, XXXVIII Encontro Anual de Etologia e III Reunião de Biologia do Comportamento do Cone Sul: Avaliação de bem-estar em peixes de produção com base na FishEthoBase, Caroline Marques Maia (online)

**01.12.2021**, European Parliament: Fish have minds but who minds the fish? João Saraiva.

### Scientific publications

#### Papers (FishEthoGroup)

**Arechavala-Lopez P**, Cabrera-Álvarez MJ, Maia CM, Saraiva JL. Environmental enrichment in fish aquaculture: A review of fundamental and practical aspects. *Reviews in Aquaculture*. 2021. doi: 10.1111/raq.12620

**Saraiva JL**, Nogueirinha M, Teodósio R, Aragão C, Engrola S, Arechavala-Lopez P. The effect of tank cover on welfare of farmed Nile tilapia. *Applied Animal Behaviour Science*. 2021; 241: 105396.

**Arechavala-Lopez P**, Lankheet MJ, Díaz-Gil C, Abbink W, Palstra AP. Swimming activity of gilthead seabream (*Sparus aurata*) in swim-tunnels: acoustic accelerometry, oxygen consumption and body motion. *Frontiers*

in Animal Science. 2021. doi: 10.3389/fanim.2021.679848

**Palstra AP**, Arechavala-Lopez P, Xue Y, Roque A. Accelerometry of Seabream in a Sea-Cage: Is Acceleration a Good Proxy for Activity?. *Frontiers in Marine Science*. 2021; 8: 639608. doi: 10.3389/fmars.2021.639608.

**Arechavala-Lopez P**, Pérez-Mayol S, Palmer M, Valero-Rodriguez JM, Sanchez-Jerez P, Morales-Nin B. Tracing of aquaculture-escaped meagre *Argyrosomus regius* through otolith microchemistry. *Journal of Sea Research*. 2021;169:102007. doi:10.1016/j.seares.2021.102007.

**Dominguez Lopez, M**, Follana-Berná, G., & Arechavala Lopez, P. Behaviour and body patterns of *Octopus vulgaris* facing a baited trap: first-capture assessment. *Scientia Marina*. 2021; 85(1), 29-38. doi: 10.3989/scimar.05065.003

## Technical reports (FishEthoGroup)

**Saraiva, J. L**, Arechavala-Lopez, P, Cabrera-Álvarez, M. J & Waley, D 2021, Research for ANIT Committee—Particular welfare needs in animal transport: aquatic animals, European Parliament, Policy Department for Structural and Cohesion Policies, Brussels

## Books (fair-fish)

**Billo Heinzpeter Studer**, FAIR-FISH—Because You Shouldn't Tickle Fishes. ISBN 978-3-906304-83-0 (English edition of: FAIR-FISH – Weil man Fische nicht streicheln kann, 2020)

**Billo Heinzpeter Studer** (ed.), Fish welfare in aquaculture—problems and approaches. Published by the International Society of Livestock Husbandry (IGN) in its “Animal Husbandry in the Focus” series, 2021. (Eng-

lish edition of: Fischwohl in der Aquakultur – Probleme und Lösungsansätze, 2020)

## Book chapters (fair-fish + FEG)

Contributions from Maria-Filipa Castanheira, Pablo Arechavala-Lopez, João L. Saraiva, Jenny Volstorf, Caroline Marques Maia, and Billo Heinzpeter Studer, in: Fish welfare in aquaculture—Problems and approaches, 81. Germany: IGN - International Society of Livestock Husbandry, 2021.

## Press, radio, television (fair-fish)

**January 2021**, rüffer&rub Blog: “What fish can I still eat?”, answers by Billo Heinzpeter Studer (in German)

**10.02.2021**, Radio SRF, Input: „The fish—the poor pig?!“, interviews with, among others, Billo Heinzpeter Studer (in German)

**25.11.2021**, Öko-Test: “Smoked salmon on test”, with the advisory participation of Rahel Salathé and Billo Heinzpeter Studer

## Own media (fair-fish)

**Journal fish-facts**: five issues, 32-36: [www.fair-fish.ch/feedback/mehr-wissen](http://www.fair-fish.ch/feedback/mehr-wissen) (in German only, so far)

**Three websites**: [fair-fish.net](http://fair-fish.net) (EN, DE), [fair-fish.ch](http://fair-fish.ch) (DE), [FishEthoBase.net](http://FishEthoBase.net) (EN)

### Social Media:

[www.facebook.com/fair.fish.intl](https://www.facebook.com/fair.fish.intl)

[www.facebook.com/fair.fish](https://www.facebook.com/fair.fish)

[www.facebook.com/fishethobase](https://www.facebook.com/fishethobase)

[twitter.com/fish\\_fair](https://twitter.com/fish_fair)

[twitter.com/fairfish2](https://twitter.com/fairfish2)

[linkedin.com/company/fair-fish-international](https://linkedin.com/company/fair-fish-international)

[linkedin.com/company/fair-fish-schweiz](https://linkedin.com/company/fair-fish-schweiz)

# 7. Annual Report of our Swiss Team

**For the fair-fish Swiss team, 2021 was all about optimising cooperation with fair-fish international.**

The team consisting of Rolf Frischknecht (lead, communication), Peter Jossi (politics, fair trade) and Regula Horner (administration) regularly exchanged ideas with the president of fair-fish international. Even though we concentrated mainly on fish-related issues relevant to Switzerland, we were also able to take up transnational issues and provide communication support.

## 7.1 Politics

The main focus was on the popular initiative for clean drinking water and the one against pesticides. Both initiatives aimed at reducing the impact on our fish, such as pesticides or over-fertilisation due to high livestock numbers. To support these concerns, we networked with partner organisations in animal and water protection.

The 40 per cent yes-vote showed that many citizens do not want intensive agriculture that threatens water bodies and their inhabitants.

## 7.2 Projects

Our ornamental fish campaign was launched in September together with all partners (pet trade, animal welfare, authorities, professional organisations). Although this led to a highly visible start for the public, the commitment of the partners unfortunately remained short-lived. After only three months, the campaign was over for the partners and activities were effectively discontinued. The website [aquarienfish.ch](http://aquarienfish.ch), contributed by the Swiss Animal Protection STS, was not very attractive and lacked content. However, in

order to really spread knowledge about the animal-friendly keeping of aquarium fish, the topic must be managed in the long term. fair-fish will therefore continue the campaign.– Our school project remained on hold due to pandemic restrictions.

## 7.3 Communication

The knowledge developed by fair-fish can only serve fish welfare if it also reaches the people. The communicative efforts were therefore intensified.

Four issues of the magazine fish-facts highlighted the current issues surrounding fish welfare and sustainable fisheries. For Switzerland, the political issues stood in the foreground. Together with partners, we were able to set up an extensive accompanying advertising and poster campaign for the two popular initiatives.

Advertising on our social media channels (e. g. [facebook.com/fair.fish](https://www.facebook.com/fair.fish)) and those of our partners further increased the reach.

## 7.4 Administration

In the administrative area, Regula Horner continued to manage addresses and look after members in her usual customer-friendly style and handled payment transactions.

**Dr Rolf Frischknecht**

# Ich brauche sauberes Wasser. Genau wie du.



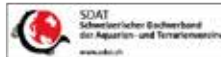
Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Eidgenössisches Departement des Innern EDI  
Bundesamt für Lebensmittelsicherheit und  
Veterinärwesen BLV

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Eines der Plakate der Kampagne, von fair-fish initiiert und getragen zusammen mit dem Bundesamt für Lebensmittelversorgung und Veterinärwesen, fischwissen.ch, Schweiz. Dachverband der Aquarien und Terrarienvereine, Schweizer Tierschutz STS und dem Verband zoologischer Fachgeschäfte der Schweiz.

## 8. Finances

**The increasing success of fair-fish international at project level is also reflected in the finances; however, not yet as a simple success story.**

The projects launched by fair-fish international are associated with increasing expenditure, which we are able to cover thanks to good performance with growing project contributions from foundations. Because the most important projects last several years and we involve partners in the process, fair-fish increasingly plays the role of a kind of “bank”, which has to secure a larger share of the funds in years with a high inflow of funds at the start of the project, for the following years with lower contributions.

This can lead to considerable fluctuations in the annual profit—and in the association’s assets, which melted from EUR 335.000 to 131.000 within one year. For an association with small reserves, such fluctuations are explainable, but not unproblematic. In order for the association to be able to act as a “bank” for larger projects with partners in the future, it needs a larger cushion in reserves or from non-earmarked income.

### **First high profit, then high loss**

Even a layman recognises the difference of more than half a million euros between the EUR 317.000 profit in 2020 and over EUR 203.000 loss in 2021.

Four reasons explain this.

**Firstly**, in 2021 we built up large funds over the money received in that year, which is earmarked for multi-year projects (for details see paragraphs 3-6, annex on page 19).

In 2021, the project expenditure also increased strongly, it was about EUR 500.000 higher than in 2020 (compare figure 9 in the appendix).

**Secondly**, in 2021 the income from donations fell by around EUR 400.000 compared to 2020 (see item 7 in the appendix on page 19)—if we do not take into account the donation of EUR 2.300.000 for the Carefish/catch project, most of which had to be set aside as a fund for the following years.

**Thirdly**, we were already a little uncomfortable with the high profit in 2020. We would have preferred to book the approximately CHF 100'000 we received after the dissolution of fair-fish Switzerland as a fund, as we only administer this money in trust for the Swiss team. However, the audit at the time demanded that the amount be booked as revenue. In 2021, however, our new accountant booked the Swiss team credit balance as a fund, and the audit agreed. This of course reduces our result in 2021 by the amount of the fund, which is still almost EUR 74.000.

**Fourthly**: The main reason for the high profit in 2020 was, however, the fact that we had already transferred the subsidy due in 2021 to the FishEtho Group for the Carefish/farm II project at the end of 2020 in order to avoid negative interest. This could not be booked as anything other than a transitory asset in the 2020 financial statements.

## 9. Ausblick und Dank

**The fair-fish international association is capable of obtaining the necessary funds and winning partners for projects of increasing size. 2021 was the peak so far.**

In contrast, the association is increasingly coming up against personnel and financial limits from its pioneering phase:

### **Personnel base too narrow**

The association is still too dependent on the person of its founder, still executive president at the age of 75. The negative consequences of this became clear in 2022, when I was completely or partially absent for a long time due to major surgery, which is why, among other things, this annual report appears much too late.

### **Too little reserves**

The association has so far financed itself almost entirely from project contributions from institutions. (This does not apply to the former association fair-fish Switzerland or to Team Switzerland, which has since been run as an independent department of fair-fish international and finances its activities mainly from donations).

As project contributions are earmarked for a specific purpose, it is becoming increasingly difficult to cover the non-project-related costs for management, information, development and administration, let alone to build up an association's assets as a reserve in line with the turnover.

### **Measures initiated**

A first attempt to relieve me of the operational tasks through an internal solution unfortunately failed due to personal problems. But

in the summer of 2022, we were finally able to hire two people to take over the management and the scientific direction respectively. At the same time, the general meeting set the course for the growth of the association in terms of staff and organisation and for a more broadly based financing. The outlook for the future is good.

The fact that the association has the opportunity at all to plan its future confidently and with ambitious goals is thanks to the following

- the committed staff (page 2),
- many loyal donors and supporting members,
- the foundations that have often supported us for years—in 2021 by Open Philanthropy, Foundation Dreiklang, Foundation Edith Maryon, Malou Foundation for Animal Welfare, Foundation Poristes, and Animal Trust.

Finally, I would like to thank two persons in particular. Firstly, our long-time supporter Annette Ringier, who passed away on 28 January 2020 and left us a very generous legacy, which was transferred to us in 2021. And secondly, my friend Oliver Seeger, who helped shape our successes and our development as President and very active member of fair-fish Switzerland since 2009 and also as a board member of fair-fish international since 2014. Unfortunately, he retired in mid-2021.

Cividale del Friuli, 8 January 2023



Billo Heinzpeter Studer  
President fair-fish international

# Appendix

## Annual financial statement 2021 fair-fish international association

Talweg 159, 8610 Uster, Switzerland

### Balance sheet as per 31 December 2021

	Note	2021 EUR	2020 EUR
<b>Liquid assets</b>	1	2'801'808.58	335'298.06
Other short-term receivables		26'913.74	-92.21
Accrued income and prepaid expenses		1'129.40	240'000.00
<b>Current assets</b>		<b>2'829'851.72</b>	<b>575'205.85</b>
Financial assets	2	162'977.89	0.00
<b>Fixed assets</b>		<b>162'977.89</b>	<b>0.00</b>
<b>TOTAL ASSETS</b>		<b>2'992'829.61</b>	<b>575'205.85</b>
Liabilities from deliveries and services		4'091.05	3'562.46
Other short-term liabilities		8'015.05	0.00
Other short-term liabilities board member		3'091.92	0.00
Accrued liabilities		9'500.00	130'746.54
<b>Short-term debt capital</b>		<b>24'698.02</b>	<b>134'309.00</b>
Fund Carefish/catch	3	1'802'520.00	0.00
Fund Legacy Ringier	4	952'960.64	0.00
Fund Team Switzerland	5	73'788.45	94'164.11
Fund Germany	6	7'503.37	7'453.66
Accrued expenses		0.00	4'645.00
<b>Long-term debt capital</b>		<b>2'836'772.46</b>	<b>106'262.77</b>
<b>Debt capital</b>		<b>2'861'470.48</b>	<b>240'571.77</b>
Association's assets per 01.01.		334'634.08	18'101.17
Annual loss/profit		-203'274.95	316'532.91
<b>Equity</b>		<b>131'359.13</b>	<b>334'634.08</b>
<b>TOTAL LIABILITIES</b>		<b>2'992'829.61</b>	<b>575'205.85</b>

Accountancy: Treuhand Arn & Partner AG, Lyss, 24.08.2022

Revision: WINCO Treuhand AG, Winterthur, 09.11.2022

## Annual financial statement 2021 fair-fish international association

Talweg 159, 8610 Uster, Switzerland

### INCOME STATEMENT

from 1 January 2021 to 31 December 2021

	Anmer- kung	2021 EUR	2020 EUR
Donations	7	2'470'228.38	580'016.48
Legacies	8	898'605.60	5'266.36
Services to third parties		0.00	12'570.28
Use of funds		497'480.00	0.00
<b>Gross revenues from deliveries and services</b>		<b>3'866'313.98</b>	<b>597'853.12</b>
<b>Revenue reductions</b>		<b>0.00</b>	<b>0.00</b>
<b>Net revenues from deliveries and services</b>		<b>3'866'313.98</b>	<b>597'853.12</b>
Projects	9	755'767.24	246'085.05
Allocations to funds		3'252'960.64	0.00
<b>Projects and fund allocations</b>		<b>4'008'727.88</b>	<b>246'085.05</b>
<b>Gross profit I</b>		<b>-142'413.90</b>	<b>351'768.07</b>
<i>Gross margin I</i>		-3.7%	58.8%
Staff costs		46'334.36	628.57
Services of third parties		33'590.96	5'099.18
<b>Gross profit II</b>		<b>-222'339.22</b>	<b>346'040.32</b>
<i>Gross margin II</i>		-5.8%	57.9%
Room expenditure		3'000.00	3'000.00
Property insurance, fees		108.25	0.00
Administrative expenses	10	25'787.44	23'597.59
Advertising expenses		1'372.65	2'192.48
Other operating costs		5'349.61	2'173.48
<b>Other operating expenses</b>		<b>35'617.95</b>	<b>30'963.55</b>
<b>Operating result</b>		<b>-257'957.17</b>	<b>315'076.77</b>
Financial income	11	56'139.88	1'794.93
Financial expenses	12	-1'457.66	-338.79
<b>Annual loss/profit</b>		<b>-203'274.95</b>	<b>316'532.91</b>

APPENDIX 2021

<b>A General information on the association</b>	<b>2021</b>	<b>2020</b>
Legal form: association		
The number of full-time positions on an annual average does not exceed	10	10

**B Information on the principles applied in the annual financial statements**

These financial statements have been prepared in accordance with Swiss law, in particular the article on commercial bookkeeping and accounting of the Swiss Code of Obligations (CO, Art. 957 to 962).

Accounting requires the Executive Board to make estimates and assessments that could influence the amount of the reported assets and liabilities as well as contingent liabilities at the time of accounting, but also expenses and income in the reporting period. The Board of Directors of the Association decides in each case at its own discretion on the utilisation of the existing scope for valuation and accounting. For the good of the association, depreciation, value adjustments and provisions can be made depreciation, value adjustments and provisions may be made in excess of what is necessary from a business point of view.

For the valuation of the annual financial statements in euro, the year-end exchange rate according to the Swiss Federal Tax Administration was used. One euro is equivalent to CHF 1.036150. One CHF is equivalent to EUR 0.96511.

Financial assets are valued at acquisition cost less exchange losses on the balance sheet date balance sheet date.

**C Disclosures, breakdowns and explanations of items in the balance sheet and income statement**

<b>1 Liquid assets</b>	<b>2021 (EUR)</b>	<b>2020 (EUR)</b>
Postfinance international CHF	7'345.00	38'325.62
Postfinance Team Switzerland CHF	73'788.45	94'164.11
Postfinance international EUR	1'923'189.01	195'354.67
Postbank Germany	7'503.37	7'453.66
Raiffeisen VK CH14 8080 8004 7815 1484 5	772'065.00	0.00
Raiffeisen Depot CHF CH80 8080 8005 4417 7413 0	17'915.20	0.00
Raiffeisen Depot EUR CH25 8080 8007 9517 1481 9	0.00	0.00
Raiffeisen Depot USD CH59 8080 8002 1504 2327 6	2.55	0.00
<b>Total</b>	<b>2'801'808.58</b>	<b>335'298.06</b>
<b>2 Financial assets</b>	<b>2021 (EUR)</b>	<b>2020 (EUR)</b>
– Initial stock	0.00	0.00
– Cash-in	163'423.89	0.00
– Profit/loss (unrealised)	-446.00	0.00
– Final stock	<b>162'977.89</b>	<b>0.00</b>

APPENDIX 2021

	2021 (EUR)	2020 (EUR)
<b>3 Fund Carefish/Catch</b>		
– Initial stock 01.01.	0.00	0.00
– Access through subsidy from Silicon Valley Community Foundatic	2'300'000.00	0.00
– Use of onward transfers according to the contract of 21.12.2021	-497'480.00	0.00
– Final stock 31.12	<b>1'802'520.00</b>	<b>0.00</b>
<b>4 Fund legacy Ringier</b>	<b>2021 (EUR)</b>	<b>2020 (EUR)</b>
– Initial stock 01.01.	0.00	0.00
– Access through legacy Ringier	896'780.00	0.00
– Currency and exchange rate gains	56'180.64	0.00
– Final stock 31.12	<b>952'960.64</b>	<b>0.00</b>
<b>5 Fund Team Switzerland</b>	<b>2021 (EUR)</b>	<b>2020 (EUR)</b>
– Initial stock 01.01.	94'164.11	0.00
– Acces (fund formed in 2020)	0.00	94'164.11
– Use activities Team Switzerland	-20'375.66	0.00
– Final stock 31.12	<b>73'788.45</b>	<b>94'164.11</b>
<b>6 Fund Germany</b>	<b>2021 (EUR)</b>	<b>2020 (EUR)</b>
– Initial stock 01.01.	7'453.66	0.00
– Access through donations (fund formed in 2020)	160.00	7'453.66
– Use of expenses Postbank Germany	-110.29	0.00
– Final stock 31.12	<b>7'503.37</b>	<b>7'453.66</b>
<b>7 Donations</b>	<b>2021 (EUR)</b>	<b>2020 (EUR)</b>
Donations FishEthoBase	56'232.20	197'475.87
Donations Carefish/farm II	24'074.00	218'726.00
Donations Carefish/Catch	2'300'000.00	0.00
Donations Experimente	56'584.31	56'290.00
Donations FishTest	18'102.00	9'221.43
Free donations	472.24	86.84
Donations Outreach	0.00	31'097.00
Donations Overhead	0.00	51'364.00
Donations campaign fishermen Senegal	13'158.23	15'755.34
Donations Fishrot Namibia	1'605.40	0.00
<b>Total donations</b>	<b>2'470'228.38</b>	<b>580'016.48</b>
<b>8 Legacies</b>	<b>2021 (EUR)</b>	<b>2020 (EUR)</b>
Legacy Anette Ringier	896'780.00	0.00
Legacy Hedwig Schneider	1'825.60	0.00
Legacy Verena Graf	0.00	5'266.36
<b>Total legacies</b>	<b>898'605.60</b>	<b>5'266.36</b>

APPENDIX 2021

<b>9 Projekte</b>	<b>2021 (EUR)</b>	<b>2020 (EUR)</b>
FishEthoBase fees	0.00	69'359.09
Carefish/fam II fees	0.00	65'328.55
Carefish/fam II expenses	534.75	784.10
Carefish/catch fees	5'594.06	0.00
Carefish/catch FishEthoGroup	104'716.00	0.00
Carefish/catch CCMAR	248'019.00	0.00
Carefish/catch FOS	64'313.00	0.00
Carefish/catch DeMoS	54'836.00	0.00
Carefish/catch fees	322.54	0.00
Subsidy FishEthoGroup, Carefish II	240'000.00	0.00
Experiments fees	0.00	24'850.14
FishTest fees	5'606.74	13'293.43
Outreach fees	2'957.50	19'568.73
Outreach publications	6'780.00	1'025.00
Outreach, material costs	1'854.95	11'810.57
Campaign fisherman Senegal	14'021.10	18'387.14
Support Fishrot Namibia	3'000.00	0.00
Overhead Purchase of services from abroad	0.00	18'678.30
FishTest date purchase	3'000.00	3'000.00
Material costs for congress participation	211.60	0.00
<b>Total project costs</b>	<b>755'767.24</b>	<b>246'085.05</b>
<b>10 Administrative expenses</b>	<b>2021 (EUR)</b>	<b>2020 (EUR)</b>
Expenses for the team meetings	5'017.61	42.00
Expenses Web, Cloud	4'061.30	1'526.52
Translations	195.55	0.00
Protection of name and trademark	3'996.90	8'466.33
Domain registrations	691.37	380.44
Accounting	7'000.00	0.00
Expenses for Internet and phone	1'276.81	1'286.61
Software	1'402.15	5'723.78
Accounting audit	2'038.55	2'252.81
Association fees	107.20	2'873.04
Office expenses/materials	0.00	992.99
Documentation	0.00	53.07
<b>Total administrative expenses</b>	<b>25'787.44</b>	<b>23'597.59</b>
<b>11 Financial income</b>	<b>2021 (EUR)</b>	<b>2020 (EUR)</b>
Currency differences	55'858.22	1'800.67
Income from financial assets	280.95	0.00
Other	0.71	-5.74
<b>Total financial income</b>	<b>56'139.88</b>	<b>1'794.93</b>

APPENDIX 2021

<b>12 Financial expenses</b>	<b>2021 (EUR)</b>	<b>2020 (EUR)</b>
Bank fees	1'011.66	338.79
Exchange losses on financial assets	446.00	0.00
<b>Total financial expenses</b>	<b>1'457.66</b>	<b>338.79</b>

**D Other information: Cost breakdown wages and fees**

**Share of wages and fees fair-fish international**

<b>Carefish/farm</b>	<b>2021 (EUR)</b>
FishEthoBase	3'098.00
Carefish/farm II	1'634.00
<b>Total</b>	<b>4'732.00</b>

<b>Carefish/catch</b>	<b>2021 (EUR)</b>
<b>Total</b>	<b>19'295.00</b>

<b>FishTest</b>	<b>2021 (EUR)</b>
<b>Total</b>	<b>10'927.00</b>

<b>Senegal</b>	<b>2021 (EUR)</b>
<b>Total</b>	<b>4'463.00</b>

<b>Outreach</b>	<b>2021 (EUR)</b>
<b>Total</b>	<b>21'112.00</b>

<b>Overhead</b>	<b>2021 (EUR)</b>
Qualification	4'293.00
Team	5'476.00
Beach Steward	244.00
MSC Critique	585.00
fair-fish.net	3'990.00
Web, Cloud	244.00
Accountancy	4'321.00
FEG admin. Issues	122.00
Miscellaneous	122.00
<b>Total</b>	<b>19'397.00</b>

**Annual financial statement 2021**  
**fair-fish international association, Team Switzerland**  
 Talweg 159, 8610 Uster, Switzerland

**Balance sheet as per 31 December 2021**

Note

2021  
CHF

2020  
CHF

Liquid assets		76'456.01	102'114.39
Other short-term receivables		1'914.45	1'882.77
<b>Current assets</b>		<b>78'370.46</b>	<b>103'997.16</b>
<b>TOTAL ASSETS</b>		<b>78'370.46</b>	<b>103'997.16</b>
Liabilities from deliveries and services		2'320.25	1'337.24
Accrued liabilities		3'000.00	3'955.00
<b>Short-term debt capital</b>		<b>5'320.25</b>	<b>5'292.24</b>
<b>Dept capital</b>		<b>5'320.25</b>	<b>5'292.24</b>
Association's assets per 01.01.		98'704.92	94'617.03
Annual loss/profit		-25'654.71	4'087.89
<b>Equity</b>		<b>73'050.21</b>	<b>98'704.92</b>
<b>TOTAL LIABILITIES</b>		<b>78'370.46</b>	<b>103'997.16</b>

# Annual financial statement 2021

## fair-fish international association, Team Switzerland

Talweg 159, 8610 Uster, Switzerland

### INCOME STATEMENT

from 1 January 2021 to 31 December 2021

	Note	2021 CHF	2020 CHF
Membership contributions		25'675.00	2'000.00
Donations	1	74'768.20	48'869.70
Subscriptions		3'945.00	415.00
Shop sales		64.00	0.00
Service revenues		560.00	0.00
<b>Gross revenues from deliveries and services</b>		<b>105'012.20</b>	<b>51'284.70</b>
<b>Revenue reductions</b>		<b>0.00</b>	<b>0.00</b>
<b>Net revenues from deliveries and services</b>		<b>105'012.20</b>	<b>51'284.70</b>
Campaign ornamental fish		8'000.50	0.00
Information costs		33'276.06	12'187.80
Policy costs		7'348.55	0.00
<b>Information and campaigns</b>		<b>48'625.11</b>	<b>12'187.80</b>
<b>Gross profit I</b>		<b>56'387.09</b>	<b>39'096.90</b>
<i>Gross margin I</i>		53.7%	76.2%
Staff costs	2	47'813.06	15'454.88
Services of third parties		15'005.82	11'056.73
<b>Gross profit II</b>		<b>-6'431.79</b>	<b>12'585.29</b>
<i>Gross margin II</i>		-6.1%	24.5%
Room expenditure		4'800.00	739.55
Administrative expenses	3	13'520.97	6'624.00
Advertising expenses		0.00	954.00
Other operating costs		542.00	0.00
<b>Other operating expenses</b>		<b>18'862.97</b>	<b>8'317.55</b>
<b>Operating result</b>		<b>-25'294.76</b>	<b>4'267.74</b>
Financial expenses		-359.95	-179.85
<b>Annual loss/profit</b>		<b>-25'654.71</b>	<b>4'087.89</b>

APPENDIX 2021

<b>A General information on the association</b>	<b>2021</b>	<b>2020</b>
Legal form: No legal form of its own, part of fair-fish international association		
The number of full-time positions on an annual average does not exceed	10	10

**B Information on the principles applied in the annual financial statements**  
 These financial statements have been prepared in accordance with Swiss law, in particular the article on commercial bookkeeping and accounting of the Swiss Code of Obligations (CO, Art. 957 to 962).

Accounting requires the Executive Board to make estimates and assessments that could influence the amount of the reported assets and liabilities as well as contingent liabilities at the time of accounting, but also expenses and income in the reporting period. The Board of Directors of the Association decides in each case at its own discretion on the utilisation of the existing scope for valuation and accounting. For the good of the association, depreciation, value adjustments and provisions can be made depreciation, value adjustments and provisions may be made in excess of what is necessary from a business point of view.

**C Disclosures, breakdowns and explanations of items in the balance sheet and income statement**

<b>1 Donations</b>	<b>2021 (CHF)</b>	<b>2020 (CHF)</b>
Free donations, own addresses	63'850.45	48'523.20
Free donations RaiseNow	1'307.75	56.50
Free donations "Welt der Tiere"	2'030.00	0.00
Donations school project	1'000.00	260.00
Donations campaign ornamental fishes	6'580.00	30.00
Support for Fishrot	0.00	0.00
<b>Total</b>	<b>74'768.20</b>	<b>48'869.70</b>
<b>2 Staff costs</b>	<b>2021 (CHF)</b>	<b>2020 (CHF)</b>
Wages	41'744.44	13'016.93
Social security	6'068.62	2'437.95
<b>Total</b>	<b>47'813.06</b>	<b>15'454.88</b>
<b>3 Administrative expenses</b>	<b>2021 (CHF)</b>	<b>2020 (CHF)</b>
Effort Web and Social Media	613.42	324.00
Administration	11'557.55	0.00
Affiliations	1'350.00	100.00
Address database programming	0.00	6'200.00
<b>Total</b>	<b>13'520.97</b>	<b>6'624.00</b>

APPENDIX 2021

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<b>D Other information: Cost breakdown wages and fees</b>	<b>2021 (CHF)</b>
<b>Share of wages and fees</b>	
<b>Share of wages and fees administration</b>	
Total	8'995.82
<b>Share of wages and fees internal communication</b>	
Total	11'390.74
<b>Share of wages and fees communication</b>	
Total	13'405.96
<b>Share of wages and fees information of members</b>	
Total	8'857.47
<b>Share of wages and fees policy</b>	
Total	12'397.25
<b>Share of wages and fees campaign ornamental fishes</b>	
Total	8'197.26
<b>Share of wages and fees other campaigns</b>	
Total	381.68
<b>Share of wages and fees other</b>	
Total	373.89

There are no further disclosures pursuant to Art. 959c CO.

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international

fair-fish international association

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