

***We show the  
ingredients!***



***fair-fish interna-  
tional association***

***Annual report  
2013/2014***

# 1. The association and the persons behind

The fair-fish international association (fair-fish.net) herewith reports on its second financial year which has been defined as a long year of 18 month, similar to the first one (see chapter 9).

fair-fish.net is designed as an international umbrella organisation in the role of a "Keeper of the Grail". fair-fish.net perceives tasks in the sense of basic research and development under the least possible operative and publicity costs.

## 1.1 The board

The association is based in Zurich. Its board of directors acts on a voluntary basis and consists of four persons:

- Katrin Vogelbach
- Billo Heinzpeter Studer (president)
- Irmi Studer-Algader
- Nina Lisann Otter

Oliver Seeger, co-president of fair-fish Switzerland (fair-fish.ch) has been regularly asked to join and give his opinion.

## 1.2 Management and cooperators

The obligations of the board members are limited to the decision-making and the supervision of management and finances.

The responsibility for the management, the external representation and the management of projects is entrusted to Billo Heinzpeter Studer as president of the association, within the frame of the organisational bylaws.

The cooperators are mentioned under the subsequent project reports.



**Katrin Vogelbach**, Urdor/Zurich, graphic designer, \*1936, Co-founder in 1997 and long standing board member of fair-fish.ch



**Billo Heinzpeter Studer**, Monfalcone and Graz, sozial psychologist/publicist, \*1947, founder and long-standing director of fair-fish.ch



**Irmi Studer-Algader**, Monfalcone and Graz, home care and photography, \*1966



**Nina Lisann Otter**, Zurich/Oxford, mathematician, \*1983



**Oliver Seeger**, Winterthur/Zurich, as representative of fair-fish.ch of which he is Co-president, \*1962

### 1.3 Standards commission

The standards commission once started by fair-fish.ch has been affiliated to fair-fish.net after the latter was founded. It consists of three persons:

- Peter Jossi, food engineer and certification expert, Basle
- Peter Schlup, zoologist and ethologist, Erlach/Berne
- Billo Heinzpeter Studer

During the reporting period no reasons occurred for convening.

### 1.4 Advisory board

Also the advisory board once started by fair-fish.ch is now assigned to fair-fish

international. It actually consists of three experts for the domain of fish welfare and animal protection:

- Prof. em. Rudolf Hoffmann, Munich
- Prof. em. Detlef Fölsch, Witzenhausen
- Prof. Helmut Segner, FIWI, University of Berne

During the reporting period no reasons occurred for convening, and vice versa did the advisory board not exercise its right to demand a corrigendum.

In the following period the advisory board shall be extended by experts for the domains of ecology and fairtrade, the two other pillars of fair-fish.

## 2. External presence

### 2.1 Presentations

- 5 June 2013 in the Zoo Zurich: "Fish labels and fish consumption", retraining of volunteer zoo guides

### 2.2 Meetings

- with promoters of new aquaculture projects in Switzerland (marine species, salmon, carp, tilapia)
- with Eurogroup for Animals, in Zurich, to discuss potential cooperation
- with fish salespersons of German speaking countries during the Seafood Expo in Brussels as well as on visits in Switzerland and Germany
- steady exchange with fair-fish.ch, Visenbescherming in Amsterdam, OceanCare in Zurich, Friend of the Sea in Milano, Oceans working group of the Forum Umwelt und Entwicklung in Berlin, fair-oceans in Bremen, EED in Bonn, and others.

### 2.3 Articles, interviews

- 10 May 2013, Kleine Zeitung, Graz: "Overfished? Eaten too much!"
- June 2013, Tierfreund, Wien: "Overfished oceans – aquaculture not an alternative"
- 12 February 2014, bionetz.ch: "Consuming fish without any hesitation, Migros?"
- May 2014, Pauli Cuisine, Zurich: "Certification of fish: questionable information on labels"
- May 2014, taucher-revue.ch 156, "Database on fish behaviour"
- 8 June 2014, BürgerZeitung Mönchengladbach: On the world ocean day
- June 2014, Rundbrief 2/2014 Forum Umwelt & Entwicklung, "The fishes continue to suffer sustainably", state of fisheries and fish farming globally as well as articles in the fair-fish-info and two fish-facts issues (No 14 and 17).

## 3. Fruit orchard project in the Saloum, Senegal

### 3.1 Purpose

How can swords be transformed into ploughshares? In a similar way this was the question to which we wanted to find a tangible answer: How can fishing villages become economically more independent from the returns of dwindling resources and from an unfair fish trade? How can they develop alternative income and thus create perspectives different from poor fishery or emigration?



*Planting the first fruit trees*

In the Saloum region in the South of Senegal, fair-fish.ch had stimulated two micro projects to create alternative sources of income in villages that had participated in our former fishery project. At the beginning of 2013 and on the basis of the experience with those two micro projects, fair-fish.net developed, together with the long standing local cooperator Ousmane Bâ, the idea of small fruit orchards to create income on the local market and to promote a more varied and balanced diet. The project was launched with a first orchard of 400 m<sup>2</sup>; after the start-up finance of fair-fish.net for three such orchards the crop yield

should have not only remunerated the gardening, but also finance more and more orchards. So far the plan.

### 3.2 Problems and stop

In spring 2014 we realised increasing contradictions in the periodical reports from Bâ. Finally we commissioned a Swiss lady who runs a small hotel in Dakar, and whom we knew for years already, to look closely at what happened locally. Her report reaching us in June confirmed our worst fears: There was no orchard to discover (any more), and obviously the tranches of the project funding transferred so far had been invested into other, fully or partly private purposes. We stopped the project at once. The guilt question has not been unequivocally clarified and cannot be cleared up any more in a jungle of contradictory stories. Bâ expressed his willingness to realise a similar project on his own charge with another village. If he does, he gets a last small personal contribution from Studer. The donors of the project have been informed in detail; this report can be read in German here:

[www.fair-fish.net/Fruit](http://www.fair-fish.net/Fruit)

**Finances:** The costs of the project amounted to a total of CHF 8142, including small contributions for school and meals of two orphan children of whom Bâ takes care. On the other side we registered revenues of totally CHF 6082. Thus the association has supported the project with CHF 2060 of its own means.

## 4. Project fish ethology database

### 4.1 Objective

The objective is to establish a global database in which the wide-scattered ethological findings (= behavioural biology) in various fish species are systematically combined and made publically available. Thereby we want to create the basis for a species-appropriate fish farming and motivate further research.

In 2012 fair-fish.net made first contacts to experts to realise that such a database would be welcomed, in particular also by fishbase.org, the globally leading fish species database, which understands our project as a useful complement.

### 4.2. Results so far

In summer 2013 we presented the idea to university institutes of ethology to offer internships. That's how we built our first international research team:

- Filipa Saraiva Cunha, lic. biol, MA ethol., Portugal (until 09/2014)
- Jenny Volstorf, Dr. rer. nat. in psychology, Germany
- Billo Heinzpeter Studer, social psychologist, project director, Italy/Austria.

The team has been in steady exchange. During an all-day meeting in Zurich on a Sunday in May 2014 we decided on the next steps.

By the end of the reporting period we had researched the literature and drafted the ethological profiles of five species: Tilapia (*Oreochromis niloticus*), Gilthead seabream (*Sparus aurata*), Sea bass (*Dicentrarchus labrax*), European perch (*Perca fluviatilis*) and Atlantic salmon (*Salmo salar*). The profiles were available online in a Beta version. A more user friendly version including comment functions will be programmed in the following period. (Note, 7.8.2015: The new version has been published in summer 2015, with three of the profiles more more elaborated while hiding two that need yet more work:)

[www.fair-fish.net/Ethology](http://www.fair-fish.net/Ethology)



Jenny Volstorf



Cobia in sea cage



Barramundi in Recirculation System (RAS)



Trout in pond

**Which fishes are happiest? Which are least? How do you know?**

Detail of a poster with which we presented the project at the International Conference on the Assessment of Animal Welfare (September 2014, <https://colloque6.inra.fr/waf12014>)

### 4.3 Perspectives

In a two years development phase we want to build a database on many species used in aquaculture which can count on contributions of specialist in academia and field. Part of this phase is also the long-term securing of the database through cooperations, cost contributions, personnel continuity and know-how, and clarifications of the institutional future, be it attached to an existing or within an own scientific institute.

The budget for this development phase amounts to CHF 289350 of which the association will cover 45% through own efforts. For the remaining amount of CHF 158100 the association applied for contributions from foundations, till now with limited success.

### 4.4 Proceeding according to finances

The project costs so far amounted to CHF 16506, of which CHF 6095 as remunerations for the project manager, CHF 4560 as remunerations for the two project cooperators, CHF 3110 for the fundraising and CHF 1177 for translations. Contributions to the project have been granted by Stiftung Dreiklang (CHF 15000), Elisabeth-Rentschler-Stiftung (CHF 2500) and Rüegg-Bollinger-Stiftung (CHF 500). The Swiss Alpine Fish AG remunerated its order of an ethological profile of the Atlantic salmon with CHF 5000.

As the work has been carried out according to the finances currently available and as the contribution of the first foundation named above had arrived towards the end of the financial year, we deferred a not yet expended amount of CHF 6000 to the following financial year (see page 10), thus disclosing a profit of CHF 17000 for the reporting period.



*Shrimp farm in the USA  
(Foto: OceanBoy Farms / Marine Photobank)*

## 5. Aquaculture

fair-fish.net is contacted here and then by new aquaculture projects in Switzerland. There is an obvious interest to establish a farm in a way so it could be described as being “animal friendly”. Apparently the initiators of such projects would like to take into account in their current planning a question with which the whole sector will be confronted sooner or later: How about the wellness of the fishes?

With two fish farm projects (carp, tilapia) the talks have thrived to a point where fair-fish.net and fair-fish.ch offered cooperation to jointly develop in practice the best possible guidelines for species-appropriate breeding and farming with the least and gentlest handling. A cooperation which would lead in its best outcome to a seal of approval.

**Finances:** This sector resulted neither in costs nor in revenues in the reporting period.

## 6. Fisheries

The reasons for the failure of our fishery project in Senegal have never been investigated by third party. From the fair-fish point of view the retail business in Europa has not been and still not is ready to establish a fair trade with fish step by step.

When the merchant and marketing professional Tino Stiefel asked for an opportunity for an internship (free of charge for us) we commissioned him with a survey in the branch with the aim to find out which fish seller would be interested in a similar fishery project and what he would expect from fair-fish.

As Stiefel found a new job right after having completed the questionnaire, we postponed the survey for the time being.

**Finances:** This project resulted neither in costs nor in revenues in the reporting period.

### 6.1 Fish list wildcaught fish

The renewal of the fish list on the site of fair-fish.ch is still pending. The work has been postponed in order to wait on clar-

ifications within the frame of the campaign of fair-fish.ch for a declaration of the catch method. As a matter of fact the evaluation of the catch method's impacts on fishes and environment constitutes a core criterium of the new fish list. The work shall be brought to a close by fair-fish.net in winter 2014/2015.

**Finances:** This project resulted neither in costs nor in revenues in the reporting period.

## 7. Guidelines, name, trade mark, licenses

No specific actions taken in the reporting period. The **costs** for the reservation of domains and for hosting amounted to CHF 412, compared with **revenues** of CHF 1210 (licence fee of fair-fish.ch). Together with a not expended remainder of the licence fees in the previous period we dispose in the following period of CHF 2300 for the international protection of the name fair-fish and its trade mark.



Foto: Studer/fair-fish.net

*How can fair fish trade become true?*

## 8. Finances

→ see pages 11 and 12

### 8.1 Revenues

In the reporting period the association registered revenues of a total amount of CHF 67786. The biggest source (57%) consisted, like in the previous period, of remunerations and reimbursement of expenses for services to third parties performed by the president in the name and for the account of the association. The second source (25%) consisted of contributions from foundations for the developing of the fish ethology database, third source (9%) were donations for the orchard project in Senegal and related tasks. Further sources consisted of a contribution from the Gust und Lyn Guhl-Stiftung for general tasks (7%) and of licence fees (2%).

→ **Details:** see project reports (above).

### 8.2 Expenditures

In the reporting period we expended a total amount of CHF 55369, the biggest part of it (53%) consisting of management expenses (see 8.4), summarised as office expenses (part of rent of office and archive in Monfalcone and Graz, infrastructure, telephone/internet, office material) and in travel expenses (car and train trips, accomodation in Switzerland, telephone/internet on the way). The second big part (30%) was expended for the work on the fish ethology database, the third part (15%) for the orchard project in Senegal. The expenses for documentation (2%) and for the protection of name, domains and trade mark (1%) were negligible.

→ **Details:** see project reports (above).

### 8.3 The “profit” and its allocation

In its first financial period the association had experienced a loss of CHF 5060. In the second period we generated instead a profit of CHF 13887. What might look like a profitable business model is nothing but foresight:

Form the sum of contributions in favour of the fish ethology database we transfer the not yet expended amount of CHF 6000 to the next period (see 4.4). We equally reserve for 2014/2015 the amount of CHF 2300 for the protection of name and trade mark (see chapter 7). Finally, the amount of CHF 5060 serves to cancel the debt of the previous period. Thus the profit melts to CHF 527.

### 8.4 Net income from services

The high proportion of the expenses for the management may amaze at a first glance. Yet these expenses are directly related to the major source of revenues, the services rendered.

While we earned CHF 38494 for services, we had to cover related costs of CHF 29326; the net result in favour of the association was CHF 9168.

As the management expenses embrace also the ones that have to do with Studer's activities for the association as its managing president, the association saved expenses in the amount of approximately CHF 4000 for parts of office rent, infrastructure, travel expenses etc. On the other hand the honorarium of CHF 6095 paid to Studer is to be taken into account. Thus, the true net gain of his services to third parties in favour of the association was around CHF 7000.

### 8.5 Volunteer efforts

Not included in the accounting are about 800 hours of work performed by

Studier on a voluntary basis. During the 18 months of the reporting period, it were  
420 hours for the set-up of the fish ethology database,  
320 hours for the steady monitoring and coaching of the orchard project in Senegal,  
90 hours for the external representation and  
80 hours for the management.

Of a total of 910 hours the association could remunerate 102 hours (CHF 60 per hour according to the organisational bylaws). The remaining hours are bestowed, representing a donation of about CHF 48000.

**Personnel issue:** Altogether the finances mirror the typical pioneer situation of young associations. The dependency from one person has to be removed step by step in the following years, by increasing project funding on the one hand and by the structural enforcement of the association on the other hand.

## 9. Changes of statutes

Given an increasing turnover, an extraordinary general assembly decided in February 2014 to submit the financial report in the future to a professional audit. In order to keep its costs low, the **financial period** has been redefined: it is no more corresponding to the calendar year but starts in July and ends in June. Thus the audit can take place after the season in which most audits accrue. To take up with this modification it was decided to conduct also the second financial period a a long year of 18 months.

The assembly then elected the **auditor** in the person of Erwin R. Fuchs, trustee in

Baar, Switzerland. The members noted thankfully that the costs of the audit are covered by Annette Ringier.

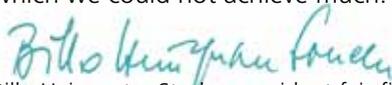
Finally the assembly complemented the **list of tasks** of fair.fish.net by the point "Laying the groundwork, in terms of content, for the activity of fair-fish associations in the context of defined projects" and clarified the sourcing of funds via rendering services for third parties in favour of the association.

## 10. Fundament

fair-fish.net has been founded as an umbrella organisation for national fair-fish associations and other goalrelated organisations. Until today however we did not succeed in founding fair-fish associations in other countries. The reason for this may be that fair-fish Switzerland has a huge advantage so as to discourage interested people in other countries to take up with the task. But it may also be due to the fact that by law it is nowhere else as simple to found an association as it is in Switzerland.

In the reporting period I found little time to maintain close contact to interested persons in Germany and Austria but hope to change this in the future.

**I am very thankful** for the support of my board colleagues and for the fruitful cooperation with my colleagues of the fish ethology database. A very special thank goes to all institutions and persons for their financial contributions without which we could not achieve much.



Billo Heinzpeter Studer, president fair-fish.net  
Monfalcone, 15 August 2014

## Balance sheet of fair-fish international association per 30.06.2014

Assets	30.06.2014		31.12.2012	
Liquid assets (bank account, cash)	15 554		3 958	
Accounts receivable				
Trade receivables	0		400	
./. Provisions for doubtful debts	0		0	
400	0		400	
Other current assets	0		0	
<b>Total working capital</b>	<b>15 554</b>		<b>3 958</b>	
Fixed assets	0		0	
<b>Total assets</b>	<b>15 554</b>		<b>3 958</b>	

Liabilities	30.06.2014		31.12.2012	
Creditors				
Related parties	0		6 549	
Third parties	726		0	
726	726		6 549	
Other liabilities				
Accrued expenses	6 000		2 469	
Provisions	0		0	
6 000	6 000		2 469	
<b>Total liabilities</b>	<b>6 726</b>		<b>9 018</b>	
Association's assets per 30.06.	-5 060		-5 060	
Annual profit (see chapter 8.3, page 8)	13 887		0	
<b>Total equity</b>	<b>8 827</b>		<b>-5 060</b>	
<b>Total liabilities</b>	<b>15 553</b>		<b>3 958</b>	

### Extract from the auditor's report (translated from German)

„As auditor I have examined the annual financial statement (balance sheet & income statement) of the fair-fish international association, Zurich, for the financial period that ended on 30 June 2014.“

„My examination has been achieved according to the professional principles, whereby an examination is to plan and carry out so as to recognise with appropriate certainty essential misstatements in the financial statement.“

„During my examination I did not encounter issues from which I should conclude that the annual financial statement and the proposition for the usage of the profit retained would not be conform to the law and the statutes. I recommend to approve the present annual financial statement“

Baar ZG, 11 August 2014

  
Erwin R. Fuchs  
Audits and trustee

## Income statement, 01.01.2013–30.06.2014

<b>Earnings</b>	<b>2013/2014</b>	<b>2011/2012*</b>
Licence fees	1 210	
Free donations	5 000	
<b>Licence fees and free donations</b>	<b>6 210</b>	–
Donations for orchard Senegal	6 082	
Donations for fish ethology database	17 000	
<b>Donations for specific purposes</b>	<b>23 082</b>	–
Remunerations for services to third parties	20 319	
Reimbursements of expenses for these services	14 275	
Subletting of former office in Winterthur	3 900	
Interest income	0	
<b>Total other income</b>	<b>38 494</b>	–
<b>Total Earnings</b>	<b>67 786</b>	–
<b>Expenditures</b>	<b>2013/2014</b>	<b>2011/2012*</b>
Orchard project in Senegal	–8 142	
Fish ethology database project	–16 506	
<b>Total project expenses</b> incl. personnel costs	<b>–24 648</b>	–
Protection of name, trade mark, domains	–412	
Expenses for documentation	–840	
<b>Total direct expenses</b>	<b>–25 900</b>	–
<b>Gross earnings</b>	<b>41 887</b>	
Share of office rent (fixed expenses)	–8 373	
IT costs (incl. acquisitions)	–2 153	
Other office expenses	–4 082	
Travel expenses accomodation (lump sum)	–5 400	
Travel expenses annual tickets CH/AT	–4 095	
General travel expenses (per receipt)	–5 223	
Bank account charges	–143	
<b>Expenses for administration</b>	<b>–29 469</b>	–
<b>Operating result</b>	<b>12 418</b>	
Extraordinary income (release of provisions)	1 469	
<b>Annual profit</b> (see chapter 8.3, page 8)	<b>13 887</b>	<b>–5 060</b>

\* not comparable with previous period because of different presentation



*fair-fish international association*

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