

2ND SUBMARINER Conference

**Better
off Blue**

#BetterOffBlue17

Creating synergies for a biobased society



© FRESH CORPORATION AG / peter.Zeller@freshcorporation.com

HELLO
FRESH

A new kind of low impact
urban sea fish farm

HELLO PETER, CEO

«Partnering with Tomorrow» is our corporate credo.

This is why we bring perspectives, know-how and money together for creating more sustainable business ideas.

HELLO FRESH

FRESH aims to offer a safe, sustainable choice of
«CATCH OF THE DAY» sea food - wherever you are.





FRESH

Catch of the Day



HELLO URBAN FISH FARMING

By 2030, two out of three people will live in an urban world.

Thus, low-impact, but scalable solutions are needed.



THE GLOBAL GOALS
For Sustainable Development

HELLO OCEAN

10 things everyone can do to help save the oceans:

1. Mind your carbon footprint
2. Reduce energy consumption
3. Make safe, sustainable seafood choices
4. Use fewer plastic products
5. Help take care of the beach
6. Don't purchase products that exploit marine life
7. Support organisations working to protect oceans
8. Influence change in your community
9. Travel the ocean responsibly
10. Educate yourself about oceans and marine life

Visit ocean.nationalgeographic.com to learn more.

FRESH

Catch of the Day





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HELLO VÖKLINGEN

By investing in a more sustainable future, the city of Völklingen has become home of the world's first large scale urban sea fish farm operating independently to the sea.



Weltkulturerbe

Völklinger Hütte

Europäisches Zentrum für Kunst und Industriekultur

2015

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Site of the coal coking plant Völklingen in 2000.

Image © 2016 GeoContent

Google Earth

10/31/2005

FRESH

Catch of the Day



Site of the coal coking plant Völklingen in 2005.

Image © 2016 GeoContent

Google Earth

2015

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Site of the coal coking plant Völklingen in 2010.

Image © 2016 GeoBasis-DE BKG
Image © 2016 AeroWest

Google Earth

9/30/2015

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FRESH Völklingen today.

Google Earth



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HELLO TOMORROW

FRESH is the world's first large-scale and low impact urban fish farm, operating independently of the sea.



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HELLO FRIENDS OF THE SEA

FRESH low-impact urban sea fish farming helps protect the oceans by reducing the carbon footprint and offering consumers a more safe, seafood choice.



Certified from
sustainable aquaculture
www.friendofthesea.org

FRESH REDUCES ECO-IMPACT

Estimated CO₂ emission for production and delivery
of 6 kg Yellowtail Kingfish to consumers in Germany

From
New Zealand

66.6 kg CO₂

From
FRESH

6.6 kg CO₂



CO₂
-90%



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HELLO XXL POOL

The true sensation of the FRESH sea fish farm is the crystal clear water in the large scale pools, ensuring ideal living conditions for the fish all year round.

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CristalClear
Quality

FRESH KINGFISH (SERIOLA LALANDI)



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HELLO FISCHFARM 4.0

We continuously measure more than 300 parameters real-time.

By applying the latest in data mining techniques, we are able to make predictions based on scientific models and operational data.



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HELLO KRISTIAN

The FRESH team is highly qualified, scientifically trained and interdisciplinary. Kristian is the latest addition to our team of fish enthusiasts and holds a Master's degree in aquaculture.



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HELLO CRISTAL CLEAR

The water in the pools is cleaner than in most seas.

This allows FRESH to harvest directly from the production pools.



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HELLO FISHERMAN

Kristian and his team fish-to-order three times a week.

The freshly caught fish arrive at our customers in true «CATCH OF THE DAY» quality.



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HELLO «CATCH OF THE DAY»

Dorade (*Sparus aurata*) ready for further processing and delivery to customers.



FRESH

Catch of the Day



HALLO SUSHI

FRESH Kingfish (*Seriola lalandi*) as well as the other fish raised by FRESH, are true Sushi-quality. They are free of unwanted environmental influences, antibiotics and harmful parasites.



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Catch of the Day

HALLO LOUP DE MER

Sea Bass (*Dicentrarchus labrax*) ready for delivery.

HELLO TRACEABILITY

The FRESH «CATCH OF THE DAY» date and the tracking-number are printed on every box for customer transparency and seamless traceability.

FRESH Völklingen GmbH
freshcorporation.com

G. Bianchi AG

Kingfish 3000.4000 gr - rund

Kingfish / Yellowtail / Ricciola
(Seriola lalandi)

Charge: 120916K002

9,350 kg

Lagerung bei / Store at / Conservare a
Conservation a max. + 2°C

FRESH



Catch of The Day:
14.09.2016

DE
SL80011



Aufgezogen / fostered / cresciuto / élevé
in Closed-Loop Aquaculture in Germany

HELLO CUSTOMERS

Market access and logistics are the key to success.

Völklingen is in the middle of Europe.

Many cities are reachable in a few hours.

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FRESH
«CATCH OF THE DAY»
reach



Google Earth



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HELLO ONLINE MARKETING

Opportunity or danger? Both!

It is important to keep an eye on the needs of different customer groups - without giving up our own marketing ambitions ...

A fishing net with an orange buoy is shown floating in teal water. The net is made of dark green mesh and has a white rope with blue markings. The buoy is a bright orange, oval shape. The background is a solid teal color.

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fresh
mercato
.com



HELLO FRESH BOX

Sustainable packaging design guarantees «CATCH OF THE DAY» freshness.

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HELLO CUSTOMER CONVENIENCE

Made from 100% cardboard, no plastic waste



ClimatePartner®
climate neutral
ID 11392-3402-5061



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HELLO SPARKLE

Clear and shiny eyes and bright red gills are the visible signs of FRESH «CATCH OF THE DAY» quality. This unparalleled freshness extends the shelf life and ultimately reduces food waste.



HELLO HAPPINESS

FRESH fish are a pure delight for everyone.

In the picture (from left):

Verena, the FRESH Völklingen farm manager and Chief biologist, Simone from processing, Stefan Marquard, a German celebrity chef, with Laura, a member of the FRESH team.

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Catch of the Day.

