



SWISS ALPINE FISH AG

Land-based salmon farming in the Swiss Alps

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Company Overview

- Swiss Alpine Fish AG founded in 2013
- Construction finalized and operations starting in 2016
- Hatchery, smoltification tanks, grow-out RAS2020
- Addition of smokehouse and processing 2017
- Milestone: Successful launch of first products in August 2018
- Current workforce: 25 employees



Final construction phase RAS2020

Why Salmon from Switzerland?

- **World's highest price salmon market**
- **Propensity to buy local Swiss products**
- **No domestic salmon production**
- **Growing demand for healthy & sustainable fish and production methods**

Marketing Strategy - Communication

PURE ALPINE SALMON

FRISCHE — NACHHALTIGKEIT — SWISSNESS

“Our mission is to become reputed as the leading land-based fish farm in Switzerland. We want to establish the brand ‘SWISS LACHS’ as a premium brand among the top three leading salmon brands in the Swiss retail and gastronomy market for fresh and smoked salmon.”

- **Freshness** Local Swiss production
- **Healthiness** Pristine alpine groundwater and no antibiotics
- **Sustainability** State-of-the-art RAS and wastewater technology
- **Premium Product Quality** Sophisticated processing and product refinement



Marketing Strategy – Our Products

Fresh Salmon



Smoked Salmon



Smoked Salmon
Giftboxes

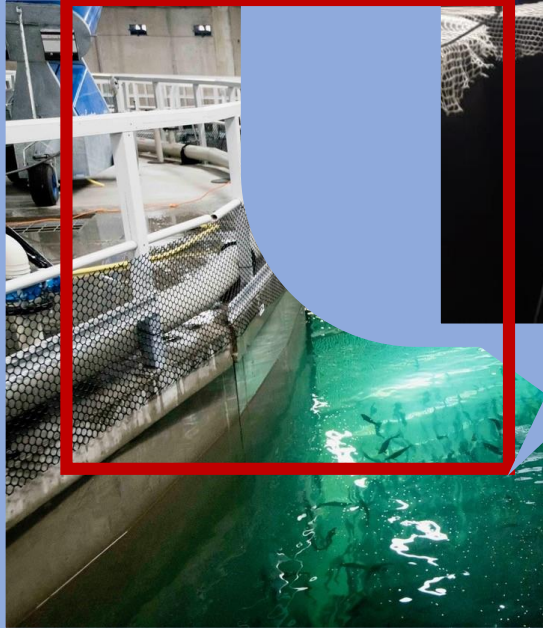


Marketing Strategy – Distribution Channels



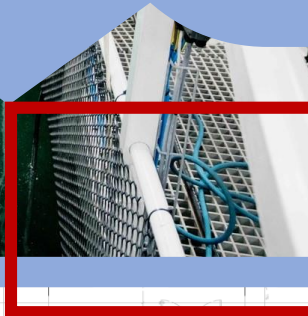
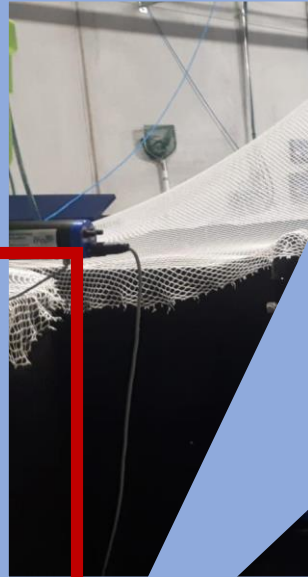
RAS2020-600:

- RAS 3 (14-15
- 3900 m³ system
- Water exchange
- 6 simultaneous
- Water treatment
- DN-reactor, dega
- Purge tank 12



Hatchery:

- Incubation Stage (9°C (Stofinfiskur)
- First Feeding Stage
- Fry Stage and Pre-

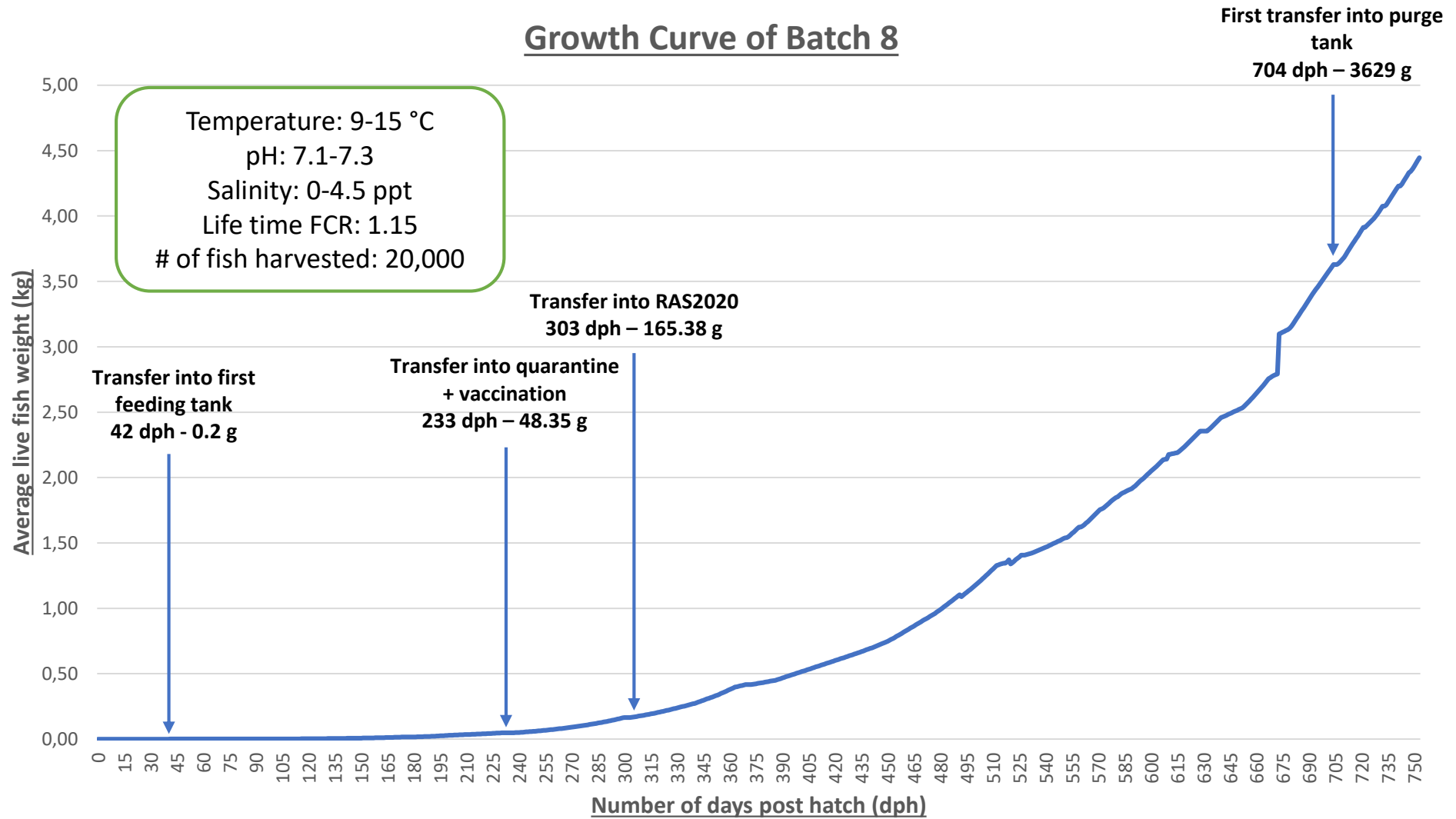


Smoltification Tanks:

- RAS 2 (14 °C, 6 ppt)
- Transfer from hatchery → hand vaccination (PharmaQ Alpha Ject 3000)
- Entry at 50-60 g, exit at 200-250 g



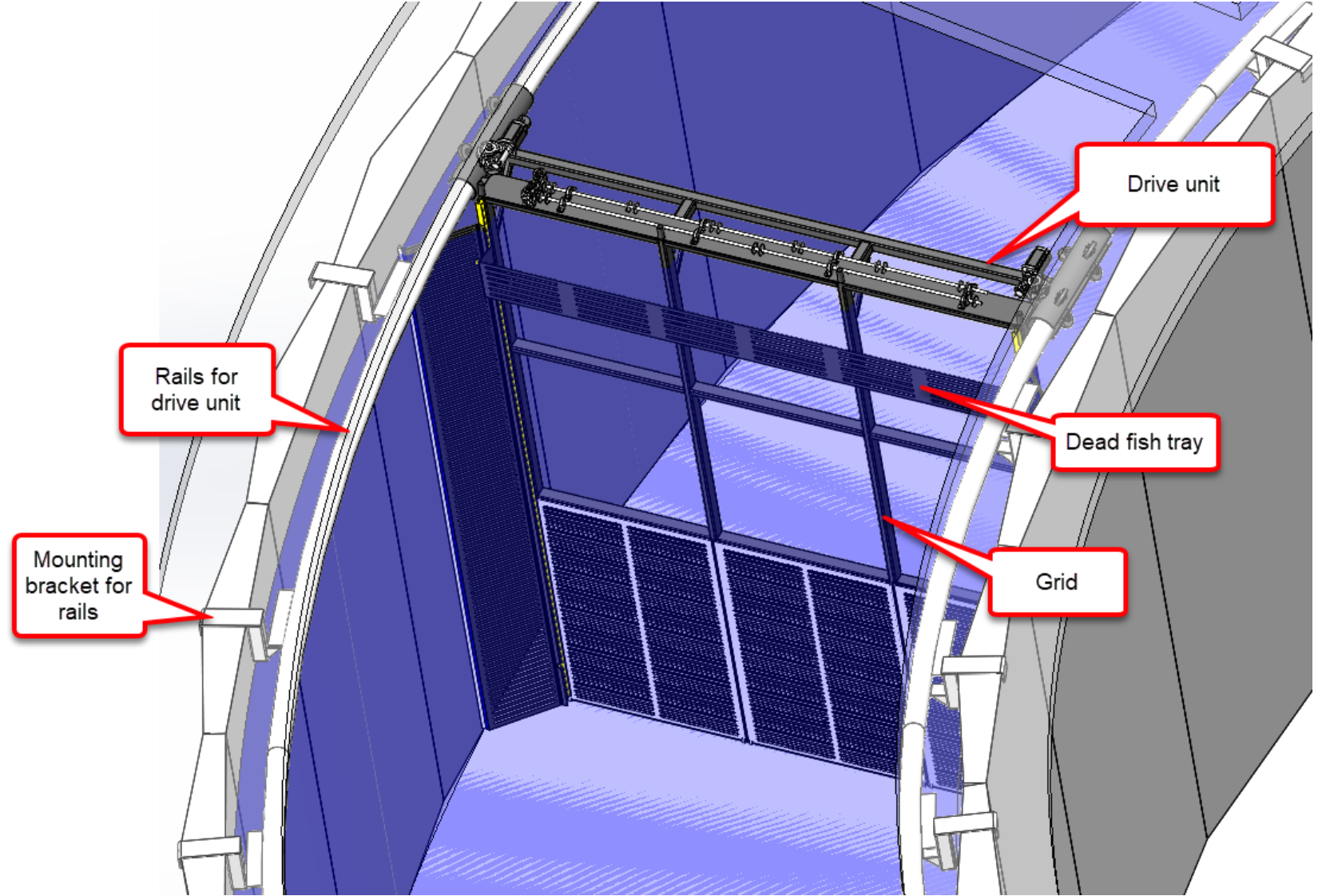
Fish Performance



Upcoming Projects 2020: Optimizations

BEIN

 SWISS LACHS
pure alpine salmon 



Upcoming Projects 2020: Optimizations



AQUAFIDES

Zurich University
of Applied Sciences



Upcoming Projects 2020: Expansion

