

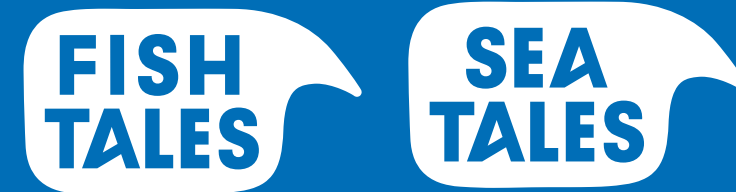


FISH  
TALES

SEA  
TALES

# MISSION REPORT

2024



# MISSION REPORT 2024

© Copyright 2023 Fish Tales Holding

Reporting period from 01-01-2024 to 31-12-2024  
Included in this yearly sustainability reporting are  
Fish Tales NL BV and Sea Tales USA BV.

This report references a selection of GRI standards.

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Spain, Getaria, anchovies; fisherman Emilio Irigoien

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## & WHAT'S IN A NAME?

Fish Tales is known for its high quality, delicious and sustainable seafood products in Europe. In North America we are known as Sea Tales. The company, fisheries and our impact are the same, just with a different name! Enjoy!



# YOU'VE JUST REELED IN OUR 2024 MISSION REPORT!

Our mission is to **spread the joy of delicious and sustainable seafood, now and forever**. Achieving this requires a fundamental shift in the seafood industry, and we are leading the way. Every day, whether at our headquarters in Amsterdam or through our sales teams across the US, we are fully committed to this mission.

2024 was a year of celebration, new milestones, and growth for Fish Tales and Sea Tales. It was our first year as a **B Corp**, we celebrated our **10-year anniversary(!)**, renewed our **Fair Trade certification** and introduced delicious new products like **Salmon tataki!**

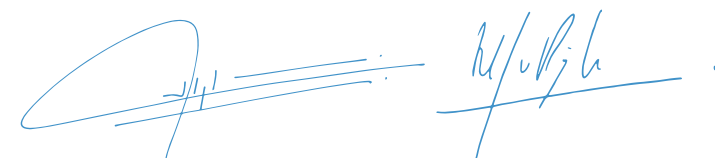
Some of our products received global praise, with Sea Tales canned tuna named **Best Canned Tuna by Bon Appétit**, and our sardines in spicy tomato winning **Best Tinned Fish** by Better Homes and Gardens.

Beyond this, we made an impact through advocacy and leadership. Impact & Fisheries manager Irene spoke at the **Catch Welfare Platform**, the **EU Commission**, and the **B Corp Beyond Summit**, pushing for a more responsible seafood industry. Meanwhile, **The Twisted Chef (Sepp van Dijk)** went viral, and **Bart van Olphen** was named **EY Entrepreneur of the Year**.

We have many more highlights to share. So sit back, dive into our mission report and read all about our progress, impact, and everything in between—new fisheries, emerging markets, innovative products, and our financial results.

Enjoy and take care!

**Bart van Olphen & Harm-Jan van Dijk**





# WHAT A YEAR!

2024, what a year it's been! From being a newborn Bcorp and launching new products to going viral and winning international awards—we've hit milestone after milestone. We celebrated 10 years of Fish Tales, made big waves in advocacy, and kept pushing for a better seafood industry.



→ We celebrated our **10 year anniversary big time!** [MORE ON PAGE 8&9](#)

- Sea Tales albacore tuna awarded as **best canned tuna** by Bon Appetit
- All our **anchovies** are now from **Cantabria** for the outmost quality!
- Impact & fisheries Irene visits Bitung for the **Fair Trade audit and research** on living income models for fisheries
- Sea Tales sardines in Spicy Tomato wins **Best Tinned Fish** (better homes and gardens) and **Best Pantry Award (SELF)**

- We launched our **B Corp certification**
- **Sander van Gelder** joins us as our brand new CEO
- **World Tuna Day!** Big celebration at our headquarters
- Impact & Fisheries Manager Irene is speaker at the **Catch Welfare Platform** conference



→ Start of the new Fair Trade project in Maumere, Flores by the Fish Tales Foundation [MORE ON PAGE 41](#)



"NICE CHUNKS OF TUNA WITH GREAT TUNA FLAVOR THAT'S NOT FISHY IN ANY WAY!"  
allrecipes†

→ Sea Tales albacore tuna awarded as **best canned tuna** All Recipes

- We are live on **Tik Tok!**
- Fish Tales joins the **B Corp food circle**
- First funding for the Fish Tales Foundation catch welfare project is secured!
- Bart van Olphen wins **EY entrepreneur of the year** award
- Fish Tales awarded as **Best National Brand** by Marin Stewardship Council Belgium



→ Impact manager Irene speaks for the **European Commission** about the importance of improved traceability and information on seafood products



→ Impact & fisheries manager Irene and content manager Denise visit anchovy fisherman Emilio

[MORE ON PAGE 42](#)

- Fish Tales awarded as **best canned tuna** in olive oil by the Telegraaf!
- Start of our **Catch of the Month** influencer campaign
- Sea Tales in the **Forbes top 10** of best canned seafood.
- Impact manager Irene hosts a session at the **B Corp beyond summit** [MORE ON PAGE 24](#)





# A DECADE OF FISH TALES!



Fish Tales turned 10! And we celebrated together with everyone who's been part of our journey, we looked back at ten years of building a brand with a clear mission: making sure people can keep enjoying good, responsible fish—now and in the future. And that called for a big party. We turned our office parking lot into a buzzing little fish market, with oysters, mussels, kibbeling, and lots of other delicious things. The place never looked—or smelled—so good. A big thank you to the amazing partners who helped us pull it all off: Neeltje Jans, Adri & Zoon, Neleman Wine, Leroy Seafood, and Mooijer Volendam.

It all started ten years ago when Bart van Olphen and Harm Jan van Dijk decided to turn a shared mission into something bigger. After years of visiting sustainable fisheries around the world, Bart saw how important it was to offer people a real alternative. Because at the time, no one in the seafood industry was really stepping up. So we did. Our mission has always been simple:

"WHAT A FANTASTIC JOURNEY! AFTER 10 YEARS OF HARD WORK AND SO MUCH JOY, WE'RE PROUD TO BE LEADING BY EXAMPLE—AND CREATING REAL CHANGE ACROSS THE SEAFOOD INDUSTRY."

—BART VAN OLPHEN

To enjoy the most delicious seafood, now and in the future.

From the Europe to the US and Canada, more and more people are making the switch to delicious and sustainable seafood. Our anniversary celebration wasn't just about looking back—it was a moment to look ahead, and to raise a glass to everything still to come.

To our team, our partners, and to the incredible fishers we work with around the world: Cheers to the past 10 years and many more to come!



# OUR MISSION & VISION

## OUR MISSION

### TO ENJOY THE MOST DELICIOUS SEAFOOD, NOW AND IN THE FUTURE

At Fish Tales we love seafood! Our mission is to make sure that everyone can enjoy the most delicious and best quality seafood, now and in the future. But with the current state of our oceans, that's not a given.

**We are changing the world of fish by setting the right example.**

We only source our seafood from sustainable fisheries that take good care of their fishermen and the oceans. We have short and fully traceable supply chains and bring you the most delicious and high-quality products. By doing this we encourage everyone involved in the seafood industry to contribute and take responsibility.

## OUR VISION

### HAPPY FISHERMEN, HEALTHY OCEANS.

Fishing communities play a crucial role in promoting sustainable fishing practices. With their knowledge and strong connection with the ocean and fishing methods, the fisheries are a vital link for sustainable and high-quality seafood. We set up short and tight supply chains, intended for the long term, with carefully selected fisheries. We know them personally and stay committed to a fishery once selected. This way, the fishermen have recognition for their work, and we provide you with delicious, sustainably caught and high-quality seafood.



# THE SITUATION TODAY

## STATE OF OUR OCEANS

We love fish, but unfortunately, fish stocks are not limitless—and they are declining faster than ever. Overfishing is putting immense pressure on marine ecosystems, with **38% of global fish stocks currently overexploited**.<sup>1</sup> This means we are catching fish faster than nature can replenish them, which threatens not only fish populations but also the entire ocean ecosystem.

Each year, **around 80 million tonnes**<sup>1</sup> of seafood are taken from our oceans and seas. In addition to these official numbers, a significant amount of fish is **caught illegally**—an estimated 11 to 26 million tonnes annually.<sup>2</sup> This means that roughly 15–20% of the global catch comes from unregulated sources. Because of these illegal practices, we don't have a clear picture of how much fish we are actually removing from the ocean—and which species are most affected.

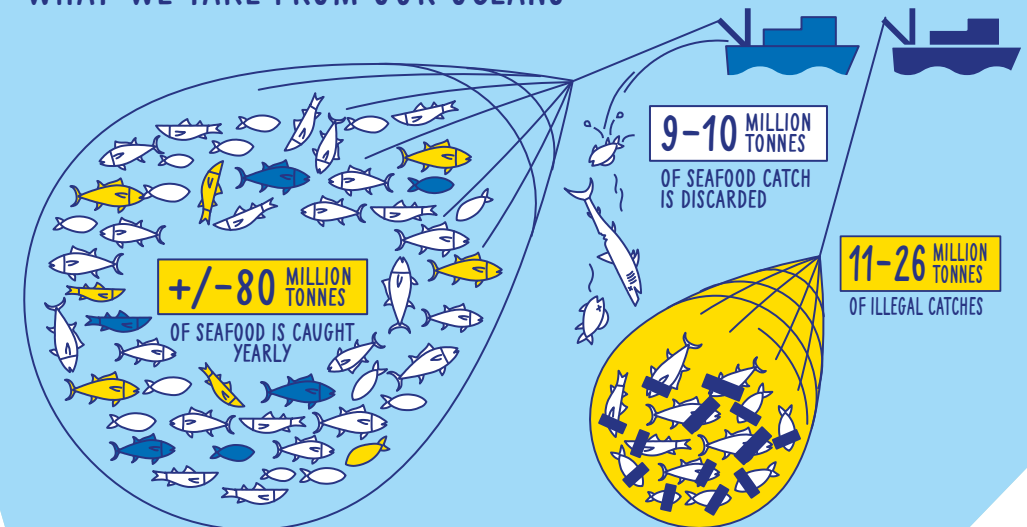
To make matters worse, not all fish caught ends up being brought to shore. Many unwanted or low-value species are discarded at sea, often already dead or dying. This practice, known as discarding, is estimated to amount to about **9 million tonnes**<sup>3</sup> of fish each year. It represents a huge and tragic waste of marine life.

<sup>1</sup>Source FAO, The State of the World Fisheries and Aquaculture 2024. <https://www.fao.org/publications/fao-flagship-publications/the-state-of-world-fisheries-and-aquaculture/en>

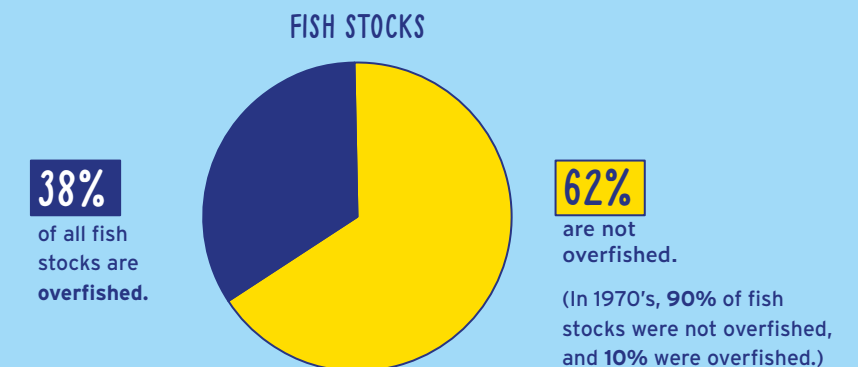
<sup>2</sup>Source Agnew, D. J., Pearce, J., Pramod, G., Peatman, T., Watson, R., Beddington, J. R., & Pitcher, T. J. (2009). Estimating the worldwide extent of illegal fishing. PloS one, 4(2), e4570.

<sup>3</sup>Source FAO. The State of the World Fisheries and Aquaculture 2020.

### WHAT WE TAKE FROM OUR OCEANS



### OUR OCEANS AND FISH STOCKS ARE UNDER PRESSURE







On board: captain Karim looking for Skipjack tuna. Maumere, Indonesia

## THE SITUATION TODAY

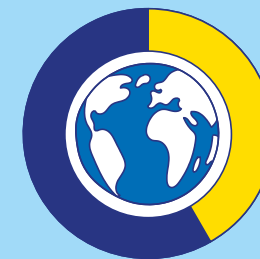
# PEOPLE AND THE SEA

The impact of our choices extend far beyond marine ecosystems. For 3.3 billion people, seafood is a vital source of protein, and over 59 million people<sup>1</sup> depend on fisheries for their livelihood. Sustainable fishing isn't just crucial for marine conservation—it's essential for global food security and economic stability. Especially for coastal communities.

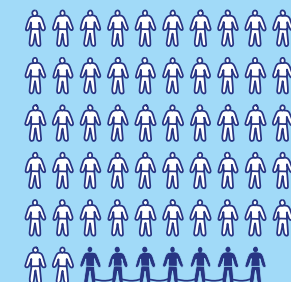
Meanwhile, the fishing and seafood processing industries also face significant social issues. Many workers endure hazardous working conditions, low wages, and even exploitation. Research suggests that between 10-15% of workers<sup>4</sup> in this sector are affected by serious violations of labor rights. Tackling these challenges is just as important as protecting marine biodiversity.

### FISHERIES ARE A VITAL SOURCE OF INCOME AND SUSTENANCE

HUMAN POPULATION: 8 BILLION



**3.3 BILLION PEOPLE**  
are directly depending on fisheries as primary protein source.



**59 MILLION PEOPLE**  
employed directly in fisheries and aquaculture.

**10-15%**  
are confronted with unsafe and abusive working conditions.

<sup>4</sup> Greenpeace 'Human Rights on Land and at Sea'



## THE SITUATION TODAY

# WHAT WE DO DIFFERENTLY

Our goal has been crystal clear since day one: to change the world of seafood. But how can one small brand influence the global seafood sector?

## WE:

1 SOURCE ONLY FROM FISHERIES THAT TAKE GOOD CARE OF THEIR FISHERMEN AND THE OCEAN;

2 OFFER DELICIOUS SEAFOOD OF THE BEST QUALITY TO CONSUMERS;

3 CHANGE THE INDUSTRY BY CREATING AWARENESS, LEADING BY EXAMPLE AND BEING A SOURCE OF INSPIRATION;

4 SET UP IMPROVEMENT PROJECTS WITH THE FISH TALES FOUNDATION.

We may be taking the lead, but changing the world of seafood is not something we can achieve on our own. We need consumers, governments and other companies to join us on our mission.

→ WILL YOU JUMP ON BOARD?







Indonesia, Bitung Skipjack tuna; fisherman Glein Stein Hari

## INDUSTRY STANDARDS

- Commonly use non-selective fishing methods. Aiming for high volume catches and efficiency.
- Practices can contribute to overfishing, and catch records are incomplete.
- Products are often not traceable to the fishery. Making it harder to identify the exact source of the fish.
- Limited information on working conditions at sea. Risk that malpractices remain unseen and unknown.
- Processing conditions are not checked or known. Risk that malpractices remain unseen and unknown.
- Procurement often takes place through the global spot market, resulting in various sources and therefore limited traceability.
- Not all information is available to the consumers. You often cannot track where the fish was caught.

## OUR STANDARDS

- We only work with the most **selective** fishing method for the species. To ensure lowest bycatch levels and no damage to the seafloor.
- Only **healthy fish stocks** are targeted. Never overfishing nor illegal catching. Every vessel, fishing trip and fish is registered and monitored.
- We know exactly where our fish comes from, who caught it and where it has been in the entire supply chain. All our products are **100% traceable** up to the fishery.
- We know the fishery and fishermen. We have **visited the fisheries** and have information about the fishing trips and conditions.
- We have **visited the sites** and have information on where and under what circumstances our products are processed.
- We **establish long term partnerships** and commit to sourcing from the selected fisheries that meet our standards for quality and sustainability. We know exactly which product is from which fishery.
- **Full transparency** on everything we sell, **from sea to plate**. This information is available on pack, on our website or through personal contact with us!



# OUR FISHING FAMILY

MEET THE AMBASSADORS  
OF THE FISHERIES WE  
WORK WITH

Our fishers are more than just faces on our packaging or website - they are the proud ambassadors of an entire community of sustainable fishers. From the cold waters of Iceland to the sunny coasts of Indonesia, each story represents a larger group of fishers who respect the ocean and are passionate about their work, ensuring the best-tasting fish. Together, they are the backbone of our mission: top-quality fish, caught with care for people and the ocean.



UGASHIK BAY, ALASKA  
— ERIC & CHRISTAL —  
SOCKEYE SALMON  
SINCE 2019



COOK INLET, ALASKA  
— BRIAN & CREW —  
SOCKEYE SALMON  
SINCE 2014



KODIAK, ALASKA  
— BRUCE & CREW —  
PINK SALMON  
SINCE 2020



WESTPORT, WASHINGTON  
— VALERIE & CREW —  
ALBACORE TUNA  
SINCE 2014



CORONEL, CHILE  
— ELVIS & CREW —  
JACK MACKEREL  
SINCE 2021



PATREKSFJÖRÐUR, ICELAND  
— THORSTEINN & CREW —  
COD  
SINCE 2018



NEWLYN, UNITED KINGDOM  
— DAVID & CREW —  
SARDINES  
SINCE 2016



FINNMARK, NORWAY  
— SIGRUN & CREW —  
ATLANTIC SALMON  
SINCE 2020



KVARØY, NORWAY  
— ALF & CREW —  
ATLANTIC SALMON  
SINCE 2022



NYKØBING, DENMARK  
— POUL & CREW —  
MUSSELS  
SINCE 2016



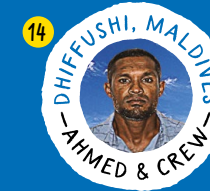
NEELDE JANS, NETHERLANDS  
— JACCO & CREW —  
FRESH MUSSELS  
SINCE 2017



GETARIA, SPAIN  
— EMILIO & CREW —  
ANCHOVIES  
SINCE 2016



HONDARRIBIA, SPAIN  
— OSKAR & CREW —  
ALBACORE TUNA  
SINCE 2018



DHIFFUSHI, MALDIVES  
— AHMED & CREW —  
SKIPJACK TUNA  
SINCE 2014



BITUNG, INDONESIA  
— GLEIN & CREW —  
SKIPJACK TUNA  
SINCE 2015





# MISSION TRACKER

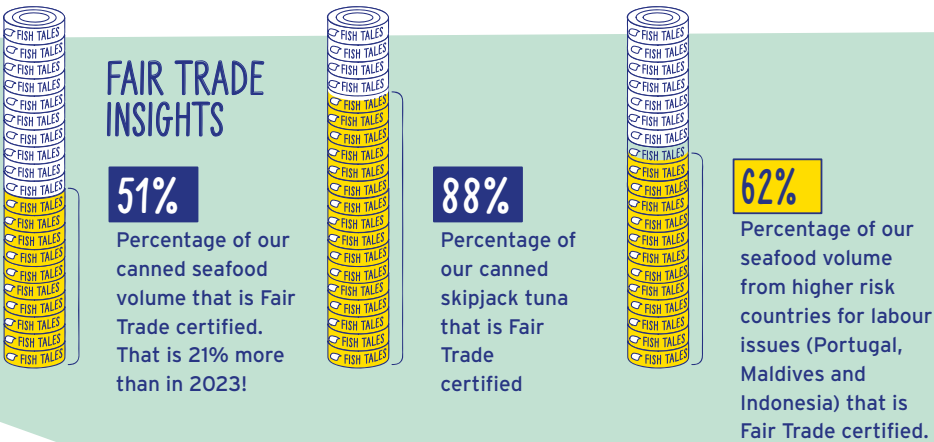
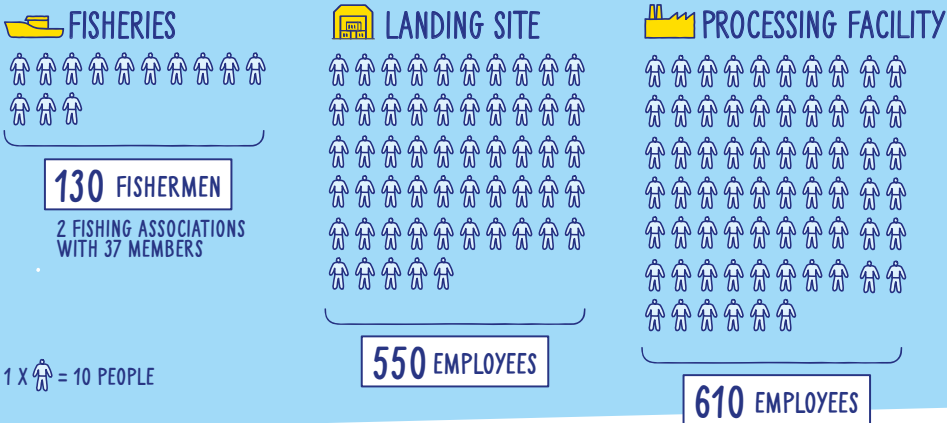
Our Mission Tracker gives a snapshot of the impact we made in 2024—towards happier fishers and healthier oceans. It showcases key figures like the percentage of Fair Trade certified seafood, the number of fishers working under safe conditions, and the community projects funded through Fair Trade premiums.



# HAPPY FISHERMEN

Taking care of the fishermen is an crucial step in achieving our mission. What makes Fish Tales truly unique is that all our skipjack tuna from Indonesia is Fair Trade certified—and even more special: this initiative was launched by the Fish Tales Foundation back in 2019.

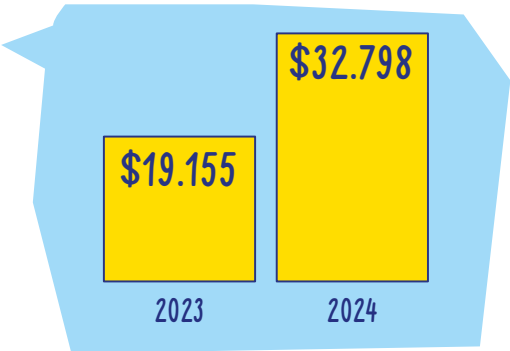
## NUMBER OF PEOPLE WORKING IN FAIR TRADE CERTIFIED CONDITIONS FOR SEA TALES & FISH TALES



### A premium for community support

The fishermen receive a premium for every kg of tuna caught. This premium is invested in social and environmental projects that benefit the community.

In 2023 the fishermen received a total of \$19,155 in premium funds! **The total premium paid in 2024 is \$32.798.**



This is a huge increase compared to the total premium paid in the previous year. This is due to the increase in Fair Trade certified product sales. Because with every can of Fair Trade certified product, a premium is paid directly to the fishery cooperation.

Collaboratively, the fishermen decide on projects where to spend their premium on. In 2024, these were the main premium projects executed:

- Scholarship program for fishermen children
- Food package distribution in low fishing season
- Beach clean-ups in and around Bitung
- Distribution of garbage bins and reusable tumblers to reduce pollution

### FAIR TRADE CERTIFICATION

To be assured that the fishermen we work with are treated fairly, we jumped aboard with Fair Trade. The Fair Trade certification sets strict social, environmental, and economic standards for fisheries. Independent yearly audits verify safe working conditions and sustainable practices.

Fishermen also receive a premium for every Fish Tales Fair Trade can sold, which they invest in community development. It's a step toward a more ethical and responsible fishing industry!



Fair Trade Importer ID: 1299062





## MISSION TRACKER

# HEALTHY OCEANS

We love seafood! We take only what the ocean can give—never more. That's why we work exclusively with fishermen that use selective fishing methods to protect marine ecosystems. That means that we exclude fisheries using bottom trawling, dredging and pelagic longlines.

## OUR CATCH

**100%**

### Healthy fish stocks

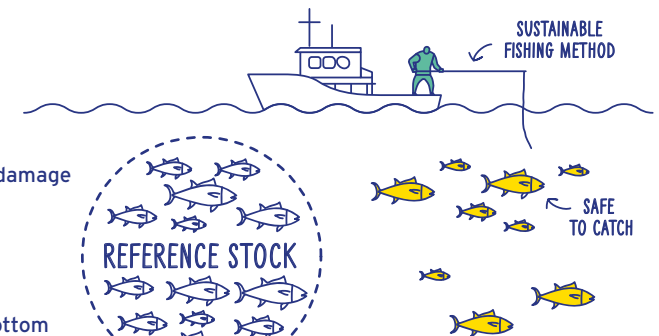
No overfishing, no ecosystem damage and effective management.

**100%**

**Pole and line methods**  
for all our tuna.



No bottom trawling or pelagic longlines.



**91%** MSC

**9%** ASC

**ALL OUR PRODUCTS ARE MSC OR ASC CERTIFIED.**

## MSC & ASC CERTIFICATION

All our seafood must meet strict environmental standards. The MSC label stands for no overfishing, minimal impact on marine ecosystems, and responsible fisheries management. The ASC label focuses on clean water, ecosystem protection, fish health, and fair working conditions of farmed seafood.

However for us, these certifications are just the beginning. It is our minimum standard for sustainable seafood. On top of this, we select based on fishing method to ensure lowest bycatch rates and always avoid bottom disturbance.



MSC-C-52511



ASC-C-00495





Chili, Pacific Ocean, Jack Mackerel: Bart van Olphen on board

## MISSION TRACKER

# LEADING THE WAY

Changing the world of seafood is not something we can achieve on our own. We need to be visible. Visible for consumers to be able to enjoy our delicious products. And visible for the seafood industry to see how we do things differently.

IN 2024 we have sold:



6,698,168 CANS



2,305,423 FRESH PRODUCTS

An increase in total product sales of 19% compared to 2023, mainly due to growth in sales of fresh products (57%).

THAT'S A TOTAL OF 9,003,591 PRODUCTS

1,957,440 PRODUCTS

were sold in North-America



7,046,151 PRODUCTS

were sold in Europe

IN 2024 We have grown in North America with

15%

we have grown in the EU with

8%

This brings us to a total of 60 clients in the EU and 94 in the USA. In 2023 this was 58 in the EU and 55 in North America.



# OUR MARKETS

This is where you can find  
your favorite Fish Tales and  
Sea Tales products as of 2024!

## CANADA

- Whole Foods Market
- Ambrosia **NEW!**
- Healthy planet **NEW!**
- Nature's emporium **NEW!**
- Choices market **NEW!**

## SEA TALES

## UNITED STATES

- |                      |                        |
|----------------------|------------------------|
| → Whole Foods Market | → Central market       |
| → Stop & Shop        | → Walmart              |
| → The Fresh Market   | → <b>And over</b>      |
| → NCG                | <b>150 independent</b> |
| → Fresh Thyme        | <b>retail stores</b>   |
| → Mom's Organic      |                        |

## THE NETHERLANDS

- |                         |             |
|-------------------------|-------------|
| → Albert Heijn          | → Grutto    |
| → Picnic                | → Plus      |
| → Crisp                 | → Flink     |
| → Jumbo                 | → Dekamarkt |
| → Dirk van der<br>Broek |             |

## GERMANY

- Kaufland
- Grutto
- Hit
- Alnatura
- Denree **NEW!**

## FISH TALES

## HELLO FRESH

- Netherlands
- Belgium
- Germany
- United Kingdom
- Ireland
- France

## SWITZERLAND

- COOP

## BELGIUM

- Carrefour
- Albert Heijn

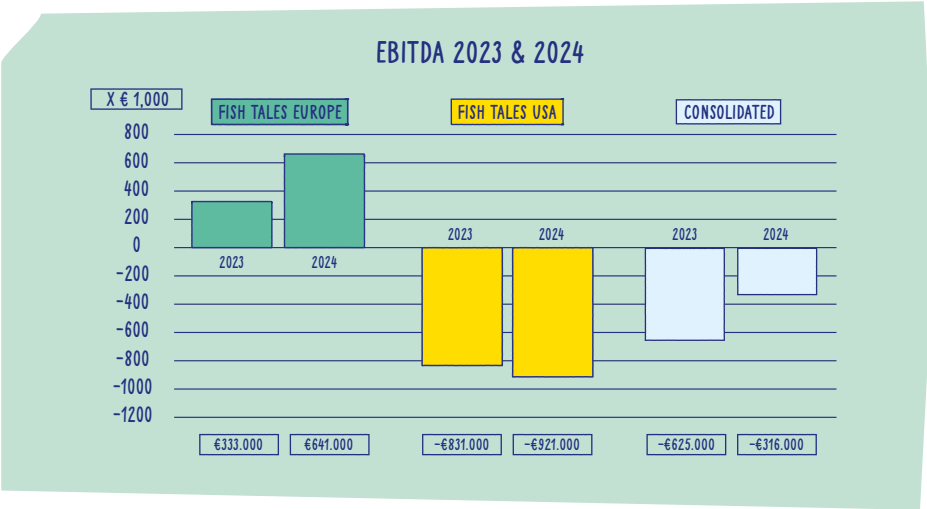
## FOOD SERVICE

- Bagel and beans
- Le Pain Quotidien
- De Pizzabakkers
- KLM airlines



# SUSTAINABLE GROWTH

At Fish Tales Group we realized a gross turnover of 21.6 million euros in 2024, an increase of 12.4% compared to 2023. Both Europe and North America show a strong growth at 11.3% and 16.0% respectively.



The EBITDA results show the strong improvements made in 2024 to strengthen our business. At Fish Tales Holding the EBITDA increased from a deficit of 625K euros in 2023 to a deficit of 316K euros in 2024\*.

Fish Tales (EU) continues to show improved margins driven by cost savings and process improvements, almost doubling our EBITDA in 2024 to 641K euros, a very significant growth compared to 2023 (333K).

Our North America business (Sea Tales) benefits most from improved gross margins, offsetting continued high sales costs (cost of doing business). This leads to an improved EBITDA margin compared to 2023, ending at -921K euros for 2024.

In 2025 we will continue to build on the improvements in processes, gross margins, overall costs and sales growth to strengthen our business with the goal of positive EBITDA at Fish Tales Group.

\* Due to a change in accountant and accounting policies, our figures slightly differ from previous versions with equal net results.



USA, Westport, Albacore tuna; fisherwoman Valerie Phillips





## MISSION TRACKER

# OUR FANS

We're crazy about seafood—and we love sharing that passion with the world! From endless recipe ideas to surprising flavor combos, we're always cooking up new ways to inspire our community. In 2024, we kicked things up a notch: we launched our very own TikTok channel and teamed up with seafood-loving personalities on TV and social media. The result? Our reach exploded—and so did the number of seafood fans around the globe!

FOLLOW US!

Estimated Reach

SEA  
TALES

f 9,700000

ig 103,400

Estimated Reach

FISH  
TALES

f 13,700000

ig 9,000000

🎵 2,000000



## SOME HIGHLIGHTS



→ Sepp van Dijk,  
aka @a\_twisted\_chef with  
his viral crispy tuna

1.100.000 VIEWS



→ New format with fishy  
experts Irene & Luuk

121.000 VIEWS





Indonesia, Bitung, Skipjack tuna: fisherman preparing lunch on board.

# FISH TALES FOUNDATION

Launched in 2019, the Fish Tales Foundation expands our mission beyond day-to-day business, creating direct impact in small-scale fisheries around the world. As a non-profit, the Fish Tales Foundation drives projects that improve environmental practices, strengthen fishing communities, and raise awareness about sustainable seafood—always in partnership with local fishers, NGOs, and institutions.

## FISH TALES FOUNDATION

SET UP IMPROVEMENT PROJECTS  
WITH LOCAL FISHERIES

IMPROVE THEIR MARKET ACCESS  
AND EXPLORE NEW MARKET  
OPPORTUNITIES

INCREASED SUPPLY OF  
SUSTAINABLY CAUGHT FISH

INCREASE AWARENESS AMONG  
CONSUMERS AND FISHERIES  
REGARDING THE URGENCY OF  
SUSTAINABLE FISHING

MORE CONSUMERS WILL CHOOSE  
SUSTAINABLE SEAFOOD

GROWTH OF SUSTAINABLE SEAFOOD MARKET SHARE



## CURRENT PROJECTS

### → FAIR TRADE CERTIFICATION IN BITUNG

Our Bitung program remains an important initiative of the Fish Tales Foundation. At the start of 2024, the fishery passed its fourth Fair Trade audit! During the rest of the year, we held eight training sessions for the fishermen. These were on sea safety, workplace health, anti-harassment, and financial literacy.

With the premium fund the fishermen chose to support five community projects, including a plastic reduction campaign promoting reusable tumblers and continuation of the scholarship program for fishers' children and relatives.

### → TUNA WELFARE PROJECT

In 2024, the Fish Tales Foundation placed a strong focus on catch welfare—specifically, the welfare of tuna in pole-and-line fisheries. Despite growing awareness of animal welfare, improving the way fish are handled in commercial fisheries remains overlooked. That's why we launched a project to develop a humane killing method for skipjack tuna—practical for small boats, safe for the crew, and preserving fish quality. We will start with scientific research on how we can improve, followed by experiments on actual skipjack tuna boats. And hopefully, it won't stop there—this method could inspire tuna fisheries around the world to follow suit.

In 2024 we secured a large part of the funding, and are currently working to fill the last funding gaps to be able to kick start this initiative together with Wageningen Livestock Research and the Catch Welfare Platform.



Indonesia, Bitung, Skipjack tuna fisherman Glein with Impact manager Irene





## → FINDING ALTERNATIVES FOR LIVE BAIT

The International Pole and Line Foundation (IPNLF) is exploring ways to reduce the dependency of pole and line fisheries on live bait. They are experimenting with using lights and sounds underwater to mimic live bait, like and underwater disco! The Fish Tales Foundation is part of the project committee.

In 2024, IPNLF has finished the first trials at sea! These were challenging due to low visibility and few tuna spotted. The next phase of this project will be more testing, this time in tuna kept in aquaculture pens to have more control over the circumstances. This allows for better testing if the set up works to attract the tuna or if the set up needs to be changed.

## UPCOMING PROJECTS WITH THE FISH TALES FOUNDATION

## → A NEW FAIR TRADE CERTIFIED TUNA FISHERY COMING ITS WAY!!

In 2024, the Fish Tales Foundation kicked off its second Fair Trade certification program! This new fishery—also targeting skipjack tuna with pole-and-line is based in Maumere, on the island of Flores, Indonesia. While the fishing technique is similar to Bitung, the local fishers here face very different challenges. On Pemana Island, where many of them live, there is little to no access to education, healthcare, or fresh and nutritious food.

In partnership with AP2HI (the Indonesian Handline and Pole-and-Line Fisheries Association), we mapped out these local challenges and launched a dedicated Fair Trade project to support the community. By the end of 2024, the fishery was ready for its initial certification—and the audit is set for early 2025. That means from mid-2025 onwards, you'll start seeing even more Fair Trade certified skipjack tuna on the shelves!



# LOOKING BACK

## SOME HIGHLIGHTS FROM 2024

### → ALL OUR ANCHOVIES NOW COME FROM CANTABRIA, SPAIN!

In 2024, we proudly completed the shift of all our anchovy sourcing to Cantabria. Cantabrian anchovies are renowned for their exceptional quality – and it's easy to see (and taste) why.

In May, the Fish Tales team traveled to Cantabria to see the process first hand and to reconnect with our trusted fisherman Emilio and his son Xavi, who is now following in his father's footsteps.

During our visit, we witnessed every step: from the fishing to salting and canning of the anchovies. Of course, we also enjoyed some incredible Basque cuisine – with anchovies prepared in every way imaginable. It was truly special to spend time with Emilio again, who has been a proud Fish Tales ambassador since 2021!

### → FISH TALES HOSTS A SESSION AT THE B CORP BEYOND SUMMIT

In January 2024 we proudly shared that we are a Bcorp with the world. At the B Corp Beyond Summit in Amsterdam Impact and fisheries manager Irene took the stage to talk about Fish Tales' mission and supply chains – highlighting how we promote sustainable, future-proof fisheries and advocate for healthy oceans globally.

It was an inspiring moment to connect with like-minded changemakers and share our journey with the wider B Corp community.



Spain, Getaria, anchovies; fisherman Emilio Irigoien and Fish Tales' Impact & Fisheries Manager Irene Kranendonk



# AND FORWARD

## OUR PLANS FOR 2025 AND BEYOND

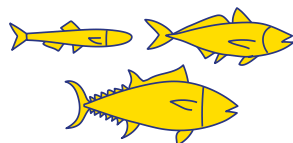
Changing the world of seafood requires us to stay ambitious! Below you see a snap shot of some of the plans we have for the future.

### → FISH TALES & SEA TALES

- We are assessing our corporate carbon footprint for 2024 and roll out a carbon reduction plan.
- Fish Tales Conservaria, our new line of premium products with bold new flavors and a fresh packaging design is coming!
- We will enter new markets in Europe
- New sustainable, delicious products are hitting the fresh seafood shelves in Dutch supermarkets.
- Two major media campaigns and consumer activations are going to boost our brand recognition.
- We are going to enter new European markets and grow our presence in the food service sector.
- On the US West Coast, we will expand our distribution in the natural channel.

### → THE FISH TALES FOUNDATION

- Beginning of 2025, the tuna fishery in Maumere will have it's first Fair Trade audit
- In Bitung, the Fair Trade Association will set up a new premium project to empower fisher wives.
- This year, our aim is to have the full funding together to continue the tuna welfare project







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YEARS

**FISH  
TALES**

**SEA  
TALES**

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