



# HELLO, WE ARE FRESH

A new kind of  
urban sea fish farm

[freshcorporation.com](http://freshcorporation.com)





**HELLO PETER, CEO**

The corporate credo of the FRESH CORPORATION AG is «Partnering with Tomorrow». We cannot be successful tomorrow without partnering with the world today. This is why we bring perspectives, know-how and money together for creating more sustainable business ideas. Please contact me at [peter.zeller@freshcorporation.com](mailto:peter.zeller@freshcorporation.com) if you are interested in partnering with us for the future.



**HELLO FRESH**

FRESH aims to offer a safe, sustainable choice of «CATCH OF THE DAY» sea food - wherever you are. Visit [freshcorporation.com](http://freshcorporation.com) to see how.





# FRESH



*Catch of the Day*

## HELLO URBAN FISH FARMING

By 2030, two out of three people will live in an urban world, with explosive growth occurring in developing countries. Consumption of aquaculture products exceeds that of products from wild fisheries. Thus, low-impact, but scalable solutions are needed.

Visit [globalgoals.org](https://globalgoals.org) to learn more.



**THE GLOBAL GOALS**  
For Sustainable Development



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## HELLO OCEAN

The National Geographic Society suggests 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 organizations 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](https://ocean.nationalgeographic.com) to learn more.





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## HELLO VÖLKLINGEN

The ironworks in Völklingen, Germany are the only intact example of an integrated ironworks that was built in the 19th and 20th centuries. In 1994, it was declared by UNESCO as a World Heritage site.

By investing in a more sustainable future, the city of Völklingen has become home to the world's first large-scale and low impact urban sea water fish farm, operating independently to the sea. FRESH Völklingen produces premium quality seafood, creates world class know-how and offers future-oriented work and education opportunities.



# FRESH

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## HELLO URBAN SEA FISH FARM

FRESH is the world's first large-scale urban sea fish farm without access to the sea. The farm has very little in common with conventional sea fish farming. Because FRESH produces premium sea fish, saving resources in a completely closed water cycle. The proximity to consumers not only saves transport routes but also guarantees previously unattained freshness. FRESH produces according to the highest quality standards and consistently focuses on resource optimization and sustainability.



# FRESH

*catch of the Day*



## 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, sustainable seafood choice.

FRESH is certified for excellent sustainability.

Visit [friendofthesea.org](http://friendofthesea.org) and [globalgap.org](http://globalgap.org) to learn more.



Certified sustainable  
aquaculture



# FRESH



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## HELLO TOMORROW

FRESH sets a new standard for conscious enjoyment of sea fish. FRESH Sea bream, Sea bass and Yellowtail Kingfish are raised in saltwater pools in a resource-saving way. FRESH runs on renewable energy. The short transport routes to customers and the avoidance of flight miles, save energy and help reduce the carbon footprint significantly. FRESH partners with **myclimate.org** to optimize the eco-footprint even further.



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## HELLO CLOSED LOOP

FRESH follows new technological paths. The closed water cycle with its biological purification is unique and future-orientated. The closed water cycle is particularly resource-friendly and reduces the need for fresh water to as little as 0.6% per day.



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## HELLO XXL POOLS

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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**HELLO SUNSHINE**

Daylight creates ever-changing light zones, enhancing the wellbeing of our fish and team alike.



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HELLO GMO-FREE

FRESH feed comes from GMO-free, certified sustainable sources.





# FRESH

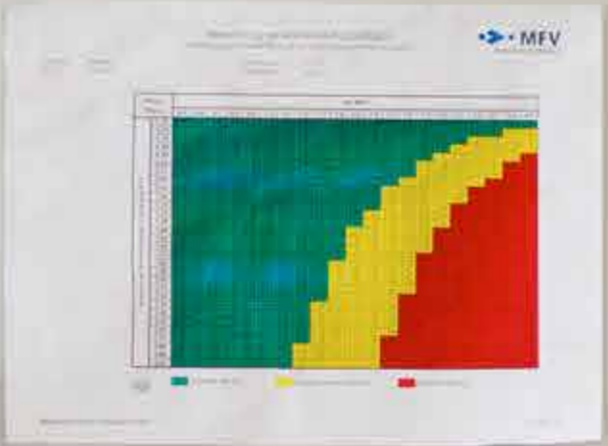
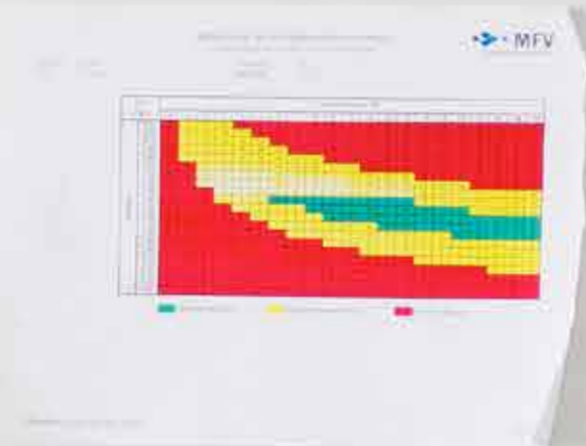
*Catch of the Day*



## HELLO FISHFARM 4.0

We continuously measure more than 300 parameters real-time, gaining unique insights into the ongoing operation. By applying the latest in data warehousing and data mining techniques, we are able to make predictions based on scientific models and operational data. The FRESH data-warehouse enables us to deploy valuable resources in the most effective way possible.





Handwritten notes and technical specifications on a piece of paper.



Warning sign: a yellow triangle with a black exclamation mark. Next to it is a piece of paper with text: 'Gärungsstadium (Haupt)', 'Dehngeschwindigkeit', 'Dehrrate', 'Sauerstoff'.

Grenzbereiche	Werte	Einheit
pH Wert	6,00 - 8,00	
Redox Wert	-400 bis +400	µV
pH Sauerstoff	7,00 - 8,20	
Redox Sauerstoff	+200 bis +500	µV
Sauerstoff (O <sub>2</sub> )	0,5 bis 1,5	mg/l

### HELLO FRESHLAB

FRESH is always looking for new technologies in order to improve. We promote applied research @ the FRESHLab, located just opposite the fish farm. FRESHLab hosts a team of scientists and students from the university of Saarbrücken. FRESH places great importance on the expansion into other areas of sustainability and on networking with research institutes.





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## HELLO KAI

Working on his PhD in engineering @ the FRESHLab. Kai develops mathematical models to predict the water quality in the fish pools, helping save valuable resources.



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**HELLO BABIES**

The future starts in the quarantine pools, where we receive the juveniles. It takes FRESH Sea bream and Sea bass fingerlings about 350 to 400 days to grow up to 400 to 500 grams. FRESH Kingfish are true sprinters, and grow up to 4 kg in the same time.





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#### HELLO STRESS-LESS

FRESH raises different generations of fish in the same pool, eliminating the stress of moving around from pool to pool. Once the young fish are released into one of the large pools, they will remain there throughout the whole growing period. Reducing stress for the fish contributes to the fish's well-being and better product quality.



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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 CRAFTSMANSHIP

Despite all the latest technology employed at the FRESH urban sea fish farm, performing the task of fishing requires the craftsmanship and teamwork of real fishermen, such as Kristian and Marcus.



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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, without preparation of the fish. For harvesting, some fish are brought together with a fishing net.



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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.





**HELLO SHORT DISTANCE**

The fish taken from the pools are brought directly to processing.



**FRESH**

Vorgabe: geschlossener Stunring für Dorade & Wolfsbarsch

Stunring mit 20 (20%) mit Frischwasser + 100 Prozentwasser gefüllt  
 Stunring prüfen, Durchfluss = 35 l/min  
 Stunring mit Eis und Wasser füllen

2.1. Wenn Kracher voll Fisch dem Stunmer zulühren (N=100)

2.2. Resultat des Stunring prüfen

Resultate:

- A) Augendrehreflex setzt aus, keine Regung bei Berührung
- B) Augendrehreflex setzt aus, geringe Regung bei Berührung
- C) Augendrehreflex gering vorhanden, keine Regung bei Berührung
- D) Augendrehreflex vorhanden, Fisch bewegt sich aktiv

→ wird die restliche Menge dem Stunmer gleichmäßig zugeführt

2.3. Stunring voll Fisch mit O<sub>2</sub> versorgt und bei einer Durchflussrate < 30m<sup>3</sup> dem Stunmer gleichmäßig zugeführt ggf. Elektroden reinigen

2.4. Stunmer Fisch ist jeder Zeit mit Eis zu bedecken

2.5. Stunmer Fisch ist jeder Zeit mit Eis zu bedecken

Schlauchanschlüssen  
 außen mit Frischwasser  
 wässern

Die Menge der Fischchen ergibt bei dem Resultaten B, C, D. Die Einstellung eines Stunmerprozesses  
 bei weniger Fische bei dem Resultat D ohne durchgeführte Elektrodenreinigung ist unzulässig!

10.09.2025



Control panel featuring a red indicator light at the top, a central digital display with a red and green indicator, and a red emergency stop button below it.

**HELLO RESPECT**

Each fish is individually stunned, killed and chilled.  
 FRESH respects the strict rules of animal welfare in Germany and Switzerland.





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**HELLO «CATCH OF THE DAY»**

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



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HELLO SIMONE, HELLO JENNY  
Working hard to make our clients happy.





FRESH

*Catch of the Day*



**HELLO SUSHI**

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



FRESH

Catch of the Day



HELLO LOUP DE MER

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



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FRESH Völklingen GmbH  
freshcorporation.com

**G. Bianchi AG**

**Kingfish 3000.4000 gr - rund**

Kingfish / Yellowtail / Ricciola  
(Seriola lalandi)

Charge: 120916K002

**9,350 kg**

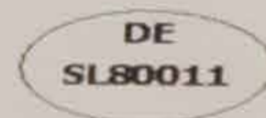
Lagerung bei / Store at / Conservare a  
Conservation a max. + 2°C

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

**FRESH**



Catch of The Day:  
14.09.2016



**HELLO TRACEABILITY**

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





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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 increases the enjoyment of chefs and fish consumers alike. It also extends the shelf life and ultimately reduces food waste.



# FRESH

*Catch of the Day*



5.000 kg



## HELLO RELIABLE FRESHNESS

Fresh offers direct delivery where and whenever possible to ensure that true «CATCH OF THE DAY» quality is available throughout Europe.





**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 and restaurateur, and Laura, a member of the FRESH team.





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Pictures by Nicolas Zonvi

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