



**GOOD
FISH**

ANNUAL REPORT

**PALING
SUPPORTER**

**December
2020**

**Save Our Eel
Campaign**

Dutch people love to eat eel. However, Good Fish advises to avoid eating eel as this species is critically endangered. To wish the eel well on its tough journey of 6000km through sea, Good Fish organised a ludic day on which supporters could wave goodbye to the eel. The eel has gained a lot of media attention due to this action.



**PALING
SUPPORTER**

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INTRO

At the beginning of the COVID-period in March 2020, Good Fish felt that this pandemic would have a large impact on the organisation. Due to the closure of restaurants, the first impacts of COVID could clearly be seen in our restaurant program. Good Fish responded by setting up a very welcome 'support your locals' promotion campaign. In the months that followed, the impact of the crisis also became visible in our other projects. Most of the physical events were cancelled or switched to online events and all of our campaigns took place via social media.

One of our primary concerns for fish stocks in general is the fact that observers have not been able to board fishing vessels for over a year now. This has resulted in a lower quality of data for stock estimations and a reduced enforcement of the law. This poses a risk for management effectiveness and therefore for the maintaining of healthy fish stocks. For Good Fish, this also meant that we could not test our data collection protocol for unquoted fisheries. This has delayed the timeline of our project by a year.

However, this new situation has created opportunities for Good Fish. Sustainability has again become a priority for many people. Despite COVID, we have managed to achieve collective impact with our 'save the eel campaign', which has received over 40.000 signatures in 11 countries! We hope that you enjoy reading our activity and impact report of 2020.

Maud Veraar and Margreet van Vilsteren

Founders Good Fish



IMPACT GOOD FISH 2020

- ✓ Our seafood guide shortlist on our main page. The shortlist highlights 10 species where positive impact (mussels, crayfish) can be achieved and negative impact limited (eel, north sea cod, seabass, tuna) by giving a clear consumption advice: good choice or avoid.
- ✓ Our successful Save Our Eel campaign resulted in more than 40,000 signatures and we are still collecting more!
- ✓ Through our 'Support Your Locals' campaign we highlighted and promoted 25 restaurant take-away or home-delivery initiatives via our social media to support them through the crisis.
- ✓ Publication of our investigation report on the labelling in fish monger shops. 99% of the shops lacks labelling information and does not comply with EU legislation. The media attention resulted in a strong wake up call for the sector and they promised improvements.
- ✓ Our interactive crayfish map connects buyers with crayfish fishers. The 16.000 site visits on the map led to an increased market demand for the invasive crayfish. Currently 30.000 kg of crayfish is taken every year from Dutch waters which helps getting the plague under control.
- ✓ The podcast Fishdetective was launched with the help of Good Fish and was able to attract over 7.000 listeners in 2020.
- ✓ We created a risktool that can be used by retailers to investigate for all their seafood products if there is a risk for unethical social and labour circumstances.
- ✓ Mussels are one of the most sustainable seafood products consumers can eat. To get this message across to our target audience of conscious consumers between 25 and 35 years old, we built a campaign and used three well-known public figures. This resulted in a total reach of nearly 10 million!
- ✓ Good Fish was very active in national media and on social media to create awareness and solutions for sustainable fishing. We had a reach of 25 million people and a PR value of more than €900.000 (source: Clipit Media).

SUPPORT YOUR LOCALS

Due to COVID our restaurant programme with 536 chefs

came to a stand still. In a positive campaign we have

supported chefs and reached out to stay tuned to Good Fish!

Activity 2020
in the
spotlight!



In Spakenburg, The Netherlands, we showed with a fish shop for the future, how labeling should be done!

ACTIVITIES 2020

FISH SHOPS

Together with the Dutch consumers' Association (Consumentenbond), we published a report on sustainability and information in Dutch fish stores and stalls. The conclusion that 99% of the stores and stalls did not have their legally required information in order was shocking to say the least and for that reason became national news. Over 70 news outlets published an article about this matter, some of which could be considered the largest news outlets in The Netherlands. To name a few, Algemeen Dagblad (AD), NRC, NU.nl and NOS all published an article about the report.

The report put pressure on politics and asked for more and better regulation, but also on owners of fish stores and stalls. We are strongly encouraging and helping them to make their legally required information in order, a crucial step in making it possible for consumers to make sustainable seafood choices.

Fishmonger: “My customers are not interested in the origin and catch method of fish, the quality of a product is the leading factor. Furthermore, it takes too much time to correctly label every single species in my shop.”

**Consumenten
bond**

ACTIVITIES 2020

RODE MUL, FLYSHOOT

Our Scottish seining (flyshoot) project is heavily effected in its activities by COVID. Due to the fact that scientific observers have not been allowed to board fishing vessels this last year to test our data collection protocol, the actual data collection for unmanaged species such as red mullet, sepia and gurnard is delayed. By pushing the end date forward, we are buying ourselves extra time.

Podcast Fishdetective

Journalists Janno Lanjouw and Barbara Serulus are making the podcast 'Fishdetective' with the help of Good Fish. Their central questions is what fish can you still eat? In the first episode they dive into the complicated world of the eel and what fishy business is going on there. Good Fish explains all the problems the eel population is currently facing. The plague of crayfish and possible solutions are the topic of the second episode. The question 'How can a red mullet become a green mullet?' is answered in the thirds episode. The podcast can be listened to via <https://www.dagennacht.nl/serie/de-visdetective/> and any other podcast platform.



CRAYFISH, STOPPING THE PLAGUE BY EATING IT

Together with professional fishermen and Wageningen University and Research (WUR), Good Fish is actively seeking for ways to increase market access for invasive crayfish species and stimulate consumption. During the COVID pandemic, we have actively stimulated crayfish consumption by directly connecting individual consumers with professional fishermen through a campaign during the summer period. With this campaign, we have reached the national news.

NPO Radio 1 made an item about our crayfish map. In this item, the radio station visited crayfish fishers, who told about their fisheries and the problems caused by the invasive crayfish. Good Fish project leader Irene Kranendonk also got interviewed for this item. Main talking points were about eating crayfish in restaurants, preparing crayfish by yourself and using the map to find a local selling point near you

RESTAURANTS

This year was very hard on restaurants. They had to close for four and a half months in 2020 and from June till half October they had to deal with strict measures; 1,5 meter distance, limited amounts of guests and registering customers. Although we couldn't perform our normal activities for the program such as attending hospitality fairs, we were able to set up a large social media campaign where we promoted 25 of restaurants initiative in our program. We managed to reach 1.7 million Dutch citizens for these restaurants, with a total reach of 3 million. We were also able to give sustainability advice for several individual restaurants and created a new partnerships with RCN Holiday parks (9 accommodations) and Roompot (24 accommodations).

FOOD INFORMATION SYSTEM

In 2020 we successfully created a technical connection between our seafood guide and the seafood products in the information platform of PS in Foodservice. This platform is used by 40 fish suppliers in the Netherlands and contains all relevant product information. This way buyers of the fish suppliers, mainly wholesalers (99% of the Dutch wholesale landscape), ready to go meal-producers and foodservice companies, can easily access all relevant information in one system. With the addition of sustainability information for fish, buyers can ensure they are complying with CSR sourcing criteria. Although this all sounds very technical, the impact of this innovative project is BIG since it means we do not have to analyse every fish supplier assortment individually anymore.

COVID drastically changed the way we usually operate and communicate, but did not stop us in persuading our mission. Over the year 2020, we managed to reach 25 million people with a PR-value of €900.000 in the media. (source: Clipit Media). The VISwijzer remained as the most widely used fish guide in The Netherlands and was often mentioned by news outlets and television programs, such as Keuringsdienst van Waarde and Kassa, when mentioning sustainable seafood. We managed to attract a total of 94.000 unique visitors to our website and those visitors ended up visiting 360.000 webpages. The most visited pages on our website are the homepage, the crayfish map and our coverage of the start of the season for 'Zeeuwse Mosselen' (blue mussels). On our fish guide, visitors are most interested in salmon, tuna and Atlantic cod.

Media
monitoring
2020

Roompot is one of the largest provider of holiday parks in the Netherlands, and Europe's number 2. Good Food is proud that Roompot has decided to go for 100% sustainable fish on its restaurant menus. Good Fish celebrated this by making a Youtube dance video with Roompots mascot Koos Konijn!



Good Fish is proud of its partnership with Roompot!

More than
40.000
Eel
supporters!



To engage eel supporters, Good Fish and Ravon organised an eel supporters day and made a fun movie!

ACTIVITIES 2020

SAVE OUR EEL

We have reached a massive international audience across the entire European continent with our Power to the Eel campaign. Through various channels such as Facebook, Instagram, LinkedIn, Google Advertising, national and international news outlets and national radio and television stations, we have not only reached more than 40,000 signed petitions (and counting) but more importantly, we've put the European Eel back on the agenda.

Alongside with the campaign, we have formed an NGO coalition to strengthen the European management scheme for the European eel and urge for more political action. In addition, we have extensively researched the illegal trade in glass eels in Europe, destined for consumption in Asia and its threats to the eel stock.

National efforts

In The Netherlands, where we started this campaign, we ended up with a total reach of 3.6 million through social media and Google. 30% of which were individual, Dutch citizens. Through various Dutch news outlets, we managed to achieve a total reach of another 3.3 million.

Apart from our own online campaigns and various news outlets writing about our campaign, we've also talked about the issues around European Eel and our campaign on both radio and television. For example, we talked about the Power to the Eel campaign on NPO Radio 1

and TV show *Koffietijd* and later this month, the campaign video will be shown on the popular Dutch television show 'Eén tegen 50'. This show is funded by the National Postcode Lottery, main funder of the Power to the Eel campaign.

These efforts in total led to 23,500 signed petitions from Dutch Citizens on our website.

International efforts

Internationally, we've spread our campaign in more than 15 countries. Through social media and Google, we achieved a total reach of 3.3 million, with about 25% being unique international citizens. We also saw support from numerous international organisations like Natuurpunt, the World Wildlife Fund and the Fisheries Secretariat. To create more political urgency, we also advertised on Politico for a full week with various messages to help the European Eel. In total, we managed to get 17,000 European citizens to sign our petition.



Margreet van Vliester (Director Good Fish) in TV show *Koffietijd*



Clarisse Buma (Manager Good Fish) in Radio show studio MAX

Mussels are
always a
sustainable
choice!

ACTIVITIES 2020

MUSSEL TOP OF MIND

To stimulate the consumption of mussels for our target audience between the age of 25 and 35, we used 3 well-known public figures. By doing this, our goal was to show the target audience that cooking with mussels is not all that difficult. The campaign managed to achieve a total reach of 9.6 million. Even though the amount of people that ended up watching the livestreams was lower than expected, the campaign itself was still very successful. This is mainly due to the fact that we got our sustainability message across. Showing the target audience that mussels are a great alternative for red scoring species, was our main goal.



Irene Kranendonk
(project leader)
Her main target?
100% Good Fish

Good Fish Foundation
bij rapport d.d. 14 juni 2021

Sibbing accountants

2 STATEMENT OF INCOME AND EXPENSES

		2020		2019	
		€	€	€	€
Income	(6)		817.860		737.662
Expenses					
Wages, salaries and social security charges	(7)	173.602		175.133	
Amortisation of intangible and tangible fixed assets	(8)	2.327		1.583	
Other operation expenses	(9)	632.304		561.164	
			808.233		737.880
Balance of income and expenses			9.627		-218
Financial income and expenses	(10)		-1.082		-9.531
Operating result			8.545		-9.749
Taxes on operating result			-		-
Operating result after taxation			8.545		-9.749

ORGANISATION

Good Fish Foundation was led in 2020 by founders Maud Veraar and Margreet van Vilsteren en Christien Absil, that hold multiple positions such as strategic, financial and organisational.

Good Fish has a supervisory board that monitors whether objectives are being effectively pursued.

Members of the supervisory board in 2020

Marck Feller, chairman

Jeroen Kreijkamp, treasurer

Petra Souwerbren, general member

Next to the supervisory board we have an advisory board with members from the fishing industry, scientists, journalists and from the marketing and hospitality sector. They all brings knowledge and advice on different aspects of Good Fish work fields.

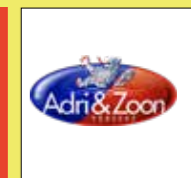
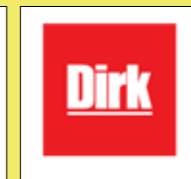
Due to COVID implications the team of Good Fish went in 2020 from 12 employees to 9 employees. Next to ambassador chefs we also have some long-term volunteers, and junior researchers on a traineeship base. On a yearly basis we provide 3 internships for students from the university or applied sciences.

Good Fish was founded at the end of 2014. In 2020 the organisation had 817.860 EUR revenues and a positive result of 8.545 EUR. In 2021 GF worked towards a budget of 700.000 EUR. Ideally the organisation would grow towards a budget between 800.000 euro and 1 million euro in 2022.

MAIN FUNDERS



PARTNERS



SMALL ORGANISATION**BIG
DREAMS**

A small organisation has to be smart, but most of all it has to put a lot of energy into distributing information and organising campaigns that touch people's hearts. You cannot catch a big fish by just skimming the surface...

28

countries use the VISwijzer.

70%

of the Dutch supermarkets use the VISwijzer.

536

Dutch restaurants are working towards a sustainable menu.

15.000

kg of crayfish, non-native to our waterways, is caught on a yearly basis in the Netherlands. A successful campaign has not only provided publicity for fishermen but has helped to reduce the infestation through consumer consumption.

The Netherlands has put 'their' crayfish on the menu, and they are being gobbled up!

41.000

eel supporters signed the petition to save the eel! But at least 50 million people saw our campaign, supermarkets have stopped selling eel, the eel sector has transformed, and we are working on an effective theory of change for the future.

25-35

years of age is the main focus group of our mussel campaign. Mussels are sustainable and nutritious, making them an ideal alternative for the informed consumer. It would really make a difference if we started eating more mussels!

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