

# Swiss Alpine Fish AG

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Pioneer in sustainable, environment-friendly salmon farming in Switzerland



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Salmon farming in a beautiful valley in the Italian part of Switzerland



# Company Milestones



Fast approval from authorities  
Start construction in July 2015



Built smokehouse  
and farm shop



Launch of smoked  
SWISS LACHS



Creation of giftboxes  
for corporates

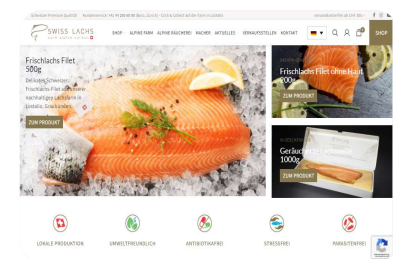


Foundation of Swiss  
Alpine Fish AG

Salmon eggs from Iceland  
first batch in first feeding

First harvest and sales of  
fresh SWISS LACHS

Focus on direct sales (online  
shop and farm shop)





# Company Milestones

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- Founded in 2013, financed by 40 investors and a Swiss bank
- Switzerland's sole producer of Atlantic salmon
- Creation of 23 jobs up the valley (an area which suffers from migration)
- Using RAS technology, 4500 m<sup>3</sup>, of which 98% being recycled
- First harvest in 2018, since then successfully selling fresh and smoked salmon
- Salt is sourced from a Swiss salt mine
- Filter & slaughter waste picked up twice a week by a local biogas plant
- 90% of the energy comes from the local hydropower plant and 10% from solar / photovoltaic system on our roof. Total consumption of 4.3 Mio kWh / year

# Value Propositions



LOCAL  
PRODUCTION



STRESS FREE  
ENVIRONMENT



HORMON FREE  
ANTIBIOTIC FREE

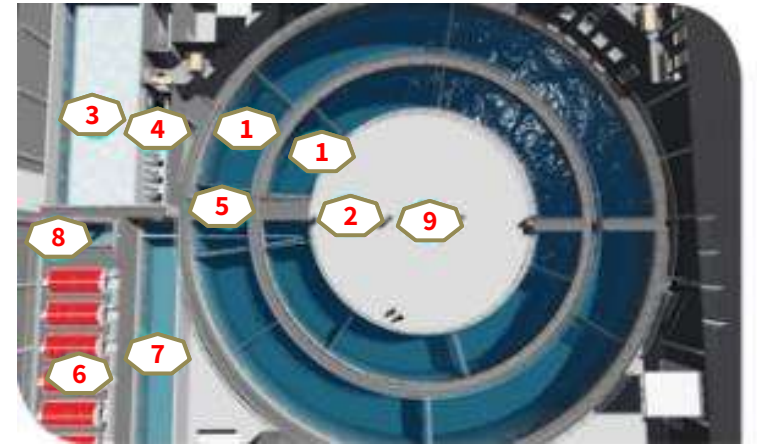


PARASITE  
FREE



ENVIRONMENTALLY  
FRIENDLY

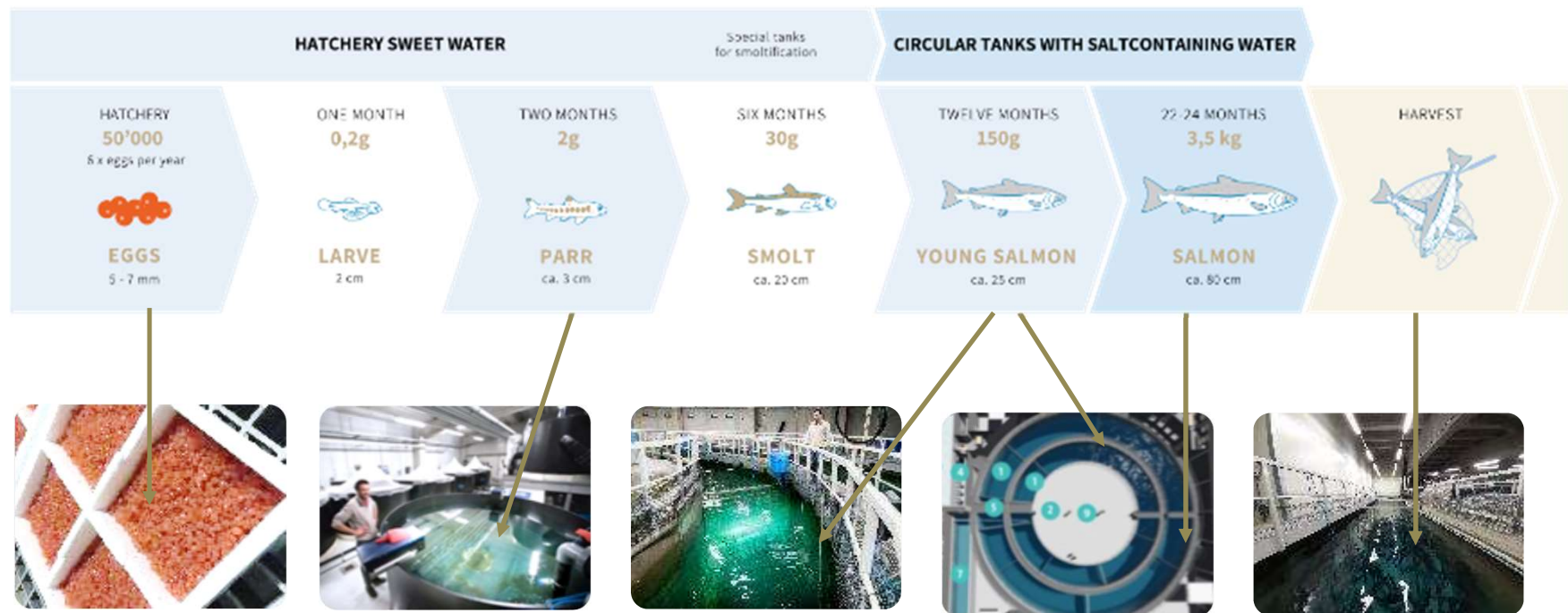
- State of the art recirculation aquaculture (RAS)
- Free from any antibiotics or chemicals
- Parasites and diseases free
- Minimum environmental footprint
- Green energy, slaughter waste to biogas
- Local production ensures unique freshness
- Swiss consumer is willing to pay premium price
- Demand exceeds supply by far
- Unique model with vertical integration to retain margin (farming, processing of value-added products, distribution)



- |   |                                     |
|---|-------------------------------------|
| 1. Fish tanks (inner ring / outer ring)     | 6. Drumfilters (Hydrotech / Veolia) |
| 2. Biofilter MBBR reactor (Krüger / Veolia) | 7. Purging tank                     |
| 3. CO2 and N2 Degasser (Krüger / Veolia)    | 8. UV Filter                        |
| 4. Propeller pumps into level weir          | 9. Denitrification chamber          |
| 5. Inlet channel and circulation propeller  |                                     |



# Life cycle (24 months)



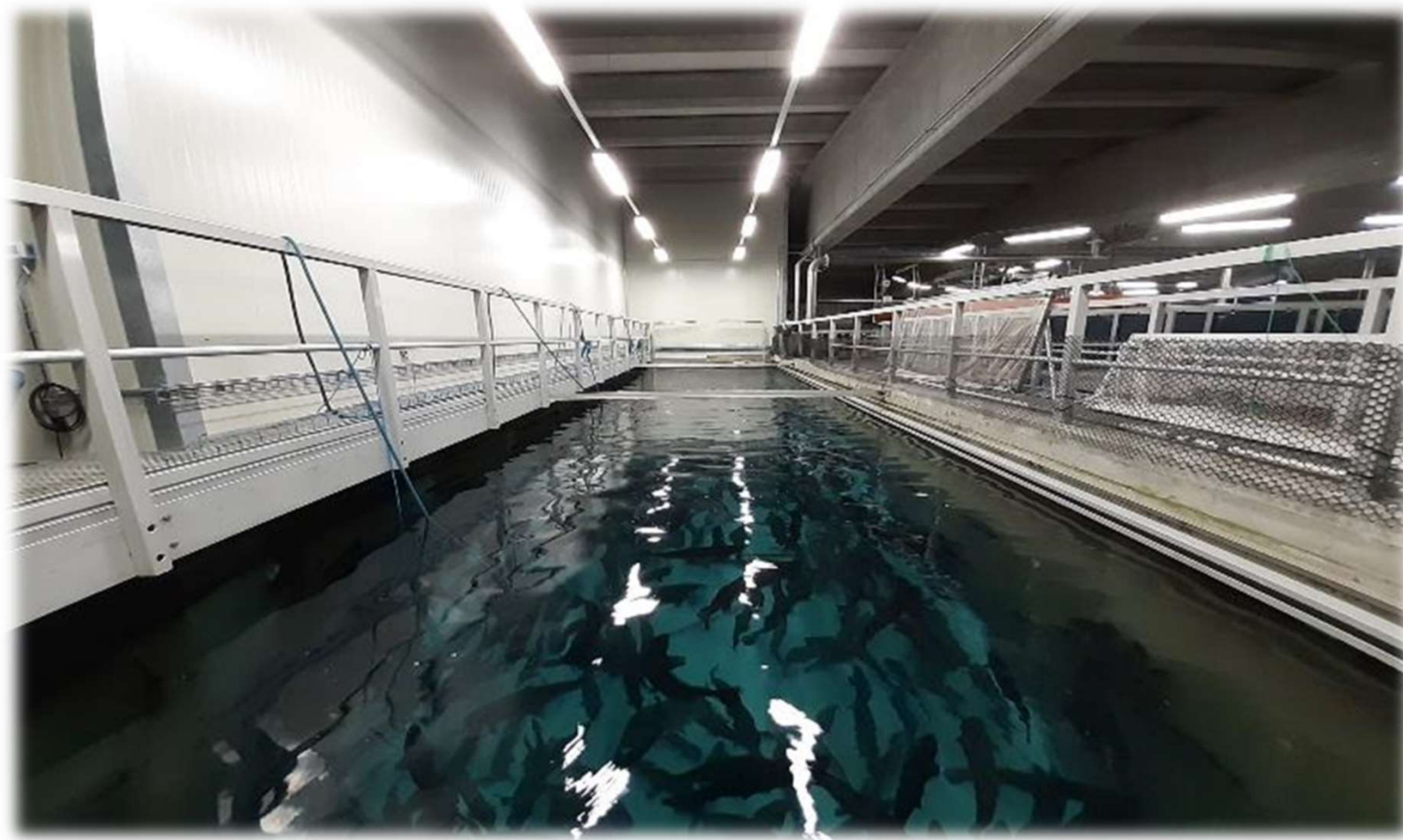
- Salmon eggs with highest genetic quality flown in from Iceland 6 times per year
- It takes 1 year to reach a weight of 150g, this is including smoltification in special tanks
- After 12 months in large circular tanks, salmon should reach a harvest size of 3.5-4 kg
- Salinity in the saltwater tanks is 6 ppt



# Life cycle (24 months)

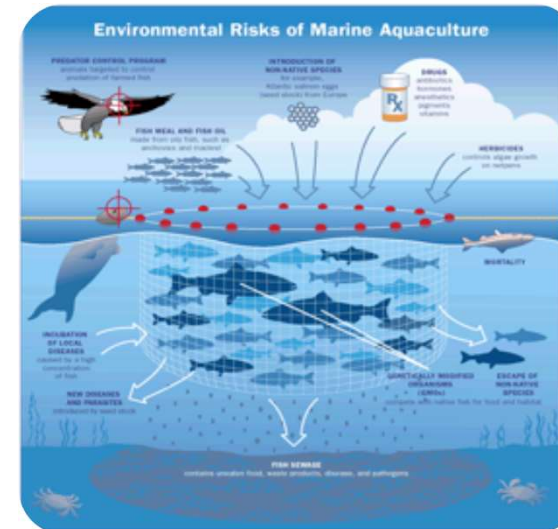
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Before harvesting, we purge fish for 7 days



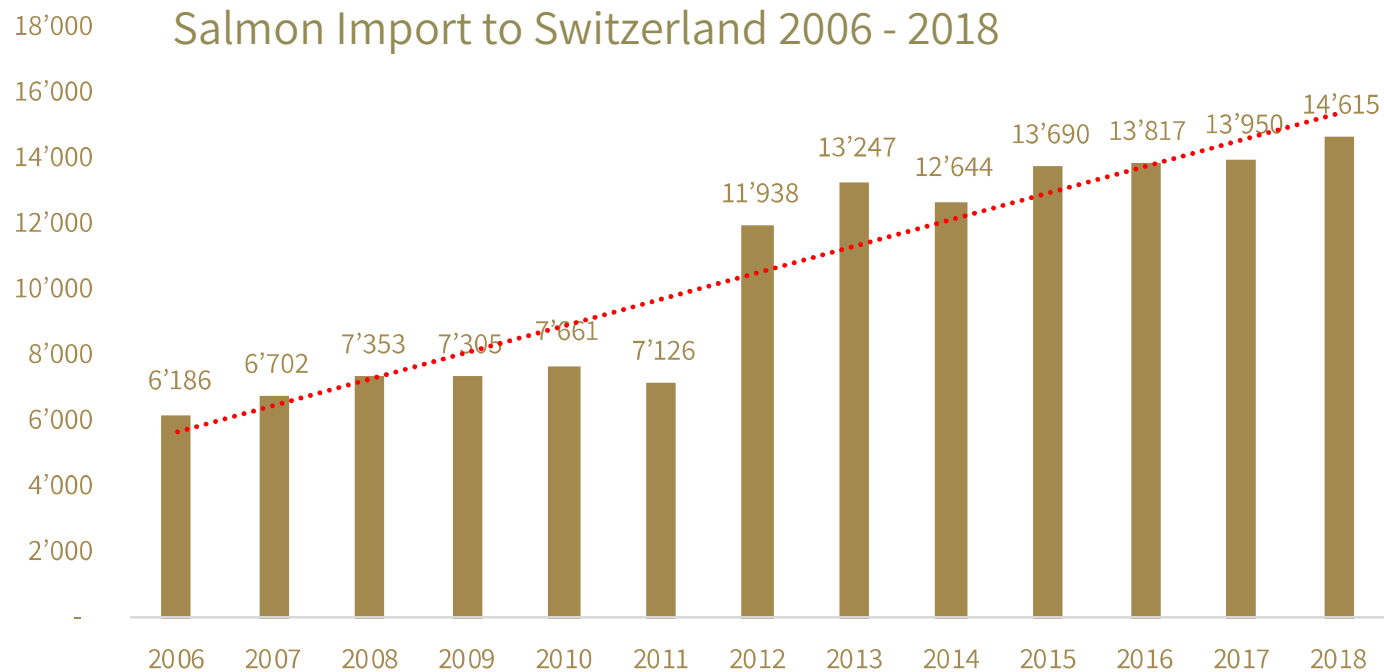
# Advantages of land-based Farming

- Low environmental impact, no pollution from fish
- No fish escape, no sea lice or other parasites
- Stress free environment, good fish welfare
- Steady, controlled environment (salinity, water temperature and flow velocity, hours of lights)
- No predator threats, allowing a healthier growth
- Recommended by WWF Switzerland (green rating)
- Stable production of high-quality fish all year round
- Reduced risk of diseases and low mortality rate
- Treatment of water disposal, clean discharge water
- Intake and effluent reduced to the minimum
- No distance from farming to processing
- Harvest twice a week to guarantee freshest fish
- Humane slaughtering, electrically stunned followed by gill cut





# Swiss Salmon Market



source: [www.fischereistatistik.ch](http://www.fischereistatistik.ch)

- Salmon imports more than doubled last 10 years to 14'615 MT in 2018
- Salmon is the most consumed fish in Switzerland
- Swiss fish consumption increased by 25% in 3 years to 9.1 kg pp per year
- 25% of all imported fish into Switzerland is salmon
- 55% of all salmon imports are fresh, 24% smoked

# Value Chain: Farming, Processing & Sales

- RAS technology allows sustainable farming
- In 2023 we harvested nearly 100'000 fish
- with a biomass of 325 MT round fish
- and a biomass of 269 MT harvested fish HOG
- Avg. harvest size in 2023 of 2.76 kg HOG
- We don't reach annual volumes which were promised
- We suffered from massive price increases on energy, salt and oxygen
- We were forced to produce high-valued products and develop own sales channels
- We invested in pin boning and filet portioning machines
- Several batches had a high maturation rate
- Production of crispy salmon, salmon mousse and roe



# Wide Range of High Value Products

## Fresh Salmon

HOG 42% of total sales  
Fresh filets 16% of sales



Head on Gutted (HOG)



Fresh Filets



Fresh Filet portions

## Smoked Salmon

36% of total sales



Smoked sides



Smoked portions



Hot smoked salmon

## Other Products

6% of total sales



Knusperli (Crispy)



Special Offers



Salmon mousse    Salmon roe



# Distribution Channels

## Own Channels

30% of Total sales



Farm Shop, Online Shop, Pop-up Stores

## Retailers

30% of Total sales



## Cash & Carries

4% of Total sales



## Fish Distributors

36% of Total sales



Restaurants, Hotels,  
Catering, Sushi-bars



- Sales agreements with largest retailers, cash & carries and fish distributors
- Restaurants and hotels supplied through fish distributors
- Share of direct sales through online shop, farm shop and pop-up stores increased
- Current demand is 3 times higher than actual production capacity

# Swiss Team won Gold at the Culinary Olympics

 **SWISS LACHS - pure alpine salmon**  
Published by Ronald Herculeijns [?] - 24 February at 18:29 -

**Olympisches Gold mit SWISSLACHS**

An der 25. Olympiade der Köche in Stuttgart hat das CCCL Team aus Luzern die Goldmedaille gewonnen. Herzliche Gratulation zu dieser hervorragenden Leistung.

Zum Erfolg beigetragen hat auch der gebeizte SWISSLACHS mit Zandermosaik.



## Zweimal WM-Gold für die Schweizer Delegation!

People - 29. Nov. 2022

Der Cercle des Chefs de Cuisine Lucerne (CCCL) lüftet am Culinary World Cup in Luxemburg das gut gehütete Geheimnis um seinen Ausstellungstisch und wird mit Gold belohnt. In der Kategorie Community Catering kochte heute das Swiss SVG-Trophy Team und erhielt ebenfalls eine Goldmedaille.



Massarbeit mit der Pinzette.



Viel verriet das Luzerner Regio-Team im Vorfeld der Koch-Weltmeisterschaft nicht zu seinem Tisch. Nur, dass er vor der Herstellung mithilfe eines Computerprogramms komplett animiert wurde - von der Deko bis zu den einzelnen Gerichten. Heute Morgen wurde das Geheimnis schliesslich gelüftet: Eine abstrakte Version des Matterhorns, ganz in Blau gehalten, ziert den Luzerner Tisch. In die Landschaft eingebettet finden sich die einzelnen Gerichte, die von Schweizer Produkten inspiriert sind. So zeigte das Team beispielsweise **Schweizer Lachs mit einer Zitronen-Meerrettich-Emulsion und marinierten Gurken**. Zentralschweizer Kalb mit Bergkarioffeln und Weisswein-Trüffel aus der Westschweiz sowie Pâtisserie-Kreationen mit Schweizer Whisky oder Heuschnaps.

Ziel des antwortenden Vize-Weltmeisters und Olympia-Siegers ist es, am diesjährigen Culinary World Cup noch einen draufzusetzen. Teammanager Marco Steiner zeigte sich nach dem Aufbau des Tisches zufrieden: «Es ist alles gut».

# SWISS LACHS at WEF Davos in 2023/24

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