



Valuing catch welfare in the supply chain



Topic introduction • Fish Market session • CASS Conference 2026

23–24 September 2026 | Halifax, Nova Scotia



VALUING CATCH WELFARE IN THE SUPPLY CHAIN.

This slide deck:

- Introduces your session hosts
- Explains the concept of Catch Welfare
- Gives the context and challenges of valuing catch welfare
- Previews the Fish Market session set-up
- Shares ontacts and useful links



IRENE KRANENDONK

Head of Impact | Fish Tales / Sea Tales

Irene leads the company's impact work, focusing on responsible sourcing, fishery improvement projects and partnerships that drive environmental and social change in seafood supply chains.

In the Fish Market session, Irene will explore how catch welfare can become something the market recognizes and rewards.



About Fish Tales & Sea Tales

- ✓ Sustainably caught, high quality seafood
- ✓ European (Fish Tales) and North American (Sea Tales) market presence.
- ✓ Canned & smoked category.
- ✓ Specialized in story-telling

OUR MISSION

FISH FOR FUTURE
GENERATIONS



All our products are msc or asc certified



Our skipjack tuna is fair
trade certified



All our tuna is pole & line caught

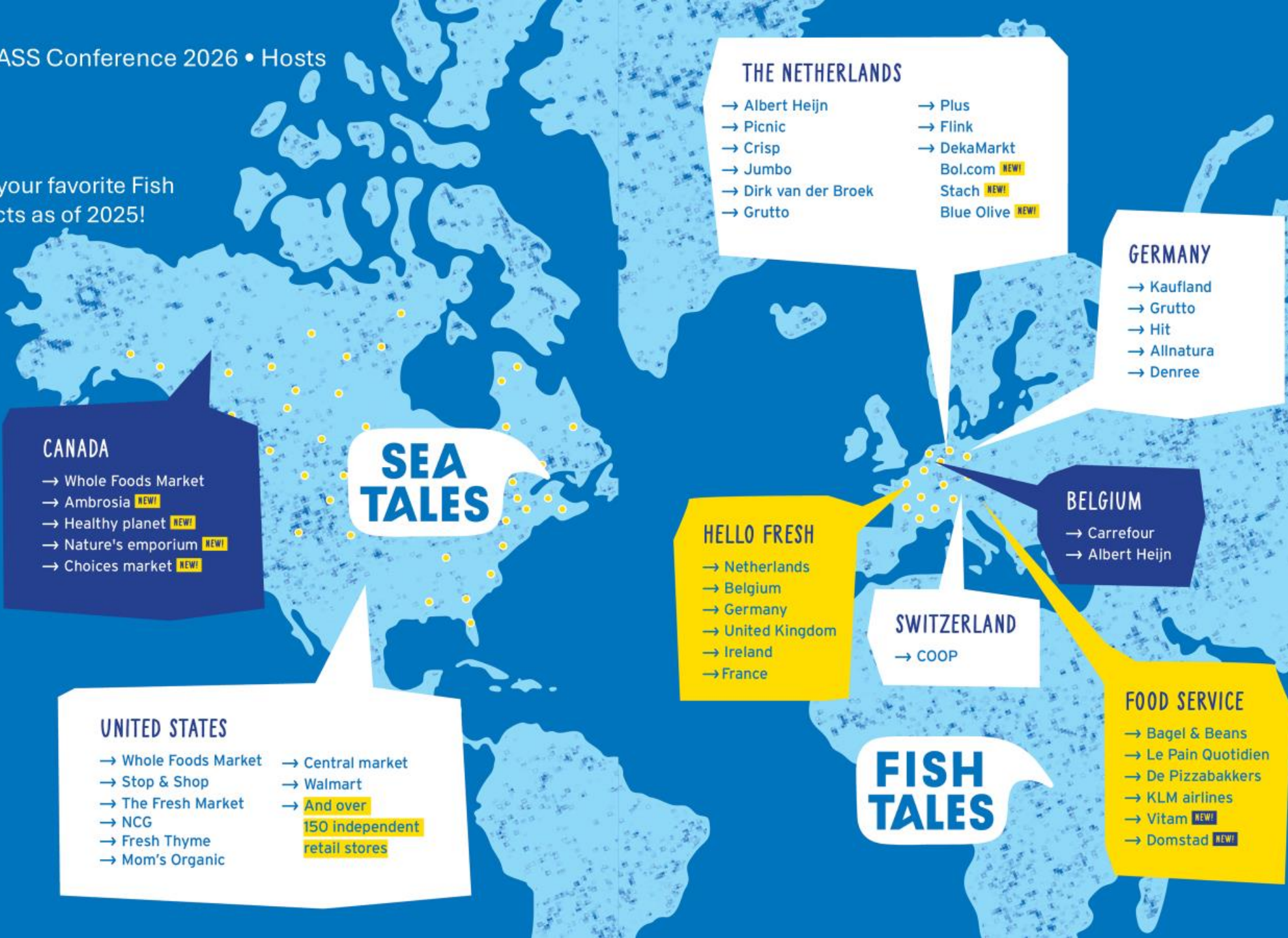


Traceable to the fishery



OUR MARKETS

This is where you can find your favorite Fish Tales and Sea Tales products as of 2025!



MICHELLE BOONSTRA

Co-Founder & Manager | Catch Welfare Platform

Michelle is running the Catch Welfare Platform for 4 years now. Together with scientists she is working to guide the transition to better welfare in fisheries. Michelle has a focus on pragmatic solutions that work for fish as well as fishers.

Michelle is curious to learn what kind of data and mechanisms will help actors in the supply chain to value catch welfare.





An industry-science driven platform to guide the transition toward better catch welfare

01

Giving the industry a voice in the catch welfare conversation

02

Steering away from feelings and focusing on facts

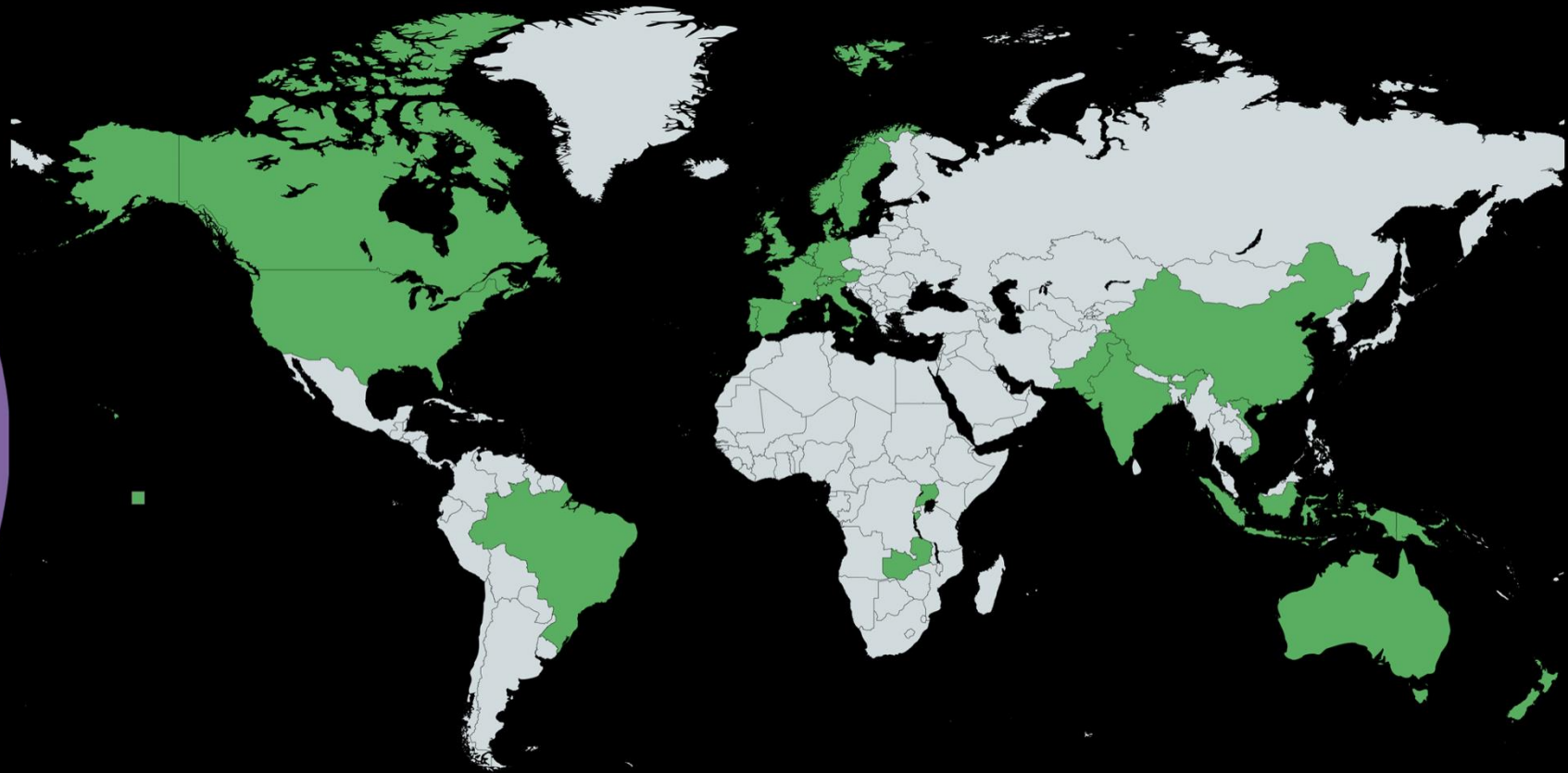
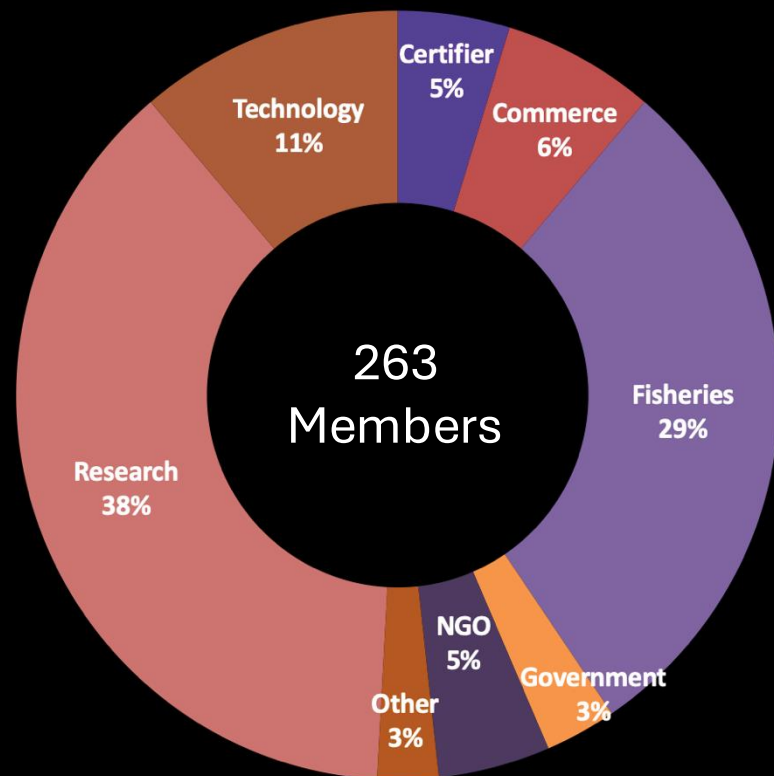
03

Sharing knowledge and creating realistic expectations

04

Creating practical and profitable solutions for catch welfare

**Catch
Welfare**
PLATFORM



Catch Welfare, a functional definition

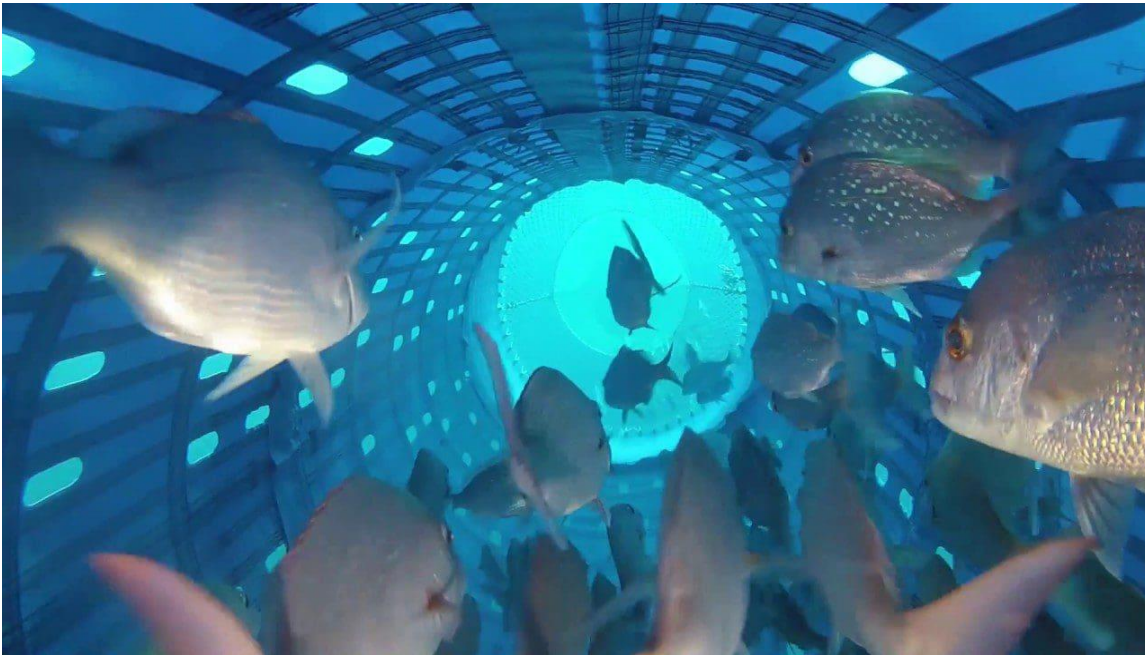
Good catch welfare practices are:
“capture and handling methods that minimise the physical damage to, and stress on, any retained fish until after they are either slaughtered or released”.

Breen et al, 2020a.



Existing industry examples of catch welfare mitigation

- CAPTURE



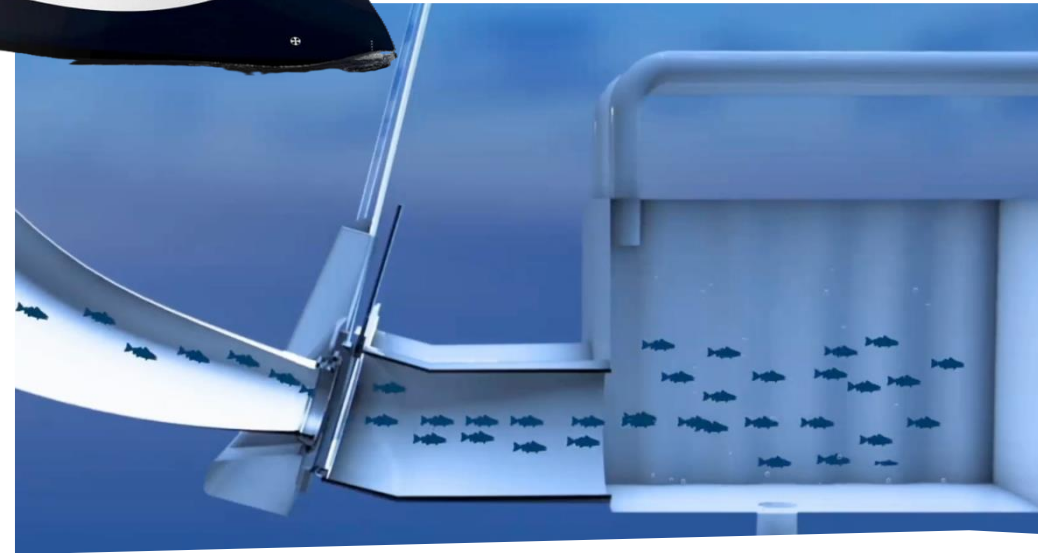
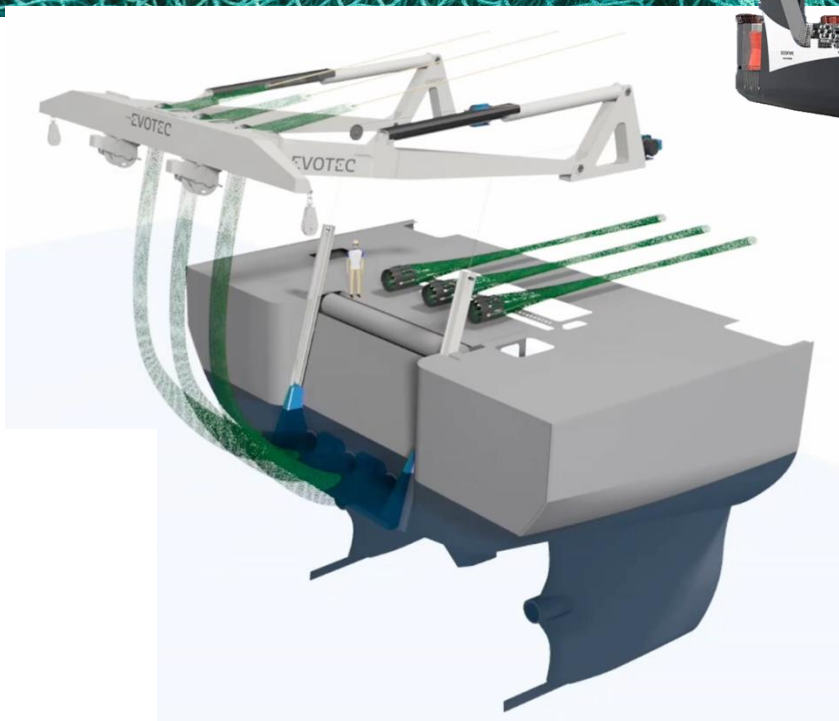
Precision Seafood Harvesting – FloMo system

[Watch presentation](#)

The FloMo system is a replacement for the conventional codend. In a conventional codend, fish are crowded and crushed, which poses a hazard to their welfare. The FloMo codend creates a static area of water in which the fish can move freely, preventing stress and injury and therefore improving quality as well.

Existing industry examples of catch welfare mitigation

- HANDLING



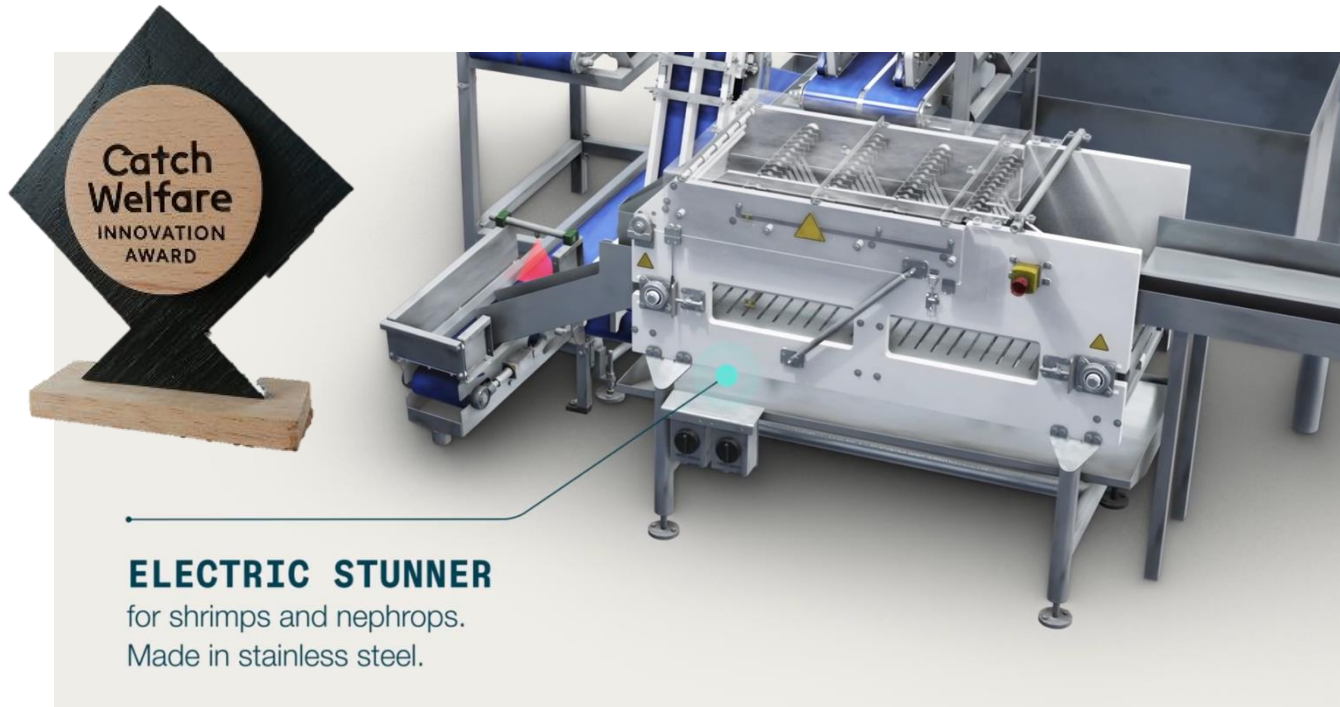
Bluewild –
the ECOFIVE trawler

This innovative vessel lifts the codend to prevent the fish from being crushed during hauling. The fish are transferred to oxygenated water and handled in water before being stunned and killed in the on-board processing line.

[Watch presentation](#)

Existing industry examples of catch welfare mitigation

- STUNNING & KILLING



Optimar - Nephrops stunning & tailing machine

[Watch presentation](#)

Nephrops (prawns or langoustines) are tailed while still alive. Optimar has improved that process by automating the stunning and tailing, which also reduces the workload for the crew.

Certification & Rating schemes

Current efforts to make catch welfare visible in the supply chain



Community Catch > Integrated welfare in their certification framework for small-scale fisheries



Friend of the Sea > Implementing science-based species specific welfare criteria into FOS fisheries standard. Second project started.



GDST > In the process to include welfare KDE's to the GDST standard for fisheries.



FishSource > Will include welfare indicators for fisheries. Project just started.



Naturland > Exploring possibilities to include welfare for fisheries.

GROWING MOMENTUM

Expectations are evolving

9/10 European consumers believe fish deserve the same protection as other production animals. ¹

On the agenda

Aquatic animal welfare is increasingly becoming a topic on the agenda of governments and retailers.

Knowledge is growing

Growing evidence that poor catch welfare impacts both the sustainability and quality of seafood. New insights from science and practical approaches are rapidly developing and opening-up possibilities on the water.



THE CHALLENGE

The next step is to make sure improvements are not only possible but also valued.

If fisheries invest in improved catch welfare, how can that effort create value across the supply chain?



FISH MARKET SESSION

Central question

How do we transform improved catch welfare from a cost of doing good into a source of value that the market recognizes and rewards?



CONTACT & RESOURCES

Please refer to:

Irene Kranendonk, irene@fish-tales.com

Visit: <https://www.fish-tales.com/>

Michelle Boonstra, michelle@catchwelfareplatform.com

Visit: <https://catchwelfareplatform.com/home/>

References:

An introduction to catch welfare:

<https://www.youtube.com/watch?v=wAQLsff445k>

Valuing catch welfare in the supply chain:

<https://www.youtube.com/watch?v=XIGzO4BIDK4>



FISH
TALES

SEA
TALES

Valuing catch welfare in the supply chain

Catch
Welfare
PLATFORM

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