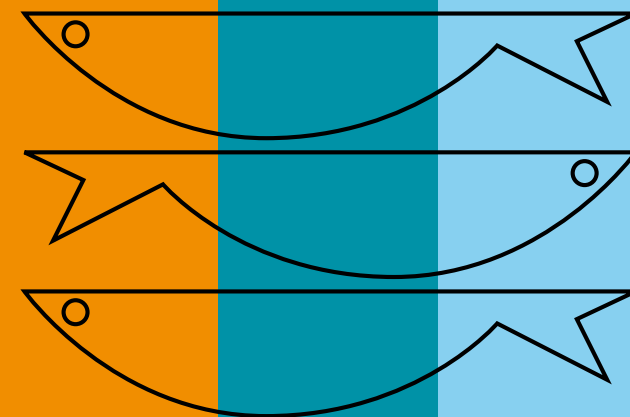


# FISHING FOR FOOD

W. VAN DER ZWAN & ZN: SETTING SAIL FOR NEW HORIZONS



[wvanderzwan.nl](http://wvanderzwan.nl)





SINCE  
1888

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**SEAS AND OCEANS COVER  
AROUND 70% OF THE EARTH'S  
SURFACE. W. VAN DER ZWAN  
& ZN. FOCUSES ON RESPONSIBLE  
FISHING AND THE SUSTAINABLE  
PRODUCTION OF MARINE  
PROTEINS IN ORDER TO MEET  
THE GROWING DEMAND FOR  
AFFORDABLE PROTEINS.**



# A RICH HISTORY AND A PROMISING FUTURE

**At W. van der Zwan & Zn., we take great pride in fishing – it's what we've been doing since 1888. Throughout its long history, W. van der Zwan & Zn. has always remained a family business. It was founded in 1888 by Willem van der Zwan. At that time, Dutch fishermen beached their boats after sailing the North Sea to catch herring. It was only in 1903, when Scheveningen opened its harbour, that Van der Zwan & Zn. established its base in that port.**

In the years that followed, engines replaced sails and we started using the first stern trawler and coldstores. The African sales market developed as a result of our fishing activities in the Atlantic Ocean in the early 1970s, later followed by the Asian market. We grew from a traditional herring fishery into a modern, innovative and leading player in the pelagic fishing industry.

This position comes with responsibilities of which we are fully aware. With a view to future generations, we invest in new innovative techniques, for example. This allows us to fish even more selectively and to prevent any undesired by-catch. By catching, processing and distributing fish in a responsible manner, we meet the growing demand for sustainable fish products.

This brochure contains more information about how we are working towards a responsible and innovative fisheries sector so that next generations will also have prospects of a promising and innovative future.

**WILLEM VAN DER ZWAN & GERARD ZWIJNENBURG**





## OUR PRODUCT

# SUSTAINABLE FISH

**The W. van der Zwan & Zn. vessels mostly focus on European fishing grounds. Our pelagic vessels catch quoted fish such as herring, mackerel, horse mackerel and blue whiting. The fish is caught in a sustainable way, and sorted, packed and frozen directly on board, which allows us to spend weeks at sea.**

The most advanced fish finding, fishing and fish processing equipment is installed on our vessels. We use state-of-the-art equipment to catch fish in a targeted and innovative way. Together with our employees, we offer our healthy, affordable and high-quality pelagic fish for sale to over 1 million consumers every day, mostly in Africa and Asia.

Sustainability is a prerequisite for our fishing activities. Sustainable fishing does not disturb the ecological balance of the sea. It also maintains the fishing stocks so that we only harvest the 'interest' of the sea's 'capital'.

*"I have worked on board of Van der Zwan vessels for about forty years now. I started out as a deck hand, and today I'm a 'Quality Manager'. We're often out at sea for weeks in a row, so the ship is my second home. I love how we keep modernising our vessels. It feels good to be able to deliver high-quality fish using increasingly better techniques. Everyone - customers, fishermen and fish stocks - benefits from that. I hope that I'll be able to contribute to that for many more years."*

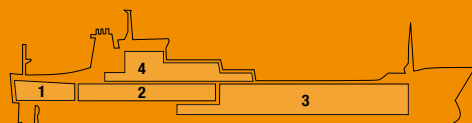


**TEUN DEN HEIJER**  
Quality manager



## ON-BOARD PROCESSING

- 1 FISH KEPT IN COOLED SEAWATER OF 0°C
- 2 SORTING & FREEZING
- 3 PACKING & STORAGE (-24°C)
- 4 ACCOMMODATION



## OUR PRODUCT

# FISHING AREAS AND MARKETS



FISHING AREAS



MARKETS







## OUR PRODUCT

# FISH IS HEALTHY

**Fish is healthy because it contains plenty of vitamins, proteins and minerals. Fish contains the well-known omega 3 fatty acids, for example. These fatty acids are good for the heart and blood vessels and help prevent diabetes. The pelagic fish species mackerel, herring and sardines contain the most omega 3 fatty acids, with 1.1 gram to 2 grams per 100 grams of fish. It is therefore recommended to eat fish twice a week, of which at least once fatty fish such as mackerel.**

Its good properties make fish very suitable for large-scale production of healthy, cheap and high-protein food. That being said, sustainability is an essential precondition.

*"Fish is good for your health because of the good fats they contain, among other things. In the Good Food Guidelines of the Dutch Health Council, it is recommended to eat fish once a week, preferably fatty fish. This is not easy; the average fish consumption in the Netherlands has remained stable for a long time, and is less than one portion per week. Older people eat more fish than young people. The most cited reason is that 'fish tastes good', followed by 'fish is good for your health'. So it is important to offer fish that is both tasty and healthy."*



**KEES DE GRAAF**  
Chairman of the  
division of human  
nutrition of the  
Wageningen University  
and Research centre





Nigerian 'Mama'

*"I've been buying pelagic fish from Van der Zwan for more than thirty years because the local fish supply cannot meet people's demand. Pelagic fish is the most affordable source of protein, and it's also tasty and healthy."*



**GODFRED  
ASAFO ADJEH**  
*Importer in Ghana*

## OUR CHAIN

# JOINING FORCES FOR GOOD FISH

After we have brought in the catch, the fish is sorted, packed and frozen on board to a temperature of -24°C. On land, we store the deep frozen fish in our coldstores in the different markets in various African countries and the Netherlands. Our products are transported from the coldstores to far inland, offering our fish to large groups of consumers.

We sell our fish in various parts of the world, but mostly in Africa and Asia. In these parts of the world, our fish is often the most affordable source of proteins in the daily menu. 'Mamas' play an important role in inland transport. These women have their own business and offer pelagic fish for sale on the market. This stimulates the local economy.





## OUR CHAIN

# A TRANSPARENT CHAIN

**Our vessels operate in accordance with European laws and regulations. We are able to trace every kilogram of fish, which allows us to accurately determine how much fishing is done. The government also has this information about our catches. These data are used for inspection purposes and policy development.**

When our products are brought ashore, government authorities perform extensive checks on landings. These checks mostly focus on quantities, composition and hygiene. This way, consumers can be sure that the fish has been caught and processed in an honest and responsible way.

Moreover, data about our catches are used for scientific purposes. We actively participate in various studies to support better fish stock assessments and a more selective fishing industry.

## PELAGIC FISH



Blue whiting



Herring



Horse mackerel



Mackerel



Sardinella



Sardine



*"In the 20th century, the world population made an enormous increase from 1.5 billion up to more than 7 billion. Nevertheless, the availability of food per capita increased during this period. This was for more than 80% due to increased productivity per hectare and only 20% due to expansion of cultivated area. Due to discontinuities in productivity rise, green revolutions (from 10 to 80 kg/ha/year), for the three most important crops (rice, wheat and maize) in the 1950s in Europe and North America, later in Asia and Latin America and most recently in Africa, that tremendous increase in food production occurred. In the coming decades, more additional food has to be produced than during the last 6000 years accumulated. This mostly concerns animal proteins. In addition to highly developed terrestrial production systems, there is an urgent need for better use of marine ecosystems. Blue revolutions are possible and necessary for food security in the next decades."*



**RUDY RABBINGE**

*Emeritus professor of Sustainable development and food security of the Wageningen University and Research centre*

## OUR COURSE

# DEMAND FOR SUSTAINABLY PRODUCED FOOD

**It is predicted that the earth's population will be nine billion by 2050. As the world population is increasing, so is the demand for food. At the same time, concerns about the increasing pressure on natural resources, land and water have grown in recent years. This has resulted in increase in the demand for sustainably produced food.**

The agricultural and fishing industry will therefore face a major challenge in the next few decades. As an innovative and leading player in the pelagic sector, we are aware of this challenge. We are convinced that the sea can offer us the solution to the growing need for sustainable food. Around 70% of the world's surface is covered by sea. There are various ways to acquire marine proteins, which will allow for a further expansion of sustainable food production. That is why we not only invest in an innovative pelagic fishing industry but also in seaweed production, fish farming and innovative demersal fisheries.





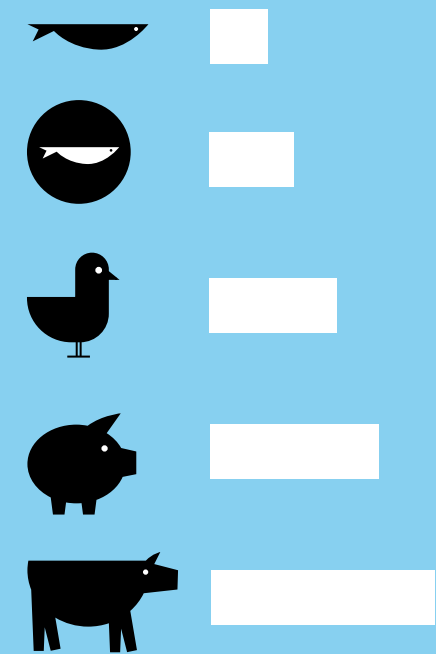
OUR COURSE

# FOOTPRINT OF FISH

**W. van der Zwan & Zn. uses selective fishing techniques based on net innovations and acoustic research, contributing to a reduction of by-catch and a reduced carbon footprint of pelagic fish species.**

The carbon footprint of pelagic fish species such as herring and mackerel is the lowest of all animal proteins produced. The production of dairy, eggs and meat requires relatively large quantities of water and agricultural products. Unlike chickens and pigs, fish caught in the wild do not have to be fed and do not use up scarce fresh water resources.

## ECOLOGICAL FOOTPRINT



*Ecological footprint of fish caught in the wild, farmed fish, poultry, pork and beef (source: RIVM)*



*“Responsible fishing used to mean that you had to stay within the quota and complied with the rules set by the government. Nowadays, it involves much more than that: Responsible fishing comes from a fisheries sector that takes the responsibility to fish with as few effects on the natural environment as possible. Responsible fishing also addresses the social debate on sustainability and food security and is also accountable for this. Innovation and improvement, involvement in knowledge development and an open dialogue with society are key here. The Dutch joint pelagic fisheries sector, which includes Van der Zwan, is ahead of many other fisheries in this development. This is, unfortunately, not always acknowledged in public debate. I expect the Dutch pelagic sector to continue to assume their role in the process of corporate social responsibility in the future as well.”*



**TAMMO BULT**  
IMARES  
Wageningen University  
and Research centre



## OUR COURSE

# RESPONSIBLE MANAGEMENT

**Politics, science and social organisations set the sustainable preconditions for pelagic fishing. Of course, we support these preconditions. The policy plan of the Pelagic Freezer-trawler Association also serves as a guideline for us. This policy includes certification of fisheries based on the criteria for sustainable fisheries put forth by the Marine Stewardship Council (MSC).**

We catch over 80% of our fish in European waters. We strongly support the sustainable management of fish stocks according to the Total Allowable Catches (TAC) system and individual transferable quotas. Our by-catch percentages are low. Everything we catch has value. This awareness is the starting point of our careful working method. Over 80% of the fish we catch is sold in countries outside the EU, mostly in African countries with low purchasing power. For consumers in these countries, our fish is often the only accessible and affordable source of animal proteins. Furthermore, our activities are not threatening to local fishermen. We often work together and, of course, we respect the legislation for local fishing grounds. This way, we fish complementary and do not substitute local fisheries.



OUR COURSE

# OUR VISION AND INITIATIVES

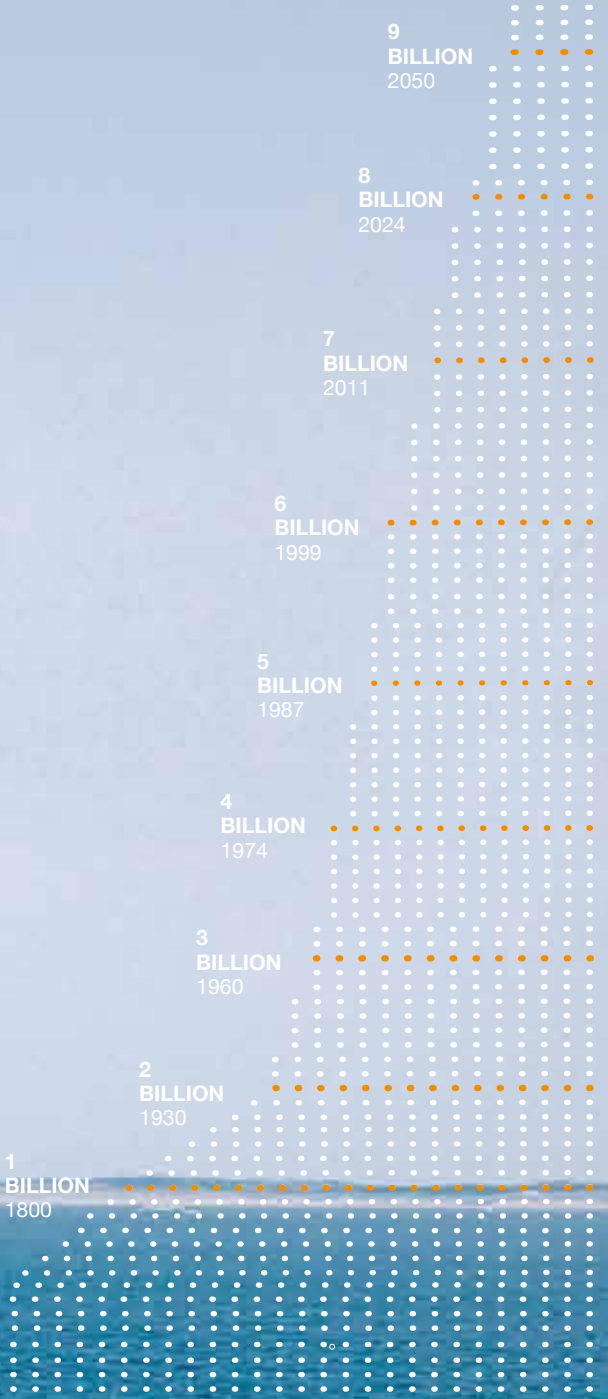
Innovation and research are of paramount importance to the future of pelagic fishing. That is why we have been conducting research into sustainable and selective fishing for more than 20 years. This also helps us to map the fish stocks so that we only harvest the ‘interest’ of the sea’s ‘capital’. We do this with, among others, the Wageningen University & Research Centre and IMARES, in the Netherlands and abroad. An innovative and sustainable fisheries sector will be able to feed many more mouths with what oceans have to offer. In order to meet the growing demand for sustainable food, we not only invest in an innovative pelagic fishing industry but also in fish farming, local demersal fisheries and seaweed production.

W. van der Zwan & Zn.’s human and technical capital will help contribute to a responsible production of marine proteins, now and for many years to come, under sustainable preconditions and based on a level playing field. This is the horizon we are reaching for.

“WITHOUT SUSTAINABILITY, CONTINUITY IS AN ILLUSION.”

## WORLD POPULATION GROWTH

Population size, 200 million, 1 A.D.

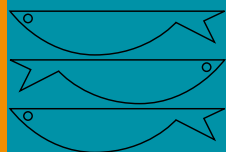




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