



# Media

The first full-service media agency  
for the aquaculture industry

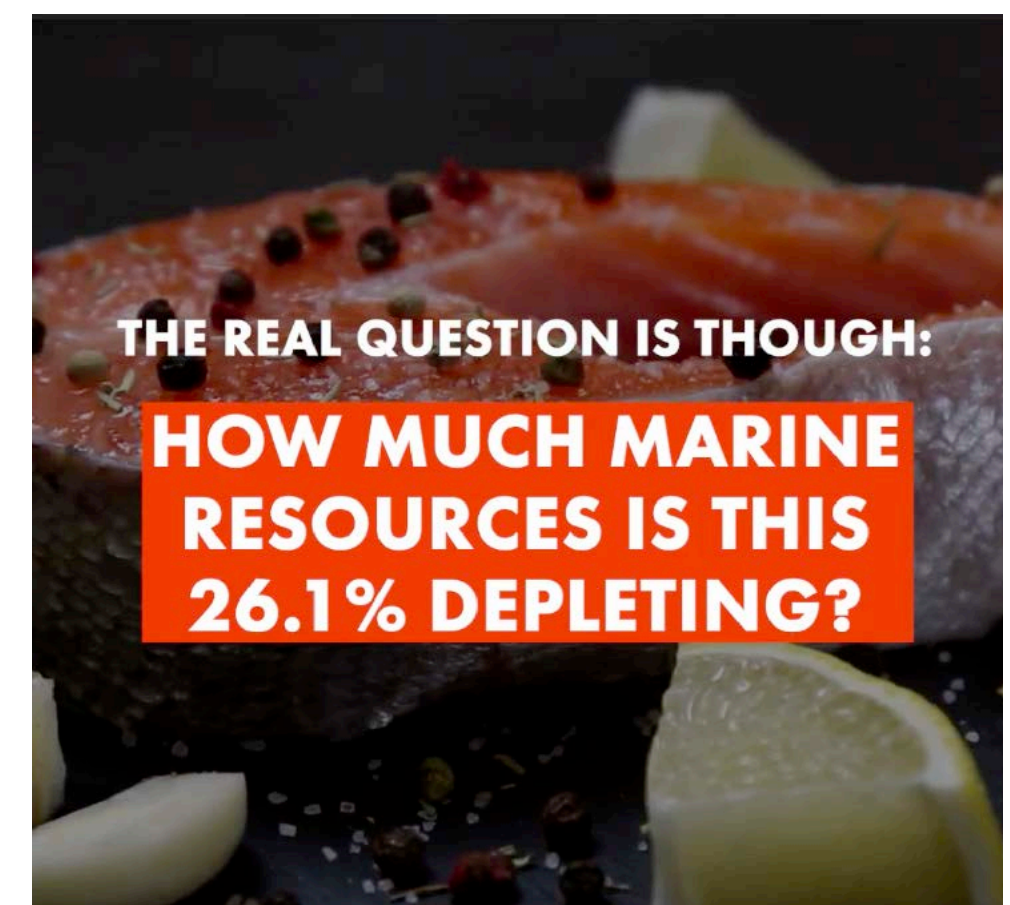
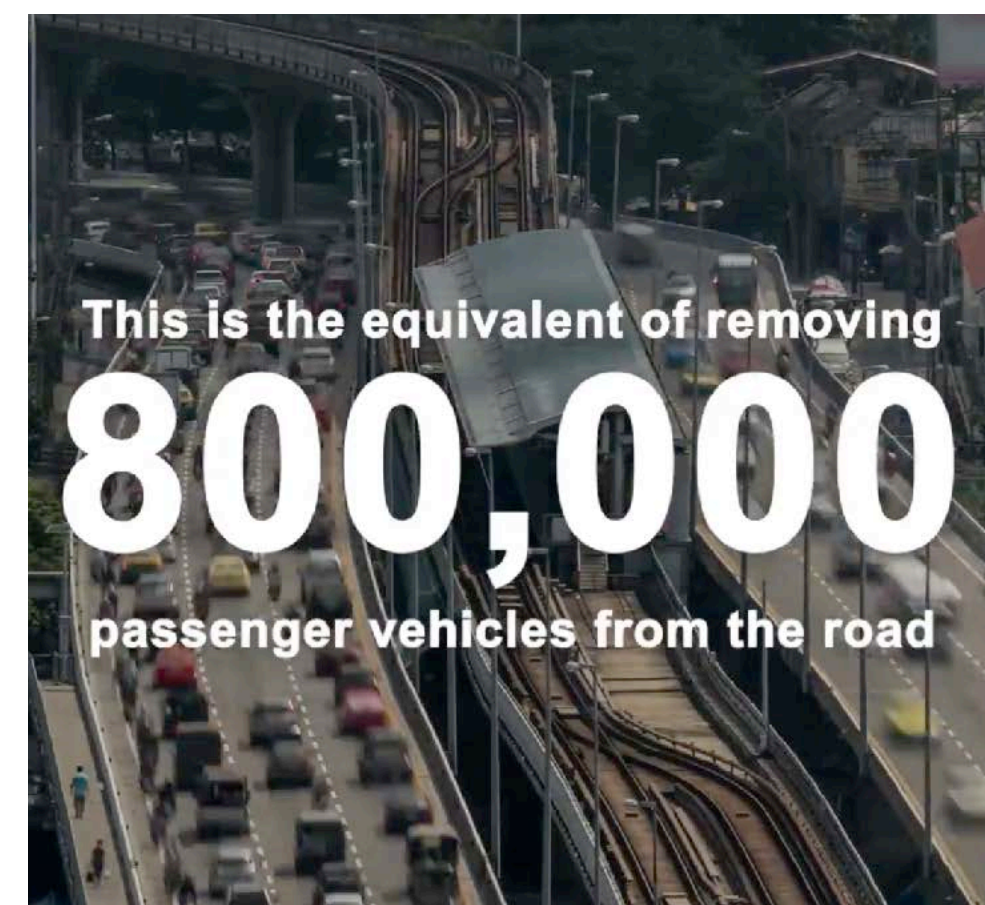
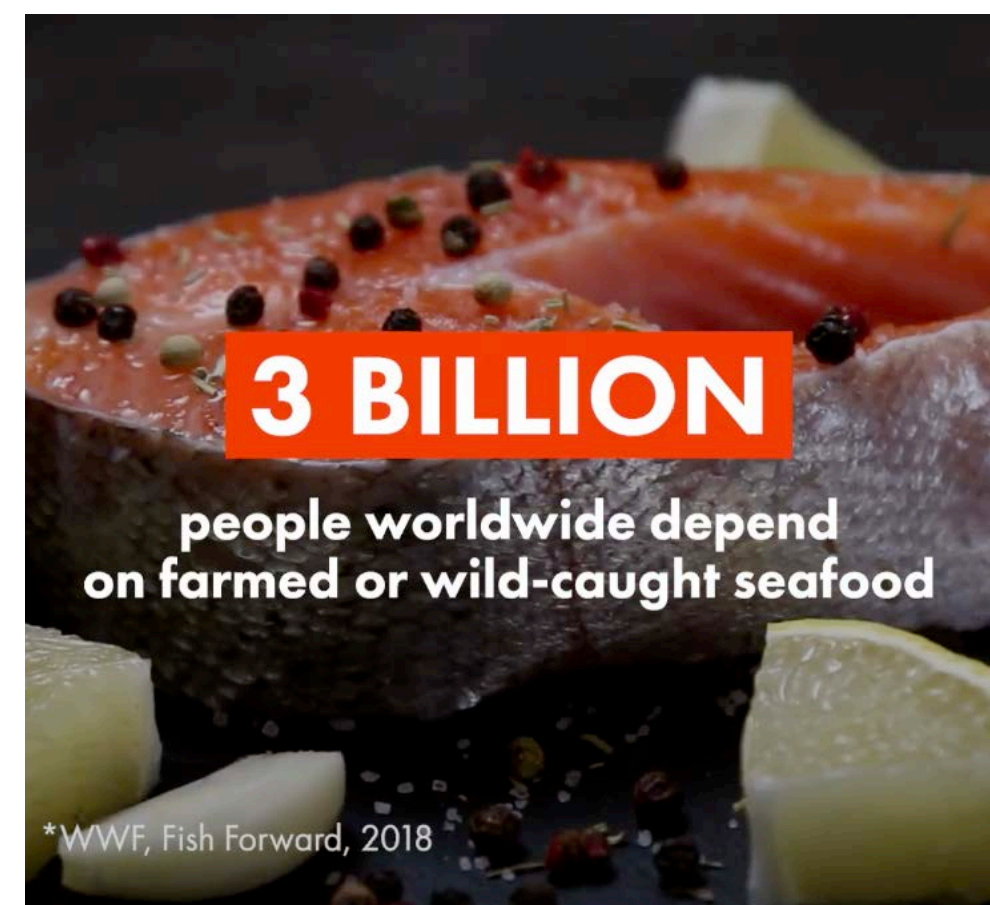




# Video production

The language of the internet has become video - and we'll make sure you are part of the conversation. These short explainer videos are designed to communicate difficult topics clearly, quickly and easy to understand.

[Watch the reel](#)



FS Media  
2023

- Video production
- Content writing
- Brand development & advertising
- Live events
- Client cases
- Contact

Questions?  
[Get in touch](#)



# Content writing by the industry leader

If it's about words, we'll have something to say about it: Get your content - and copywriting done directly by the most-read writers in aquaculture publishing.

Do you need recurring high quality content for your own aquaculture expertise blog but struggle to find writers? Work with us and tap into the largest contributor network in aquaculture, editing services included.

[Read an example](#)



**Rob Fletcher**

Senior editor

MSc. in Sustainable Aquaculture from Stirling,  
+10 years in aquaculture journalism



**Tor McIntosh**

Editor

Journalist, published author, multimedia  
director, storyteller

+15 more specialised contributors covering all angles of aquaculture at your disposal.

**What are you looking for?**

- Sponsored content
- Blog posts
- Campaign & social media copy writing
- Proof-reading & editorial services
- White papers

[Reach out](#)

Questions?

[Get in touch](#)



# Custom-made campaign development & design

The only agency that natively understands the aquaculture industry.

FS Media  
2023

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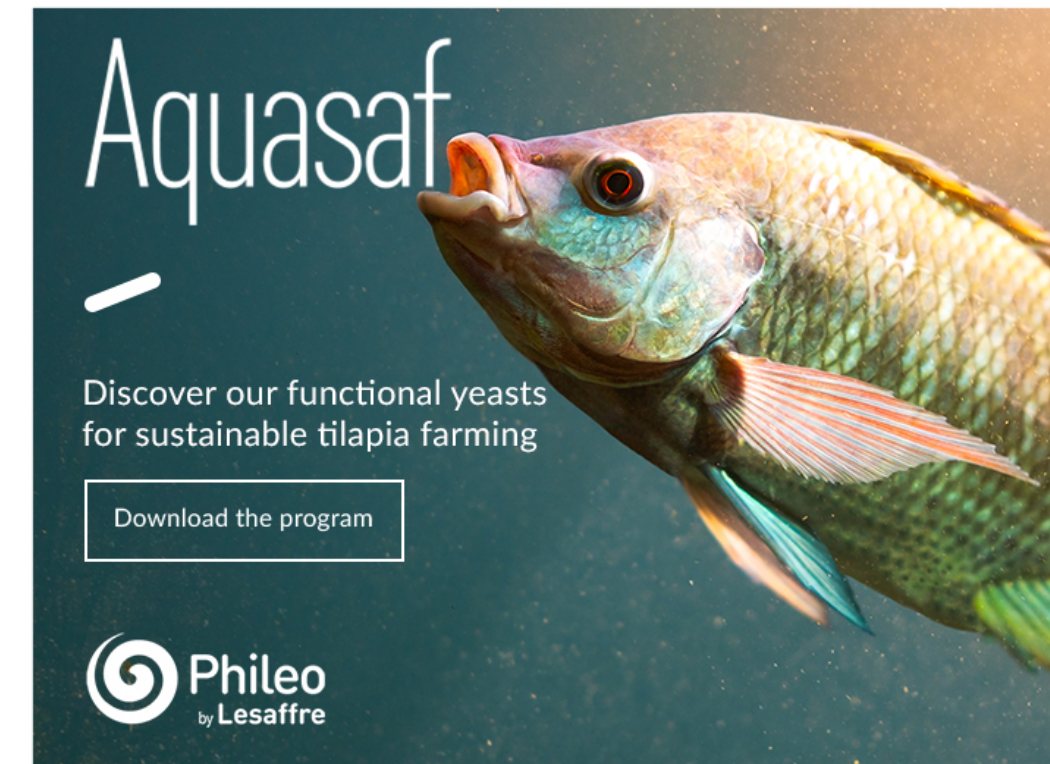
Contact



Client: HATCH  
Campaign: Hawai'i Innovation Studios 2022



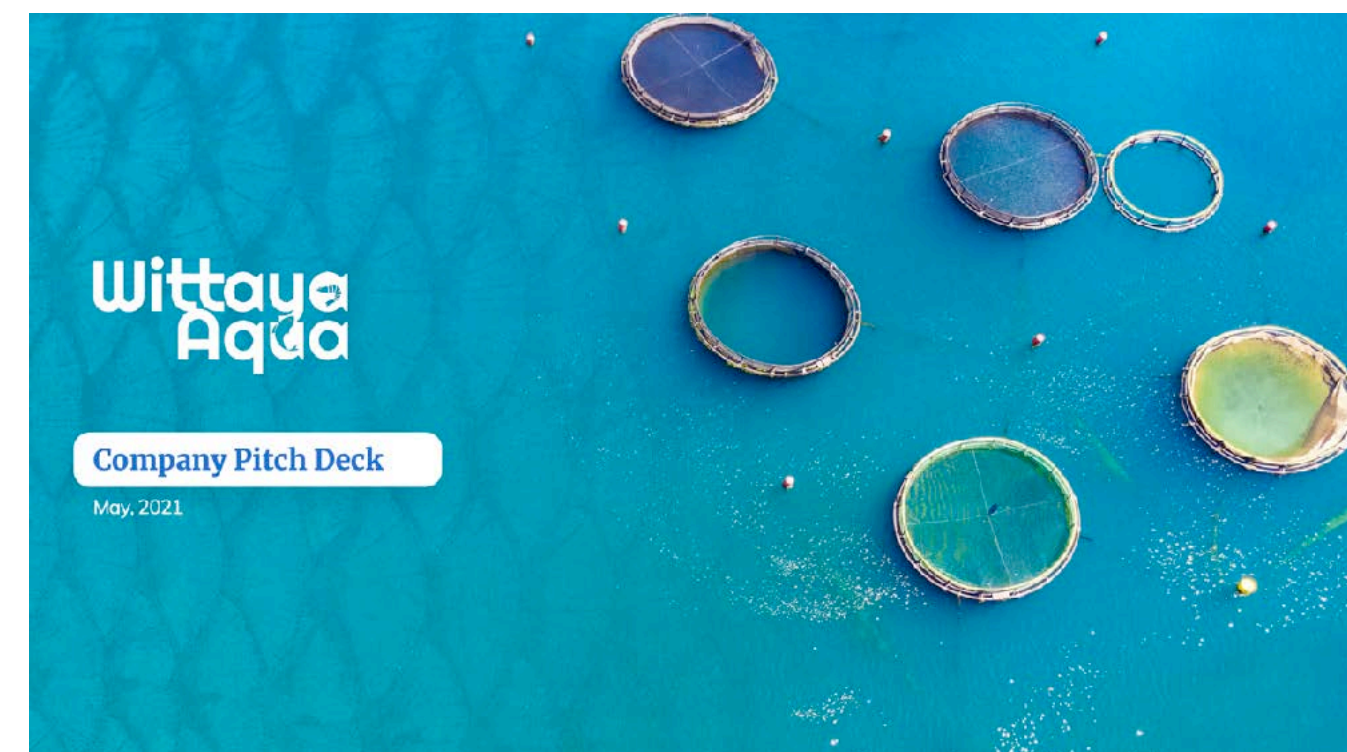
Client: HATCH  
Campaign: Accelerator applications 2020



Client: Phileo by Lesaffre  
Campaign: Tilapia feeding program global campaign 2022



Client: WEEB  
Campaign: Women empowerment 2022



Client: Wittaya Aqua  
Work: Company pitch deck 2021



Client: Pharmaq  
Work: Explainer videos Fish Health Forum

Questions?

Get in touch



FS Media is lead by  
Moritz Mueller, Managing Director & Partner @ The Fish Site  
Former HATCH Blue Marketing Director, aquaculture startup  
marketing consultant, Sustainable food system advocate

Book a free 30min consulting session

# Webinar campaigns & event hosting

Looking for a full-service solution for your webinars? Our team has produced and hosted more than 15 webinars and covers design, marketing, technical setup, moderation as well as agenda drafting and speaker recruitment.

Video production

Content writing

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Contact

**Phileo**  
by Lesaffre  
Presents

**FUNCTIONAL FEED & PREVENTIVE HEALTH; A NECESSARY SHIFT FOR THE PRODUCTION OF TILAPIA**  
Trends in Tilapia Farming under the light of the new functional feeding program introduced by Phileo

A panel discussion with

- OTAVIO CASTRO**  
Aquaculture Global Species Manager at Phileo. Otavio has over 15 years of experience in aquaculture nutrition with in-depth knowledge on functional feed additives research and application.
- ALBAN CARATIS**  
Aquaculture Global Program Manager at Phileo, based in Asia since 2014 with track record in project development, market research in the Florida sector.
- GUSTAVO BOZANO**  
Founding director of Aquaplanus, Brazilian tilapia expert, with more than 30 years of experience in the industry assisting local producers with production optimisation and functional feeding programs.
- HAN HAN**  
Founding director of China Biota and a strategic advisor to the Hainan Tilapia Sustainable Alliance, a multi-stakeholder alliance set to improve the Chinese tilapia value chain.
- PROF. CARLOS A.G. LEAL**  
Professor of Immunology, Diseases and Health of Aquatic Animals, Veterinary School-UFMG, Researcher and Tilapia industry consultant with more than 15 years of experience in preventive veterinary medicine.

Moderated by  
**ROB FLETCHER**  
The Fish Site Senior Editor

The Fish Site WEBINAR

The Fish Site  
and  
**innoVA FEED**

present  
**New ingredients in shrimp feed: sustainability & performance**

A live discussion on Zoom  
Tuesday, 11th of May 2021  
9:30AM CET

Moderated by  
**Rob Fletcher**  
Senior Editor  
The Fish Site

- Maye Wairaven**  
Head of Business Development  
Innovafeed
- Olivier Decamp**  
Group Technical Director  
Grobest
- Alexandre Bedier**  
Technical Sales Manager  
Nutrima
- Alexandre Veille**  
Shrimp Nutritionist  
Gold Coin

**CALYSTA.**  
— MORE FROM LESS — presents

**Naturally Healthy - Feed-based prophylactics for tackling vibrios in shrimp**

**10th of November 14:00 ICT**

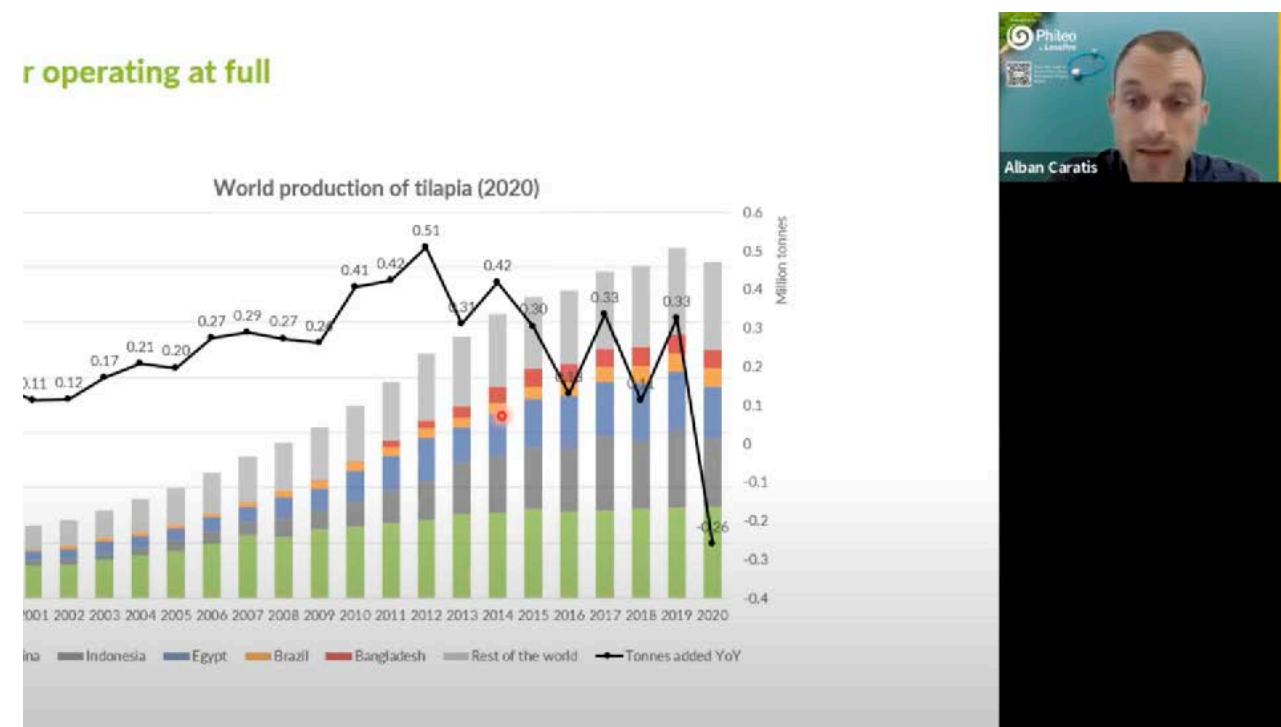
**Sign up now**

moderated by  
**Rob Fletcher**  
The Fish Site Senior Editor

featuring

- Dr. Orapint Jitstaporn**
- Allan LeBlanc**  
CALYSTA, Aquaculture Lead
- Yik Tung**  
CEO, RAS Aquaculture
- Loc Tran**  
MD, Founder Shrimp Vet

The Fish Site webinar



Presented by

**Phileo**  
by Lesaffre

Scan the code to learn more about functional Tilapia feeds.

Han Han

The Fish Site WEBINAR

Our webinars have attracted

- +2000 live viewers
- +9000 recording clicks
- +4000 email sign-ups

A selection of our webinar clients



Questions?

Get in touch



# Case studies - Women in ocean food

Client: Conservation International/HATCH

- FS Media 2023
- Video production
- Content writing
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Questions?

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## Women in Ocean Food

content creation



# Case studies - Women in ocean food

Client: Conservation International/HATCH



**Women in Ocean Food**  
content creation, on-site photography

FS Media  
2023

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# Case studies - MariHealth Solutions

Client: MariHealth Solutions

Video production

Content writing

Brand development  
& advertising

Live events

Client cases

Contact

Questions?

Get in touch

MariHealth solutions

What we do Meet the Team Contact

Aquaculture health management technologies for a sustainable future

Learn More

We build a biomarker-based platform that shifts health management from REACTIVE to PROACTIVE

We are an eclectic group of scientists focusing on leveraging biotechnology to develop a proactive approach to animal health assessments, offering granular insight into the health of farmed fish and shellfish.

The global aquaculture healthcare sector was valued at \$870M in 2021, and is projected to have a CAGR of 13.4% by 2028, reaching well over \$ 1.5B in value.

Source: [qminsights.com](https://qminsights.com)



Deep tech with the potential to change aquatic animal healthcare as we know it

We are also scaling a bacterial probiotic that improves the growth rate and disease resistance of farmed abalone, and developing diagnostics and therapeutics for the identification and treatment of infectious diseases in farmed fish.

Request a deck

## What we do

We are developing an animal health monitoring service that utilizes a proteomic workflow to assess chronic stress and metabolism in farmed fish and shellfish.

Our service will offer aquaculture farmers, veterinarians and feed companies a greater understanding of the health of their produce, and the impact feeds and farming practices have on farmed animals.



Leveraging biotechnology for sustainable aquaculture

## Website

Designed & Developed

The global aquaculture healthcare sector was valued at \$870M in 2021, and is projected to have a CAGR of 13.4% by 2028, reaching well over \$ 1.5B in value.

Source: [qminsights.com](https://qminsights.com)

Our technology utilizes a proteomic approach to proactively and effectively assess the health and metabolism of animals.

We offer:

- Aquaculture farmers & veterinarians** a granular assessment of animal health & metabolism as affected by farming practices, such as RAS, nutrition & chronic stress.
- Fish feed producers** a tool for optimizing feed formulations & feeding regimes by providing in-depth metabolic data.

We are currently open to working with farmers, veterinarians and fish feed companies.

Register your interest

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- Fish feed producers** a tool for optimizing feed formulations & feeding regimes by providing in-depth metabolic data.

We are currently open to working with farmers, veterinarians and fish feed companies.

Register your interest

Meet the Team

Sarah Carroll

LinkedIn

Vernon Coyne

LinkedIn

Rowan Spazzoli

LinkedIn

MariHealth Solutions is currently preparing for a funding round.

Collaborators & Investors





# Case studies - MariHealth Solutions

Client: MariHealth Solutions

Video production

Content writing

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& advertising

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Questions?

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**Pitch**  
Examples

MariHealth solutions

Our Mission is simple

Shift from **REACTIVE** to **PROACTIVE** health management & enable the improvement of farming practices and reducing R&D costs

MariHealth solutions

### Key USPs

- Offers a granular assessment of animal health
- Rapid, timely, proactive & non-lethal
- Allows brood stock health monitoring
- Allows for timely interventions
- Allows farmers to optimize farming & feeding practices
- Expandable to other farmed species

MariHealth solutions

### Stress biomarker detection

1. Non-lethal sample acquisition
2. Sample delivery
3. Sample processing & analysis
4. Data report - digital health dashboard
5. Intervention
6. Holistic animal health & metabolism

Non-lethal  
Direct assessment  
Proactive

6. Holistic animal health & metabolism

- Disease prevention
- Improved farming practices
- Reduced production costs

MariHealth solutions

### Market

**Market**

**Market size**

- Aquaculture industry.
- Aquaculture healthcare sector.
- Global aquaculture healthcare sector - USD 870 million in 2021
- SA Aquaculture industry - 2018 value of exports USD 500 million.
- Abalone - most value & largest export in SA.

**Customers**

- B2B/B2B2C.
- Industry health management agencies/vets.
- ASC Certification & compliance firms.

**Macro trends**

- Aquaculture healthcare - 13.4% CAGR by 2028.
- Aquaculture - 6.6% growth rate p.a.
- Aquaculture - leading industry in food production, thus opportunity for expansion.
- Global abalone production - 28% growth p.a.
- 2018 - molluscs represented 56.3% of global production of all marine & coastal aquaculture
- Blue economy - major growth (GDP - USD 2.5 trillion).

FAO, State of the World Fisheries and Aquaculture, 2020.



# Any questions? Just reach out



Moritz Muller | Managing Director | The Fish Site Ltd & FS Media  
Moritz@hatch.blue

[Book a free 30min consulting session](#)

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