

# WHAT IS BETTER FISH, TOMORROW?

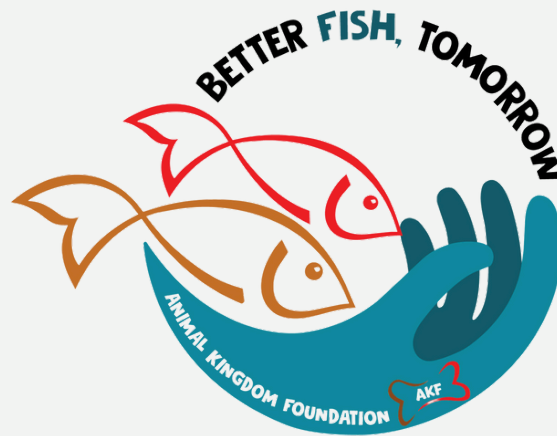
CAMPAIGN



## WHAT CAN YOU DO?

Help us spread the word by sharing with everyone else the benefits of promoting fish welfare!

**BETTER FISH MEANS A BETTER TOMORROW!**



#FishWelfareMatters



”

**Fish welfare** is the state where fish can freely express their natural animalistic behavior and be free from hunger, pain, injury, or disease. Fish must also be able to move and interact with an environment that fully supports their well-being and growth.

## CONTACT US

   @betterfishtomorrow

 akfrescues.org



## ABOUT THE CAMPAIGN

Better Fish, Tomorrow is an Animal Kingdom Foundation (AKF) campaign that educates and aids the aquaculture industry to prioritize fish welfare. Through education and support, the campaign seeks to foster a culture of responsible and humane treatment of aquatic animals.

## PROJECTS

- Conducted a study entitled "Fish Welfare in the Philippines: Gap Analysis"
- Active participation in the discussions with Lake Sebu Development Authority
- Currently working on the declaration of sentience in fish with BFAR

## DID YOU KNOW?

### FISH CAN FEEL PAIN

Fish experience physical pain through their nerve cell endings called "nociceptors", which alert their bodies to potential harm.

### FISH CAN FEEL PESSIMISM

When female fish are paired with a male fish that they do not prefer, they exhibit pessimism and showed low motivation to perform tasks.

### FISH CAN FEEL FEAR

When fish are exposed to frightening stimuli, they remember to escape to safety immediately. The fear response stayed for a week.

For a better tomorrow!



## WHY FISH WELFARE?

- 1 There has been a lot of research that supports that fish have sentience.
- 2 The recognition of fish as sentient beings invites us to act upon the gaps in the treatment of aquatic animals in the country. (issues such as water quality degradation, improper handling etc.)
- 3 Fish welfare promotes a farm environment that is humane, safe, and ethical for the growth and cultivation of farmed fish
- 4 Improving welfare of farmed fish can directly lead to more cost-effective production systems and improved quality of harvest.
- 5 **If there are better and healthier fish, it means better fish for us to consume!**