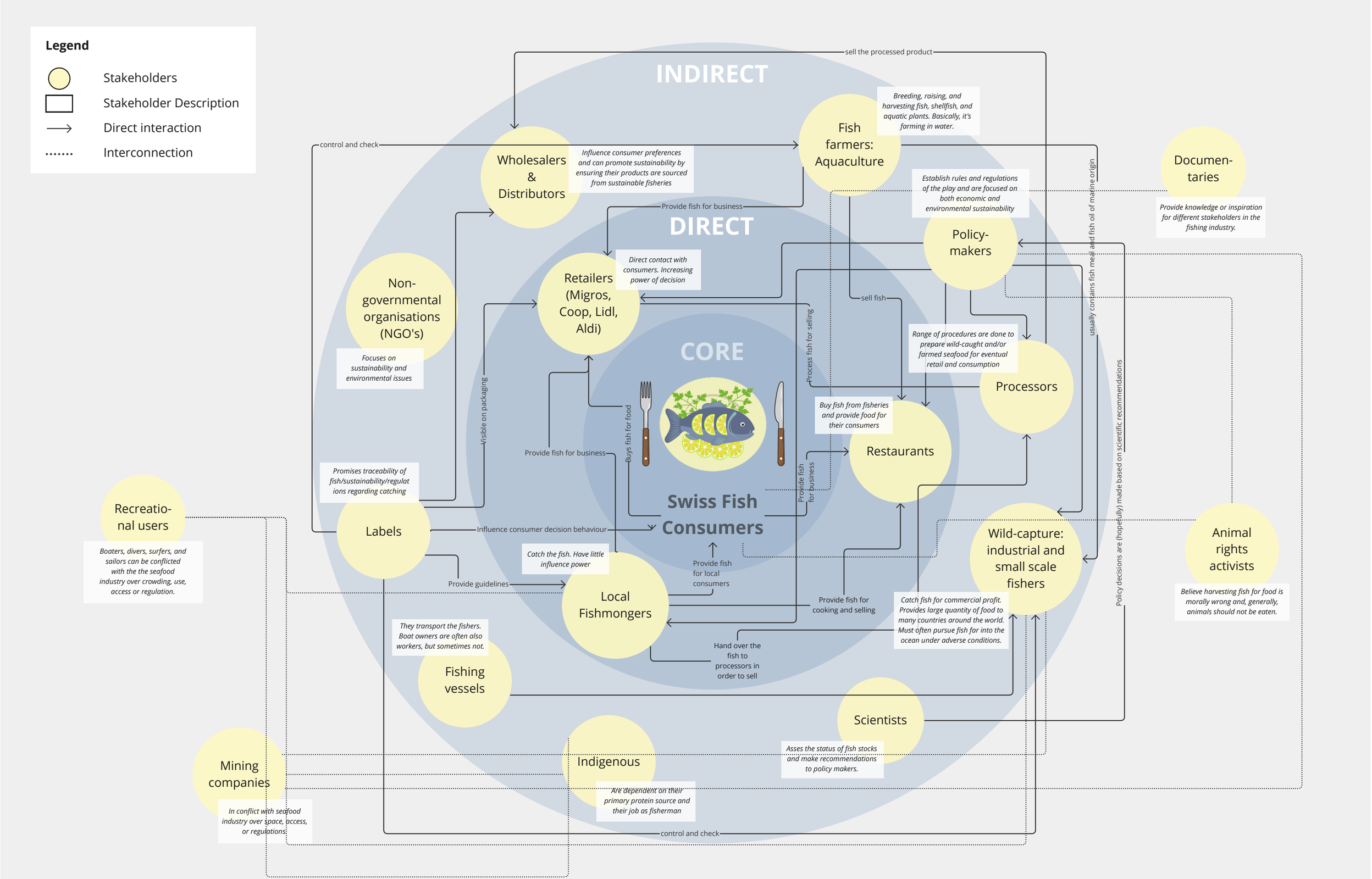
Legend
Stakeholders
Stakeholder Description
Direct interaction
Interconnection
INDIRECT
DIRECT
CORE
Swiss Fish Consumers
sell the processed product
control and check
Wholesalers & Distributors
Influence consumer preferences and can promote sustainability by ensuring their products are sourced from sustainable fisheries
Fish farmers: Aquaculture
Breeding, raising, and harvesting fish, shellfish, and aquatic plants. Basically, it's farming in water.
Documen-taries
Provide knowledge or inspiration for different stakeholders in the fishing industry.
Establish rules and regulations of the play and are focused on both economic and environmental sustainability
Policy-makers
usually contains fish meal and fish oil of marine origin
Provide fish for business
Retailers (Migros, Coop, Lidl, Aldi)
Direct contact with consumers. Increasing power of decision
Non-governmental organisations (NGO's)
Focuses on sustainability and environmental issues
sell fish
Process fish for selling
Range of procedures are done to prepare wild-caught and/or farmed seafood for eventual retail and consumption
Processors
Policy decisions are (hopefully) made based on scientific recommendations
Visible on packaging
Buys fish for food
Buy fish from fisheries and provide food for their consumers
Restaurants
Provide fish for business
Provide fish for business
Promises traceability of fish/sustainability/regulat ions regarding catching
Recreatio-nal users
Boaters, divers, surfers, and sailors can be conflicted with the the seafood industry over crowding, use, access or regulation.
Labels
Influence consumer decision behaviour
Wild-capture: industrial and small scale fishers
Animal rights activists
Believe harvesting fish for food is morally wrong and, generally, animals should not be eaten.
Catch the fish. Have little influence power
Provide fish for local consumers
Provide guidelines
Local Fishmongers
Provide fish for cooking and selling
Catch fish for commercial profit. Provides large quantity of food to many countries around the world. Must often pursue fish far into the ocean under adverse conditions.
They transport the fishers. Boat owners are often also workers, but sometimes not.
Hand over the fish to processors in order to sell
Fishing vessels
Scientists
Asses the status of fish stocks and make recommendations to policy makers.
Mining companies
In conflict with seafood industry over space, access, or regulations
Indigenous
Are dependent on their primary protein source and their job as fisherman
control and check