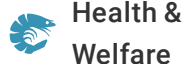




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# FAI launches free Tilapia Welfare App for fish farmers

12 December 2022

By Responsible Seafood Advocate

## App integrates well-established animal welfare science into farmers' daily routines

FAI Farms (FAI), an international food animal solutions company that split off from Benchmark Holdings in 2020, has launched a welfare app for tilapia producers, developed in partnership with farmers and researchers in South America and Asia. The company is now seeking partners in the hatchery, farming and processing sectors.

FAI's free-to-use Tilapia Welfare App operationalizes scientifically validated welfare indicators, allowing farmers' own observations to help determine what good welfare for tilapia looks like.

"Who cares the most about tilapia welfare? We believe farmers are the most important factor to drive welfare improvements in aquaculture. We believe they are an untapped force for good whose power can be unleashed through practical farm assessments that align business and welfare objectives," said Øistein Thorsen, CEO of FAI.

The Tilapia Welfare App integrates well-established animal welfare science into farmers' daily routines. The app monitors progress, identifies improvement opportunities, and provides real-time insight to users, supported by online training in multiple languages.



FAI Farms' new Tilapia Welfare App aims for better production by integrating well-established animal welfare science into farmers' daily routines. Photo courtesy of FAI.



(<http://penverproducts.com>).

"I supply tilapia to the local market, and I am using the knowledge from the FAI Tilapia Welfare assessments to reduce losses, secure constant improvements and stay on track," said Paolo Tahara, owner of Brazilian tilapia farm Tahara Pescados.

"Our experience is that assessments kickstart a positive spiral of improvements," said Murilo Quintiliano, FAI director in Brazil.

The app can be used as a farmer self-assessment, or as a second- or third-party assessment tool. Results can be shared with customers and stakeholders, including certification bodies to assure good production practices and outcomes.

To learn more, and to sign-up to trial the app, the **Tilapia Welfare App** (<https://www.mytilapia.farm/>), website.

Follow the *Advocate* on Twitter [@GSA\\_Advocate](https://twitter.com/GSA_Advocate) ([https://twitter.com/GSA\\_Advocate](https://twitter.com/GSA_Advocate)).

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