

The completely unique climatic conditions in the Bay of Piran are due to a mild Mediterranean climate and the marine ecosystem. In winter, the temperature of the sea drops to between 6°C to 8°C, with the result that in some winter months, the fish do not eat, and thus get physically 'cleaned.' For this reason, the growth of the fish is slower. Piran's bay has natural protection from the northern and southern wind because it is flanked by Cape Savudrija and Piran's Punta. A constant flow of sea water is provided by the form of the Gulf coast; primarily of the Savudrija's coast, where the bottom of the bay reaches 15m in-depth.

In order to have enough space and a continuous flow of water for the sea bass, the fish farm was built in the middle of the sea instead in the offshore basins. The fish farm net cages extend to a depth of 11 m and have a diameter of 8 m to 12 m. These standard rates, which are set by the members of the Fonda family, represent improved aquaculture conditions. In each net cage, there are usually twenty thousand fry, which means that they have a relatively large amount of space for their development, as it could be possible to keep many more juveniles in a cage of this size.

Better living conditions for the fish mean higher costs as they have to take boat trips to the farm every day: 'Economically speaking, everything we are doing is wrong; we have fish in the cage too long, give them too good or too expensive food, do not use chemicals in the cage maintenance, have a volume of fish ten times less than is usual in fish farms. But this is the price you have to pay if you want the best fish in the world and fish that feel good with us,' dr. Irena Fonda believes.

When the fry are delivered to the farm, they are seven months old and weigh an average of 6g. Feed for the fish is made from verified high-quality components. This means that the feed contains many cereals and marine organisms. Feeding of the fish is only performed manually and in moderation, in order to have fish without accumulated excess fat. Fish farm cages are not coated to prevent the growth for marine organisms because such chemical agents are harmful to the environment. For this reason, cages are replaced or cleaned at least four times a year, which represents dangerous and gruelling extra manual work that requires a lot of energy. The fish are nursed in this way for four to five years and gain weight on average from 300g to 500g. Some of them achieve weights up to 3kg.

At the present time, fish is offered that fall into Fonda's 'selection category,' which are reared for 8 years. The result of careful cultivation