

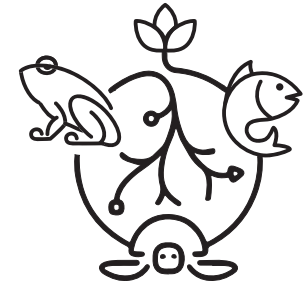
2024



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Mexico, Düsseldorf, Vietnam – Wildlife Conservation Worldwide

This year, some things are different: some of you may have noticed that we have revised the design of our calendar. For sera, the year 2024 will be marked by rebranding – starting with our packaging, such as cans, boxes, and bags, to advertising material and our digital services. Everything will successively appear in a new design. And so, we have decided to break new ground with regard to our traditional sera calendar as well:



You get a great calendar – we make donations



With the calendar of this year, we would like to support various international wildlife conservation organizations and projects and thus contribute to sustainable aquarium and terrarium care. All proceeds generated by the sale of the sera calendar will be entirely donated to the already mentioned wildlife conservation projects. We not only bear the manufacturing, production and distribution costs, but also offset the VAT, so that every single cent goes exactly to the places where it is needed.

However, this also implies that for the first time the calendar will not be free of charge but will be available for a small contribution. We are counting on your support and would appreciate if you would help us with this project! The three projects presented below will each receive 20% of the proceeds, the remaining 40% will benefit various regional European projects. You will find a detailed presentation and regular updates on our social media accounts.



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sera.gmbh

Goodeid Working Group (GWG) – Conservation of Goodeids



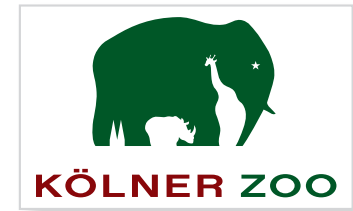
The GWG is an international association consisting of private aquarists, zoos, and institutes committed to the conservation of Goodeids. Almost all species are endangered due to habitat destruction and the introduction of alien fish species. Some of them have already become extinct! In the context of the different projects of the GWG, the fish are not only bred, but (also very successfully) reintroduced. All donations go to the University of Morelia (Mexico) and are used entirely for conservation and reintroduction projects.



Cologne Zoological Garden – Establishment of breeding facilities for endangered freshwater fish in Vietnam



Sera has a long-standing cooperation with the Cologne Zoological Garden. Professor Dr. Thomas Ziegler, head of the aquarium and coordinator of the nature conservation projects in Vietnam and Laos, has always been our contact person and is committed to the protection of nature and species. One of his current projects is the establishment of two breeding facilities for endangered freshwater fish in Vietnam. One of them is the Melinh Biodiversity Center in northern Vietnam and the other one is the Dau Tieng Wildlife Conservation Center in southern Vietnam.



Aquazoo Löbbecke Museum Düsseldorf – Breeding and Protection Center for Amphibians



The Aquazoo Löbbecke Museum is a cultural and scientific institution of the city of Düsseldorf (Germany) and is a combination of zoological garden, aquarium, and natural history museum. Since 2008, the “Year of the Frog”, the Aquazoo has a breeding and conservation center for amphibians. Here, the breeding of many critically endangered amphibian species (reference: amphibian chytrid fungus) is carried out. About one third of the amphibian species worldwide are seriously endangered! This makes it all the more important that we support the protection of this group of animals.

Information

The Aquazoo Löbbecke Museum is a member of the GWG!





January

1 Mon	9 Tue	17 Wed	25 Thu
2 Tue	10 Wed	18 Thu	26 Fri
3 Wed	11 Thu	19 Fri	27 Sat
4 Thu	12 Fri	20 Sat	28 Sun
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8 Mon	16 Tue	24 Wed	

Caridina sp.

Bee Shrimp

Bee shrimps and their beautiful varieties are popular aquarium inhabitants. The freshwater shrimps graze on algae and periphyton throughout the day. They are most comfortable in a group of at least ten animals.

This female is currently carrying eggs under her tail. These eggs will soon hatch into small juvenile shrimps.

Catappa Leaves
Tropical almond leaves
as a natural snack
for shrimps



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February

1 Thu	9 Fri	17 Sat	25 Sun
2 Fri	10 Sat	18 Sun	26 Mon
3 Sat	11 Sun	19 Mon	27 Tue
4 Sun	12 Mon	20 Tue	28 Wed
5 Mon	13 Tue	21 Wed	29 Thu
6 Tue	14 Wed	22 Thu	
7 Wed	15 Thu	23 Fri	
8 Thu	16 Fri	24 Sat	

*Petitella bleheri/
Inpaichthys kerri*

Rummy-nose Tetra and Royal Tetra

This aquascape is an artfully designed underwater world, which is based on nature. The natural decorative elements such as stones and roots as well as plants provide hideaways for the animals.

In addition to the Rummy-nose Tetras and Royal Tetras, you will also discover Dwarf Corydoras if you take a closer look.

flore tool P & S
High quality tools made of
stainless steel for plant care



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March

1 Fri	9 Sat	17 Sun	25 Mon
2 Sat	10 Sun	18 Mon	26 Tue
3 Sun	11 Mon	19 Tue	27 Wed
4 Mon	12 Tue	20 Wed	28 Thu
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Pseudomugil furcatus Forktail Blue-eye

The Forktail Blue-eye is found in small forest rivers on the island of New Guinea. Due to their active behavior, these shoaling fish that grow up to 6 cm (2.4 in.) add to every planted aquarium.

ImmunPro Mini Nature
Probiotic growth food for
ornamental fish up to 4 cm
(1.6 in.)





April

1 Mon	9 Tue	17 Wed	25 Thu
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Pseudemys concinna concinna Eastern River Cooter

These turtles from the southeast of the USA grow up to 40 cm (16 in.). Adult animals require plenty of space and should be kept in tanks with a length of at least 200 x 100 cm (6.6 x 3.3 ft.) or in an escape-proof pond, especially during the warm season. Juveniles, of course, require less space.

Unlike many other terrapins, they are mainly herbivorous.

Raffy Baby-Gran Nature
Rearing food for a healthy development – especially carapace and skeleton growth





May

1 Wed	9 Thu	17 Fri	25 Sat
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Megalechis thoracata

Port Hoplo

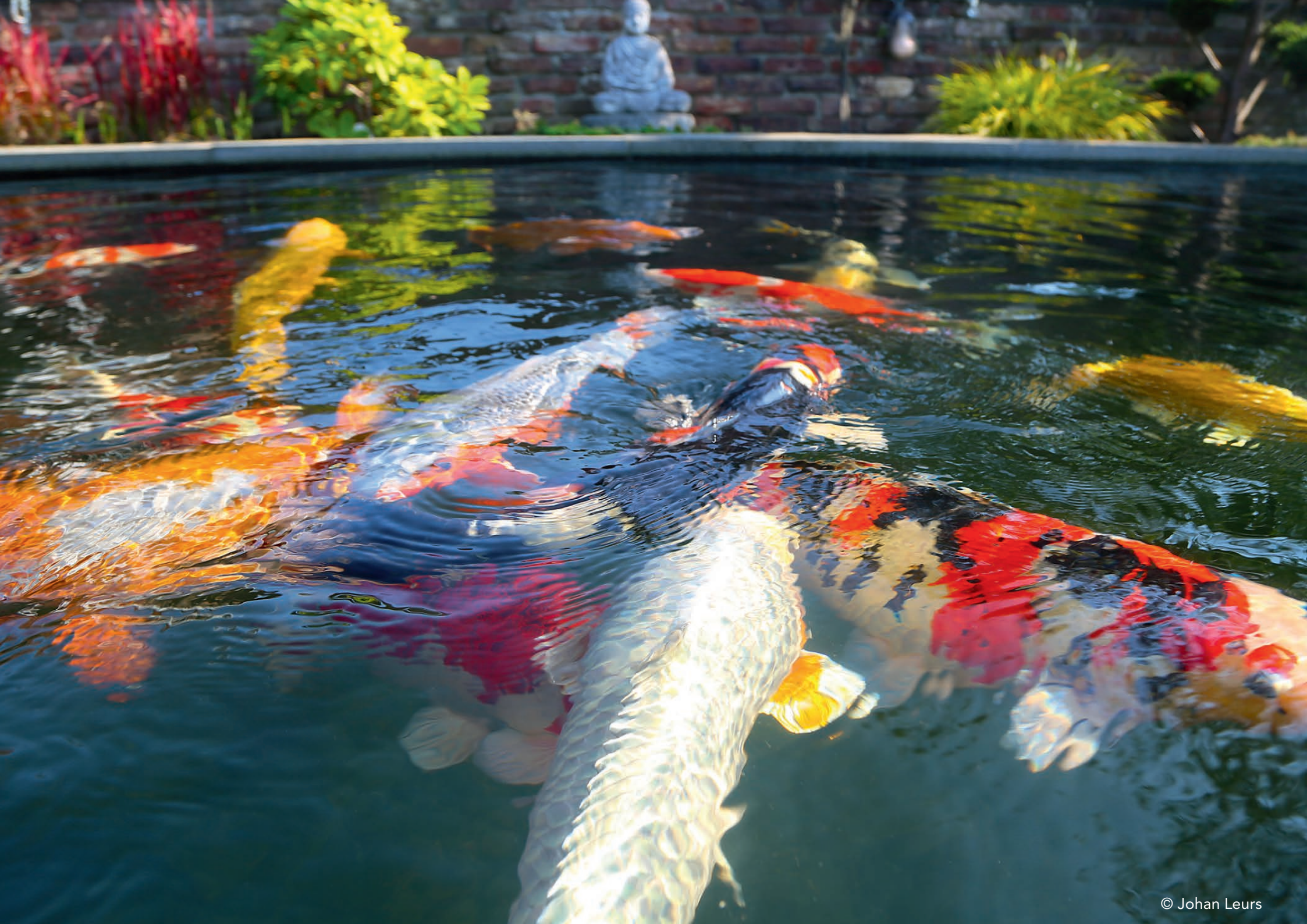
Port Hoplos are able to breathe through their intestines. When the oxygen level of the water drops, they rise to the water surface swallowing air.

They are sociable animals and should be kept with at least 5 members of their own species. To avoid injuries of the long barbels, the aquarium should have a fine substrate.

Viformo Nature

Catfish food containing sea algae rich in vitamins and gammarus as a protein and mineral source





June

1 Sat	9 Sun	17 Mon	25 Tue
2 Sun	10 Mon	18 Tue	26 Wed
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Cyprinus carpio

Koi

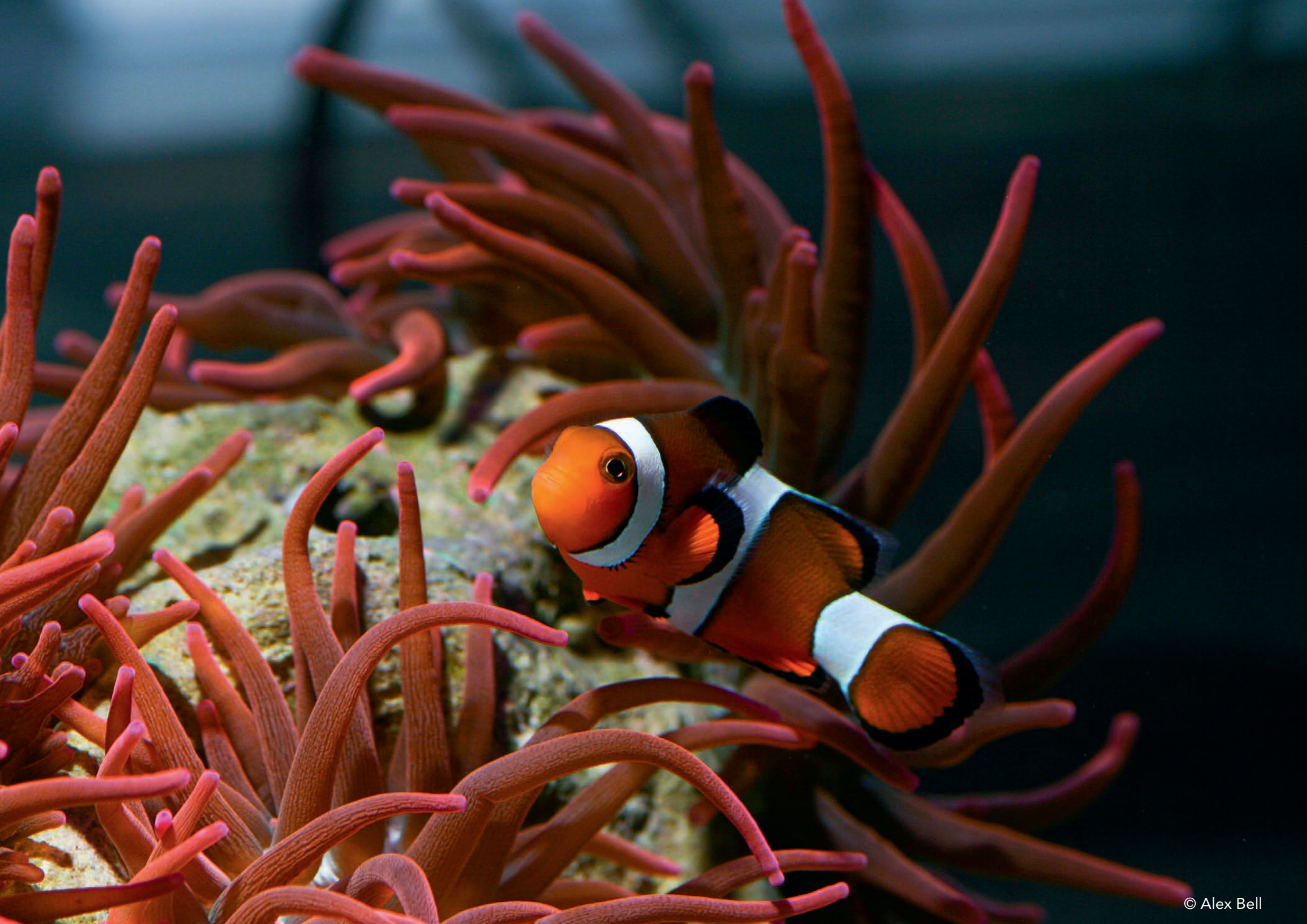
In Japanese culture, Koi represent strength, perseverance and toughness. For many people, the Koi is a symbol of fortune, success, and prosperity.

The combination of different color variants is particularly attractive.

**Koi Professional
Spirulina Color Food**
Professional food for perfect colors, ideal growth, and healthy fish



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July

1 Mon	9 Tue	17 Wed	25 Thu
2 Tue	10 Wed	18 Thu	26 Fri
3 Wed	11 Thu	19 Fri	27 Sat
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Amphiprion percula Clownfish

This marine fish, also known as clownfish, lives in symbiosis with sea anemones in coral reefs. In the aquarium, however, it also accepts other anemone species as substitutes. Here it is swimming in a Bubble-tip anemone (*Entacmaea quadricolor*).

Amphiprion percula are protandrous hermaphrodites. They live in pairs or in harems with one female. If the female dies, the largest male changes its gender and becomes a female.

marine Granules Nature
Slowly sinking soft granules with sea algae rich in iodine, spirulina and krill for marine fish





August

1 Thu	9 Fri	17 Sat	25 Sun
2 Fri	10 Sat	18 Sun	26 Mon
3 Sat	11 Sun	19 Mon	27 Tue
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Testudo marginata Margined Tortoise

Tortoises have an excellent memory and very good cognitive abilities. In their outdoor enclosure, they should be provided with hideaways and shelters, as well as plenty of incentives to explore their surroundings, so that the animals do not get bored.

They should also have a varied diet. Instead of lettuce, it is recommended to use wild flowers and herbs or hay rich in crude fiber.

Flowers'n'Loops
Blend of flowers and loops with valuable nutrients add to the diet and strengthen the development and liveliness





September

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Hyphessobrycon rosaceus
'White fin'

Rosy Tetra White Fin

The magnificently colored fish are particularly attractive in an aquarium planted with Red Tiger Lotus. These diurnal and sociable tetras should definitely be kept in large groups.

They can easily be kept together with other fish and are therefore perfectly suited for community aquariums.

Vipan Nature
Flake food with insect meal
as a high quality and
sustainable protein source



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October

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Apistogramma sp. Ladislao

This dwarf cichlid species, which is still undescribed, originates from the Cenepa River in Peru. They are cave breeders and can be perfectly kept together with small peaceful tetras and catfish.

Granured Nature
Slowly sinking granules with high krill amount support healthy development and color formation





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Corydoras oiapoquensis

Flag-tailed Panda Cory

The sociable Corydoras have always been popular aquarium fish, which should be kept in groups of at least 5 specimens and can easily be kept together with other fish.

These catfish, that like to search for food at the bottom, require various places to hide and retreat.

Plankton Tabs Nature
Sinking food tablets with 7% krill for natural color development for catfish and loaches that eat at the bottom



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Betta hendra

This Betta, which grows up to 5 cm (2 in.), lives in blackwater biotopes on the island of Borneo near the city of Palangka Raya.

Just like the better-known *Betta splendens*, they also make bubble nests, but prefer softer and more acidic water than their relatives.

Bettagran Nature

Slowly sinking fine granules with natural astaxanthin (50 mg/kg) for excellent color development





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