

Appendix: Tesco's 100% 'Scottish' Salmon Scam

Complaints filed with Trading Standards and Tesco (21-30 March 2014)

Please find enclosed in full below the following complaints filed with Trading Standards and Tesco:

- #1 Complaint: Inverness, Inches branch (21 March 2014)
- #2 Complaint: Inverness and Dingwall (23 March 2014)
- #3 Complaint: Ullapool (25 March 2014)
- #4 Complaint: Perth (28 March 2014)
- #5 Complaint: Edinburgh, Penicuik and Corstorphine branches (29 March 2014)
- #6 Complaint: Aviemore (30 March 2014)
- #7 Complaint: Inverness, Inches branch (30 March 2014)
- #8 Complaints passed onto other Trading Standards offices across Scotland



#1 Complaint: Inverness, Inches branch (21 March 2014)

From: Don Staniford [mailto:salmonfarmingkills@gmail.com]

Sent: 24 March 2014 08:39

To: 'trading_standards@highland.gov.uk'

Subject: #1 Complaint re. Tesco's "I'm Scottish" farmed salmon from Norway

Please consider this a formal complaint and a breach of trading standards/advertising re. Tesco in Inverness (Inches stores).

Please see below for details (a second complaint was filed with Tesco yesterday - see next email).

Could [Highland Council's Trading Standards](#) please investigate?

Thanks,

Don Staniford

Director, Global Alliance Against Industrial Aquaculture (GAAIA):

<http://www.salmonfarmingkills.com>

5-6 Argyle Street, Ullapool, Ross-shire

Tel: 01854 613374

From: Don Staniford [mailto:salmonfarmingkills@gmail.com]

Sent: 21 March 2014 20:46

To: 'customer.service@tesco.co.uk'; 'ceo.customerservice@tesco.co.uk'

Subject: Complaint re. Tesco's "I'm Scottish" farmed salmon from Norway

Please consider this a formal complaint and a breach of trading standards/advertising.

Photos taken yesterday evening (20 March) at Tesco's store in Inverness (the branch near Raigmore Hospital) clearly show that Tesco's "I'm Scottish" labelling is blatantly incorrect. Tesco is clearly not operating a "100% Scottish Salmon" policy.



I complained to a member of staff and she said she would remove the "I'm Scottish" labels. I also took the following photos - notice the "Farmed in Norway" label in the Lyons smoked salmon right next to the "I'm Scottish" label. And the Tesco steamed salmon fillets are also Norwegian (there is a Code 'C' on the front which means farmed in Norway):





Farmed in:
NORWAY



C = Norway



In this photo, the salmon to the top left, top right and the bottom right and bottom left is ALL Norwegian not Scottish:



There was even wild Alaskan salmon from the Pacific Ocean next to the "I'm Scottish" labels:

Thank you for your emails, they have been forwarded to Environmental Health as they are responsible for advertising of food products.

Angela Williams
Admin Assistant
Business Support
Finance Services
38 Harbour Road
Inverness
IV1 1UF

Tel: 01463 228701

Fax: 01463 223723

E-mail: angela.williams@highland.gov.uk

From: Don Staniford [mailto:salmonfarmingkills@gmail.com]

Sent: 24 March 2014 10:53

To: 'Duty Officer (Consumer Advice)'

Subject: RE: #1 Complaint re. Tesco's "I'm Scottish" farmed salmon from Norway

Angela,

Thanks - this is not an isolated incident. There are other cases across Scotland - and presumably across the UK.

Does Highland Council liaise with other trading standards regions?

Don

From: Patricia Sheldon [mailto:Patricia.Sheldon@highland.gov.uk]

Sent: 24 March 2014 11:31

To: salmonfarmingkills@gmail.com

Subject: complaint about labelling and display of fish products at Tesco Inverness and Dingwall

Dear Mr Staniford

I write to acknowledge receipt of your complaint about the labelling and display of "Scottish" fish at several Tesco stores in the Inverness area. Your photographs and observation within the store are most helpful to our investigation. Can you please confirm if you spoke to the Store Manager or section Manager at your visits, as this will aid our communications when visiting the stores?

Regards

Mrs Patricia Sheldon
Environmental Health Officer
Chartered Environmental Health Officer

The Highland Council
Town House
Inverness
IV1 1JJ
Tel: 01463 785047
Email: patricia.sheldon@highland.gov.uk

Environmental Health welcomes your feedback. Please help us improve our service by taking our short customer survey by clicking on this link
<https://www.surveymonkey.com/s/highlandeh>

From: Patricia Sheldon [mailto:Patricia.Sheldon@highland.gov.uk]
Sent: 31 March 2014 09:31
To: Don Staniford
Subject: RE: Tesco apologize

Dear Mr Staniford

Thank you for passing on the comments from Tesco and your communications with other neighbouring local authorities. I visited the Inshes Tesco store last week and identified a number of points:-

- I was informed that the “bubble” signs that read “I’m Scottish” which sticks out from the shelf as round sign, are placed to the left of a price tag where the a product is identified as Scottish. This practice applies across the store. At the time of my visit, the bubbles were located in the right location (if applying Tesco display criteria), however, from a consumer perspective, this policy is not known and may add to some confusion. It was also pointed out that the bubbles do fall off and customers try to re-attach – but this may not be in the correct place. Twice during the day, the displays are checked for tags, bubble placements.
- The large sign at the front of store advertises that salmon sold on the wet fish counter is 100% Scottish excluding any promotions. I note that you have found other stores where non-Scottish salmon was on sale (and not on promotion?). I consider that this aspect of your complaint is a matter perhaps for the Advertising Standards Authority and attach a link to their website for your information:-
http://www.asa.org.uk/Consumers/~media/Files/ASA/Misc/ASA_consumer_complaints_single_Final.ashx
For information, the fish counter at Inshes at the time of the visit were selling value salmon fillets (unmarked origin) in addition to fillets marked as Scottish. I am trying to establish if the value salmon was Scottish (labelling on bulk fish box packaging UK GG314EC). The value salmon was not on promotion.
- the layout of the display shelves is controlled by marketing/Head Office and not at store level.
- The labelling of a fish product with farmed in Scotland and Norway. It would appear to me that Tesco have tried to provide the consumer with as much origin information about their fish, in that the fish was farmed in Norway and reached harvested size in Scotland, but by doing so, they may be confusing the consumer. Looking at guidance

on labelling, the final farmed location (country) should be detailed on the packaging – which may in this case, be Scotland. I shall be sending a fish product to our public health analyst to gain their opinion on the labelling. It would appear from Tesco's response, that they are to review their labelling on this matter.

I will take a visit to Tesco Extra and Inverness retail park this week and assess their fish display counter.

I trust the above information is of assistance to you and I will email Lindsay Gibb, Tesco with my comments.

Yours sincerely

Mrs Patricia Sheldon
Environmental Health Officer
Chartered Environmental Health Officer

The Highland Council
Town House
Inverness
IV1 1JJ
Tel: 01463 785047
Email: patricia.sheldon@highland.gov.uk

Environmental Health welcomes your feedback. Please help us improve our service by taking our short customer survey by clicking on this link
<https://www.surveymonkey.com/s/highlandeh>

#2 Complaint: Inverness and Dingwall (23 March 2014)

From: Don Staniford [mailto:salmonfarmingkills@gmail.com]
Sent: 24 March 2014 08:42
To: 'trading.standards@highland.gov.uk'
Subject: #2 Complaint re. Tesco's "I'm Scottish" farmed salmon from Norway

From: Don Staniford [mailto:salmonfarmingkills@gmail.com]
Sent: 23 March 2014 11:20
To: 'customer.service@tesco.co.uk'; 'ceo.customerservice@tesco.co.uk'
Subject: RE: Complaint re. Tesco's "I'm Scottish" farmed salmon from Norway

Further to my complaint on Friday (21 March) re. "I'm Scottish" and "100% Scottish Salmon", yesterday (22 March) I visited your other store in Inverness (the one on the road to Aberdeen) and discovered further misleading labels.

In the fishmonger's section was farmed salmon from "Norway and Scotland":



I didn't realise "Norway and Scotland" was a single country. I thought retailers were obliged by labelling laws to identify the specific country of origin - surely Tesco should identify if the product is from Scotland or Norway?

Furthermore, how can a farmed product be in a "catch zone"? Surely this should be named "farmed zone"?

Near the fishmongers counter was this display:



A close up reads:



In the nearby aisle was another sign promoting Scottish salmon with a Scottish flag prominently displayed:



Yet, on closer inspection many of the product lines on sale were not Scottish but Norwegian farmed salmon - this product could have been from Scotland or Norway or contained farmed salmon from both Scotland and Norway:



And this Lyons product complained about on Friday (21 March) was certainly from Norway:



Later in the day yesterday (22 March), I visited your Dingwall store which had this sign displayed on the doors entering the store:



However, it was predominantly Norwegian not Scottish farmed salmon on sale:



The "organic" farmed salmon was from Romsdalfjord:



And the ubiquitous Lyon's product was "farmed in Norway":

Dear Mr Staniford

Thank you for your emails addressed to the Chief Executive's Office, to which I have been asked to respond.

I was very concerned to learn of the alleged breach of trading standards and false advertising you have picked up on. I have contacted the three Store Managers from the mentioned stores and I have also contacted the Supplier of our fish counter salmon. Once I receive a full update of their investigations, I will be able to provide a full response.

Thank you for your patience in the meantime.

Kind regards

Lindsay Gibb
Customer Service Executive

..... Original Message

To: ceo.customerservice@tesco.co.uk
From: salmonfarmingkills@gmail.com
Received: 25/03/2014

Subject: RE: Email to Chief Executive's Office

Thanks - I look forward to a full response.

Don

From: ceo.customerservice@tesco.co.uk [<mailto:ceo.customerservice@tesco.co.uk>]
Sent: 28 March 2014 17:02
To: salmonfarmingkills@gmail.com
Subject: Email to Chief Executive's Office

Dear Mr Staniford

I have discussed your concerns at length with our suppliers and the Store Managers at the three mentioned stores.

The '100% Scottish Salmon' sign at the main entrances of the stores is in relation to the counter salmon and not for the pre-packed salmon sold in the chilled and freezer cabinets. I apologise for the label showing Scotland and Norway on it, this has been addressed with our Buying Manager and Counters Manager. I also discussed your comment about 'catch zone' and it was agreed this could be worded better and this feedback has been taken on board.

I have spoken with each of the Store Managers regarding the 'I'm Scottish' labels and they all

passed on their apologies for them being misplaced. They have provided refresher training to their staff, highlighting the importance of checking where these are placed to ensure they are placed next to the correct products.

The 'Working with Scottish Farmers' sign is not just in relation to fish but other items across the stores. Although we promote Scottish farmed products, we also stock various other products that aren't farmed in Scotland, including salmon.

I am very sorry for the inconvenience this issue has caused and I thank you for bringing the matter to our attention and allowing us to rectify it.

Kind regards

Lindsay Gibb
Customer Service Executive



#3 Complaint: Ullapool (25 March 2014)

From: Don Staniford [mailto:salmonfarmingkills@gmail.com]
Sent: 25 March 2014 17:46
To: 'Patricia Sheldon'
Subject: Ullapool - misleading 'locally sourced' Scottish flag display

Patricia,

I just visited the Tesco store in Ullapool and found another misleading situation.

Here's the Scottish advert:



Yet the three salmon products above the Scottish flag were all Norwegian!!!

Here's the first - with Code C on the front and details of "Farmed in Norway" on the back (I would suggest that most people would not check this and would assume the product was Scottish):



The second - clearly marked "Farmed in Norway":



And the third product - also Norwegian (once you decipher the code):





Please add this to my complaint.

I am sure that other Tesco stores across the UK have similar misleading displays/adverts and are potentially breaching trading standards.

Thanks,

Don

#4 Complaint: Perth (28 March 2014)

From: enquiries@pkc.gov.uk [mailto:enquiries@pkc.gov.uk]

Sent: 01 April 2014 10:48

To: Don Staniford

Subject: RE: Trading Standards complaint re. Tesco in Perth [pfCase:40302, pfTicket:5042396]

Dear Mr Staniford

Thank you for your email, I have forwarded your complaint to our Food/Health & Safety team who will respond to you directly, your reference number is 851248.

Yours Sincerely

Lorraine Flood
Customer Service Advisor
Perth & Kinross Council
Customer Service Centre
Pullar House
35 Kinnoull Street
Perth
PH1 5GD
Tel: 01738 475000
Email: Enquiries@pkc.gov.uk

From: Don Staniford [<mailto:salmonfarmingkills@gmail.com>]
Sent: 28 March 2014 16:30
To: Enquiries
Subject: Trading Standards complaint re. Tesco in Perth [pfCase:40302, pfTicket:5042396]

I just visited the Perth Tesco store and wish to file a formal complaint (similar complaints were filed with Highland Council re. Tesco stores in Inverness and Dingwall).

The complaint stems from Tesco's claims of "100% Scottish" and Scottish origin salmon.

Outside the Perth store is this sign:



Inside the store, however, farmed salmon from Norway is on sale in the fishmonger counter. Here's a photo of the display with "100% Scottish salmon" advertised:



A close up of the salmon product on the right hand side of the display reads "Farmed in Norway and Scotland":



I know Norway owns 66% of the Scottish salmon farming industry but I did not realise Norway was in Scotland!

I spoke to the fishmonger and he just shrugged his shoulders and appeared not to care that he was blatantly breaching Trading Standards. I asked for the manager to be called over to address the issues and he said that I should go to the Customer Service counter.



I then went to the aisle where salmon was sold and there was further misleading labelling/adverts. The labelling/adverts clearly give the impression that the salmon products on sale are Scottish.



Shoppers reaching for the salmon under the Scottish sign and Scottish flag honestly believe they are buying Scottish salmon:



However, the majority of salmon products on sale were farmed in Norway - on the back of the packet this product says "Farmed in Ireland, Scotland, Norway":



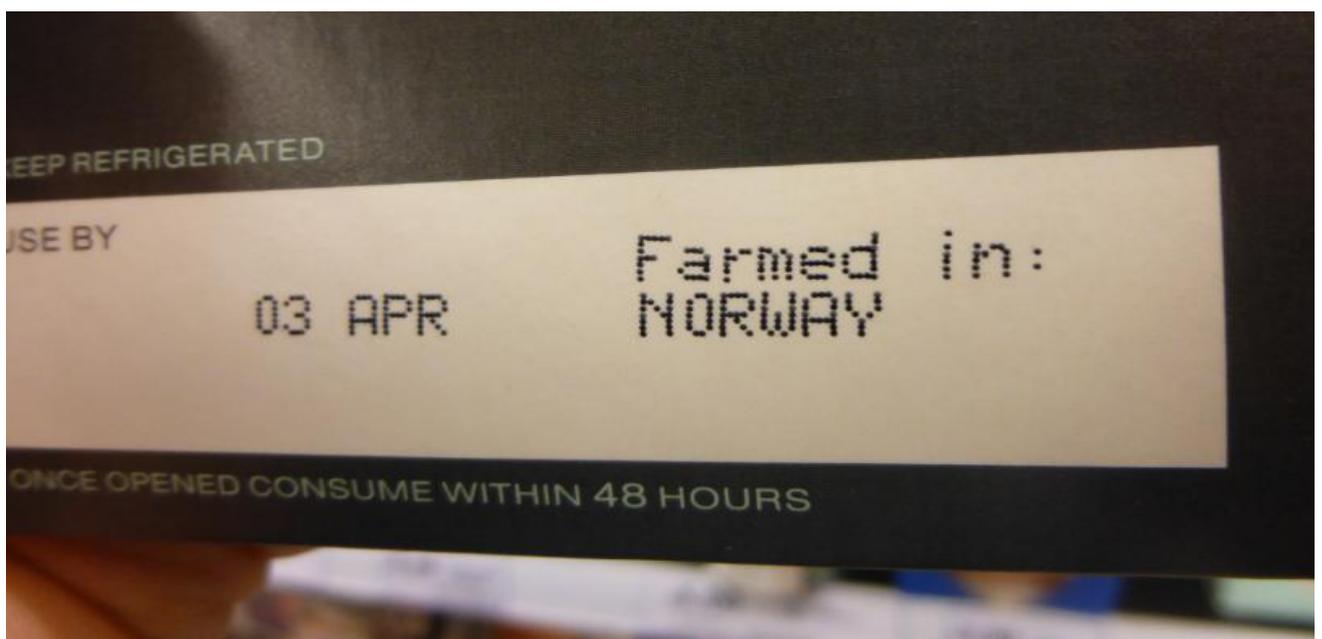
- For more information about our strict well quality standards visit www.tesco.com/re



Farmed in Ireland, Scotland (U.K.), Norway.
Produced in Scotland (U.K.) for
Tesco Stores Ltd., Cheshunt EN8 9SL, U.K.
© Tesco 2012. SC2073

Surely Tesco should specify which country?

This next product is not Scottish but Norwegian - it states "Farmed in Norway" yet is under advertising stating "Scottish" and a Scottish flag:



All these products on sale below the "Scottish" sign and Scottish flag are also Norwegian - you can see by the 'C' code on the outside of this product and then refer to the back of the package (this in itself is extremely confusing for consumers):



#5 Complaint: Edinburgh, Penicuik and Corstorphine branches (29 March 2014)

From: Juli Cyphus [mailto:Juli.Cyphus@edinburgh.gov.uk]
Sent: 31 March 2014 12:01
To: salmonfarmingkills@gmail.com
Subject: Tesco salmon misleading provenance labelling complaint - ref: APP566647

Dear Mr Staniford

Complaint reference = APP 566647.

We have received your complaint via our Trading Standards Team. A Food Safety Officer will be in contact with you in due course.

For information, our Trading Standards Team do not deal with Food Standards issues, however our Food Health and Safety Team do.

Yours sincerely

Juli Cyphus
Food Safety Enforcement Officer, Food, Health and Safety Team, City of Edinburgh Council,
East Neighbourhood Centre, 101 Niddrie Mains Road, Edinburgh, EH16 4DS
Direct dial: 0131 469 5686
juli.cyphus@edinburgh.gov.uk

From: Don Staniford [mailto:salmonfarmingkills@gmail.com]
Sent: 29 March 2014 10:40
To: 'trading.standards@edinburgh.gov.uk'
Subject: Tesco - Corstorphine & Penicuik: blatant breach of Trading Standards for salmon

Please find enclosed below a complaint filed this morning with Tesco following visits to their stores in the Edinburgh area.

Please use these photos and information to investigate the issue.

Please consider this a formal complaint Vs. Tesco.

Please provide a receipt.

Please note that similar complaints have been filed recently with Highland Council, Perth & Kinross and in the Glasgow area.

It seems to the case that Tesco is breaching Trading Standards across Scotland - if not the whole of the UK.

Please pass this complaint onto other Trading Standards offices and share centrally.

If you need any more information please do not hesitate to contact me.



At the Penicuik store this morning (6.40am), I found further blatant breaches of Trading Standards, Customers to the salmon section are given the distinct impression that the salmon products are 100% Scottish:



However, on closer examination the vast majority of products on sale were of Norwegian not Scottish origin. Nor were there ANY 'Finest' salmon products on sale below the sign.



For example, the following product (notice the letter 'C' for Consumer Con) is Norwegian not Scottish:



On the back, if the customer is eagle eyed it states "Farmed in Norway":



Here's another Norwegian not Scottish salmon product on sale below the "100% Scottish" sign and Scottish flag:



Typical values. 100g contains:
energy 805 kJ, 195 kcal,
protein 16.8g, carbohydrates
5.8g, fat 11.3g.

STORAGE:
Keep refrigerated. Once open,
enjoy within one day and don't
exceed the use by date. If
freezing, freeze straight away
and use within one month, once
defrosted enjoy within one day.

WWW.THESAUCYFISHCO.COM

Our salmon is responsibly
farmed in Norway or
Scotland, and while we've
aimed to remove all the
bones, please be careful just
in case we've missed one.

UK
GG314
EC

The Saucy Fish Co.
PO Box 613
Grimsby, DN31 9FW

5 060021 921420 >

How is "Norway or Scotland" even allowable on a label? Tesco would surely never advertise your meat as "Lamb, Beef, Kangaroo or Horse from Argentina, Russia, Mozambique, Poland or from the back of a lorry". Why cannot you specify which country? Surely this is the law?

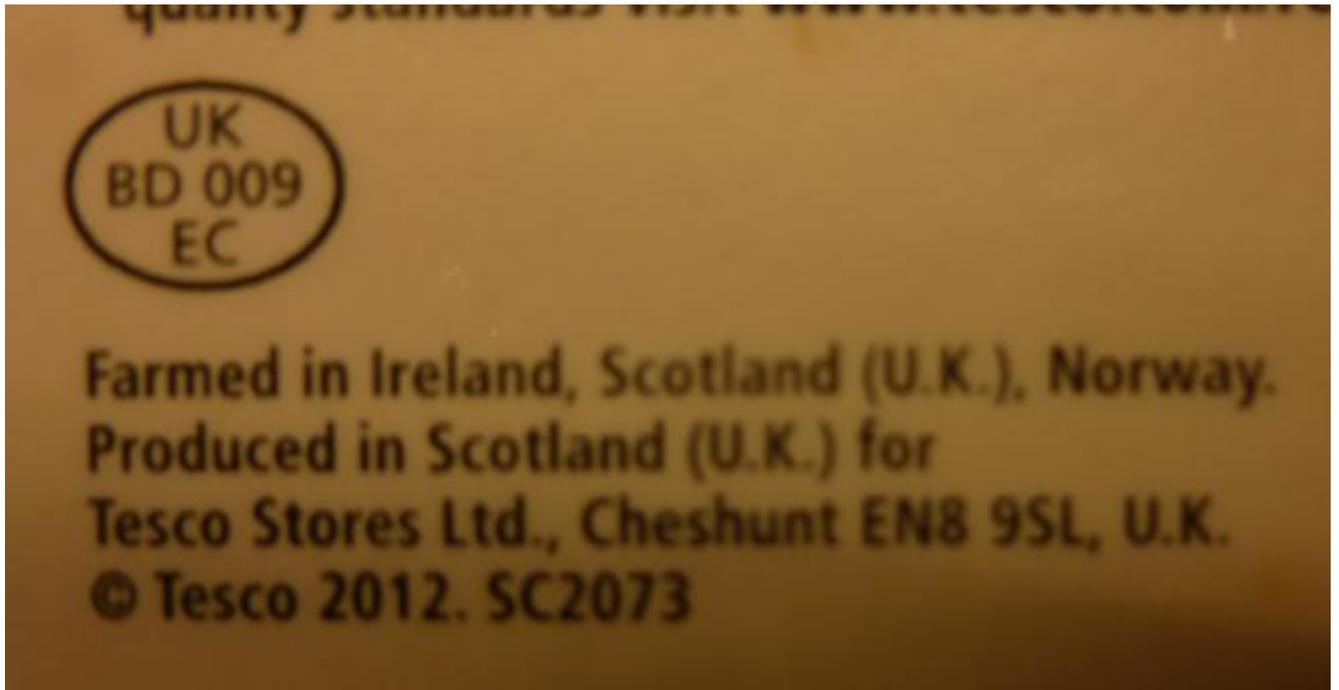
The updated [Fish Labelling \(England\) Regulations 2012](#) and [Fish Labelling \(Scotland\) Regulations 2012](#) came into force in September 2013 via Statutory Instrument No. 1768: [The Fish Labelling Regulations 2013](#). Read more via "[Guidance notes on Fish Labelling legislation 2013](#)"

A new EU law will further tighten labelling requirements for fish products and will [come into force in December 2014](#). EU regulation (1379/2013) covers all fishery and aquaculture products sold to consumers or mass caterers. Labelling on aquaculture products should state the Member State or third country in which the product reached more than half of its final weight or stayed for more than half of the rearing period. Read more via "[EU adopts new fish labelling rules](#)"

Back to the breaches of Trading Standards at your Penicuik store - these products on sale underneath the "100% Scottish" display are also Norwegian not Scottish:



The product on the left states on the back "Farmed in Ireland, Scotland, Norway":



Again, why cannot Tesco label the specific country? Are you not now in breach of the Fish Labelling regulations? If not now, surely you will be in December 2014 if you do not specify a particular country?

The product on the right is also Norwegian - notice the 'C' code on the front.....



.....and the writing on the back:



Surely Tesco should make it easier for customers by naming the country on the front instead of relying on codes which are confusing for many people?

Here's another Norwegian product sold underneath the "100% Scottish" display and Scottish flag:





Here's another product in breach of Trading Standards - sold underneath the "100% Scottish" advert and Scottish flag:

Enjoy the taste
of Scotland

Look
our

Our *Finest*
fresh salmon
**100%
Scottish**



Respon
sow
Qua
guar



TESCO
2 BONELESS
**SALMON
FILLETS**



31 Mar

9 001 11 07

Calories	215
Protein	29g
Total fat	14.4g
Saturated fat	2.6g
Salt	0.3g

Any
3 for £10
or any
2 for £7

**MIX &
MATCH**

**PRICE
MATCH**



TESCO
2 BONELESS
**SALMON
FILLETS**



Source of
omega 3

USE BY **31 Mar** C
5 081 11:07

A typical fillet contains

Calories	Sugar	Fat	Saturates	Salt
215	0g	14.4g	2.6g	0.3g
11%	0%	21%	13%	5%



of your guideline daily amount

Suitable for home freezing. Keep refrigerated. Once opened, use immediately.

Any
3 for £10
or any
2 for £

**MIX &
MATCH**

220g e



Farmed in Scotland (B), Norway (C). For country of origin see the letter in the use by box on the front of pack. Packed in the U.K. for Tesco Stores Ltd., Cheshunt EN8 9SL, U.K. © Tesco 2013. SC4140



And another:



However, I think the sign at the back may be a salmon and, if correct, that would be a breach of Trading Standards:



Could you please confirm that this is a photo of a farmed salmon? Is this from Scotland or Norway? Even if it is Scottish then it is surely not "caught" as 100% of Tesco's Scottish salmon is surely farmed?

On the way out of Tesco's Penicuik store, I look back at the claim "Enjoy the taste of Scotland" and have to laugh at Tesco's bad joke:



Over to your Corstorphine store earlier today (ca. 7.30am) and further breaches of Trading Standards. Again, customers are welcomed to Tesco with Scottish flags and the suggestion that the food is from Scotland and from local suppliers:



Here we have the fish display - notice the Scottish flags displayed on the shelves at the bottom:



Here's they are in close up:



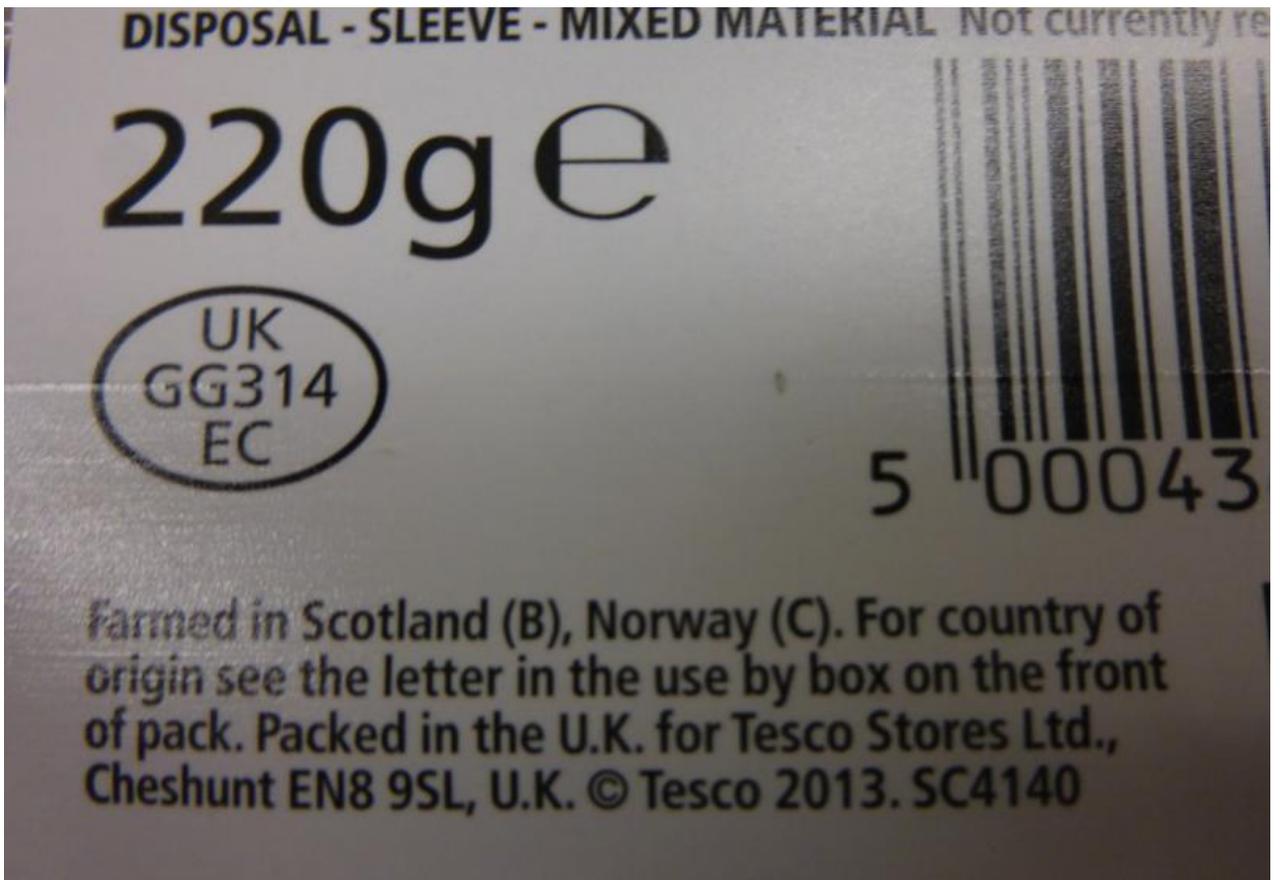
Yet on closer inspection the salmon products directly above and directly below the Scottish flags are Norwegian:





We know from a Scottish [Parliamentary reply that 66% of 'Scottish' salmon farming production is from Norwegian companies](#) but surely salmon farmed in Norway should not be labelled with the Scottish flag?

Here's another Norwegian product on sale directly above the Scottish flag:



Again we have Shona proudly displaying the Scottish flag suggesting to consumers that the salmon is Scottish:



And below, directly above more Scottish flags, is another Norwegian product which only eagle-eyed customers would spot - see the small 'C' code:



Then look on the back to see that it is Norwegian:

for home freezing. ... it is still suitable

Additional information

- For recipe inspiration and to see how we work with suppliers visit www.tesco.com/realfood



Farmed in Scotland (B),
Norway (C). For country of
origin see the letter in
the use by box on the front
of pack.
Produced in Scotland (U.K.)
for Tesco Stores Ltd.,
Cheshunt EN8 9SL, U.K.
© Tesco 2013. SC2073



More obviously Norwegian, but no less misleading as it is sold in the 'Scottish' section is this product:



And here's another blatant breach (similar to the breaches reported in your Inverness Inches store):





Far from being Scottish, these products next to the "I'm Scottish" advert is from Norway:



small amounts, please visit: www.tesco.com

Storage: • Keep refrigerated. • Once opened, consume within 2 days and by 'use by' date shown. • Use by: see front of pack.

Additional information: • For recipe inspiration and to see how we work with suppliers visit

www.tesco.com/realfood

Farmed in Scotland (B), Norway (C). For country of origin see the letter in the use by box on the front of the pack. Produced in Scotland (U.K.) for Tesco Stores Ltd., Cheshunt EN8 9SL, U.K. © Tesco 2013. SC2073

185g e



Your 'Saucy' product was also Norwegian or Scottish:



Which country is it?!

Your "organic" farmed salmon was certainly from Norway not Scotland (even though "organic" farmed salmon is available from Scottish farms):



TESCO Organic
work, live, with nature

Produced in
Setevika Nord,
Romsdalfjord, Norway

31 Mar 31 Mar

0.248 £24.00 £5.95

Salmon fillets

4 081 1147

TESCO Organic
work, live, with nature

Produced in
Setevika Nord,
Romsdalfjord, Norway

UK
GG 314
EC

Expiry used 30 Mar Use by 30 Mar

WEIGHT 0.231 Price per kg £24.00 Price £5.54

4 081 1147

TESCO Organic
work, live, with nature

Produced in
Setevika Nord,
Romsdalfjord, Norway

UK
GG 314
EC

Expiry used 30 Mar Use by 30 Mar

WEIGHT 0.231 Price per kg £24.00 Price £5.54

4 081 1147

£24.00 KG
£10.89 LB

TESCO ORGANIC SALMON FILLETS

and Clubcard points too

4 081 1147



Why doesn't Tesco at least stock "organic" Scottish farmed salmon?

I asked to speak to the manager to file a complaint and spoke to Andy the Produce Manager - I politely pointed out the breaches of Trading Standards such as the "I'm Scottish" advert next to the Norwegian farmed salmon and the Norwegian farmed salmon sold directly above the Scottish flag:



I watched as he instructed one of the staff to remove the Scottish flags from near the Norwegian farmed salmon:





[Andy the Produce Manager is on the right]

Here's Tesco's Produce Manager removing the Scottish flags:



Finally, perhaps Tesco should remove all Scottish flags and adverts suggesting "100% Scottish" and "I'm Scottish" or source exclusively from Scottish salmon farms?

On a positive note, a final visit this morning to your store in Edinburgh (near the Botanical Gardens) at ca. 7.50am found compliant labelling (although the fishmonger section was not yet open). There was an advert claiming "100% Scottish" (the same as in Perth and Inverness):



And in the salmon aisle the product on sale looked all Scottish - with a 'B' code on the salmon and a Scottish flag on individual packs:



So it is easily possible to comply with Trading Standards. Why then is Tesco misleading customers across Scotland about the provenance of their salmon?

Is it much cheaper to import farmed salmon from Norway than to source locally from Scotland?

It appears obvious that Tesco is trying to have their salmon cake and eat it - by both importing cheaper foreign farmed salmon and then also marketing itself as Scottish and supporting local farmers.

Shame on you Tesco - this is a shameless scam, 'Scottish' salmon sham and consumer con.

I will be forwarding this complaint to Trading Standards and would also appreciate a swift reply from Tesco detailing how you are going to rectify the blatant breaches in Trading Standards.

Thanks,

Don

Don Staniford

Director, Global Alliance Against Industrial Aquaculture (GAAIA):
<http://www.salmonfarmingkills.com>

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`..._...^`...>(((^>`..._...^`...>(((^>

#6 Complaint: Aviemore (30 March 2014)

From: ceo.customerservice@tesco.co.uk [mailto:ceo.customerservice@tesco.co.uk]
Sent: 01 April 2014 14:40
To: salmonfarmingkills@gmail.com
Subject: Email to Chief Executive's Office

Dear Mr Staniford

Thank you for your emails addressed to the Chief Executive's Office, to which I have been asked to respond.

I am currently investigating this matter further and will be in contact once this has been completed. Thank you for your continued patience.

Kind regards

Lindsay Gibb
Customer Service Executive



From: Don Staniford [mailto:salmonfarmingkills@gmail.com]
Sent: 31 March 2014 10:08
To: 'ceo.customerservice@tesco.co.uk'
Cc: 'customer.service@tesco.co.uk'
Subject: New complaint - Tesco in Aviemore

Further to previous complaints, please consider this another formal complaint regarding your Aviemore store.

The photos were taken yesterday afternoon (Sunday 30 March) at ca. 4pm.

Salmon on sale right next to the Scottish flag and "Enjoy the taste of Scotland.." sign was Norwegian not Scottish:



The 'C' code on the front refers to Norway (as stated on the back):



Then in the meat section there are "I'm Scottish" venison products - from Highland Game - which are made from venison from New Zealand!!



Produced in Scotland using venison
from UK and NZ and Pork from UK.
Highland Retail
Baird Avenue
Dundee DD2 3TN.
www.highlandgame.com

UK
1178
EC

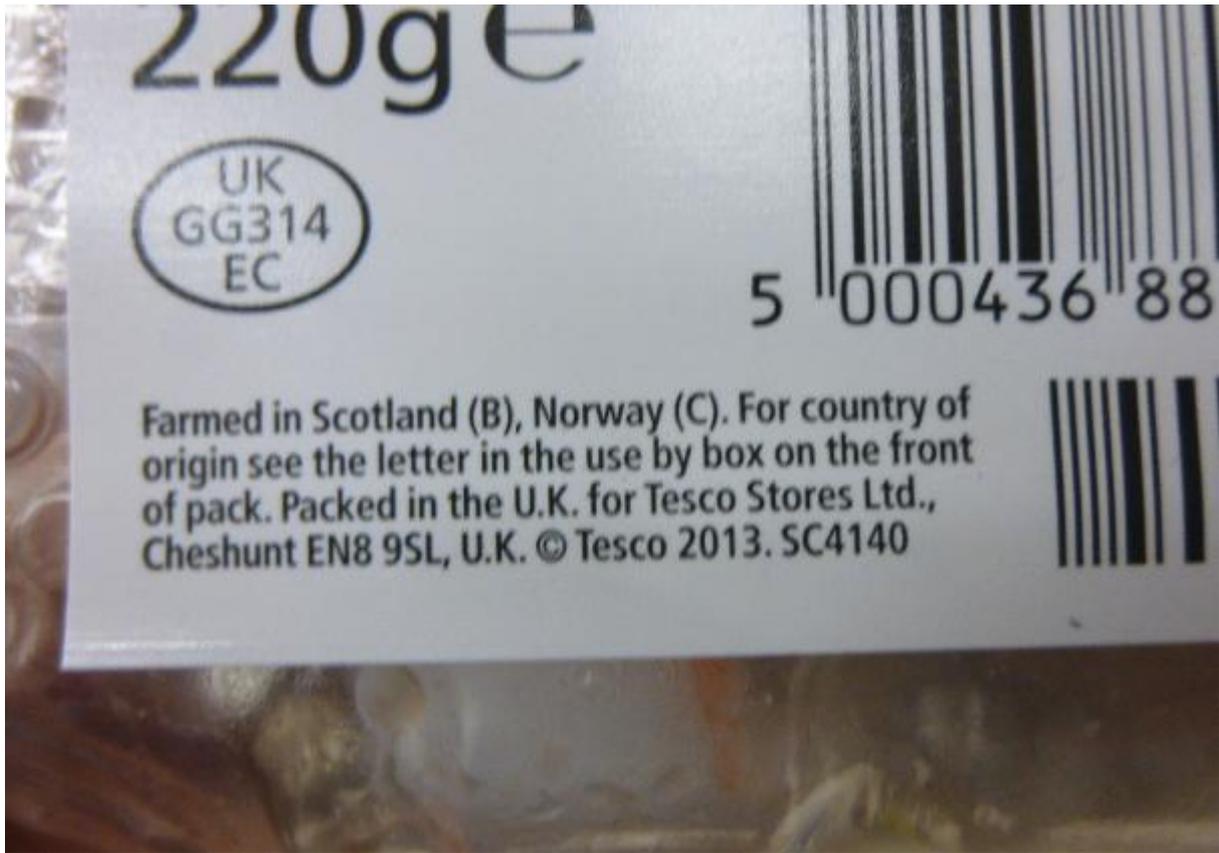
In the fish section, as in Ullapool and in Inverness, there is a sign which has a Scottish flag and claims to have a "great selection of locally sourced salmon":



However, on examination EVERY single salmon product is from Norway not Scotland! This is a blatant lie and breach of Trading Standards. Here's the salmon product right next to the Scottish flag:



As we know by now 'C' is the code for Norway:



Next along is another Norwegian product:



Again 'C' on the front = farmed in Norway:



Then we have a blatant breach of the Fish Labelling Regulations - this product doesn't even have a code (presumably it is another 'C' for Norway):



But it states "Farmed in Scotland, Norway" - surely Tesco must name one specific country?!

or recipe inspiration and to see how we work with
n/realfood

ical
16g)
ains
24kJ
kcal
3.5g
0.4g
trace
1.5g
0.4g

100g e



**Farmed in Scotland (U.K.), Norway.
Packed in Scotland (U.K.) for Tesco Stores
Ltd., Cheshunt EN8 9SL, U.K. © Tesco 2011.
SC2073**

Then we have another Norwegian farmed salmon product:



Here's the entire fish display and there were ZERO Scottish salmon products - it was 100% Norwegian:



Customers expecting to "Enjoy the Taste of Scotland" would be very disappointed with the taste of Norwegian farmed salmon.

From: Don Staniford [mailto:salmonfarmingkills@gmail.com]
Sent: 31 March 2014 10:06
To: 'ceo.customerservice@tesco.co.uk'
Cc: 'customer.service@tesco.co.uk'
Subject: Further complaint re. Tesco's Inches store in Inverness

Please consider this a further complaint re. Tesco's Inches store following a visit yesterday (ca. 5pm) with my baby girl:



It is patently clear that Tesco's assurances re. rectifying the breaches of Trading Standards are empty promises. Your email of Friday evening (28 March) claimed that the situation was rectified:

"I apologise for the label showing Scotland and Norway on it, this has been addressed with our Buying Manager and Counters Manager. I also discussed your comment about 'catch zone' and it was agreed this could be worded better and this feedback has been taken on board. I have spoken with each of the Store Managers regarding the 'I'm Scottish' labels and they all passed on their apologies for them being misplaced. They have provided refresher training to their staff, highlighting the importance of checking where these are placed to ensure they are placed next to the correct products.....I am very sorry for the inconvenience this issue has caused and I thank you for bringing the matter to our attention and allowing us to rectify it."

The situation had certainly improved since my last visit and complaint. However, there was one "I'm Scottish" label which was still misleading. Although it was directly below a Scottish salmon product it was in close proximity to the ubiquitous Lyons salmon product marked "Farmed in Norway":



Then right next to the Scottish flag and claim of a "great selection of locally sourced salmon" is Norwegian farmed salmon:

**We have a great
selection of
locally sourced
salmon,
mackerel, loch
trout, mussels
and crab**



TESCO
FISH TO COOK
£6.49
£2.94

£4.50
£2.99
TESCO
FISH TO COOK





And above this Norwegian farmed salmon, also right next to the Scottish flag was more "organic" Norwegian salmon:



Next along was a side of Norwegian farmed salmon - marked with the 'C' code:



Then we have a clear breach of the "I'm Scottish" labels despite Tesco's assurances that the situation had been rectified after refresher training for their staff - see the 'C' code in the three salmon products:



UK
GG314
EC

5 00043

Farmed in Scotland (B), Norway (C). For country of origin see the letter in the use by box on the front of pack. Packed in the U.K. for Tesco Stores Ltd., Cheshunt EN8 9SL, U.K. © Tesco 2013. SC4140

Thanks - please provide a receipt for this complaint.

Don

Don Staniford

Director, Global Alliance Against Industrial Aquaculture (GAAIA):
<http://www.salmonfarmingkills.com>

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#8 Complaints passed onto other Trading Standards offices across Scotland

Replies (as of 1 April 2014) include Shetland Islands Council, Argyll & Bute Council and Orkney Islands Council:

From: Marsh David@Infrastructure Svs **On Behalf Of** Trading Standards@Infrastructure Svs
Sent: 01 April 2014 18:36
To: 'Don Staniford'
Subject: RE: Tesco - breach of Trading Standards for salmon in Shetland? (C007599)

Hello Don,

Thank you for your email, which was passed to me on my return to the office from holiday this morning.

I will respond to you more fully once I have had an opportunity to look properly into the issues which you raise.

Yours,

David Marsh
Team Leader - Trading Standards
Shetland Islands Council
Environmental Health & Trading Standards
Charlotte House
Commercial Road
Lerwick
Shetland
ZE1 0LX

Tel: 01595 744887
Fax: 01595 744802

Email: trading_standards@shetland.gov.uk

Website: www.shetland.gov.uk/tradingstandards

-----Original Message-----

From: enquiries@argyll-bute.gov.uk [mailto:enquiries@argyll-bute.gov.uk]

Sent: 01 April 2014 14:25

To: salmonfarmingkills@gmail.com

Subject: Re: Tesco - breach of Trading Standards for salmon in Argyll?

01/04/2014

Dear Mr Staniford

I acknowledge receipt of your enquiry detailed below.

Your enquiry has been passed to Customer Services who will contact you direct in due course.

Regards,

Customer Services Centre Team

From: Gary Foubister [mailto:Gary.foubister@orkney.gov.uk]

Sent: 31 March 2014 15:26

To: 'salmonfarmingkills@gmail.com'

Subject: Salmon on display at Tesco, Kirkwall, Orkney

Good afternoon

I confirm receipt of the information you have kindly supplied detailing issues with certain Tesco stores and their "Scottish" salmon claims.

I will look into this matter and respond accordingly.

Many thanks

Gary

Gary Foubister
Trading Standards Manager
Development and Infrastructure
Orkney Islands Council
Council Offices
Kirkwall
Orkney
KW15 1NY
Tel: 01856 873535 Ext: 2831
gary.foubister@orkney.gov.uk