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4 May 2022

Dear Sir/Madam,

### Complaint Vs Sainsbury's Advert for "Responsibly Sourced Salmon"

Please consider this a formal complaint against the following advertisement by Sainsbury's which was [published in iNews on 23/24 April 2022](#).



A better copy was [Tweeted online here](#) by [Sue Everett on 24 April 2022](#).



Sue Everett  
@suesustainable

Big ad for "responsibly sourced salmon" in this weekend's [@theipaper](#) . No mention of in 2014 460,000 tonnes of wild-caught fish were used to produce 179,000 tonnes of salmon in Scotland. What's sustainable about that? [@rspcaassured](#) [@TheGAAIA](#) [@SainsburysNews](#)



4:58 PM · Apr 24, 2022 · Twitter for Android

41 Retweets 7 Quote Tweets 146 Likes

A [video advert on Facebook by Sainsbury's dated 6 April 2022](#) repeats the "responsibly" sourced claim with specific reference to certification by the Aquaculture Stewardship Council (ASC).

**We're the first UK supermarket to responsibly source all our fresh salmon from Scotland**

Various [posts on Facebook by the ASC](#) have falsely promoted the idea that farmed salmon is “responsible”:

 **ASC - Aquaculture Stewardship Council** ...  
April 22 at 8:14 AM · 🌐

Included under the salmon umbrella there are many varieties—each with its own flavour profile, texture, and range of ideal cooking preparations. If you're a salmon lover you're going to want to use this list as a cheat sheet the next time you're grocery shopping and remember to choose ASC labelled salmon to ensure it is responsibly farmed: <https://bit.ly/36F329m>  
[#aquaculture](#) [#responsibleaquaculture](#) [#salmon](#)



DELISH.COM i  
**Confused About Salmon? These Are 7 Major Types To Know**



# SALMON MYTH BUSTING

**MYTH**  
SALMON FARMING CAN ONLY BE SUSTAINABLE IF IT IS DONE ON LAND.

**FACT**  
ANY TYPE OF FOOD PRODUCTION WILL HAVE IMPACTS. THE ASC CERTIFICATION PROVIDES THE BEST INDICATION OF WHETHER A SALMON FARM IS RESPONSIBLE.



The [advert published in iNews on 23/24 April 2022](#) appears to have been published on the back of a new marketing campaign [launched by Sainsbury's on 5 April 2022](#) which falsely claims that Scottish salmon is “both environmentally and socially responsible” (with reference to both the ASC and the [corrupted RSPCA Assured scheme](#)):



Sainsbury's has become the first UK supermarket to have 100% of its fresh Scottish salmon range independently certified by the Aquaculture Stewardship Council (ASC). Seafood that carries the ASC logo has been sourced from farms that have been independently certified as both environmentally and socially responsible.

This complaint follows a complaint and hard evidence filed by Scottish Salmon Watch against ‘responsible’ salmon farming in November 2021:

[Irresponsibly Farmed Scottish Salmon - Complaints Filed Vs Supermarkets with Advertising & Trading Standards!](#)

[Complaint to the Advertising Standards Authority Vs ‘Responsibly Farmed’ Mowi Scottish salmon as advertised by Tesco & Sainsbury’s](#)

[Media Backgrounder: Irresponsibly Farmed Scottish Salmon](#)

[Complaint to the Competition & Markets Authority and Trading Standards Vs Supermarkets \(Aldi, ASDA, Lidl, M&S, Morrisons, Sainsbury’s, Tesco & Waitrose\) for deceptive marketing of ‘Responsibly Farmed’ & ‘Responsibly Sourced’ Scottish Salmon](#)

[Hard Evidence Submitted with CMA & Trading Standards Complaint](#)

[Supermarkets Investigated by Competition and Markets Authority - "Responsibly Farmed/Sourced" Green Claims Questioned!](#)

[Bullshit Called on M&S's "Responsibly Sourced" Scottish Salmon!](#)

[Gotcha: Mowi's "Responsibly Farmed" Scottish Salmon Caught in Advertising Standards Net!](#)



Since November 2021, further evidence demonstrating the irresponsible nature of ASC-certified salmon farming has been published:

[Exposed: 40 Million+ Litres of Toxic Hydrogen Peroxide Used on 'Responsibly Farmed', RSPCA Assured & 'Organic' Scottish Salmon Since 2016!](#)

[1.8 Million Morts Reported on Scottish Fish Farms Already in 2022!](#)

[Revealed: 30+ Million Dead Scottish Salmon Since 2017 - over 8 million morts reported last year & over half a million in first two weeks of 2022!!](#)

[The Ferret/Sunday National: "Use of Drugs At Fish Farms Rises 50 Times in Six Years"](#)

[Drug Addict Alert: Scottish Salmon's Fifty-Fold Increase in Antibiotics Since 2016!](#)

[Media Backgrounder: "Mowi's Increasing Disease Problems Drives Increases in Antibiotic Use"](#)

[Toxic Scottish Salmon - Chemical Use Doubles Since 2018!](#)

[Mowi's "Woes in Scotland" - Disease & Deaths Cause £5.6 Million Losses!](#)

[Bullshit Called on Mowi's "Sustainability" Claims!](#)

[Complaint vs Ocado & Sainsbury's 'Organic' Scottish Salmon "Farmed Responsibly" by Mowi Filed with Trading & Advertising Standards](#)

[Mowi Challenged to Back Up 'Green Claims' \(After Ocado Pass the Buck\)!](#)

[Mowi's Pure Bullshit \(#1 in a regular series\): "hardly any chemical treatments at all"](#)

[ASC-Certified/Audited Mass Mortalities Pile Up at Lousy Mowi & Scottish Sea Farms!](#)

[Mowi's 'Host' With the Most...Toxic Chemicals & Antibiotics \(certified as "responsibly farmed" by the ASC\)!](#)

[ASC cancel Mowi certifications due to exceedances of antibiotics use, escape & "administrative reasons"!](#)

[Mass mortalities at ASC-certified Mowi!](#)

[Greenwashing 'Sustainable' Salmon - how supermarkets brand themselves as "responsible" via ClientEarth!](#)



Scamon Scotland [reported in March 2022:](#)

Salmon farms reporting the use of toxic Hydrogen peroxide – [shown by peer-reviewed science to be lethal to shellfish](#) and [seaweed/kelp](#) – during 2021 and 2020 include sites [certified as 'organic' by the Soil Association](#) (Mowi's Portnalong salmon farm in Loch Harport; Mowi's salmon farm at Sconser in Balmeanach Bay and Mowi's Invasion Bay salmon farm in Loch Sunart); sites [certified as "farmed responsibly" by the Aquaculture Stewardship Council](#) (Mowi's salmon farms at MacLeans Nose, Rum, Stulaigh Island, Invasion Bay) and sites [currently being audited by the Aquaculture Stewardship Council](#) (Mowi's salmon farms at Ardintoul, Camus Glas, Caolas a Deas East, Caolas a Deas West, Sron (Alsh) and Grey Horse Channel; and salmon farms operated by Scottish Sea Farms at Tanera (Summer Isles), Westerbister and Toy Ness):

Year	Site Name	Operator (at date of submission)	Hydrogen Peroxide (litres)
2021	Westerbister	Scottish Sea Farms Ltd	80471
2021	Ardintoul	Mowi Scotland Ltd	66775
2021	Camus Glas	Mowi Scotland Ltd	64640.75
2021	MacLeans Nose	Mowi Scotland Ltd	42120.25
2021	Groatay	Mowi Scotland Ltd	39962.5
2021	Invasion Bay	Mowi Scotland Ltd	36651
2021	Grey Horse Channel	Mowi Scotland Ltd	34850
2021	Sron	Mowi Scotland Ltd	29983
2021	Caolas a Deas West	Mowi Scotland Ltd	15047.5
2021	Portnalong	Mowi Scotland Ltd	14599.5
2021	Tanera 2	Scottish Sea Farms Ltd	10880
2021	Bring Head, Hoy	Scottish Sea Farms Ltd	10481
2021	Tanera 1	Scottish Sea Farms Ltd	9832
2021	Duich	Mowi Scotland Ltd	9750
2021	Stulaigh Island	Mowi Scotland Ltd	8950
2021	Sconser, Balmeanach Bay	Mowi Scotland Ltd	7979
2021	Toy Ness	Scottish Sea Farms Ltd	4412
2021	Caolas a Deas East	Mowi Scotland Ltd	2227.5
2021	Isle of Rum	Mowi Scotland Ltd	1500



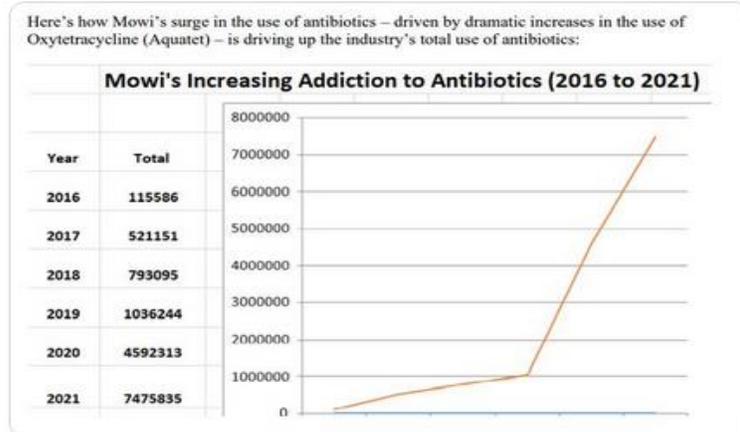
\$camon \$cotland [reported in February 2022:](#)



**Don Staniford**  
@TheGAAIA



Mowi's drug addiction is in the class of Amy Winehouse!  
"They tried to make me go to Rehab, But I said no, no, no"  
[@MowiScotlandLtd](#) [@ScotlandSalmon](#) [@Folketrygdfond](#)  
[@ScottishEPA](#) [@vmdgovuk](#)  
Boycott pharmed salmon! [tinyurl.com/2su7xm5z](https://tinyurl.com/2su7xm5z)



9:38 AM · Feb 28, 2022



Here's details of Mowi's alarming use of antibiotics in 2020 and 2021 – including at sites [currently certified as 'organic' by the Soil Association](#) (Invasion Bay) and sites [currently certified as "responsibly farmed" via the Aquaculture Stewardship Council](#) (MacLeans Nose, Marulaig Bay, Stulaigh Island, Ardgour/Linnhe, Invasion Bay and Gorsten):

Year	Operator	Site Name	Florocol (grams)	Aquatet (grams)
2021	Mowi Scotland Ltd	Ardintoul		1136362
2021	Mowi Scotland Ltd	Ardnish		13999.96
2021	Mowi Scotland Ltd	Camas Glas	22500	
2021	Mowi Scotland Ltd	Caolas a Deas East	18614	
2021	Mowi Scotland Ltd	Caolas a Deas West	191386	
2021	Mowi Scotland Ltd	Erisort, North Shore East		942930
2021	Mowi Scotland Ltd	Erisort, North Shore West		812070
2021	Mowi Scotland Ltd	Hellisay		270000
2021	Mowi Scotland Ltd	MacLeans Nose		1836000
2021	Mowi Scotland Ltd	Maol Ban		351000
2021	Mowi Scotland Ltd	Noster	315392.5	
2021	Mowi Scotland Ltd	Sconser Quarry		105000
2021	Mowi Scotland Ltd	Seaforth	283080	
2021	Mowi Scotland Ltd	Tabhaigh		1177500

Year	Operator	Site Name	Florocol (grams)	Aquatet (grams)
2020	Mowi Scotland Ltd	Am Maol, Isle of Muck	25000	
2020	Mowi Scotland Ltd	Ardgour, Loch Linnhe	24	
2020	Mowi Scotland Ltd	Ardintoul	5355	
2020	Mowi Scotland Ltd	Ardnish	144	
2020	Mowi Scotland Ltd	Bagh Dail nan Ceann		3674440
2020	Mowi Scotland Ltd	Camas an Leim, Torridon	2250	761600
2020	Mowi Scotland Ltd	Carradale North	800	
2020	Mowi Scotland Ltd	Carradale South	1700	
2020	Mowi Scotland Ltd	Gorsten	1108	
2020	Mowi Scotland Ltd	Greshornish	95000	
2020	Mowi Scotland Ltd	Invasion Bay		12861
2020	Mowi Scotland Ltd	Kingairloch	8000	
2020	Mowi Scotland Ltd	Marulaig Bay	1280	
2020	Mowi Scotland Ltd	Sconser Quarry	431	
2020	Mowi Scotland Ltd	Sron	600	
2020	Mowi Scotland Ltd	Stulaigh Island	1720	

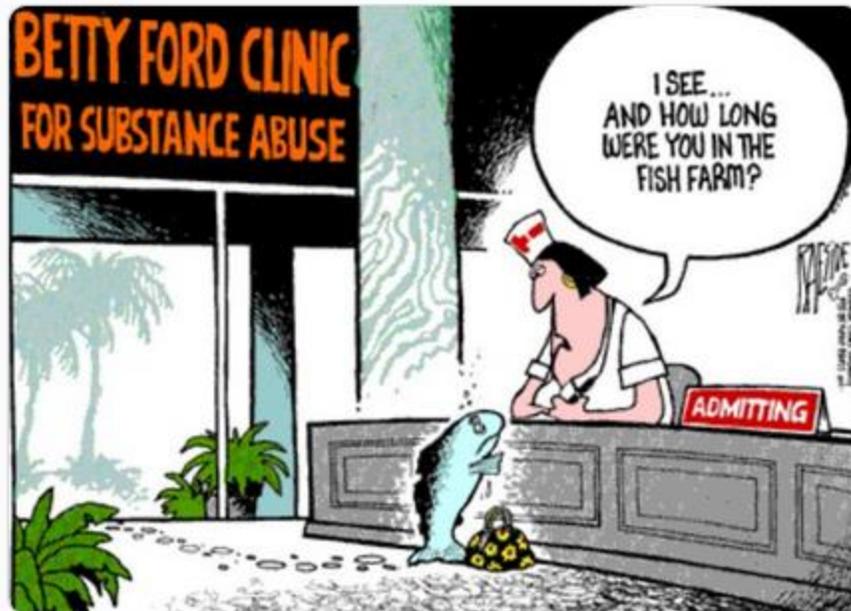


**Don Staniford**

@TheGAAIA



"Scottish salmon is a hopeless drug addict that surely belongs on the floor with the Trainspotting junkies not welcomed into your kitchen & served as 'healthy' food. Norwegian giant Mowi should check itself into rehab to curb their drug dependency" [tinyurl.com/5ctya65s](https://tinyurl.com/5ctya65s)



6:13 PM · Feb 27, 2022



Scamon Scotland [reported in February 2022](#):



**Don Staniford**  
@TheGAAlA



EXPOSED: Salmon Scotland's Dirty Trade in Cleaner Fish  
[tinyurl.com/3vb39yvm](https://tinyurl.com/3vb39yvm)  
 Scottish salmon farming – along with millions of cleaner fish – is dead in the water! @ScotlandSalmon  
 @MowiScotlandLtd @scotseafarms @marinescotland  
 @onekindtweet @mcsuk @TheOpenSeas @ciwf @scotgp



Dead salmon and lumpsuckers. Credit [Scottish Salmon Watch](#).

6:07 AM · Feb 1, 2022



Scottish Salmon Watch [revealed last month the endemic use of toxic chemicals at salmon farms](#) – [including Mowi's ASC-certified salmon farms at MacLeans Nose and in Loch Sunart](#). Mowi's MacLeans Nose salmon farm – managed by Rosie Curtis – [reported a staggering 17 doses of Azamethiphos and Emamectin benzoate between January 2019 and June 2021](#):

Date	Submitted By	Site Name	Azamethiphos (g)	Emamectin Benzoate (g)
01-Apr-21	Mowi Scotland	MacLeans Nose	6840	0
01-Apr-19	Mowi Scotland	MacLeans Nose	6060.000092	0
01-Mar-21	Mowi Scotland	MacLeans Nose	4160	0
01-Feb-19	Mowi Scotland	MacLeans Nose	4000	0
01-Jan-21	Mowi Scotland	MacLeans Nose	3150	210
01-May-19	Mowi Scotland	MacLeans Nose	2760	0
01-Mar-19	Mowi Scotland	MacLeans Nose	2400.000036	0
01-Jun-21	Mowi Scotland	MacLeans Nose	2250	0
01-Feb-21	Mowi Scotland	MacLeans Nose	2250	0
01-Apr-20	Mowi Scotland	MacLeans Nose	1200.000018	0
01-Jul-19	Mowi Scotland	MacLeans Nose	1200.000018	0
01-Jun-19	Mowi Scotland	MacLeans Nose	1000.000015	441
01-May-21	Mowi Scotland	MacLeans Nose	900	0
01-Jan-19	Mowi Scotland	MacLeans Nose	690	0
01-Dec-20	Mowi Scotland	MacLeans Nose	0	98.8

Scottish Salmon Watch (renamed \$camon \$cotland on 1 February 2022) [reported in January 2022](#):



Mowi's Caolas a Deas East salmon farm in Loch Shell (another site [currently being audited by the Aquaculture Stewardship Council](#)) has reported a shocking 24 doses of toxic chemicals since January 2019 including [doses of Azamethipos, Deltamethrin and Emamectin benzoate all in the month of August 2021!](#):

Date	Site Name	Submitted By	Emamectin Benzoate (g)	Azamethiphos (g)	Deltamethrin (g)
01-Sep-21	Caolas a Deas East	Mowi Scotland	0	510	0
01-Aug-21	Caolas a Deas East	Mowi Scotland	500	3060	50
01-Jul-21	Caolas a Deas East	Mowi Scotland	0	2750	40
01-Jun-21	Caolas a Deas East	Mowi Scotland	0	2040	0
01-May-21	Caolas a Deas East	Mowi Scotland	0	2550	0
01-Apr-21	Caolas a Deas East	Mowi Scotland	0	1550	0
01-Mar-21	Caolas a Deas East	Mowi Scotland	0	1550	0
01-Jan-21	Caolas a Deas East	Mowi Scotland	85	1425	0
01-Dec-20	Caolas a Deas East	Mowi Scotland	44	0	0
01-Mar-20	Caolas a Deas East	Mowi Scotland	0	310.0000024	10
01-Dec-19	Caolas a Deas East	Mowi Scotland	576.2	1240.00001	0
01-Nov-19	Caolas a Deas East	Mowi Scotland	0	1709.999988	0
01-Aug-19	Caolas a Deas East	Mowi Scotland	0	950	0
01-Jul-19	Caolas a Deas East	Mowi Scotland	0	1149.999983	0
01-May-19	Caolas a Deas East	Mowi Scotland	126.4816	250	0
01-Mar-19	Caolas a Deas East	Mowi Scotland	0	0	62.5
01-Feb-19	Caolas a Deas East	Mowi Scotland	0	500	0
01-Jan-19	Caolas a Deas East	Mowi Scotland	0	750	0

Another Mowi salmon farm in Loch Duich (a site located within a Special Area of Conservation and [currently being audited by the Aquaculture Stewardship Council](#)) reported three consecutive doses of the [lobster-killing chemical Deltamethrin](#) between July and September 2021 and three consecutive doses of [lobster-killing Azamethiphos](#) between June and August 2019:

Date	Site Name	Submitted By	Azamethiphos (g)	Deltamethrin (g)
01-Sep-21	Duich	Mowi Scotland	0	180
01-Jul-21	Duich	Mowi Scotland	0	180
01-Aug-21	Duich	Mowi Scotland	0	168
01-Aug-19	Duich	Mowi Scotland	1500.00006	0
01-Jul-19	Duich	Mowi Scotland	600	0
01-Jun-19	Duich	Mowi Scotland	3450.000125	0
01-Apr-19	Duich	Mowi Scotland	0	0
01-Jan-18	Duich	Marine Harvest	3600.000131	0

Mowi's [ASC-certified salmon farm at MacLeans Nose in Loch Sunart](#) has reported a crustacean-killing 23 doses of toxic chemicals since January 2018 including the triple whammy of Azamethiphos, Deltamethrin and Emamectin benzoate use in August 2021 and 10 doses of toxic chemicals in the first nine months of 2021:

Date	Site Name	Submitted By	Azamethiphos (g)	Deltamethrin (g)	Emamectin Benzoate (g)
01-Aug-21	MacLeans Nose	Mowi Scotland	900	40	491.4
01-Jul-21	MacLeans Nose	Mowi Scotland	0	200	0
01-Jun-21	MacLeans Nose	Mowi Scotland	2250	0	0
01-May-21	MacLeans Nose	Mowi Scotland	900	0	0
01-Apr-21	MacLeans Nose	Mowi Scotland	6840	0	0
01-Mar-21	MacLeans Nose	Mowi Scotland	4160	0	0
01-Feb-21	MacLeans Nose	Mowi Scotland	2250	0	0
01-Jan-21	MacLeans Nose	Mowi Scotland	3150	0	210
01-Dec-20	MacLeans Nose	Mowi Scotland	0	0	98.8
01-Apr-20	MacLeans Nose	Mowi Scotland	1200.000018	0	0
01-Jul-19	MacLeans Nose	Mowi Scotland	1200.000018	0	0
01-Jun-19	MacLeans Nose	Mowi Scotland	1000.000015	0	441
01-May-19	MacLeans Nose	Mowi Scotland	2760	0	0
01-Apr-19	MacLeans Nose	Mowi Scotland	6060.000092	0	0
01-Mar-19	MacLeans Nose	Mowi Scotland	2400.000036	0	0
01-Feb-19	MacLeans Nose	Mowi Scotland	4000	0	0
01-Jan-19	MacLeans Nose	Mowi Scotland	690	0	0
01-Dec-18	MacLeans Nose	Marine Harvest	230.0000021	0	0
01-Jan-18	MacLeans Nose	Marine Harvest	600	0	0

Mowi's Grey Horse Channel salmon farm (another site [currently being audited by the Aquaculture Stewardship Council](#)) has reported a staggering 20 doses of toxic chemicals since May 2019 including doses of both Emamectin benzoate and Azamethiphos in September 2021 with doses of Azamethiphos used in May, June, August and September 2021 with Emamectin benzoate used in July 2021:

Date	Site Name	Submitted By	Azamethiphos (g)	Deltamethrin (g)	Emamectin Benzoate (g)
01-Sep-21	Grey Horse Channel	Mowi Scotland	1500	0	500
01-Aug-21	Grey Horse Channel	Mowi Scotland	2700	0	0
01-Jul-21	Grey Horse Channel	Mowi Scotland	0	0	224.4
01-Jun-21	Grey Horse Channel	Mowi Scotland	5250	0	0
01-May-21	Grey Horse Channel	Mowi Scotland	4900	0	162
01-Oct-20	Grey Horse Channel	Mowi Scotland	350	0	0
01-Sep-20	Grey Horse Channel	Mowi Scotland	3150	7	0
01-Aug-20	Grey Horse Channel	Mowi Scotland	0	195	0
01-Jul-20	Grey Horse Channel	Mowi Scotland	1750	0	0
01-Jun-20	Grey Horse Channel	Mowi Scotland	960	0	0
01-Mar-20	Grey Horse Channel	Mowi Scotland	289.9999917	0	0
01-Feb-20	Grey Horse Channel	Mowi Scotland	0	0	0
01-Nov-19	Grey Horse Channel	Mowi Scotland	4059.999925	0	0
01-Aug-19	Grey Horse Channel	Mowi Scotland	289.9999917	0	253.2
01-Jul-19	Grey Horse Channel	Mowi Scotland	579.9999833	0	0
01-Jun-19	Grey Horse Channel	Mowi Scotland	2899.999917	0	0
01-May-19	Grey Horse Channel	Mowi Scotland	0	0	48



Scottish Salmon Watch [reported in January 2022](#):

Data [published by the Scottish Government last week](#) (12 January 2022) shows that mass mortalities at salmon farms in Scotland exceeded 700,000 in December alone (data only published until mid December) - here's the largest 'Mass Mortality Events' reported to the Fish Health Inspectorate by salmon farming companies (headed by The Scottish Salmon Company and Mowi) including 44,328 morts at [ASC-audited Camus Glas \(Mowi\)](#):

Event #	Business Name	Site Name	Date reported	Mort %	Explained reasons	Mort #s	Additional information	Action taken by FHI
MRT02671	Scottish Salmon Company	Taranaish	06/12/2021	28.73	Gill Health Related	129650	Freshwater treatment	FHI visiting WB 06/12/2021. Company contacted for further info. Treatments for fungus were delayed due to weather. Fish being transferred to sea. Fish that have been transferred are now doing well (0.05% mortality in Torridon). Site fallow in week 50. No further action.
MRT02666	Mowi Scotland Ltd	Loch Ness	06/12/2021	15.81	Fungus	89190		Site inspected on 07/12/2021 with APHA. Diagnostic taken with results so far positive for IPNV. Hydrolicer planned in Wk49. Forecasting that mortalities will continue to remain high. Feeding still low.
MRT02699	The Scottish Salmon Company	Taranaish	13/12/2021	23.42	Gill Health Related	75303	FW treatment complete week 48	
MRT02698	The Scottish Salmon Company	Eughlam	13/12/2021	5.18	Gill Health Related	56567	Freshwater treatment week 48/49	Freshwater treatment planned in Wk48/Wk49. PSI being conducted 13/12/2021 as inspectors were not able to get out to Eughlam due to weather and lack of available staff. Mortalities remaining above reporting threshold.
MRT02661	Mowi Scotland Ltd	Loch Ness	06/12/2021	3.12	Fungus	44526		Company made a typo in initial report - the fish were identified as 19g Q3 but they were actually 122g Q4. Treatments for fungus were delayed due to weather. Fish being transferred to sea. Fish that have been transferred are now doing well (0.05% week 48 mortality in Torridon). Site fallow in week 50. No further action.
MRT02662	Mowi Scotland Ltd	Camus Glas	06/12/2021	8.16	Gill Disease	44328		FHI visited 30/11/2021. No mortalities or moribunds observed on site and mortalities have decreased to 0.39% in week 47. FHI to

Case Information' [published by the Scottish Government's Fish Health Inspectorate on 6 January 2022](#) gives an insight into how Mowi is disposing of their 150,000+ dead bodies at their ASC-

certified salmon farm off the Isle of Rum - via the Aqua Scotia 'well-boat' (aka 'sick-boat') to Shetland ([Cases 2021-0415](#), p129-131):

Case No:	2021-0415	Date of visit:	14/10/2021
Time spent on site:	n/a	Main Inspector:	
Site No:	FS1317	Site Name:	Rum
Business No:	FB0119	Business Name:	Mowi Scotland Ltd

**Mortality (last 4 weeks)**

wb 04/10/2021 - 9.65% - 29119  
 wb 27/09/2021 - 7.08% - 34444  
 wb 20/09/2021 - 7.02% - 49282  
 wb 13/09/2021 - 6.22% - 52598

PSI conducted after repeated notification to FHI of high mortality on site.

<b>Mortality Information</b>	
1. Any recent increased or atypical mortalities? (last 4 weeks).	<input type="checkbox"/> Y
If yes, detail:	Gill disease and micro jellyfish bloom (see additional info)
2. Any increased mortalities? (since last inspection.)	<input type="checkbox"/> Y
If yes, detail:	see additional info.
3. How are mortalities disposed of?	Whole fish - TWMA (Shetland)
If other detail:	Being transported by Aquascotia to Shetland.



Scottish Salmon Watch [wrote to the Aquaculture Stewardship Council in January 2022:](#)



“Scottish Salmon Watch has serious concerns over the certification of toxic and disease-ridden Scottish salmon as "farmed responsibly" via the Aquaculture Stewardship Council,” [wrote Scottish Salmon Watch](#). “Surely the ASC is guilty of false advertising over your logo in relation to the certification of pharmed salmon? If the ASC was being more honest with consumers it would use the advertising and marketing logo "farmed irresponsibly".”



“In view of the [ASC's certification of Mowi's toxic, lice-infested and mortality-laden salmon farms](#), perhaps you should seriously think about deleting "farmed responsibly" in your marketing and advertising before falling foul of the regulators?” [suggested Scottish Salmon Watch](#).  
“Certifying [salmon farms with mortality rates in excess of 20%](#) makes a mockery of the ASC's salmon standards.”



**Don Staniford**  
@TheGAAIA



Mowi's "responsibly farmed" Scottish salmon sold by [@tesco](#) & [@sainsburys](#) is subject of a complaint filed by campaigners with advertising & trading standards [@ASA\\_UK](#) [@CMAgovUK](#) [@TSScot](#) [@SSC\\_seafood](#) [tinyurl.com/s9s8uy63](https://tinyurl.com/s9s8uy63)  
Scottish salmon is irresponsibly farmed!  
[@ScotlandSalmon](#)



4:18 PM · Nov 22, 2021



Scottish Salmon Watch [reported in January 2022](#):



**Don Staniford**  
@TheGAAIA



Revealed: Mowi's toxic salmon - farms currently being audited @ASC\_aqua as "responsibly farmed" have reported over a dozen doses of lobster-killing Deltamethrin, Azamethiphos & Emamectin benzoate since 2019! @MowiScotlandLtd @rspcaassured @ScotlandSalmon [tinyurl.com/4kuxecue](http://tinyurl.com/4kuxecue)

Submitted By	Site Name	Deltamethrin (g)	Azamethiphos (g)	Emamectin Ben	Submitted By	Site Name	Deltamethrin (g)	Azamethiphos (g)	Emamectin Ben
Mowi Scotland	Caolais a Deas West	0	348.999982	0	Mowi Scotland	MacLeans Noise	0	580	0
Mowi Scotland	Caolais a Deas West	0	950	0	Mowi Scotland	MacLeans Noise	0	4060.000092	0
Mowi Scotland	Caolais a Deas West	0	950	0	Mowi Scotland	MacLeans Noise	0	4100	0
Mowi Scotland	Caolais a Deas West	0	948.9999881	0	Mowi Scotland	MacLeans Noise	0	4000	0
Mowi Scotland	Caolais a Deas West	0	925	88	Mowi Scotland	MacLeans Noise	0	3150	220
Mowi Scotland	Caolais a Deas West	0	790	0	Mowi Scotland	MacLeans Noise	0	2700	0
Mowi Scotland	Caolais a Deas West	0	760	0	Mowi Scotland	MacLeans Noise	0	2400.000006	0
Mowi Scotland	Caolais a Deas West	0	758.9999903	342.9	Mowi Scotland	MacLeans Noise	0	2250	0
Mowi Scotland	Caolais a Deas West	0	758.9999905	0	Mowi Scotland	MacLeans Noise	0	2250	0
Mowi Scotland	Caolais a Deas West	0	570	0	Mowi Scotland	MacLeans Noise	0	1200.000018	0
Mowi Scotland	Caolais a Deas West	0	390	0	Mowi Scotland	MacLeans Noise	0	1200.000018	0
Mowi Scotland	Caolais a Deas West	10	388.9999976	0	Mowi Scotland	MacLeans Noise	0	1000.000013	441
Mowi Scotland	Caolais a Deas West	0	388.9999976	0	Mowi Scotland	MacLeans Noise	0	900	0
Mowi Scotland	Caolais a Deas West	0	0	138.518	Mowi Scotland	MacLeans Noise	0	490	0
Mowi Scotland	Caolais a Deas West	62.3	0	0	Mowi Scotland	MacLeans Noise	0	0	38.8

Submitted By	Site Name	Deltamethrin (g)	Azamethiphos (g)	Emamectin Ben
Scotland	Grey Horse Channel	0	5230	
Scotland	Grey Horse Channel	0	4900	
Scotland	Grey Horse Channel	0	4058.999925	
Scotland	Grey Horse Channel	7	3150	
Scotland	Grey Horse Channel	0	2898.999917	
Scotland	Grey Horse Channel	0	1750	
Scotland	Grey Horse Channel	0	900	
Scotland	Grey Horse Channel	0	579.9999833	
Scotland	Grey Horse Channel	0	350	
Scotland	Grey Horse Channel	0	288.9999917	
Scotland	Grey Horse Channel	0	288.9999917	
Scotland	Grey Horse Channel	0	0	
Scotland	Grey Horse Channel	195	0	



6:20 AM · Jan 6, 2022



Scottish Salmon Watch [reported in December 2021](#):



The latest mortality data was published by the Scottish Government’s Fish Health Inspectorate on 1 April 2022 – with Mowi ([the only company currently certified via the ASC supplying Scottish salmon](#)) filing 101 ‘Mortality Event Reports’ between 8 November 2021 and 3 March 2022 totaling 2.3 million dead salmon. Here are ‘Mortality Event Reports’ for Mowi salmon farms [already certified as ‘responsibly farmed’ via the ASC or currently undergoing an audit](#):

Event #	Name	Site	Date reported	Mort %	Explained reasons	Mort #s	Additional information
MRT02666	Mowi	Loch Ness	06/12/2021	15.81	Fungus	89190	
MRT02777	Mowi	Ardintoul	17/01/2022	8.74	Complex gill diseases and SRS.	69704	SRS being medicated with antibiotics.
MRT02661	Mowi	Loch Ness	06/12/2021	3.12	Fungus	44526	
MRT02662	Mowi	Camas Glas	06/12/2021	8.16	Gill Disease	44328	
MRT02746	Mowi	Ardintoul	03/01/2022	4.92	Complex gill disease and SRS.	43409	SRS being medicated with antibiotics.
MRT02761	Mowi	Ardintoul	10/01/2022	4.95	Complex gill diseases and SRS.	41496	SRS being medicated with antibiotics.

MRT02697	Mowi	Marulaig Bay	11/12/2021	6.44	Transport and Fungus	34769	
MRT02723	Mowi	Ardintoul	23/12/2021	2.64	Complex gill diseases and SRS.	23927	SRS being medicated with antibiotics.
MRT02619	Mowi	Loch Alsh (Sron)	19/11/2021	3.39	Jellyfish bloom and HSMI	23459	
MRT02707	Mowi	Loch Alsh (Sron)	16/12/2021	3.5	Complex gill diseases and environmental gill damage.	22424	
MRT02766	Mowi	Grey Horse Channel	10/01/2022	2.61	Complex gill diseases with AGD	21220	
MRT02812	Mowi	Ardintoul	20/01/2022	2.78	Complex gill diseases and SRS.	20202	
MRT02611	Mowi	Grey Horse Channel	11/11/2021	1.97%	AGD and FW Extended Treatments	17193	
MRT02706	Mowi	Ardintoul	16/12/2021	1.69	Complex gill diseases and SRS.	15556	SRS being medicated with antibiotics.
MRT02848	Mowi	Ardintoul	16/02/2022	2.01	Complex gill diseases and SRS.	13441	
MRT02749	Mowi	Grey Horse Channel	03/01/2022	1.56	Complex gill disease with AGD.	12917	
MRT02724	Mowi	Loch Alsh (Sron)	23/12/2021	2.06	Complex gill diseases and environmental gill damage.	12724	
MRT02747	Mowi	Loch Alsh (Sron)	03/01/2022	2.11	Complex gill disease and environmental gill damage.	12613	
MRT02762	Mowi	Loch Alsh (Sron)	10/01/2022	1.97	Complex gill diseases and environmental gill damage.	11529	
MRT02693	Mowi	Loch Alsh (Sron)	11/12/2021	1.73	Gill Disease, (Environmental)	11275	
MRT02726	Mowi	Rum	23/12/2021	2.92	CMS	10933	
MRT02778	Mowi	Loch Alsh (Sron)	17/01/2022	1.72	Complex gill diseases and environmental gill damage.	9861	
MRT02614	Mowi	Caolas A Deas	11/11/2021	2	Thermolicer losses	9676	
MRT02667	Mowi	Loch Alsh (Sron)	06/12/2021	1.43	Gill Disease, (Environmental)	9483	

Despite being ridden with infectious disease and dosed with antibiotics, Mowi's Ardinoul salmon farm was [awarded ASC certification on 20 April 2022](#) with Mowi's Lochalsh (Sron) salmon farm [awarded ASC certification on 28 March 2022](#).

Company Name	ASC Certificate Number	Cab Certificate ID	Farm (UoC)	Country/Territory	Species	Status	Certified Until
<u>Mowi Scotland</u>	<a href="#">ASC00122</a>	<a href="#">ASC-F-126</a>	Ardintoul Farm	United Kingdom	Salmo salar (Atlantic salmon)	Certified	2025-04-19
<u>Mowi Scotland</u>	<a href="#">ASC00162</a>	<a href="#">ASC-F-0116</a>	Lochalsh Farm	United Kingdom	Salmo salar (Atlantic salmon)	Certified	2025-03-27
<u>Mowi Scotland</u>	<a href="#">ASC01578</a>	<a href="#">ASC-F-0110</a>	Rum	United Kingdom	Salmo salar (Atlantic salmon)	Certified	2024-09-19
<u>Mowi Scotland</u>	<a href="#">ASC01790</a>	<a href="#">ASC-F-0123</a>	Grey Horse Channel	United Kingdom	Salmo salar (Atlantic salmon)	Certified	2025-04-07
<u>Mowi Scotland</u>	<a href="#">ASC01454</a>	<a href="#">ASC-F-0101</a>	Loch Ness	United Kingdom	Salmo salar (Atlantic salmon)	Certified	2024-03-02
<u>Mowi Scotland</u>	<a href="#">ASC00164</a>	<a href="#">ASC-F-0097</a>	Marulaig Bay	United Kingdom	Salmo salar (Atlantic salmon)	Certified	2024-01-13



How can ASC-certified Scottish salmon be advertised and marketed by Sainsbury's (and other retailers) as "responsibly sourced" when mortality rates, disease problems, toxic chemical use and use of antibiotics are so high?

The [latest data on sea lice infestation rates published in April 2022 by the Scottish Government](#) also highlights problems at Mowi's ASC certified and ASC audited salmon farms:

SITE_NAME	NAME	DATE	LICE #s	MITIGATION	ADDITIONAL_INFORMATION
Caolas A Deas	Mowi Scotland	25/10/2021	8.05	Harvesting	Thermolicer
Sconser Quarry	Mowi Scotland	29/11/2021	6.65	Harvesting	
Loch Harport	Mowi Scotland	22/11/2021	6.55	Bath	Salmosan
Loch Harport	Mowi Scotland	15/11/2021	6.06	Bath	Salmosan & Alphamax treatment ongoing
Caolas A Deas	Mowi Scotland	18/10/2021	5.63	Harvesting	
Tabhaigh	Mowi Scotland	06/12/2021	5.55	Bath	
Grey Horse Channel	Mowi Scotland	28/02/2022	5.41		Salmosan Treatment planned week 10
Sconser Quarry	Mowi Scotland	10/05/2021	5.09	Harvesting	Site on going harvesting, 3 pens pending to be harvested.
Caolas A Deas	Mowi Scotland	20/09/2021	4.77	Physical	Hydrolicer
Caolas A Deas	Mowi Scotland	14/02/2022	4.76	Physical	Thermolicer
Caolas A Deas	Mowi Scotland	06/12/2021	4.76	Physical	Thermolicing
Loch Duich	Mowi Scotland	11/04/2022	4.42		Treatment planned to commence 24.04.22
Grey Horse Channel	Mowi Scotland	14/03/2022	4.4	Bath	Salmosan
Loch Harport	Mowi Scotland	08/11/2021	4.3	Bath	Salmosan and Alphamax treatment
Camas Glas	Mowi Scotland	14/03/2022	4.19	Bath	Thermolicer
Sconser Quarry	Mowi Scotland	15/11/2021	4.04	Harvesting	
Sconser Quarry	Mowi Scotland	26/04/2021	4.01	Bath	On going salmosan bath treatment
Groatay	Mowi Scotland	28/02/2022	3.89	Bio Reduction	Thinning out with view to establishing treatment plan
Invasion Bay	Mowi Scotland	24/01/2022	3.85		Redeployment of Cleaner fish/ Harvesting
Caolas A Deas	Mowi Scotland	13/12/2021	3.83	Physical	Thermolicer
Loch Harport	Mowi Scotland	29/11/2021	3.8	Bath	Salmosan treatment was scheduled but delayed until wk 40
Sconser Quarry	Mowi Scotland	22/11/2021	3.72	Harvesting	
Groatay	Mowi Scotland	06/12/2021	3.67	Physical	Thermolicing and FW treatment
Invasion Bay	Mowi Scotland	17/01/2022	3.62	Cleanerfish	
Caolas A Deas	Mowi Scotland	07/02/2022	3.47		Thermolicer planned
Caolas A Deas	Mowi Scotland	27/09/2021	3.42	Physical	
Invasion Bay	Mowi Scotland	03/01/2022	3.4	Cleanerfish	
Loch Harport	Mowi Scotland	11/10/2021	3.38	Cleanerfish	
Groatay	Mowi Scotland	08/11/2021	3.35	Bath	Freshwater extended treatment
Groatay	Mowi Scotland	03/01/2022	3.34	Bath	Freshwater treatments
Grey Horse Channel	Mowi Scotland	04/04/2022	3.26		Treating with Thermolicer and/or FW planned as weather permits
Grey Horse Channel	Mowi Scotland	22/11/2021	3.26	Bath	Freshwater extended treatment

How can it be deemed "responsible" to source from salmon farms infested with parasites which [peer-reviewed science has shown can be lethal to wild fish](#)?

Salmon & Trout Conservation Scotland [reported last week \(27 April 2022\)](#):

## WITHOUT ENFORCEMENT THE AQUACULTURE STEWARDSHIP COUNCIL'S ACCREDITATION STANDARDS FOR SALMON FARMS ARE WORTHLESS

*Andrew Graham-Stewart, Director in Scotland*  
**27 April 2022**

**Sainsbury's current advertising campaign boasts that it is "the first UK supermarket to have 100% of our fresh Scottish salmon range independently certified as responsibly sourced". The supermarket also claims that "their fresh Scottish salmon comes with a sustainability promise".**

Yet, the accreditation body, the [Aquaculture Stewardship Council \(ASC\)](#), responsible for certifying their salmon has failed to take meaningful action over sea lice numbers that exceed advisory limits. This makes an absolute mockery of Sainsbury's claims.

The [article by Andrew Graham-Stewart continues](#):

### Do the ASC-accredited Scottish salmon farms adhere to their advisory limits?

Table 1 shows the officially published, and self-reported, average adult female lice numbers per fish on ASC-accredited farms (that were stocked) during the "sensitive period" in 2021. The data is taken from week 13 (commencing 29<sup>th</sup> March 2021) to week 26 (commencing 28<sup>th</sup> June 2021).

WEEK	GORSTEN	HARPORT	LINNHE	MARULAIG	INVASION BAY	STULAIGH
13	0.46	2.80	0.33	0.10	0.01	0.15
14	0.42	0.46	0.92		0.01	
15	0.47	0.76	1.18	0.12	0.03	0.20
16	0.75	0.59	0.54	0.17	0.03	0.69
17	0.73	0.69		0.30	0.05	
18	1.36	0.90	1.95		0.04	
19	1.43	1.77	1.82	1.36	0.03	1.13
20	1.63	0.34	3.01	0.85	0.02	
21	2.94	0.55		0.98	0.05	1.20
22	2.80	0.74		0.73	0.05	
23		0.83		0.82	0.06	
24		1.15		1.10	0.04	
25		1.67		1.19	0.10	
26		2.01			0.06	

Table 1: self-reported average adult female lice numbers per fish. Note. Sequential blanks in table reflect no count/withdrawal period/harvesting out: Gorsten from week 23, Linnhe from week 21, Stulaigh from week 22. Other blanks (no counts) are due to "weather conditions".



Just one farm (Invasion Bay) managed to keep sea lice numbers consistently within the ASC limit of 0.1. Out of the 61 weekly figures published for the other five farms, just one single count is within the limit – in fact the average (0.8) is eight times the limit.

These were not occasional breaches that were swiftly rectified. Rather the farm operators appeared to have had neither the ability or the inclination to maintain sea lice numbers within ASC limits. In the month or so prior to the withdrawal period/harvesting out lice numbers escalated dramatically with what appears at best to have been minimal or limited effort to control lice. **Breaches were as high as 30 times the limit.**

### Why have farms in breach of advisory limits not lost their ASC status?

This seems an obvious question for those farms which systematically exceeded the sea limit for months on end.

According to the ASC website (mid-April 2022) all five of the farms exceeding lice limits are still "certified". It is difficult to reach any other conclusion but that ASC's mantra of having the "strictest standards" is a sham if serial breaches do not incur sanctions and the removal of ASC certification.

### A global review of the Aquaculture Stewardship Council

In October 2018 [SeaChoice](#), the highly respected seafood sustainability organisation, published a Global Review of the ASC's salmon standard. In-depth analysis was conducted across 450 farm audits.

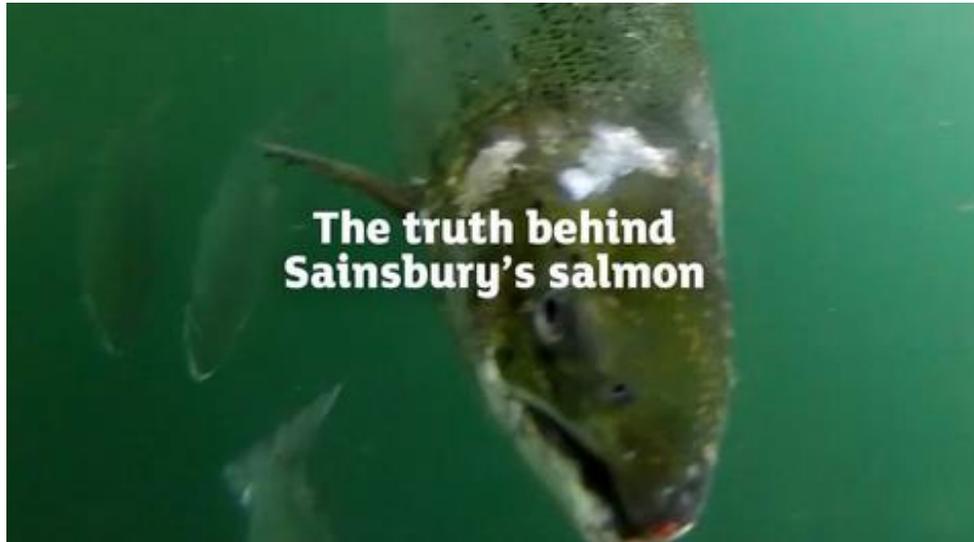
The report uncovered "troubling trends in the application of the standard throughout the world" and "considerable concerns with the continued credibility and rigour of the scheme".

The report concluded: "It is critical that eco-certifications are leading to genuine changes on the water and not simply rewarding business as usual. The salmon standard asserts that farms must meet 100% compliance to be certified. We found this to be misleading, because in practice this is not really the case. ASC sanctioned deviations from the standard and auditor rules mean few farms actually follow the standard as written".

It seems that three years on nothing has changed. There is still an absence of meaningful sanctions for brazen failures to control sea lice numbers on Scottish salmon farms.

In fact, the ASC's failure to enforce their published salmon standards mean consumers can have little to no confidence in the accreditation scheme, in particular that fish sold with their accreditation are raised to higher standards than the rest of the industry.

In conclusion, \$camon \$cotland [reiterates the hard evidence submitted in November 2021](#) and alerts the ASA to new data on the irresponsible use of antibiotics and chemicals; mass mortalities of farmed salmon and cleaner fish; and lice infestation on ASC-certified salmon farms. Sainsbury's is clearly guilty of deceptive advertising and should be forced to remove all adverts claiming to source from "responsible" salmon farms in newspapers, Facebook and other media.





Over 70,000 people have [signed a petition shaming Sainsbury's for their unsustainable and irresponsible farmed salmon](#):



Please send Sainsbury's the crystal clear message that they cannot continue misleading consumers about the provenance of farmed salmon. No amount of greenwashing by the ASC, RSPCA Assured and supermarket advertisers can hide the fact that Scottish salmon farming is inherently unsustainable and irresponsible.

Yours sincerely,

Don Staniford

Director, \$camon \$cotland (formerly Scottish Salmon Watch)