

Scottish Salmon Watch, 8 May 2018

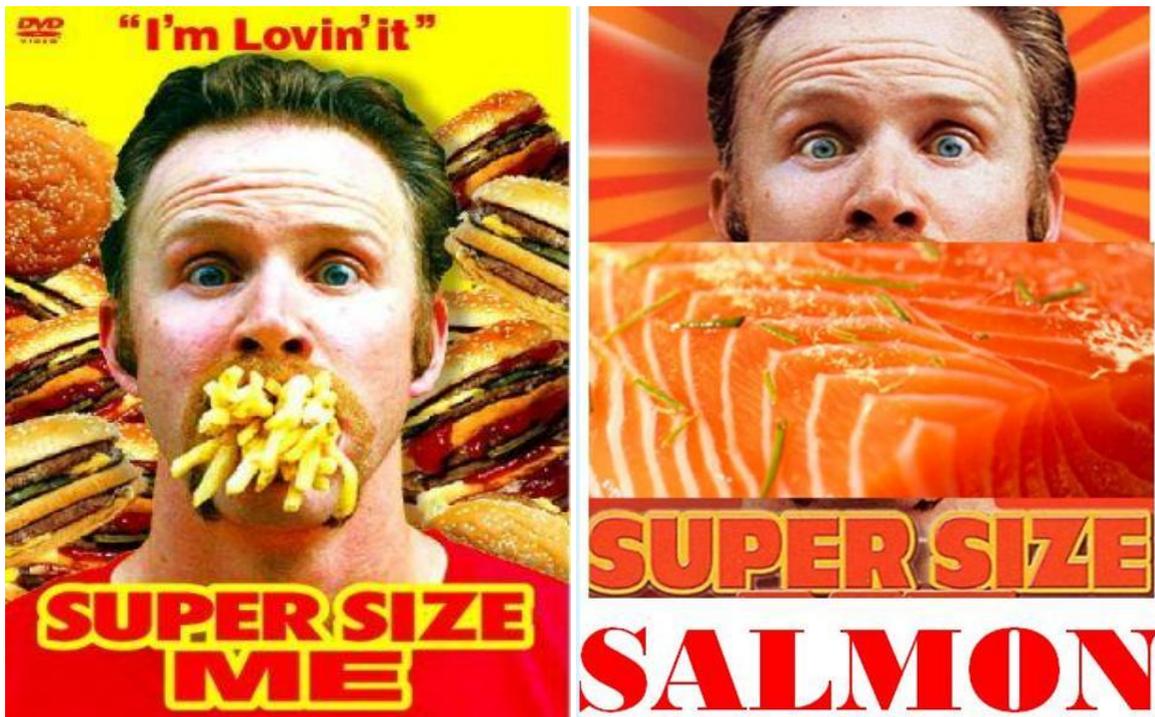
Big McSalmon, Large Lice & Toxic Chemicals - Supersized Salmon Goes Global!



Supersized salmon farming is taking the ['King of Fish'](#) (Atlantic salmon) downmarket with farmed salmon now mass marketed by fast food chains like [McDonald's](#) and industry giants like [Marine Harvest](#). Lice-infested 'Big McSalmon' is not only leaving a bad taste in the mouth it is leaving a lasting legacy of environmental pollution (not to mention impacts on wild fish).



The writing is on the wall as supersized salmon blows a big hole in the international reputation of salmon.



The South China Morning Post [reported](#) (5 May 2018):

## Chinese fish farm tests deep-sea waters with 'world's biggest' salmon cage

Operator takes the plunge far offshore in the Yellow Sea to try to meet the country's ever-growing appetite for seafood

PUBLISHED : Saturday, 05 May, 2018, 4:56pm  
UPDATED : Saturday, 05 May, 2018, 7:47pm

COMMENTS: 3



Salmon Business [reported](#) (2 May 2018):

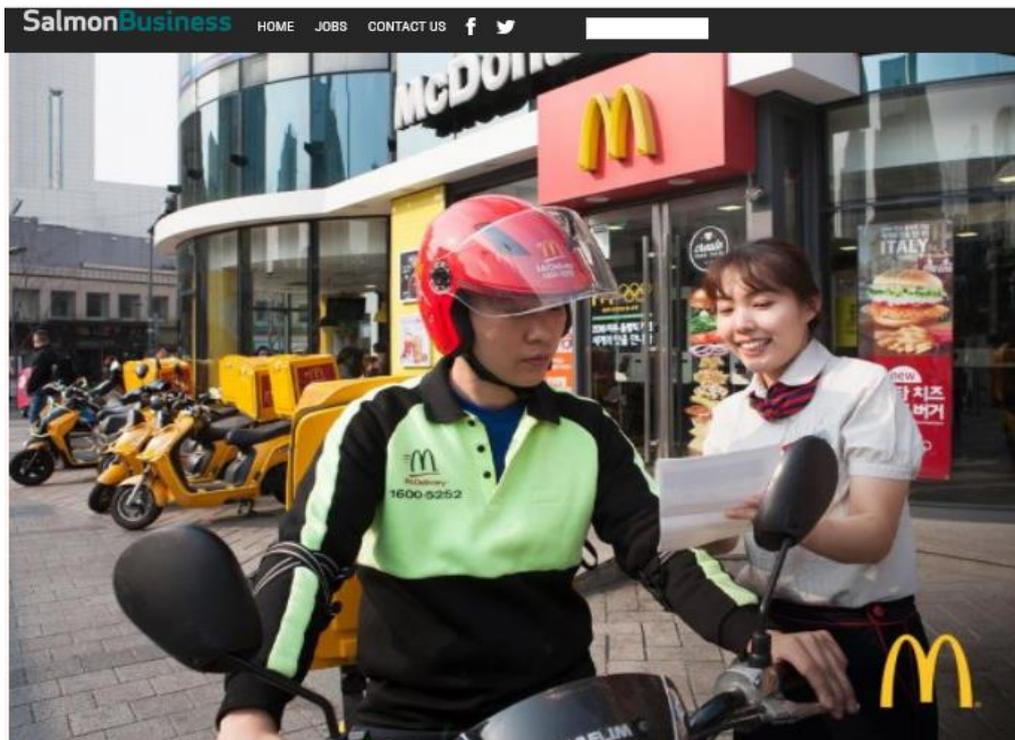


Photo: McDonald's

## McDonald's launching new double-salmon burger

**JOBS**

News by **William Stoichevski** - 2 May 2018

**Fast-food giant, McDonald's, on Thursday will launch a new salmon burger in, at least, Japan, with media suggesting its double disks of fish will make it larger than a double-quarter-pounder.**

The new Hokkaido salmon burger, named after a region in Japan, is already making the rounds on social-media, with "mentions" surpassing those marking the Big Mac's 50th year.

But not all fish-loving nations, it seems, are in-line for the new McSalmon offering.

### Asian media

"We haven't heard anything," the communications department of McDonald's Norway told *SalmonBusiness*, when we asked whether the seafood burger was coming to "salmon-nation" Norway.

*YouTube* commercials in English featuring a Japanese actress suggest, perhaps, that the launch could be aimed only at that market—which is a growing one for all salmon exporters. Singapore, too, appears destined to buy Hokkaido salmon *en masse*, judging by social media posts.



McDonald's Hokkaido salmon burger

### Not Norway

Norway, after all, saw only marginal demand for McDonald's salmon when it was offered a few years ago in the form of a wrap. It appears to have been discontinued.

More serious about seafood, perhaps, the Japanese will enjoy the Hokkaido with McDonald's seaweed shaker fries.

Intrafish [reported](#) (2 May 2018):



## McDonald's launches new Japan-inspired salmon burger

Burger is created in celebration of the 150th anniversary of the naming of Hokkaido city.

by IntraFish Media  
May 2nd, 2018 22:46 GMT Updated May 2nd, 2018 22:55 GMT

A new burger is coming to McDonald's Singapore starting this Thursday, May 3 – The Hokkaido Salmon Burger, reports [Greatdeals.com](#).

The Japanese-inspired burger is created in celebration of the 150th anniversary of the naming of Hokkaido city and features a crispy Hokkaido salmon patty, stuffed with shredded white cabbage and topped with roasted sesame mayonnaise between a toasted black and white sesame bun.

The new burger is priced at \$7.70 a la carte or top up another \$2 to add another pattie and make it an Extra Value Meal that comes with fries and a drink.

Along with the new Hokkaido Salmon Burger, Seaweed Shaker Fries will be returning as well.

Read more via "[McDonald's new Hokkaido Salmon Burger, Seaweed Shaker Fries and Matcha McFlurry are coming this week](#)"



Hokkaido Salmon Burger coming to McDonald's Singapore

The Financial Times [reported](#) in March 2018:

## Norwegian salmon group plans 2,000 fast food joints in China

Salmon-only outlets to offer salmon gyoza, salmon risotto and salmon fried rice



© PA

Emiko Terazono in London MARCH 9, 2018



Norway's largest salmon producer is planning a big push into China by rolling out a salmon-only fast food chain.

[Marine Harvest](#), which currently operates five restaurants under the Supreme Salmon flag in Taiwan, is looking to open about 2,000 outlets throughout China.

The company believes that the chain, which serves dishes such as salmon gyoza, salmon risotto and salmon fried rice, will help expand demand for the farmed fish among the country's growing middle class.

Salmon consumption in China tends to be limited to hotels and upmarket restaurants, and the company is hoping that availability through its restaurants as well as products sold under the same brand in retail outlets will make the fish more accessible to ordinary consumers.

Salmon Business [reported](#) in March 2018:

# Marine Harvest planning 2,000 Chinese restaurants

News by [SalmonBusiness](#) - 8 March 2018

**Marine Harvest plans to open 2,000 purely salmon restaurants in China and Taiwan in the coming years, and the world's biggest fish-farmer is targeting turnover of by USD 2 billion by 2025.**

It's brand idea, SupremeSalmon, is expected to launch as a supermarket item or as restaurants of the same name, writes Norwegian newspaper, *Dagens Naeringsliv*.

The concept has been tested out in Taiwan and five eateries have set up in China.

"Strategically, it's an extremely important investment," Group chief exec, Ola Brattvoll, was quoted by the newspaper as saying. He explained that it could take eight years to reach 2,000 restaurants, but the company is investing "significant sums" to build a customer base.

Brattvoll indicated a franchise model for a chain of casual restaurants somewhere upscale of McDonalds and proffering Marine Harvest salmon.

Seafood Source [reported](#) in March 2018:



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## Marine Harvest aims for China mass market with plan for 2,000 salmon fast food outlets

By Mark Godfrey  
March 12, 2018

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Salmon sales could be about to take off in China's mass market with the announcement of a major expansion plan by a leading Norwegian firm into China's booming fast-food sector.

Marine Harvest, which also uses the Mandarin name Mei Wei, aims to open 2,000 of its Supreme Salmon fast-food style kiosk outlets across mainland China. The firm already has five such stores in Taiwan.

The news was reported by Hai Yang Zhi Nan, a Chinese industry blog, which cited Marine Harvest executive Olla Brattvoll as the source for its information. The store

openings are part of Marine Harvest's strategy to target "ordinary" customers with salmon dishes. Salmon is currently a premium product in China and is typically only seen in premium dining and retail outlets. There is speculation whether Marine Harvest's move may affect pricing of salmon in China, where seafood traders enjoy high margins on the species.

Marine Harvest is not the only company moving into fast food farmed fish. News In English [reported](#) in March 2018:

## Fast-food salmon chains target Asia

March 9, 2018

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**Norwegian salmon producers and entrepreneurs aren't only keen to boost sales of fresh fish in Asia. Now they're investing heavily in exporting new fast-food restaurant chains with only salmon on the menu.**

One of the new chains, called "Pink Fish," opened its first fast-food salmon restaurant in Oslo last fall, in the basement food-court of the fashionable Steen & Strøm shopping center downtown. Newspaper *Dagens Næringsliv (DN)* reported that it aims to open as many as 1,000 "Pink Fish" restaurants all over the world, starting in Asia next year.

Now *DN* reports that the top chef and founders of "Pink Fish" aren't alone: Norway's huge salmon producer Marine Harvest is also backing efforts to expand another chain of fast-food salmon restaurants, with plans to open 2,000 in Taiwan and China. The idea is to get a bigger slice of the value chain for salmon, which already is well-known in Asia as a raw product.



"We want to become the McDonald's of fish," Ronny Gjose, one of the entrepreneurs behind the "Pink Fish" restaurant chain, told *DN* on Friday. He's not worried about competition from "Supreme Salmon" or fears that the market won't be able to digest so many new salmon restaurants. "No, it's just positive," he said.

"Norwegian salmon will only become even more available. The market is so big that it's not difficult to absorb demand."



Pink Fish founders say they want to become the "McDonalds" of fish, but with a top chef behind their menus. PHOTO: Pink Fish

Marine Harvest hooked up with McDonald's a decade ago in Norway with the 'Lakswrap'. The Fish Site [reported](#) in 2007:

## McDonalds is launching salmon wrap with salmon from Marine Harvest



the Fish Site Editor  
14 August 2007, at 1:00am

NORWAY - McDonalds has launched a new product in Norway; the Salmon wrap.

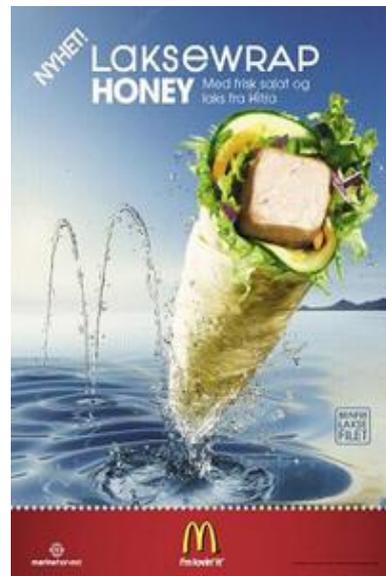


The salmon comes from the Marine Harvest plant at Hitra. "It is very exciting to cooperate with McDonalds and launch such a healthy and delicious product at the fast food chain", says Arne Hjeltnes, Communication Director in Marine Harvest.

The product is a salmon fillet from Marine Harvest Hitra, together with salat, mango and either wasabi or honey.

The recipe is made in cooperation with the Culinary institute of Norway and the VAP team in Belgium.

The salmon wrap from Hitra will be available at all McDonalds restaurants in Norway from 9 August.



Reuters [reported](#) in 2007:

ODDLY ENOUGH    JUNE 14, 2007 / 2:21 PM / 11 YEARS AGO

## Norwegian McDonald's to serve salmon wrap

Reuters Staff

1 MIN READ



OSLO (Reuters) - McDonald's restaurants in Norway will launch a new fresh salmon wrap in August to satisfy increasing demand from consumers for healthy food, company officials said on Thursday.

The Nordic nation is the world's biggest salmon exporter.

"It's local, it's Norwegian, and something we are proud to be launching, and it fits into the trend that people want to eat more healthily," said Margaret Brusletto, spokeswoman for McDonald's Norwegian subsidiary.

A wrap is a sandwich-like meal made of a filling wrapped inside a soft tortilla shell. McDonald's restaurants in the United States and the UK already serve chicken wraps.

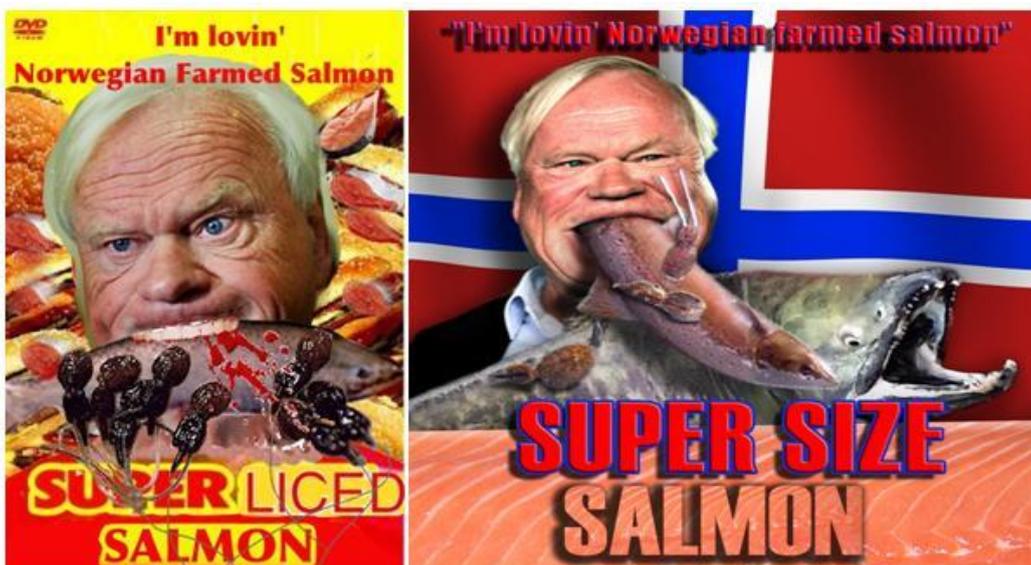
Plans call only for the product to be sold at the 67 McDonald's restaurants in Norway, but the American fast-food chain's partner, the world's biggest salmon farmer Marine Harvest, hopes it will also catch on internationally.

The Norway-only trial of the 'Laksewrap' (Salmon Wrap) was meant to "[catch on internationally](#)". Marine Harvest owner [John Fredriksen](#) ([worth over \\$7.3 billion and 228th in the Forbes Billionaire's List](#)), was nicknamed '[McFreddy](#)' by the Norwegian media in 2007 following Marine Harvest's link up with McDonald's (he certainly looks as if he's eaten more than his fair share of farmed salmon and Big Macs).



The image is a screenshot of a news article from the Norwegian channel E24. At the top, there are two small portraits with text: 'ERIK BRUCE' with the headline 'Tror Norges Bank at banken vil kutte?' and 'JACOB LU' with 'Sykkelspø livsfarlig'. Below this is a navigation bar with categories: NYHETER, BØRS, JOBB, MEDIA, BIL, and BEDR. Underneath are sub-categories: Børs og finans, Aksjetips, Kvartalsresultater, Makro og politikk, Næringsliv, and IT. The main image shows a McDonald's restaurant exterior on the left and a close-up portrait of John Fredriksen on the right. The headline reads 'Klart for McFreddy på McDonalds'. The sub-headline says 'McDonalds lanserer nytt produkt; fersk laksefilet i wrap. Laksen leveres av John Fredriksens Marine Harvest.' At the bottom, it says 'NYHETER E24' and provides publication and update dates: 'Publisert: 13.06.2007 08:31, Oppdatert: 13.06.2007 10:00'.

Mmmmm [superliced farmed salmon](#) anyone?



McDonald's' first foray into farmed salmon burgers went downhill fast when diners in Norway were [hospitalized with food poisoning](#) in 1997. Top Tenz [reported](#) in 2011:

### 3. McLaks



**From: Norway**

Norway = Norwegian Salmon = Salmon Burger

Bam! I think I am getting a hang of this whole McDonald's marketing mentality.

All the way back in 1997, which was 14 freaking years ago people (Gosh, we're old) McDonald's introduced the salmon sandwich in Norway to some initial success. Unlike their regular fish sandwich, the McLaks was meant to be more regional, healthier and lower on fat, meaning that there actually used to be a large Norwegian demographic which went looking for healthy foods at McDonald's. But they got what was coming to them when the sandwich was discontinued after giving a whole bunch of people food poisoning. I still can't decide whether that is hilarious or just a little funny.

Ad Age [reported](#) in 1997:

Menu

# AdAge

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Agency Report 2018

## MCDONALD'S SUED OVER MCSALMON BURGER SICKNESS

Published on July 22, 1997.

OSLO -- McDonald's in Norway is facing legal action following claims that its McLaks salmon fillet burger, launched in June, caused food poisoning.

Four people, including two McDonald's employees, were hospitalized after eating tainted McLaks salmon burgers at a restaurant in Lorenskog, located in the outskirts of Oslo.

The incident forced the withdrawal of McLaks from the domestic market, and the suspension of plans to launch the product in the U.K., France and Japan.

McDonald's Norway, which operates a countrywide chain of 36 outlets, confirmed that the food poisoning materialized from a "corrupted" consignment of salmon fillets delivered by the Norwegian fish firm West Fish, based in Alesund. McDonald's Norway has declined to comment while the lawsuit is pending.

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Separate legal actions against McDonald's have been filed by the four people who claim they became sick after consuming McLaks burgers. McDonald's has been producing salmon burgers in Norway since the 1970s. However, McLaks is the chain's first fish burger composed solely of salmon fillets.

"At first the McLaks tasted very good, but after some minutes my mouth and throat became numb, and I experienced internal spasms," said Geir Sundberg, one of the four filing suit against McDonald's.

Read more via "[McDonald's sued over McSalmon burger sickness](#)" and "[Eco-Washing McFarmed Fish](#)"

After his [victory against 'pink slime' in McDonald's beef burgers](#) in 2015, maybe celebrity chef [Jamie Oliver](#) will now take up his food fight against the pink slime in the shape of farmed salmon?



Protestors against a [supersized salmon farm in Galway Bay](#) in Ireland look supportive.



A report on 'Super Salmon' [published by the University of Otago in 2006](#) tackled "the commoditisation and industrial of salmon" arguing that modern salmon farming was 'Fordist' in nature:

- Modern salmon aquaculture systems are 'Fordist' in nature: they require high inputs and production techniques and operate as highly mechanised assembly lines producing standardised products. The ownership of these farms is often under the control of agribusiness corporations (as is the case in New Zealand). There is currently a great deal of controversy about the environmental impacts of intensive salmon aquaculture.

Read more via "[Super Salmon: The Industrialisation of Fish Farming and the Drive Towards GM Technologies in Salmon Production](#)"

Writing in New Republic in 2009 via '[Aquacalypse Now](#)', Dr. Daniel Pauly of the University of British Columbia argued:

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## THE NEW REPUBLIC

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Some Pollyannas believe that aquaculture, or fish farming, can ensure the health of stocks without government action--a notion supposedly buttressed by FAO statistics showing such rapid growth in aquaculture that more than 40 percent of all "seafood" consumed now comes from farms. The problem with this argument is that China reports about 68 percent of the world's aquaculture production, and the FAO, which has been burned by inflated Chinese statistics before, expresses doubt about its stated production and growth rates. Outside of China--where most farmed fish are freshwater vegetarians, such as carp--aquaculture produces predominately carnivorous marine fish, like salmon, which are fed not only vegetal ingredients, but also fishmeal and fish oil, which are obtained by grinding up herring, mackerel, and sardines caught by "reduction fisheries." Carnivore farming, which requires three to four pounds of smaller fish to produce one pound of a larger one, thus robs Peter to pay Paul. Aquaculture in the West produces a luxury product in global terms. To expect aquaculture to ensure that fish remain available--or, at least, to expect carnivore farming to solve the problem posed by diminishing catches from fisheries--would be akin to expecting that Enzo Ferrari's cars can solve gridlock in Los Angeles.

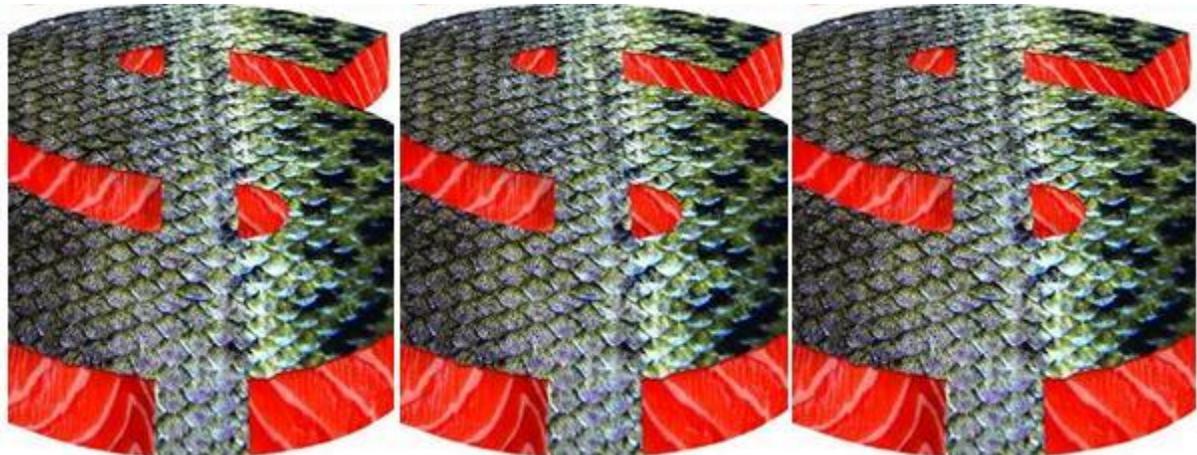
Farmed salmon may still be marketed as a '[luxury](#)' and Scottish farmed salmon may still demand a [price premium](#) over Norwegian farmed salmon but not for much longer if [supersized Scottish salmon farming](#) drags the industry downmarket into the depths of fast food.

As Ben Hadfield, Managing Director of Marine Harvest Scotland, [testified to the Scottish Parliament's Rural Economy & Connectivity Committee on 2 May 2018](#):

**Ben Hadfield:** I will give you some numbers. About 2.1 million or 2.2 million tonnes of salmon is produced worldwide. Norway produces the lion's share of that at around 1.1 million tonnes, and our volume is about 175,000 million tonnes—Scotland sits third. If we look purely at the cost of buying salmon, there is a premium for Irish salmon, organic salmon and then Scottish Label Rouge production. Most of the companies produce specifically for supermarkets in the domestic market to very high welfare and environmental standards. That is the next price bracket, and there is not really a commodity product with salmon any more. It is a high-value protein but, generally, Scottish salmon trades at about 50p or 60p per kilo over Norwegian salmon. As others have said, that is because it is regarded as being produced in a sustainable way with good regulation to a high quality, so it is quite desirable.

A startling fact is that Norway produces about 1.2 million tonnes of salmon and has 250 active farms, while we produce 170,000 tonnes, give or take, and have 207 active farms. Our farms are fundamentally smaller—SEPA policy has kept the farms small. We have farms that produce 2,500 tonnes that could sustain 5,000 or 6,000 tonnes.

Read more on Marine Harvest via "[Media Backgrounder: Marine Harvest Scotland](#)"



Despite Marine Harvest's aims to grow even bigger, the fact is that salmon farming in Scotland has grown significantly. The latest '[Scottish Fish Farm Production Survey 2016](#)' published in September 2017 details bigger companies producing more salmon from a smaller number of sites:

### Scale of Production by Site

**Table 33:** Number of sites shown in relation to their production grouping and percentage share of production 2006-2016

Production grouping (tonnes)	0	1-50	51-100	101-200	201-500	501-1,000	>1,000	Total	
								Sites*	Tonnes
2006	95	10	10	16	29	30	62	252	131,847
2007	89	9	8	19	33	34	55	247	129,930
2008	118	7	9	15	22	29	57	257	128,606
2009	104	12	12	10	33	25	58	254	144,247
2010	109	5	6	10	33	22	64	249	154,164
2011	106	9	7	9	28	29	66	254	158,018
2012	115	3	5	9	25	33	67	257	162,223
2013	112	9	3	12	18	36	67	257	163,234
2014	117	8	1	9	26	29	70	260	179,022
2015	115	2	1	9	26	26	75	254	171,722
2016	117	3	3	9	22	26	73	253	162,817
2006	0	0.2	0.6	1.8	7.9	15.9	73.6	-	-
2007	0	0.2	0.4	2.3	8.3	19.0	69.8	-	-
2008	0	0.1	0.5	1.6	5.8	15.9	76	-	-
2009	0	0.2	0.6	1.0	7.7	13.0	77.5	-	-
2010	0	0.1	0.3	0.9	7.3	10.8	80.6	-	-
2011	0	0.2	0.3	0.8	6.4	13.4	78.9	-	-
2012	0	<0.1	0.2	0.9	5.0	15.0	78.8	-	-
2013	0	0.1	0.1	1.1	4.0	16.7	78.0	-	-
2014	0	0.1	<0.1	0.8	5.0	12.0	82.0	-	-
2015	0	<0.1	<0.1	0.9	5.0	11.6	82.4	-	-
2016	0	<0.1	0.1	0.8	4.6	11.7	82.8	-	-

\*Includes farms stocked but having no production.

In 2016, the number of sites with no production increased by two whilst the number producing 1 to 500 tonnes decreased by one. Despite the number of sites producing over 500 tonnes decreasing by two, the trend towards production in larger sites continued with 82.8% of production being derived from sites producing over 1000 tonnes.

## Company and Site Data

**Table 36:** Number of companies and sites engaged in the production of Atlantic salmon during 2006-2016

Year	Number of companies			Number of sites		
	Producing	Non-producing	Total	Producing	Non-producing	Total
2006	32	12	44	157	95	252
2007	28	10	38	158	89	247
2008	26	9	35	139	118	257
2009	25	6	31	150	104	254
2010	20	10	30	140	109	249
2011	21	6	27	148	106	254
2012	16	6	22	142	115	257
2013	15	6	21	145	112	257
2014	11	7	18	143	117	260
2015	10	6	16	139	115	254
2016	10	5	15	136	117	253

The number of companies authorised and actively producing Atlantic salmon in 2016 was 10, which remained the same as in 2015. Five companies remained active and authorised, although not producing salmon for harvest in 2016. This continued the trend of Atlantic salmon production becoming concentrated within fewer companies. These 15 companies had 253 registered active sites, although not all these sites produced fish for harvest in 2016.

## Company Productivity

**Table 34:** Number of companies grouped by production (tonnes), manpower and productivity (tonnes per person) during 2015-2016

Total Tonnage		0-100	101-200	201-400	401-700	701-1,000	1,001-2,000	>2,000	Total
No. of companies	2015	6	2	1	0	0	1	6	16
	2016	6	0	1	0	1	0	7	15
No. of tonnes	2015	0	369	203	0	0	1,504	169,646	171,722
	2016	21	0	211	0	808	0	161,777	162,817
Manpower (total)	2015	1	20	4	0	0	34	1,304	1,363
	2016	14	0	4	0	38	0	1,430	1,486
Productivity (tonnes/person)	2015	0	19	51	0	0	44	130	126
	2016	2	0	53	0	21	0	113	110

The greatest productivity of 113 tonnes per person was achieved in the companies producing over 2000 tonnes. The least productivity of 2 tonnes per person was from the companies producing between 0-100 tonnes. In comparison with 2015, the average company productivity decreased from 126 to 110 tonnes per person. Overall, production was dominated by seven companies in 2016 which between them accounted for 99% of Scotland's farmed Atlantic salmon production.

[Data obtained from the Scottish Environment Protection Agency via FOI](#) reveals that salmon farms in Scotland are breaching biomass limits.

In Scotland, there are many sites with a maximum biomass limit of 2,500 tonnes with an industry average of 1,159 tonnes. Even with such high biomass limits there have been significant breaches of biomass limits:

Top 20 Biomass Exceedances (t)						
Year	Biomass Exceedence (t)	Site Name	Operator	Maximum Biomass Allowed (t)	Receiving Water	Local Authority
01-Jul-02	827	East of Hildasay	Scottish Sea Farms Ltd	1500	The Deeps	Shetland Islands
01-Mar-14	800	Poll na Gille	Marine Harvest (Scotland) Ltd	1500	Sound of Jura	Argyll and Bute
01-Feb-14	778	Poll na Gille	Marine Harvest (Scotland) Ltd	1500	Sound of Jura	Argyll and Bute
01-Mar-03	717	Mid Taing	Cooke Aquaculture Scotland	500	Gruting Voe	Shetland Islands
01-Jan-14	682	Poll na Gille	Marine Harvest (Scotland) Ltd	1500	Sound of Jura	Argyll and Bute
01-Feb-03	675	Mid Taing	Cooke Aquaculture Scotland	500	Gruting Voe	Shetland Islands
01-Jan-02	581	Mid Loch Shell / Pairc - West (A & B cage groups)	Marine Harvest (Scotland) Ltd	1331	Loch Shell	Eilean Siar
01-Jun-03	573	Dales Voe (South)	Hunter Salmon	100	Dales Voe, Delting	Shetland Islands
01-Apr-10	569	Maol Ban	Marine Harvest (Scotland) Ltd	2250	Inner Sound	Highland
01-Aug-07	565	Erisort, North Shore West	Marine Harvest (Scotland) Ltd	1650	Loch Erisort	Eilean Siar
01-Dec-12	549	Callert (Leven)	Marine Harvest (Scotland) Ltd	1450	Loch Leven	Highland
01-Jun-02	517	East of Hildasay	Scottish Sea Farms Ltd	1500	The Deeps	Shetland Islands
01-Nov-07	514	Erisort, North Shore West	Marine Harvest (Scotland) Ltd	1650	Loch Erisort	Eilean Siar
01-Jun-07	508	Ardgour (Linnhe)	Marine Harvest (Scotland) Ltd	2500	Loch Linnhe	Highland
01-Aug-02	505	East of Hildasay	Scottish Sea Farms Ltd	1500	The Deeps	Shetland Islands
01-Oct-07	495	Erisort, North Shore West	Marine Harvest (Scotland) Ltd	1650	Loch Erisort	Eilean Siar
01-Feb-02	491	Mid Loch Shell / Pairc - West (A & B cage groups)	Marine Harvest (Scotland) Ltd	1331	Loch Shell	Eilean Siar
01-Jun-08	485	Wick of Belmont North	Cooke Aquaculture Scotland	1720	Bluemull Sound	Shetland Islands
01-Aug-07	482	Isle of Ewe	Marine Harvest (Scotland) Ltd	1027	Loch Ewe	Highland
01-May-03	480	Dales Voe (South)	Hunter Salmon	100	Dales Voe, Delting	Shetland Islands

In fact, since 2002 there have been over 858 biomass exceedances totalling 74,284 tonnes with Marine Harvest alone accounting for 24,539 tonnes of exceedances:

<b>858 exceedances (2002-2016) totalling 74,284 tonnes</b>	
<b>Marine Harvest (#249) = 24,539 t</b>	
<b>The Scottish Salmon Company (#245) = 17,301 t</b>	
<b>Cooke Aquaculture (#128) = 12,551 t</b>	
<b>Scottish Sea Farms (#78) = 6,503 t</b>	
<b>Grieg Seafood (#49) = 4,294 t</b>	
<b>Loch Duart (#18) = 920 t</b>	

Download an Excel spreadsheet of data obtained from SEPA [online here](#)

Read more via "[Recipe for Ruin - SEPA Lifts Limits on Salmon Farms](#)"

Read more via "[The Scottish Environment Pollution Agency](#)"

Despite flagrant biomass breaches, Scottish salmon farms are generally smaller than their Norwegian counterparts. Here's [data obtained via FOI from the Norwegian Government's Directorate of Fisheries](#) detailing 11 salmon farms over 7,000 tonnes including one site over 10,000 tonnes.

**From:** Erik Vikingstad [mailto:Erik.Vikingstad@fiskeridir.no]  
**Sent:** 21 February 2017 09:42  
**To:** Don Staniford  
**Subject:** SV: Biggest salmon farm in Norway

Don,  
 The table under lists the 10 largest sites in Norway, along with the county they are located in. As you know, biomass will vary over time according to the stage of production, but production and site capacity are directly correlated so looking at the size of a facility will give you a good idea of the production.

Erik

Site nr	Site name	Site capacity	County
12599	INDRE SKJERVØY	10140,00	OSEN
27436	SOLVÆRET	8580,00	SMØLA
15460	LAHOLMEN	7095,00	NORDKAPP
10223	BREMNESVAET	7020,00	SMØLA
30076	KYRØYENE	7020,00	VIKNA
14245	JAKOBSTEINSVIKA	7020,00	LEKA
30537	STEINFLESA	7020,00	LEKA
24115	SINGSHOLMEN	7020,00	HITRA
11913	KJEAHOLA	7020,00	FINNØY
10232	MANNBRUHOLMEN	7020,00	FRØYA
12435	GRØTTINGSØY	7020,00	FRØYA

Little wonder then that Norway's supersized salmon farming sector - [dubbed 'giant' by The New York Times in 2017 and described by the Green Warriors of Norway as "the most toxic food in the world"](#) - was the subject of a hard-hitting documentary in 2014 titled ['Fillet Oh Fish'](#):



### Fillet Oh Fish

238,136 views



**Book Of Clear**  
 Published on Oct 9, 2014

Shocking Insight into the Fish Farm Industry.  
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[Damning data on cancer-causing chemicals](#) shows that farmed salmon is more fillet de poison than 'Filet de Poisson'.



Doubling salmon farming production in Scotland, [as promoted by the Scottish Government](#), can only mean double trouble.

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"The gloss is off the Scottish salmon brand," wrote award-winning food writer Joanna Blythman in The Grocer in February 2017 via ['Scotland's farmed salmon industry stinks'](#).



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# Scotland's farmed salmon industry stinks

23 Feb 2017 | [Joanna Blythman](#)

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Scotland's salmon farming industry is being eaten away by sea lice, the parasite that stalks large concentrations of farmed fish. Latest figures from Marine Harvest, the Norwegian multinational that owns most of the Scottish 'farms', show that despite its self-styled reputation as a clean, green country, Scotland has by far the worst sea lice problem of any producer nation. In 2014, 28% of sites were affected; by 2015 that figure had jumped to 49%. Equivalent levels on Norwegian and Irish farms were 5% and 18% respectively.



How much further down into the gutter can Scottish salmon go? If [the Scottish Government](#) and [big multinationals like Marine Harvest](#) have their way then it's clearly going to be all the way into the gutter.

As Fish Update [reported](#) (25 April 2018) on Fergus Ewing's marketing trip to last month's Seafood Expo Global:

'Parliament has only heard one side of the argument so far,' he said, but that would be rectified when farmers give evidence next week and have a chance to tell their story 'based on fact'.

'I'm confident there'll be a positive message from the very important cohort of companies...with different approaches to sustainable fish farming and tackling disease.'

Marine Harvest, the Scottish Salmon Company, Grieg Seafood and the Scottish Salmon Producers Organisation will appear before the REC committee on May 2. Ewing will then give evidence in the final hearing on May 9, before MSPs consider their recommendations.

'I'm determined to give what leadership I can to make sure that no matter what challenges are thrown at it you double growth,' he said at the reception, organised by Seafood Scotland.

'Let's do it...let's go Scotland!'

Expanding production and increasing farm size even further will mean that the stench of Scottish salmon farming will go global and destroy Scotland's image as a premium brand. Fast food farmed salmon belongs in the dustbin not your shopping basket.



Read more on supersized salmon farming via:

[Sunday Times: "Supersizing salmon farms in Scotland 'will be a disaster'"](#)

[SEPA proposes lifting biomass cap for Scottish salmon farms](#)

[Industry: no imminent plans for super-sized salmon farm](#)

[Outrage over secret plans to base world's biggest salmon farm in Scotland](#)

[Super-sized Scottish Salmon - 8,000 tonnes of trouble on the horizon!](#)

[Opposition mounts to super-sized fish farm in Galway Bay](#)

[Concerns over size of proposed new salmon farm in Galway Bay](#)

[Ireland Says 'Feck Off' to Super-Size Salmon Feedlot in Galway Bay](#)

[The Fightin' Irish Take On Super-Size Salmon!](#)



[Don Staniford](#), Director of Scottish Salmon Watch