



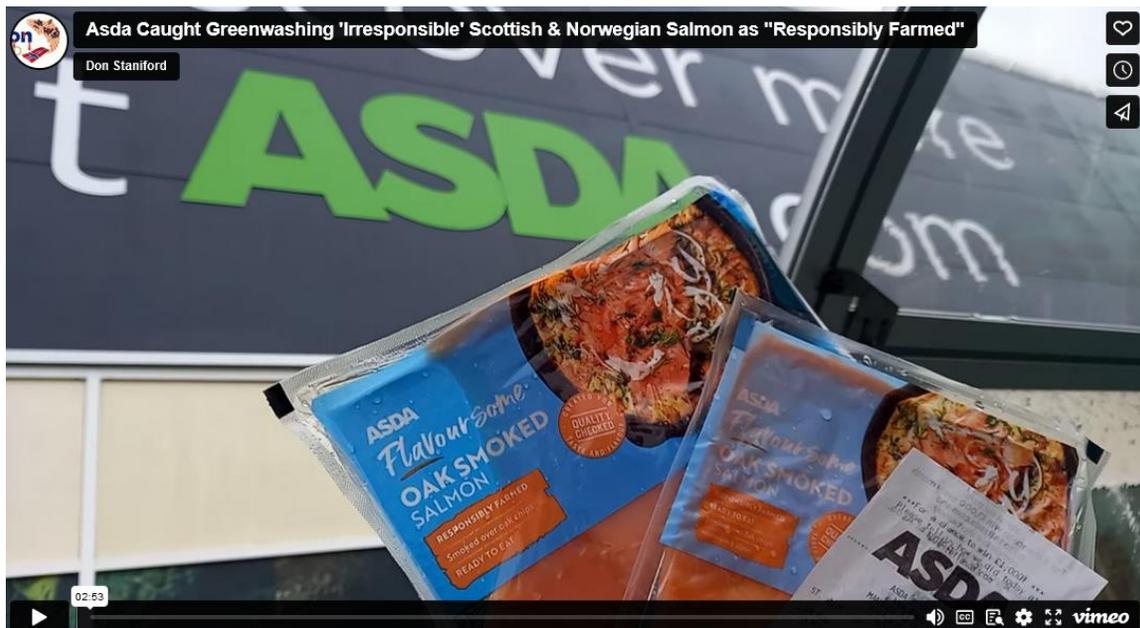
Consumer Protection Enforcement  
Competition and Markets Authority  
The Cabot  
25 Cabot Square  
London  
E14 4QZ  
[misleadinggreenclaims@cma.gov.uk](mailto:misleadinggreenclaims@cma.gov.uk)

10 April 2024

Dear the Misleading Green Claims project team,

### **Fish Fraud: False Green Claims re. “Responsibly Farmed” Salmon**

Further to [Scamon Scotland’s complaint filed with Trading Standards on 2 April 2024](#) please find enclosed evidence of false green claims with respect to the deceptive marketing of “responsibly farmed” Scottish and Norwegian salmon by supermarkets. Scamon Scotland filmed earlier this week (8 & 9 April) at Asda, Lidl, M&S, Sainsbury’s and Tesco and found fish fraud on display at every supermarket (Aldi, Morrisons and the Coop were also found to be displaying the same false claims). This video shot yesterday (9 April) outlines the breaches the [Green Claims Code](#) by Asda’s Arrowe Park store on the Wirral:

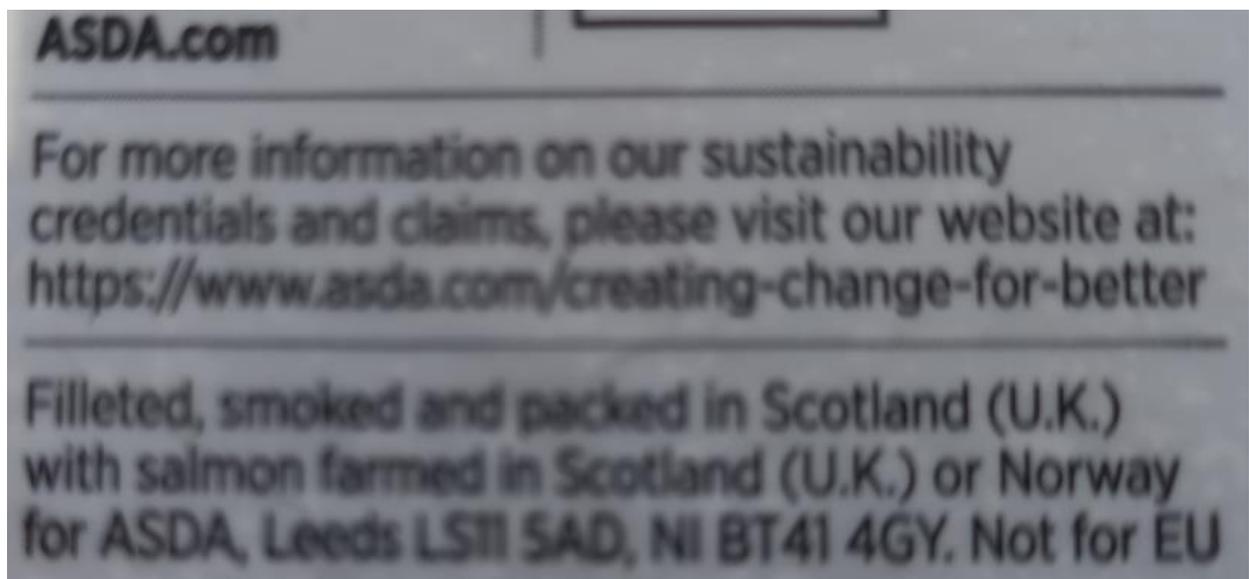


Scamon Scotland visited the ‘Customer Services’ desk and asked to speak to Asda’s manager (Rob A was the name on his badge) to point out the false green claims.

Here is a photo of one of the offending products claiming that Scottish and Norwegian salmon is “responsibly farmed”:



On the back of the packet is the following customer information:



However, the [Asda web-page](#) referred to above (or any of the subsequent web-links headed ‘[Environmental](#)’, ‘[Farming & Nature](#)’ or ‘[Why Sustainability Matters](#)’) fails to provide any specific information in relation to how salmon from either Norway or Scotland is “responsibly farmed”. This video shot yesterday (9 April) outlines the fish fraud as explained to Asda’s manager Rob A (who politely listened to our complaints and said to contact Asda head office):



Scamon Scotland’s complaint comes in the wake of a [landmark ruling last month by the Competition and Markets Authority](#) which clamped down on ‘[Green Claims](#)’ made by supermarket giant Asda. Last year, the Competition and Markets Authority [announced that it would be investigating green claims made by companies in the Fast Moving Consumer Goods sector, which includes food products](#). Scamon Scotland sincerely hopes this investigation includes false green claims as to the ‘responsible’ nature of farmed salmon.

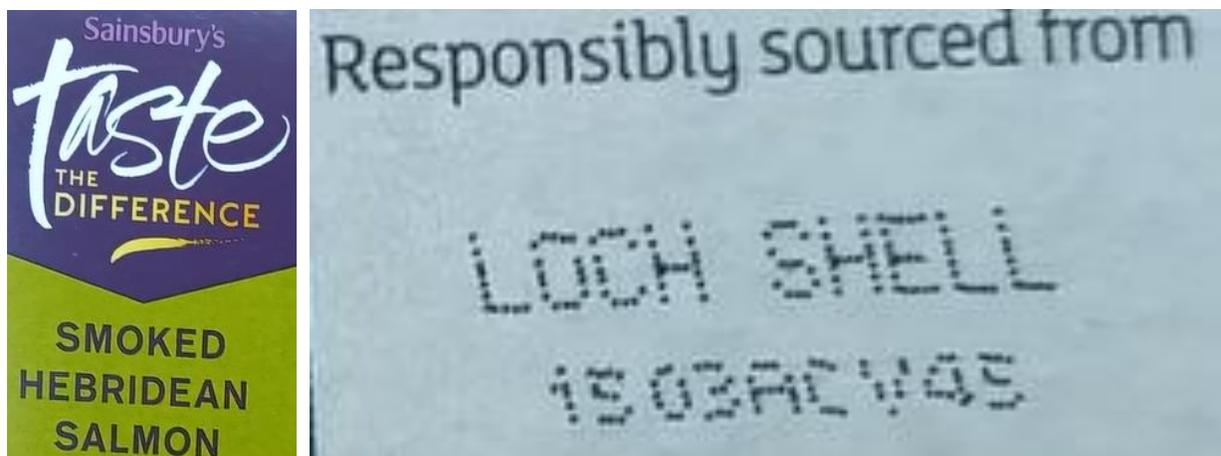
In October 2023, Coastal Communities Network and WildFish [submitted a legal complaint to the Competition and Markets Authority](#) over the Scottish salmon farming industry’s claims to be ‘sustainable’ (citing the [Consumer Protection from Unfair Trading Regulations 2008](#), the [Business Protection from Misleading Marketing Regulations 2008](#) and the [CMA Guidance on Environmental Claims on Goods and Services](#)). In November 2021, Scottish Salmon Watch, Animal Concern, Ecohustler and Fishy Business [filed complaints with the Competition and Markets Authority, Advertising Standards Authority and Trading Standards](#) over false advertising and deceptive marketing of “responsibly sourced” and “responsibly farmed” Scottish salmon sold by supermarkets in the UK.

Asda is certainly not alone in making false green claims with respect to “responsibly sourced”, “responsibly farmed” or “farmed responsibly” salmon. This video shot yesterday (9 April)

inside Sainsbury's Prenton store on the Wirral outlines various breaches of green claims with respect to Scottish salmon:



The video footage shows how Sainsbury's claims that their Smoked Hebridean Salmon is "responsibly sourced from Loch Shell":



However, Loch Shell has been [contaminated by salmon farming giant Mowi \(formerly Marine Harvest\) with toxic chemicals including lobster-killing Teflubenzuron](#). Other Scottish salmon products on sale in Sainsbury's claimed that they were "responsibly sourced" from farms in the [Sound of Mull](#), [Loch Duich](#) and off the [Isle of Muck](#) – sites also operated by Mowi with an [appalling history of infectious diseases, mass mortalities and the use of toxic chemicals](#).

Up-to-date information on toxic chemical use – as well as mortalities – is [published online here by the Scottish Environment Protection Agency](#) with specific data on Mowi's increasing use of toxic chemicals and antibiotics publicly available [online here](#) and [online here](#). Further

background information is detailed in a complaint vs Sainsbury's [filed with the Advertising Standards Authority in May 2022](#) and in [November 2021](#).

One Scottish smoked salmon product – deceptively marketed by Sainsbury's as “responsibly sourced” – claims on the back of the packet that “farms use responsible management to protect and maintain the natural environment”. The offending product cites the RSPCA's welfare standards and the “ASC's standard for responsibly farmed seafood” (referring consumers to the ASC's web-site: <https://asc-aqua.org/>):





We take great care to ensure our salmon is the best it can be. Here are some of the reasons why:

All Sainsbury's Scottish salmon is sourced from dedicated farms around the West coast and Isles of Scotland chosen for their ideal conditions. The farms use responsible management to protect and maintain the natural environment.

The salmon are fed a bespoke diet designed to both protect our natural resources from over fishing and guarantee great taste and nutritional benefit for you.

All our Scottish salmon are reared on farms inspected to RSPCA welfare standards by the RSPCA's independently certified farm assurance scheme for farmed salmon.

Scottish cold smoked salmon with parsley, black pepper and lemon oil  
Previously frozen and defrosted without affecting the quality or safety of the product

**100g**

**For use by date: see front of pack.** Keep refrigerated. Once opened, consume within 24 hours and do not exceed the use by date. For best taste, allow to come up to room temperature shortly before serving.

**Freeze** as soon as possible after purchase and always within the use by date. Once frozen consume within 1 month. This product may have been previously frozen and defrosted under controlled conditions without affecting the quality or safety of the product. It is still suitable for home freezing. Once defrosted use the same day. Do not refreeze once defrosted.

Nutrition	per 100g	per 1/2 pack	% adult RI per 1/2 pack	adult RI
Energy kJ	733	366		8400
Energy kcal	175	87	4%	2000
Fat	8.5g	4.3g	6%	70g

Our ingredients: Scottish Salmon (*Salmo salar*) (Fish) (96%), Sea Salt, Cracked Black Pepper, Parsley, Rapeseed Oil, Lemon Oil.

**!** Allergy advice: For allergens, see ingredients in **bold**. Safety: Although every care has been taken to remove all bones, some may remain.

**✓ High in Omega 3:** Smoked salmon is high in long chain omega 3 fatty acids EPA and DHA. Half a pack provides 180mg of EPA and 220mg DHA. Enjoy as part of a varied and balanced diet and a healthy lifestyle.

The salmon in this product comes from producers inspected to RSPCA welfare standards by the RSPCA's independently certified farm assurance scheme. For more information visit [www.rspcaassured.org.uk/sainsburys](http://www.rspcaassured.org.uk/sainsburys)

This product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. [www.asc-aqua.org](http://www.asc-aqua.org) ASC-C-02028

However, Sainsbury's fails to inform customers to the [irresponsible nature of salmon farming conducted under the RSPCA Assured and ASC certification schemes](#). Grotesque video footage [published in September 2023 by WildFish](#) questions whether consumers are being misled by certification bodies and supermarkets. A report – [‘Responsibly Farmed?’](#) – published by WildFish in September 2023 found that salmon farms are certified by leading bodies despite

substantial marine pollution, inadequate parasite control and monthly mortality rates as high as 74%.

A deeper dive into [mortality data](#) published by the salmon farming industry in Scotland [revealed in September 2022](#) that Mowi – which supplies Sainsbury’s with “responsibly sourced” Scottish salmon – reported cumulative mortality rates at up to 59.5% (Greshornish off the Isle of Skye):

**[The Year of the Dead Salmon](#) (Scamon Scotland, September 2022)**

**Cumulative Mortality Rates at Scottish Salmon Farms (August 2021 to July 2022)**

– sourced from monthly data published by Salmon Scotland via <https://www.salmonscotland.co.uk/reports>

**The Twenty Worst Salmon Farms in Scotland  
(ranked by cumulative mortality over the last twelve month period\*)**



Company	Farm	Monthly mortality (%)	Notes	Cumulative mortality over full production cycle (%)
Scottish Salmon Company Ltd	Druimyeon Bay	0.0 (Farm fallowed in Dec.)		82.1
Scottish Salmon Company Ltd	East Tarbert Bay	0.0 (Farm fallowed in Jan.)		80.2
Scottish Salmon Company Ltd	Vacasay	0.0 (Farm fallowed in Dec.)		66.2
Mowi Scotland Limited	Greshornish	3.5 (Farm fallowed in Jul.)	Gill health related	59.5
Bakkafrost Scotland	Kyles Vuia	0.0 (Farm fallowed in Jul.)		57.8
Mowi Scotland Limited	Greanem	5.2 (Farm fallowed in Jun.)	Gill health related	55.9
Loch Duart Ltd	Sound of Harris	1.4 (Farm fallowed in Dec.)		50.3
Mowi Scotland Limited	Camas Glas	0.9 (Farm fallowed in Jul.)		50.0
Mowi Scotland Limited	Grey Horse Channel	4.9 (Farm fallowed in Jul.)	Gill health related	44.2

Scamon Scotland is of the view that a mortality rate of 60% - that’s six out of every ten salmon dying during the sea phase of production (even more die in the hatchery and in freshwater) – is inherently irresponsible ([even the greenwashers at the ASC tried to impose a mortality limit of 10%](#)). The CMA is encouraged to inspect data on mass mortalities, lice infestation and infectious diseases [published online by the Scottish Government’s Fish Health Inspectorate](#). Mortality data [published by the Scottish Government on 6 March 2024](#), for example, details over 1 million dead salmon reported in the first few months of this year with [mass mortalities in 2023 the worst on record with over 17 million dead Scottish salmon](#).

A [recent Freedom of Information disclosure by the Scottish Environment Protection Agency](#) backs up Scamon Scotland’s view that salmon farming in Scotland is operating irresponsibly not responsibly: 62 salmon farms (including over 20 Mowi sites) are breaching environmental laws and in non-compliance with SEPA’s regulations.

Video footage shot on Monday (8 April) – watch [online here](#) – at Lidl’s store in Rock Ferry on the Wirral shows false green claims of “responsibly sourced” Scottish and Norwegian salmon:



One of the Scottish salmon products on sale in Lidl refers to the RSPCA welfare standards and cites the [Lidl web-site](#).



Lidl's web-site features a [‘Responsibly Sourced Seafood’ web-page](#) linking to a [‘Sustainable Fish and Seafood Policy’](#) dated July 2019 which in turn cites the [‘Sustainable Seafood Coalition’](#) (Lidl is a member along with the Coop, Harrods, M&S, Sainsbury's, Tesco, Waitrose, Ocado and Morrisons).

However, Lidl's [green claim of sourcing from “responsibly managed farms”](#) simply does not wash. The ‘Sustainable Seafood Coalition’, for example, has been [exposed as a sham, scam and a consumer con](#). [Lidl's green claim](#) that the GGN label gives shoppers “confidence that these products come from responsibly managed farms” in the Faroe Islands, Norway, Scotland and Ireland is laughable.

#### GGN Label

Our Lighthouse Bay fresh farmed salmon fillets carry the GGN label. The GGN label confirms that products were farmed in line with certified good farming practices which meet criteria across food safety, environmental protection, animal welfare, social responsibility, and supply chain transparency. By including the GGN label on pack, customers can easily identify the products that come from farms certified to these standards.

As of May 2023, Lidl is the first UK retailer to use the GGN label on its fresh salmon fillets. A GGN label can be found on our Lighthouse Bay fresh salmon fillet packs, giving shoppers confidence that these products come from responsibly managed farms.

The map below identifies the regions that we source our GGN certified, fresh farmed salmon fillets from:



One of the “responsibly farmed” salmon products bought from Lidl on Monday (8 April) features the GGN logo with the code: 4050373702854



A [search of the GGN web-site](#) shows that the Laschinger Seafood product supplied from Germany to Lidl in Great Britain originated from a Mowi Poland processing plant:



Apart from the “Farmed in Norway” information on the label there is zero information available to the consumer as to which particular farm in Norway the Lidl product originated from. Nor is there any specific information to substantiate Lidl’s green claim of “responsibly farmed”. And even if information was available, transporting fish from Norway to Poland for processing and then exported to the UK is irresponsible from a greenhouse gas emissions perspective.

Whilst Lidl fails to provide proof that their Norwegian salmon is ‘responsible’, it is [widely known that Norway has a huge problem with mass mortalities and infectious diseases](#). For example, [gruesome photos of welfare abuse inside disease-ridden salmon farms in Norway was broadcast by Norwegian TV in November 2023 with problems with ‘production’ grade fish continuing to plague the salmon farming sector in 2024](#):



**Salmon Scotland**  
@SalmonScotland · [Follow](#)



The tide is turning on farmed salmon in Norway as national TV hosts a show dedicated to the welfare, cruelty, ethical & moral SCANDAL which is now at crisis point:

[@MairiGougeon](#) [@GillianMSP](#) [@CVOScotland](#)  
[@AngusRobertson](#)



8:18 AM · Nov 18, 2023





**Per-Erik Schulze**  
@PerErikSchulze · Follow



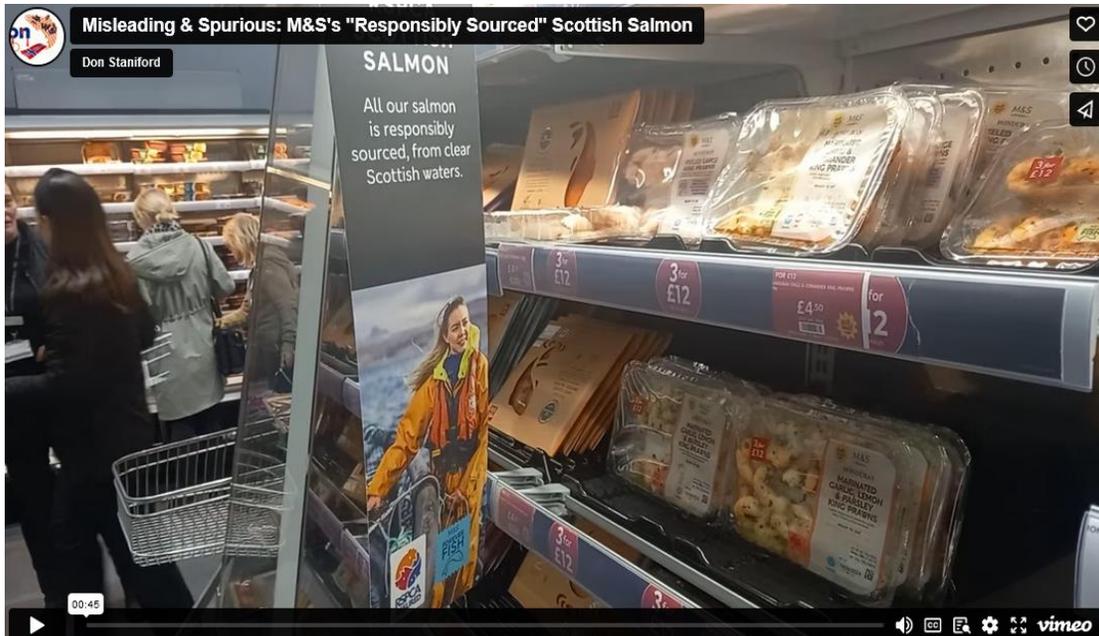
Norwegian farmed salmon industry is in serious trouble, violating animal health and welfare standards. New photos surfacing with national broadcaster NRK today show piles of dead, gill diseased salmon in the fish pens of seafood giant Lerøy this autumn  
[nrk.no/norge/plutseli...](https://nrk.no/norge/plutseli...)



6:14 AM · Nov 1, 2023



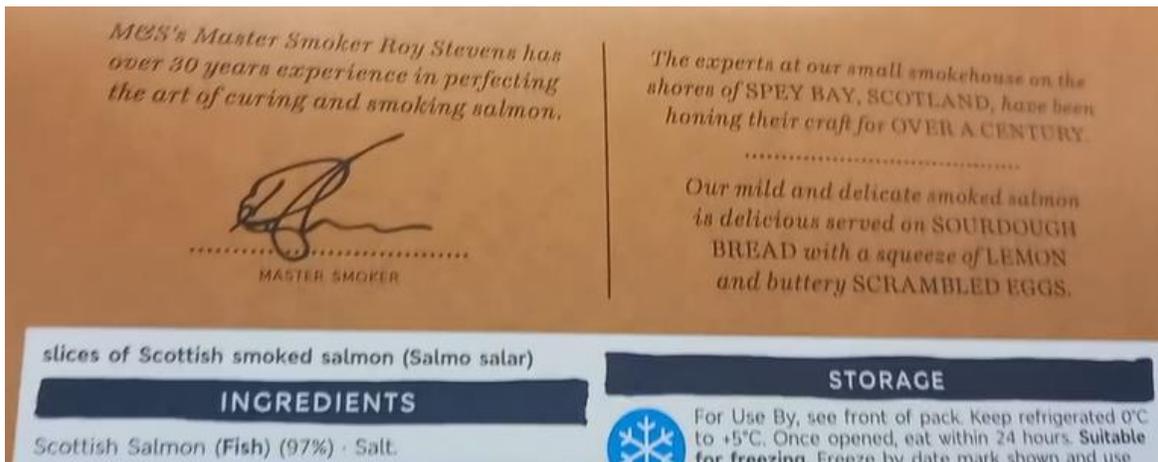
Norwegian-owned Scottish Sea Farms (co-owned by Lerøy and SalMar via the company [Norskott Havbruk](#)) is the [exclusive salmon supplier to Marks & Spencer](#) which \$camon Scotland visited on Monday (8 April).



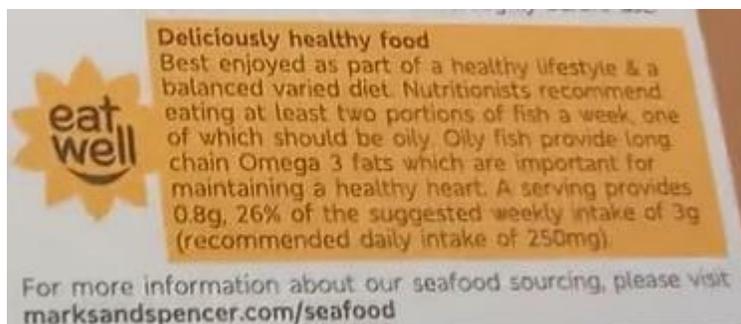
The “responsibly sourced” Scottish salmon marketed by M&S at their store in Bidston on the Wirral failed to provide consumers with any evidence to back up their green claims:



In fact, the packaging refers to Spey Bay on the East coast of Scotland in a deliberate attempt to confuse consumers that this product is wild not farmed salmon:



Nowhere on the packaging is it obvious that this M&S product is farmed – with consumers directed to a [web-site](https://www.marksandspencer.com/seafood) to find out seafood sourcing information:



M&S customers are taken then to [another web-page](#) which includes the green claim that “M&S fish and seafood is 100% responsibly sourced”:



## Where does M&S salmon come from?

Sourced from the crystal-clear waters surrounding Scotland's stunning west and northern coasts, M&S salmon is high in omega 3 and is perfectly flaky and succulent. That's because the salmon are reared in specially selected marine sites with faster-flowing waters, which allows them to swim harder, ensuring the fish are fitter and stronger. All our Scottish salmon is RSPCA Assured, meaning they're raised to higher welfare standards, the way nature intended, with plenty of space to swim.

Sarah Last is a manager at Nevis salmon farm in Mallaig, on the west coast of Scotland. "There's no secret as to why M&S salmon tastes so good," she says. "Our salmon are kept in this beautiful coastal environment, swimming against strong currents and tides so they grow into really healthy fish. They are fed a diet high in omega 3 and naturally high in vitamins."

M&S fails to inform their customers that the Nevis salmon farm (as cited above) has [an appalling history of mass mortalities, infectious diseases and welfare abuse](#);



REVEALED: 74% monthly mortality (that's 3 out of every 4 fish dying in the space of a single month) at RSPCA Assured @scotseafarms in Loch Nevis (Nevis B). Scottish Sea Farms is the exclusive supplier to [@marksandspencer tinyurl.com/4b5s9axu](#)  
WTF? @rspcaassured @ScotlandSalmon

Salmon SCOTLAND		Monthly Mortality Rate: October 2022		
Company	Farm	Monthly mortality (%)	Notes	Cumulative mortality over full production cycle (%)
Scottish Sea Farms Ltd	Nevis B	74.0	Gill health related, Environment	In production
Scottish Sea Farms Ltd	Nevis A	45.3	Gill health related, Environment	In production

Green Around the Gills [reported in January 2023](#):

“The [Fish Health Inspectorate case report \(2022-0532\)](#) for Nevis A salmon farm operated by Scottish Sea Farms in Loch Nevis details 200,000 mortalities, infectious diseases and lice infestation at the RSPCA Assured site (including gruesome photos taken by Scottish Government inspectors during an inspection visit on 26 October 2022).



The [Fish Health Inspectorate case report \(2022-0532\)](#) includes a Fish Health Inspectorate Visit Report dated 23 November 2022 - detailing *Aeromonas salmonicida* (Furunculosis), Salmon Gill Poxvirus, *Neoparamoeba perurans* (AGD), *Paranculeospora theridion*, Epitheliocystis and other disease issues at the now [ASC-certified Nevis A salmon farm](#).



**Don Staniford** ✓

@TheGAAlA

...

Photo Exclusive: [@rspcaassured](#) Scottish salmon from [@marksandspencer](#) supplier [@scotseafarms](#) - freshly certified as 'responsible' [@ASC\\_aqua](#)

Inspection report [@marinescotland](#) details Heart & Skeletal Muscle Inflammation (Piscine Reovirus), Epitheliocystis & Salmon Gill Poxvirus



Do these [photos taken by Scottish Government fish health inspectors during the visit in October 2022 to Scottish Sea Farms](#) show 'responsible' salmon farming in any shape or form?"

 **Don Staniford** ✓  
@TheGAATA

This Scottish salmon farmed by @marksandspencer supplier @scotseafarms is infested with 35 lice, Poxvirus, Heart & Skeletal Muscle Inflammation, Epitheliocystis & Amoebic Gill Disease. How can @rspcaassured & @ASC\_aqua market this cruelty as "responsible"? @ScotlandSalmon

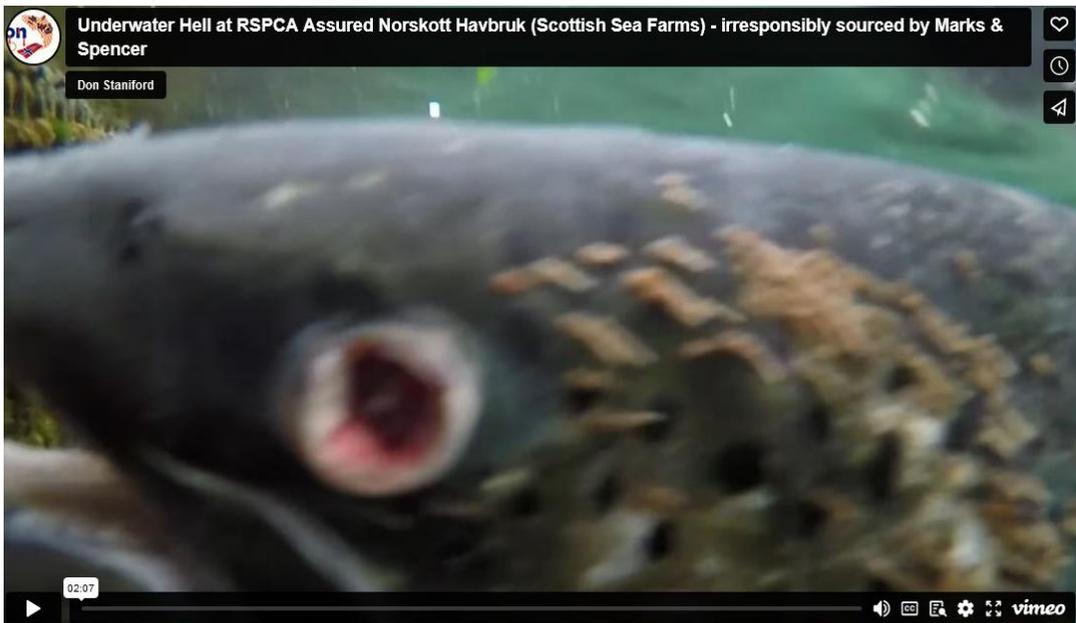


ALT

 The Animal Law Foundation and 9 others

8:50 AM · Jan 24, 2023 · 968 Views

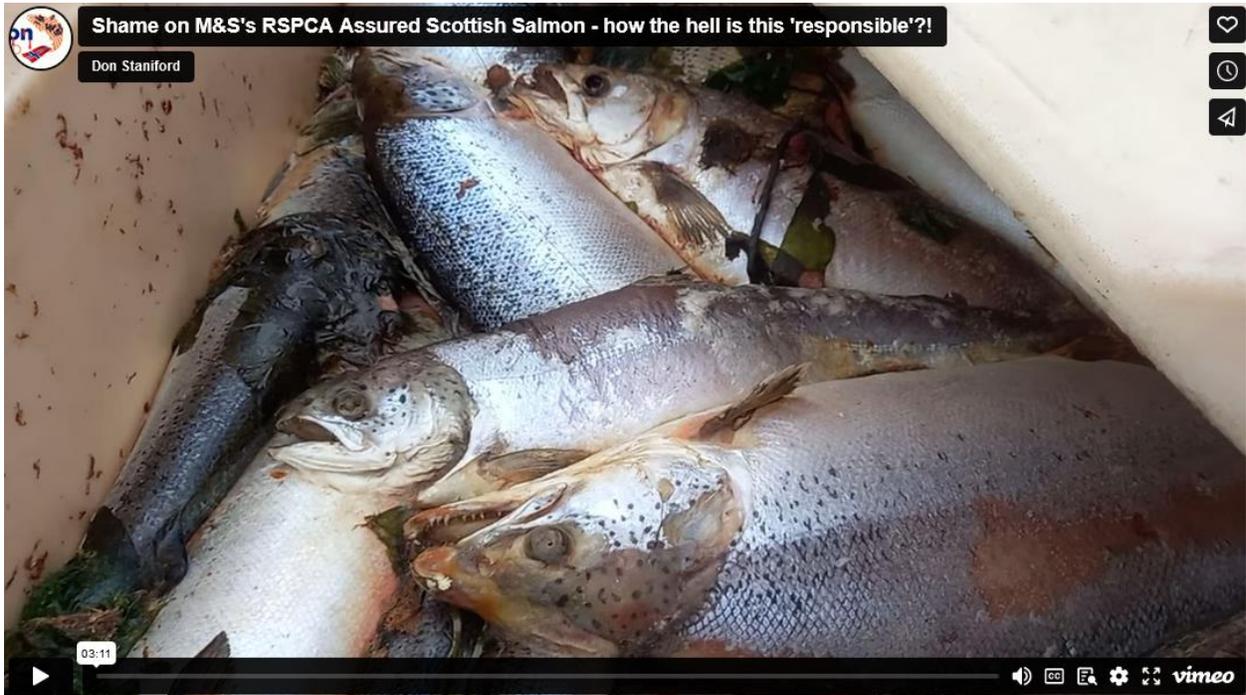
The irresponsible reality of M&S's Scottish salmon is all too clear:

 **Underwater Hell at RSPCA Assured Norscott Havbruk (Scottish Sea Farms) - irresponsibly sourced by Marks & Spencer**

Don Staniford

02:07

vimeo



The Daily Record [lifted the lid on M&S's Scottish salmon supplier in May 2023](#):

MORE AT DAILYRECORD.CO.UK      DAILY RECORD Tuesday, May 30, 2023      DAILY RECORD Tuesday, May 30, 2023      MORE AT DAILYRECORD.CO.UK      PAGE 1

# EXCLUSIVE CAMPAIGNERS BLAST 'RESPONSIBLY SOURCED' CLAIM

# DEAD IN THE WATER

**WASH STEAKS**  
Scottish Sea Farms is supplying the nation's No.1 fish and seafood chain in Europe.

**SCOTTISH SEA FARMS**  
4 SALMON FILLETS

SOURCED FOR M&S BY:  
Scottish Sea Farms

**DAMNING IMAGES**  
of diseased salmon and grisly evidence of 'gruesome suffering' in the Scottish fish

**IMAGES** showing four tons of dead salmon burned in an incinerator at a fish farm which supplies M&S have sparked outrage among campaigners. The aerial footage indicates that

**BY DAN VEVERS**  
Environment Reporter

"masterchef" incubator on a floating barge. Underwater footage also shows dead or diseased fish nearby, says VEVERS.

Scotland, added: "Disease-ridden Scottish salmon farming is dead in the water. The camera doesn't lie, unlike salmon farmers and RSPCA assured. The absolute greenhouse and welfare wanking of Scottish salmon must be stopped dead in its tracks, feather stop, because the Scottish salmon industry - abhorred by Scottish sea farms - does a dead weight hanging from a net after getting caught in it."

Being the Police Scotland last week between a riverbank, from the bank

general population out on farms, in order to remind the public about water standards and promote their own farming agenda, makes salmon even more disgusting.

"The RSPCA's consumer work that more than 100,000 fish, which

**MASS MORTALITY**  
Campaigners have been told, into a full of dead fish, body of diseased salmon, and the gruesome images of disease-ridden salmon, and the water with water visible on its side.

Tesco is also guilty of false green claims over ‘responsibly’ farmed Scottish and Norwegian salmon:



The “responsibly sourced” salmon found on sale in Tesco’s Bidston store on the Wirral on Monday (8 April) included farmed fish from Norway:



Tesco also sell Mowi's 'Superior' Scottish salmon fillets which are branded with the false green claims "pioneering responsible farming" and "farmed responsibly":



The fact is that Mowi's Scottish salmon – even products [greenwashed via the ASC and RSPCA Assured](#) - is inherently irresponsible. Mowi's salmon farm off the Isle of Rum, for example, is currently [facing a community backlash](#) with mass mortalities [plaguing Mowi sites across Scotland](#). Leaked photos exposing the reality of Mowi salmon were [published in May 2023](#):



A [Freedom of Information disclosure last month by the Scottish Environment Protection Agency](#) revealed that 62 salmon farms – including over 20 sites owned by Mowi – were breaching environmental laws:



**Don Staniford**   
@TheGAAIA · Follow



REVEALED: 62 @rspcaassured salmon farms are non-compliant re. “breaches of authorisation conditions & violations” (disclosed @ScottishEPA via FOI). The non-compliance @ScotlandSalmon includes @MowiScotlandLtd @scotseafarms @CookeScotland @LochDuartSalmon @BetterBreeding & OSH

recorded non-compliance.

From a search of records within our compliance recording system, we have identified 62 salmon farm sites which have a recorded non-compliance.

While we cannot currently confirm whether other salmon farms in Scotland have been fully compliant since 1 January 2022, the list we are providing you with is of the 62 sites which we have identified as having recorded non-compliance within our compliance recording system.

Licence Ref.	Site
CAR/L/1000225	Kilcalmonell --- Balinakill, Clachan, by Tarbert
CAR/L/1000233	Loch Tralaig FCFF
CAR/L/1000800	Poll na Gille MCFE, Shuna
CAR/L/1000890	Lismore West MPFF
CAR/L/1009968	Gorsten MPFF, Loch Linnhe
CAR/L/1010366	Port na Mine/Etìve 3 MPFF
CAR/L/1010455	East of Langa MCFE, Bar Wick
CAR/L/1015763	South of Langa MCFE
CAR/L/1016553	Plocrapol MCFE
CAR/L/1022266	Etìve 2, Inverawe MPFF
CAR/L/1034670	Bellister MCFE, Dury Voe
CAR/L/1078064	Carradale (South) MCFE
CAR/L/1078468	Setterness North MCFE, Yell Sound
CAR/L/1095612	Hellsay MPFF
CAR/L/1003025	Loch Langavat FCFF
CAR/L/1003063	Bay of Vady MPFF, Orkney
CAR/L/1003109	Sian Bay MCFE
CAR/L/1003110	Kempie Bay MCFE
CAR/L/1003314	Clachbreac Hatchery, Ormsary
CAR/L/1003887	Kingairloch MPFF
CAR/L/1003889	Isle Martin MCFE, Loch Kanaird
CAR/L/1003929	Collafirth Ness MCFE, Swining Voe (Site 3)
CAR/L/1003960	Lyrava Bay MPFF, Orkney
CAR/L/1003973	Inverkerry Hatchery, Gairloch
CAR/L/1189257	Culnacnoe MPFF
CAR/L/SEPA2021-100	Shuna Marine Pen Fish Farm, Loch Linnhe
CAR/L/1106570	East of Papa Little MCFE

**Karen Leask | Information Co-Ordinator**  
Scottish Environment Protection Agency

03000 99 66 99  
[foi@sepa.org.uk](mailto:foi@sepa.org.uk)  
Angus Smith Building | 6 Parklands Avenue | Eurocentral | Holytown | North Lanarkshire | ML1 4WQ

9:44 AM · Mar 27, 2024



Another Freedom of Information disclosure by the Scottish Government in March 2024 revealed that over 40 Mowi salmon farms were served ‘Enforcement Notices’ in 2023 for non-compliance. Mowi is a company synonymous with irresponsibility with [whistleblowers inside the company even speaking out and leaking damning video footage](#).

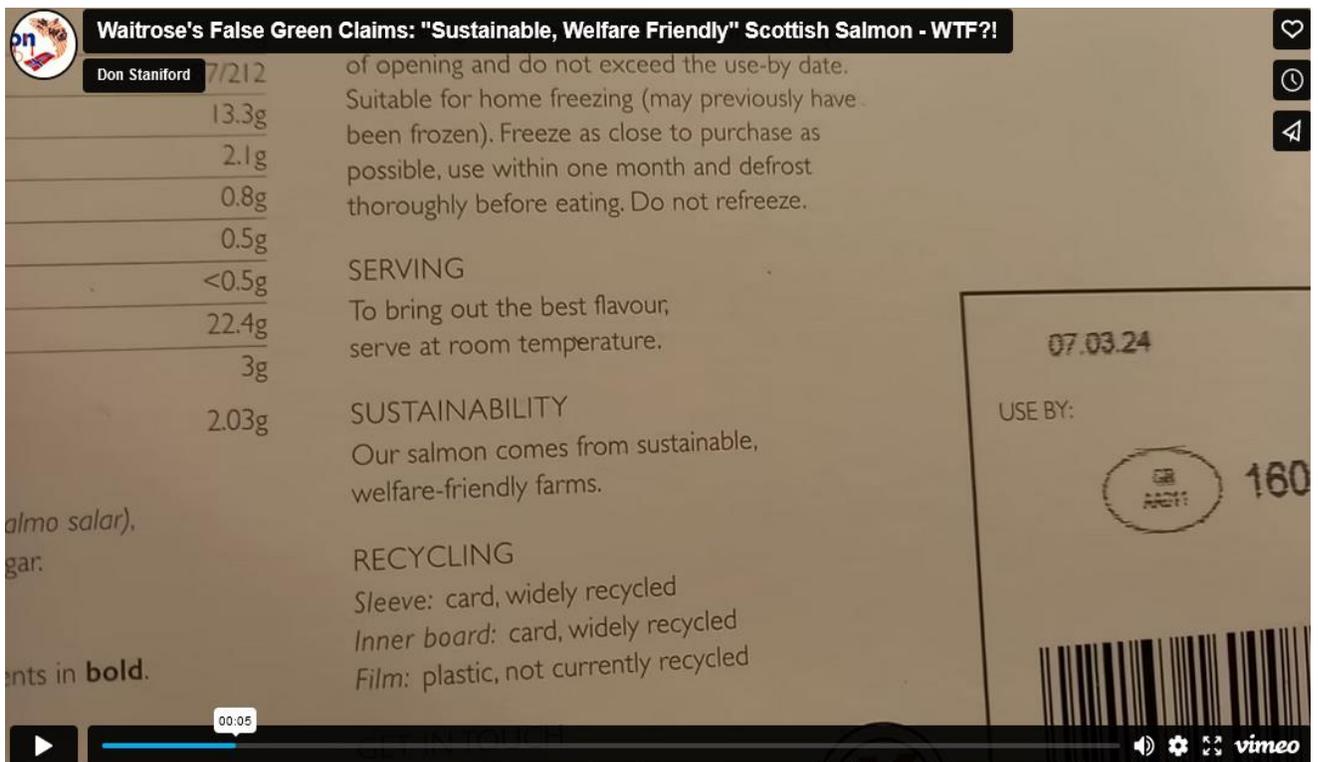
In June 2024, a [Fatal Accident Inquiry into the death of Mowi worker Clive Hendry](#) (killed at Mowi’s ASC-certified and RSPCA Assured salmon farm in Loch Alsh) [resumes in Inverness](#). In May 2023, [Mowi was fined £800,000 for the crushing incident](#).

Mowi’s health and safety record is [far from responsible](#) with [audits published by the ASC red-flagging a raft of health and safety violations and non-compliances](#).

If Mowi Scottish salmon was marketed truthfully the packaging in Tesco and other supermarkets would look like this:



Waitrose in London was visited by \$camon \$cotland last month and evidence of similarly false green claims were captured:



Waitrose has been hoodwinking customers for years – here’s video evidence from 2021:



In conclusion, \$camon \$cotland maintains that supermarkets across the UK are breaching the [Green Claims Code](#). The evidence against “responsibly farmed” Scottish and Norwegian salmon is overwhelming and readily accessible to the CMA.

Data published by the Scottish Government’s Fish Health Inspectorate detailing ‘Case Information’ on infectious diseases at salmon farms across Scotland and site specific mortality statistics is available [online here](#)

Data published by the Scottish Environment Protection Agency detailing the use of toxic chemicals, breaches of environmental limits, lice infestation levels, weight of dead fish, sea-bed pollution and escapes is available [online here](#)

Over and above the information submitted here and via the [complaints submitted by Scottish Salmon Watch, Animal Concern, Fishy Business and Ecohustler in November 2021, a detailed dossier and complaint was submitted in October 2023](#) to the Competition and Markets Authority by WildFish and Coastal Communities Network Scotland.

For easy reference, please find enclosed below \$camon \$cotland’s complaint filed last week with Trading Standards.

Yours sincerely,

Don Staniford

Director, \$camon \$cotland

From: misleadinggreenclaims <misleadinggreenclaims@cma.gov.uk>  
Date: Thu, Apr 4, 2024 at 4:50 PM  
Subject: RE: Greenwashing of Farmed Salmon - breaches of green claims code  
To: Don Staniford <salmonfarmingkills@gmail.com>  
Cc: misleadinggreenclaims [misleadinggreenclaims@cma.gov.uk](mailto:misleadinggreenclaims@cma.gov.uk)

**Classification: Official**

Dear Don,

Thank you for bringing this to our attention. The information you have provided has been logged and will be reviewed by the Misleading Green Claims project team in due course.

Please be aware that we are not able to provide updates on complaints, but we may be back in touch with you at a later date if we require further information.

Kind Regards,

Mirela

Mirela Kinaeva | Assistant Case Officer | Consumer Protection Enforcement | Competition and Markets Authority | The Cabot | 25 Cabot Square | London | E14 4QZ

From: Don Staniford <salmonfarmingkills@gmail.com>  
Date: Tue, Apr 2, 2024 at 8:26 PM  
Subject: Greenwashing of Farmed Salmon - breaches of green claims code  
To: <misleadinggreenclaims@cma.gov.uk>

Please see below and attached for a complaint re.the greenwashing of farmed salmon.

As context, I also include a similar complaint filed with the CMA in November 2021.

In view of the CMA's recent intervention vs Asda and ongoing review of Fast Moving Consumer Goods (including food products), will the CMA be investigating the greenwashing of farmed salmon?

Thanks,

Don Staniford

Director, \$camon Scotland

From: \$camon \$cotland

To: Wirral Trading Standards

Cc: Competition and Markets Authority, Westminster Trading Standards & the Royal Borough of Kensington and Chelsea Trading Standards

Date: 2 April 2024

Subject: Complaint Vs Supermarkets for “Responsibly Sourced” Salmon

Please consider this a complaint against supermarkets for false marketing of farmed salmon as “responsibly sourced” and other breaches of Trading Standards, the [Fish Labelling Regulations 2013](#), [DEFRA’s Guidance on Fish & Seafood Labelling](#) and the [Green Claims Code](#).

The photographic evidence presented below was captured yesterday (1 April 2024) inside Asda, Aldi, the Coop, Iceland, Lidl, Marks & Spencer, Morrisons, Sainsbury’s and Tesco in the Wirral Trading Standards area but similarly baseless ‘[green claims](#)’ can be found at supermarkets across the UK including [Waitrose](#) (which does not have a branch on the Wirral).



The Competition and Markets Authority – who [issued a landmark ruling last month vs Asda](#) – is copied into this complaint as this issue has national significance and farmed salmon is an outstanding case study in non-compliance with the [Green Claims Code](#). Last year, the Competition and Markets Authority [announced that it would be investigating green claims made by companies in the Fast Moving Consumer Goods sector, which includes food products](#) (hopefully the issue of farmed salmon will be tackled as part of that investigation).

Please note as relevant context to this complaint that in October 2023, Coastal Communities Network and WildFish [submitted a legal complaint to the Competition and Markets Authority](#) over the Scottish salmon farming industry’s claims to be ‘sustainable’. In November 2021,

Scottish Salmon Watch, Animal Concern, Ecohustler and Fishy Business [filed complaints with the Competition and Markets Authority, Advertising Standards Authority and Trading Standards](#) over false advertising and deceptive marketing of “responsibly sourced” and “responsibly farmed” Scottish salmon sold by supermarkets in the UK.

In recent months, some of the UK’s leading retailers such as [Harrods](#), [Fortnum & Mason](#) and [Selfridges](#) in London have been caught out falsely labeling and deceptively marketing farmed salmon as wild caught or ‘sustainable’. You may have read reports via MailOnline ([Harrods and Fortnum & Mason investigated for 'dressing up cheap factory farmed salmon as luxury wild fish sold for up to £75 per kilo'](#), 12 March 2024) and The Daily Telegraph ([Selfridges forced to remove misleading sustainable salmon claims](#), 7 December 2023).

More detailed information on those cases is found in \$camon \$cotland’s complaints to Trading Standards re. Fortnum & Mason (7 March 2024) and Harrods (4 March) [online here](#) and \$camon \$cotland’s complaint to Trading Standards re. Selfridges (5 December 2023) [online here](#). I have also copied in Westminster Trading Standards & the Royal Borough of Kensington and Chelsea Trading Standards as similar complaints will soon be raised in the wider London area.

A video summary of \$camon \$cotland’s complaint is [available online here](#):



I am on 07771 541826 if you have any questions.

Yours sincerely,

Don Staniford  
Director, \$camon \$cotland

- Aldi (Prenton):



**- Asda (Woodchurch):**

“All Asda fish is responsibly sourced” falsely claim Asda above farmed fish which includes irresponsibly farmed Scottish and Norwegian salmon.





 **Don Staniford** ✓  
@TheGAAIA

Is all Asda fish really "responsibly sourced"? @asda  
Surely Norwegian farmed salmon is the definition of "irresponsible?"  
@Naturvern @SjomatNorge @NFdep @PerErikSchulze @NMF\_tweet  
@seafoodnorway @NorwaySeafoodUS @UK\_NSC @ReddVillaksen



4:28 PM · Apr 1, 2024 · 1,178 Views

**- Coop (Hoylake):**

“Responsibly sourced” falsely claims the Coop on packets of irresponsibly farmed salmon products from Norway and Scotland. One Scottish smoked salmon product features an RSPCA Assured logo which has been [widely criticized as ‘greenwashing’](#) with RSPCA Assured salmon farms [lambasted by the RSPCA’s president Chris Packham as ‘lice-infested, aquatic prisons’](#).

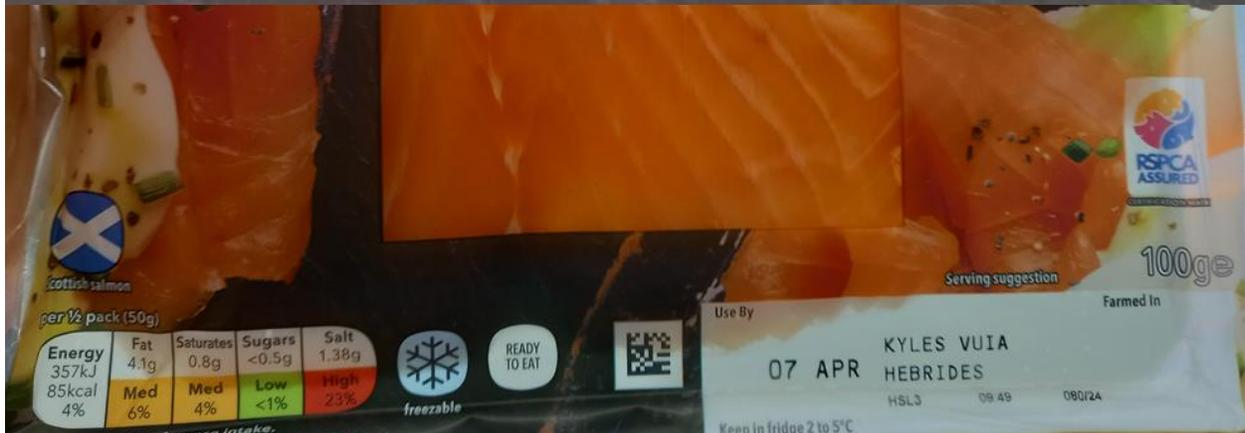


Salmon farming in Norway has been the subject of [intense media interest](#) with damning evidence of irresponsible activities [published by the Financial Times](#) and [broadcast by Norwegian TV](#).



Note that Bakkafrost’s Kyles Vuia salmon farm marketed by the Coop as “responsibly sourced” and RSPCA Assured has an [appalling environmental record](#) – including [the use of the toxic](#)

[chemical Emamectin benzoate in August 2023](#); [June 2023](#); [April 2023](#); [February 2023](#); [December 2022](#) and [November 2022](#) during the current harvest cycle for the salmon on sale:





Where is the evidence to justify the Coop's green claim that their farmed salmon from Norway and Scotland is "responsibly sourced"?

**- Iceland (Moreton):**



How can farmed salmon be legitimately marketed as 'our catch'? And why did Iceland fail to distinguish between salmon farmed in Scotland and Norway? Speak to Salmon Scotland and they will [claim that Scottish farmed salmon is "the best in the world"](#). Speak to Seafood From

Norway and they will [claim that Norwegian farmed salmon “is the most sustainable salmon in the world”](#).

This other Iceland salmon product fails to distinguish between Atlantic salmon farmed in Scotland, Norway, Iceland or the Faroe Islands:



- Lidl (Wallasey):



Where is Lidl's evidence that the salmon on sale is "responsibly sourced"? The Scottish Environment Protection Agency, for example, [revealed in March 2024 that 62 salmon farms \(all greenwashed via RSPCA Assured\) were guilty of breaching environmental laws](#) with [SEPA also accused of failing to properly police salmon farms](#).

- Marks & Spencer (Bidston):



How can M&S seriously claim that all of their Scottish farmed salmon is “responsibly sourced” when [photographic evidence](#) and [video evidence has shown welfare abuse and mass mortalities](#) at M&S’s exclusive salmon supplier Scottish Sea Farms?



When M&S claim that “M&S salmon is reared to higher welfare standards, responsibly sourced and RSPCA Assured” what evidence do they have to support this green claim? Conversely, there is [plenty of video evidence to show that M&S salmon is reared irresponsibly](#) and a [petition signed by over 115,000 people calling on M&S to stop labeling their Scottish salmon as “responsibly sourced”](#).

**- Morrisons (West Kirby):**





 **Don Staniford**   
@TheGAAIA

...

Fishy Labelling: When @Morrison inform shoppers that "we freshly prepare your fish in Grimsby and Cornwall" is the supermarket misleading customers? @CMAgovUK

Put your reading glasses on & you discover the salmon in the fish display are "farmed in Scotland, Norway & Iceland"



6:28 AM · Apr 2, 2024

The marketing sign on the Morrison's fish display – with respect to fresh rainbow trout fillet – is clearly incorrect (rainbow trout is all farmed and not “caught in British waters”):



The “Caught in British waters” is so close to the farmed salmon that it is dangerously misleading:



The picture of a fishing boat and the claim that Morrisons is “supporting British fisherman” – along with the “Caught in British Waters” sign on the squid in close proximity to the farmed salmon is deceptive:



The “Responsibly Farmed” logo on the Scottish salmon is not backed up by any consumer information or evidence in support of such an audacious green claim:



Many salmon products sold by Morrisons fail to distinguish between countries:



Surely consumers should know if a salmon product is farmed in Scotland, Norway or Iceland where standards and regulations are different. For example, [mass protests in Iceland in October 2023 and shocking video evidence showcased Icelandic farmed salmon as environmentally irresponsible.](#)



 **Don Staniford**   
@TheGAATA

Please boycott "responsibly farmed" salmon from Scotland, Norway & Iceland! @Morrison's  
Stop the greenwashing & illegal labelling of farmed salmon @CMAGovUK  
[@wirraltsd](#) @WildFishCons



7:37 AM · Apr 2, 2024 · 2,127 Views

Video footage [captured of a Morrisons' truck approaching the M53 near Upton in March 2024](#) shows a 'Catch of the Day' advert with a picture of a farmed salmon:



 **Don Staniford**   
@TheGAAIA

CAUGHT @Morrisons Supermarket caught falsely advertising farmed salmon on the side of their truck - how can factory farmed fish be truly branded as 'Catch of the Day'? @CMAgovUK @ASA\_UK @wirraltsd #FishFraud #Deceptive @TheGrocer @JoannaBlythman



10:08 AM · Apr 1, 2024

Read more via: [Morrisons Caught Advertising Farmed Salmon as 'Catch of the Day'!](#)

- Sainsbury's (Upton):



Marketing Mowi Scottish salmon as “responsibly sourced” is a bad joke – with [Mowi's ASC-certification completely undermined by the use of toxic chemicals, mass mortalities and welfare abuse](#). Grotesque video footage – and a greenwashing report – [published in September 2023 by WildFish](#) reveals the irresponsible nature of Mowi's Scottish farmed salmon.



Even Mowi's 'organic' salmon has been heavily criticized by NGOs who [demanded in January 2024 that the Soil Association to stop greenwashing Scottish salmon](#). [Damning video footage shot at Mowi's 'organic' salmon farm in Loch Torridon in July 2023 led to Mowi withdrawing Soil Association certification](#).



Even from a public health perspective, a Scottish salmon product like this sold in Sainsbury's with 15% fat, is far from a 'responsible' food choice.



When Scamon Scotland visited Sainsbury's in Upton in March 2024, we found "responsibly sourced", ASC-certified and RSPCA Assured Scottish salmon from Loch Sunart, the Isle of Rum and the Isle of Muck on sale:





Where is the proof from Sainsbury's to show that these salmon farms – all operated by Mowi – are “responsible”? Substantial video evidence to the contrary is publicly available – for example, this [video footage from Mowi's Invasion Bay salmon Loch Sunart shows welfare abuse, infectious diseases and mass mortalities](#):



Another video [published in January 2024](#) shows the irresponsible torture of RSPCA Assured, ASC-certified and ‘organic’ farmed salmon and cleaner fish in a ‘Thermolicer’ used at Mowi’s Camas Glas salmon farm in Loch Sunart in June and July 2023:



## ANIMAL WELFARE BLAST FOR SALMON FIRM

# You're in hot water with the fish torture machine



Mowi’s Isle of Rum and Camas Glas salmon farms are [amongst a list of 62 ‘non-compliant’ sites identified by the Scottish Environment Protection Agency in March 2024](#). Mowi’s ASC-certified and RSPCA Assured salmon farms have [suffered from a litany of irresponsible events which makes a mockery of the green claims advanced by Sainsbury’s and other supermarkets](#). Before making unsubstantiated and baseless green claims, Sainsbury’s should read the WildFish report: [Responsibly Farmed? Investigating the certification of Scottish farmed salmon](#).

Scamon Scotland maintains – and we [filed similar complaints vs Sainsburys with the Advertising Standards Authority in May 2022](#) and [with Trading Standards, the ASA and the CMA in November 2021](#) – that Scottish salmon (including fish greenwashed via RSPCA Assured, the ASC and Soil Association) is inherently irresponsible. Sainsbury's is guilty of fish fraud and deceptive green claims.



 **Free Salmon**  
@salmon\_free

This is how farmed salmon should be labelled.



12:50 PM · Mar 29, 2024 · 1,419 Views

**- Tesco (Bidston):**

Tesco sells “responsibly sourced” smoked salmon from Norway via The Real Seafood Co next to “free, not farmed” wild salmon from Leap:



Where is the supporting documentation from Tesco showing how Norwegian farmed salmon is “responsibly sourced”? \$camon \$cotland is fully aware of [information on irresponsibly farmed Norwegian salmon with alarming death rates and diseases](#) but consumers in Tesco may be ignorant.

Outside Tesco in Bidston is a huge poster of a farmed salmon with a British union jack flag with the claim that Tesco is “working with British suppliers”. Yet inside the Tesco superstore is full of farmed salmon from Norway and ‘Scottish’ salmon from Mowi (a [Norwegian-owned multinational](#) which [imports millions of salmon eggs from Iceland and Ireland](#)):



**Don Staniford** ✓  
@TheGAAlA

Caught: Tesco claim they are "working with British suppliers" yet @Tesco is shamelessly flogging farmed salmon from Norway & 'Scottish' salmon farmed by Norwegian giant Mowi who imports foreign ova (salmon eggs) from Iceland & Ireland @tesconews @MowiScotlandLtd @ScotlandSalmon



10:48 AM · Apr 2, 2024

Scottish salmon sold by Tesco is also marketed as “responsibly sourced” without any supportive proof, documentary evidence or information available to customers:



As with the Norwegian farmed salmon, Tesco fails to provide consumers with supportive documentation proving their green claims. Again, the public information on Scottish salmon farming [showcases an inherently irresponsible industry racking up record-levels of farmed salmon mortalities](#) and [even dead Mowi workers](#).

Like Sainsbury's, Tesco sells Mowi 'superior' salmon which is [falsely marketed online and sold in store as 'responsible'](#):



**TESCO** Search  
[Search with a list of items](#)

Groceries ▾ My Favourites Recipes Special Offers Easter lunch Delivery Saver

Home > Fresh Food > Chilled Fish & Seafood > Salmon & Trout > Mowi 2 Scottish Salmon Fillets 230G



**Mowi 2 Scottish Salmon Fillets**  
230G

★★★★☆ 4.5 (38) [Write a review >](#)

£5.50 £23.91/kg

[Add](#)

### Product Description

2 Scottish Salmon Fillets

For more information and recipes go to [www.mowisalmon.co.uk](http://www.mowisalmon.co.uk)

High in Omega 3: Each portion typically has 2190mg of which more than half (1130mg) are DHA and EPA. Eating 250mg of EPA and DHA omega 3 fatty acids contribute to the normal function of the heart. Make salmon part of a varied and healthy diet and lifestyle.

At Mowi, we hand select the best Scottish Salmon and are the only one to raise, prepare and pack our own salmon with care in Scotland (UK). We love our 'chefs cut' restaurant style portions to elevate any dish. Mowi is also the first Scottish Salmon brand to be ASC approved - an independent certification of responsible farming to a new high standard.

ASC - Farmed Responsibly ASC Certified™, ASC certified as responsibly farmed. [www.asc-aqua.org](http://www.asc-aqua.org), ASC-C-02028

RSPCA Assured - Certification Mark, The salmon in this product is from a producer inspected to RSPCA welfare standards by the RSPCA's independently certified farm assurance scheme.

Hand Selected, Restaurant Style Cut

Pioneering Responsible Farming Excellence Since 1964

[Leaked photos from a whistleblower](#) shows how irresponsible – and far from superior – that Mowi Scottish salmon can be:

**MOWI**

**Sea Lice Damage: Rebate**

**Uszkodzenia od wszy morskiej: Do odrzucenia**



**MOWI**

**Lesions: Rebate**

**Zmiany: Do odrzucenia**

Lesion with flesh visible > 50p piece  
Zmiany z widocznym mięsem > moneta  
50pensów



Another Mowi whistleblower leaked stomach-churning video footage – [published by The Sunday Mail in December 2023](#) – showing the truly irresponsible side of Scottish salmon:

# WHISTLEBLOWER IN FAECES SLUDGE CLAIM AT FISH HATCHERY

■ Dawn Thompson

**A whistleblower has revealed stomach-churning behind-the-scenes footage of a supermarket salmon giant's Scottish farm.**

Mowi's on-shore Highland hatchery produces millions of young fish which are then transferred to other sites. But an insider has made public a video which shows the floor thick with fish faeces from an overflowing tank.

In it, a huge waste container appears to have overflowed, leaving the sides stained and the ground carpeted in brown sludge.

As the worker walks around, the waste - which appears to have been splashed or smeared on nearby equipment - becomes ankle deep.

The latest revelation comes after 'zombie salmon' footage revealed by the Sunday Mail made headlines worldwide.

Last night Mowi strongly defended itself against environmental and welfare concerns as campaigners demanded the industry be shut down.

Activist Don Staniford said: "This lifts the lid on the horror lurking inside this salmon farm."

"It lifts the curtain on land-based salmon farming and it is truly shocking."

Mowi's Inchmore salmon farm is a horror story with seeping faeces spewing out of the tanks.

"That a whistleblower working inside Mowi feels so appalled at the welfare and



**DISGUSTING** Slurry overflowing at hatchery and Loch Torridon, main



**GRISLY** Our story defended itself on farm



# Salmon farm's slurry sickener



**Mowi Whistleblower - overflowing crap from tanks at Inchmore: land-based salmon farming is shitty!**

Don Staniford



If Tesco and Sainsbury's were being truthful, this is how Mowi Scottish salmon would be advertised and marketed:



## Summary – please stop the greenwashing of “responsibly farmed” salmon!

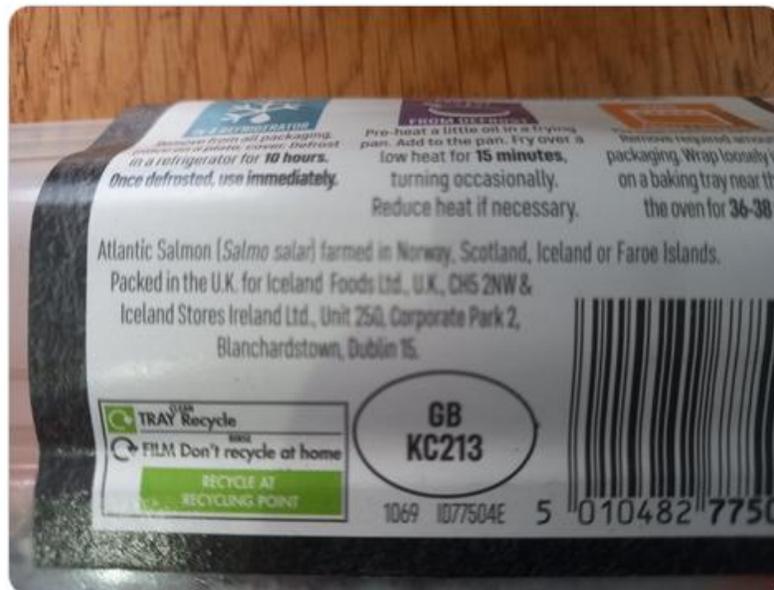
In conclusion, all supermarkets were caught breaching Trading Standards and fish labeling laws. Iceland was the only supermarket NOT to make the false green claim with respect to “responsibly sourced” or “responsibly farmed” salmon but tripped up by referring to ‘Our Catch’ on the back of a farmed salmon product from “Scotland and Norway” with another Iceland supermarket product failing to distinguish between salmon farmed in Scotland, Norway, the Faroe Islands or the country Iceland.

The use of multiple countries in the labeling of farmed salmon products is unacceptable from a consumer point of view. Surely shoppers in Morrisons deserve to be informed if their farmed salmon is sourced from Scotland, Norway or Iceland? Surely shoppers in Iceland supermarkets should be able to choose between salmon farmed in Scotland, Norway, Iceland or the Faroe Islands? For example, [over 100,000 people signed a UK petition in 2022](#) against the import of wild caught and farmed fish from the Faroe Islands – without specific country of origin labeling that is impossible!



Don Staniford  
@TheGAAIA

Anyone for playing Salmon Roulette @IcelandFoods?  
You can buy Atlantic salmon "farmed in Norway, Scotland, Iceland or Faroe Islands".  
I personally boycott ALL farmed salmon but some people may only want to avoid Faroese products for ethical reasons. Why not give them a choice?



Competition & Markets Authority and 4 others

2:42 PM · Apr 2, 2024

Moreover, even in the greenwashed world of salmon farming not all farmed salmon is accredited as environmentally ‘responsible’ by the ASC (you can search which farms are ASC-certified

[online here](#)). Scottish Sea Farms - exclusive salmon supplier to M&S – [announced their withdrawal from ASC certification in December 2023](#). And not all salmon farms in Scotland, Norway, Iceland and the Faroes can point to a welfare certification system such as RSPCA Assured ([however flawed the RSPCA Assured and ASC schemes are in practice](#)).

Suffice to say here that all supermarkets failed to provide substantive evidence to prove their green claims of “responsibly sourced” and “responsibly farmed”. Aldi, Asda, Coop, Iceland, Lidl, Marks & Spencer, Morrisons, Sainsbury’s and Tesco are all guilty of fish fraud in relation to false green claims.

The onus should surely be on supermarkets to provide documentation with respect to their green claims of ‘responsible’ Scottish, Norwegian and Icelandic salmon (Iceland appears to be the only supermarket on the Wirral sourcing from the Faroe Islands and it is the only supermarket not making the “responsibly farmed” or “responsibly sourced” green claim).

As explained at the beginning of this complaint, [a detailed dossier and complaint was submitted in October 2023](#) to the Competition and Markets Authority by WildFish and Coastal Communities Network Scotland.

The logo for WildFish, featuring the word "WildFish" in a stylized, green, serif font.

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The complaint details the extensive use of the term ‘sustainable’ by Salmon Scotland in its recent communications, as well as the environmental, welfare and sustainability issues which cast doubt on this claim – including:

- The negative impact of parasites and escaped fish from Scottish salmon farms on wild salmon
- High mortality rates on the farms
- Pollution of the sea by toxic chemicals used by the industry
- Unsustainable use of other fish species as parasite ‘cleaner fish’
- Use of fish from unsustainable wild-caught fisheries to feed farmed salmon
- Increasing use of antibiotics on Scottish salmon farms
- Significant carbon footprint of Scottish salmon farming

A report - [Responsibly Farmed? Investigating the certification of Scottish farmed salmon - published by WildFish in September 2023 along with grotesque video footage](#) found salmon farms are certified by leading bodies despite substantial marine pollution, inadequate parasite control and monthly mortality rates as high as 74%.

Data published by the Scottish Government’s Fish Health Inspectorate detailing ‘Case Information’ on infectious diseases at salmon farms across Scotland and site specific mortality statistics is available [online here](#)

Data published by the Scottish Environment Protection Agency detailing the use of toxic chemicals, breaches of environmental limits, lice infestation levels, weight of dead fish, sea-bed pollution and escapes is available [online here](#)

Scottish Salmon Watch’s dossier [submitted to Trading Standards, the CMA and ASA in November 2021](#) also casts serious doubts on the green claims made by supermarkets with respect to ‘responsible’ Scottish salmon.



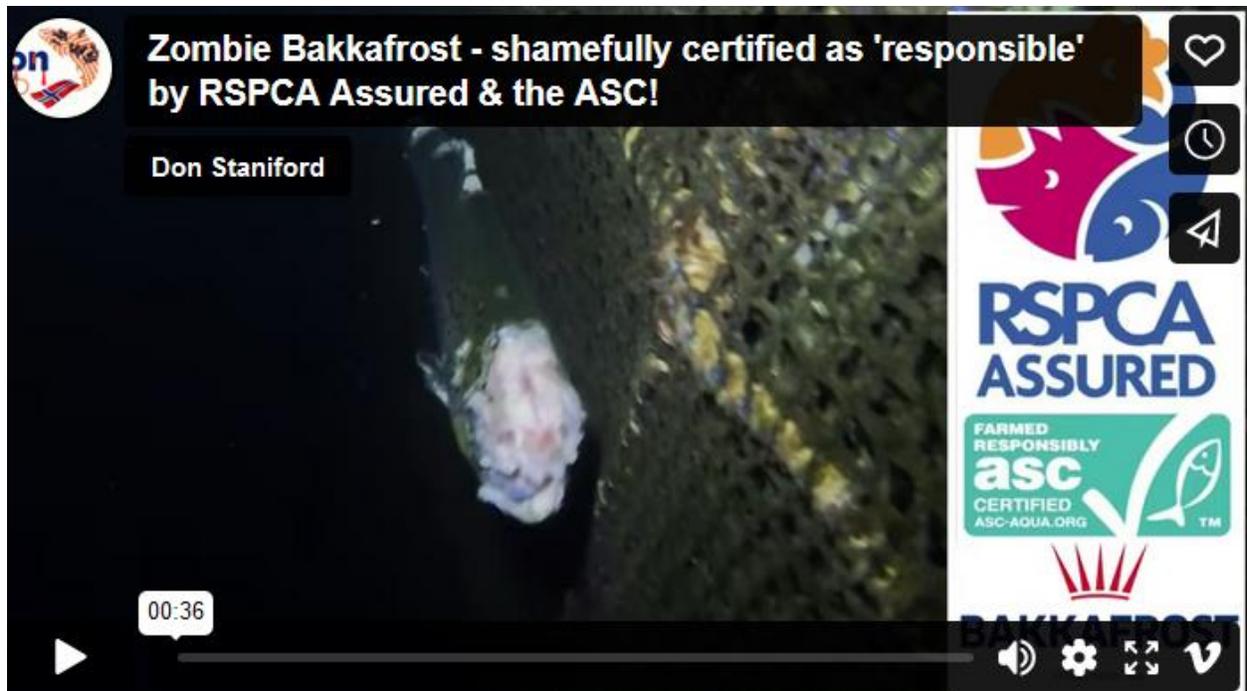
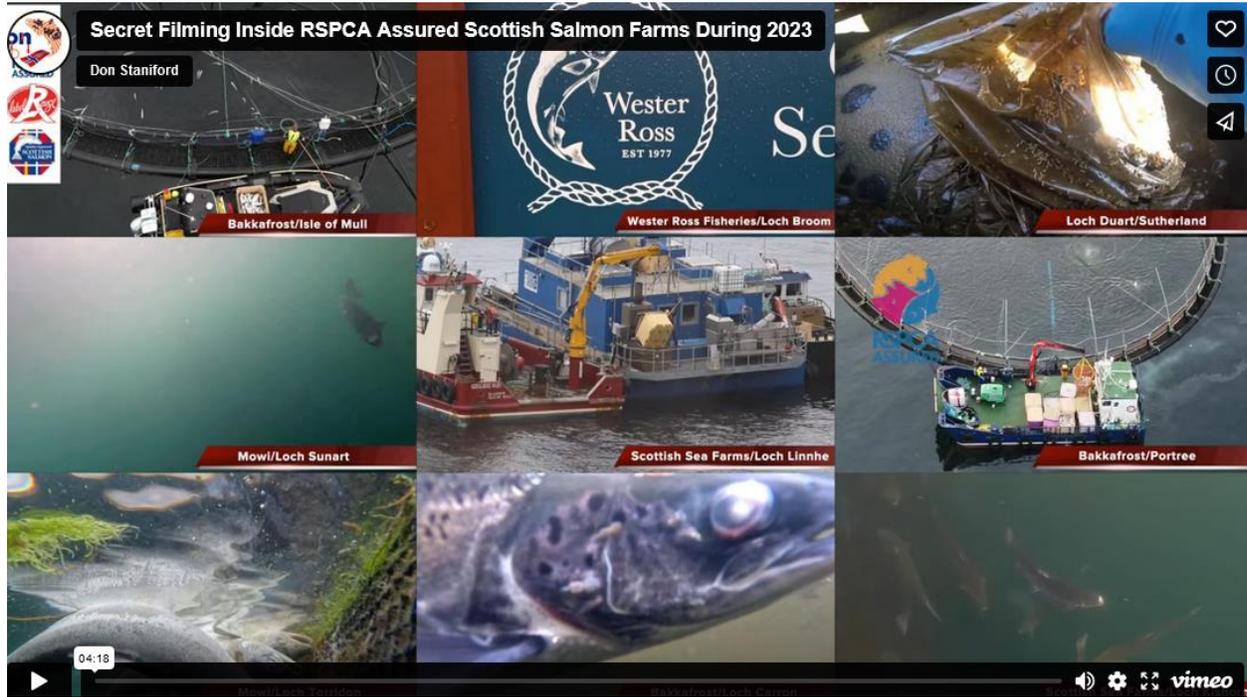
Key documents are available via:

[Trading Standards & CMA Letter of Complaint Vs Supermarkets](#) (19 November 2021)

[Hard Evidence Vs 'Responsibly Farmed' & 'Responsibly Sourced' Scottish Salmon](#) (submitted to Trading Standards & the CMA on 19 November 2021)

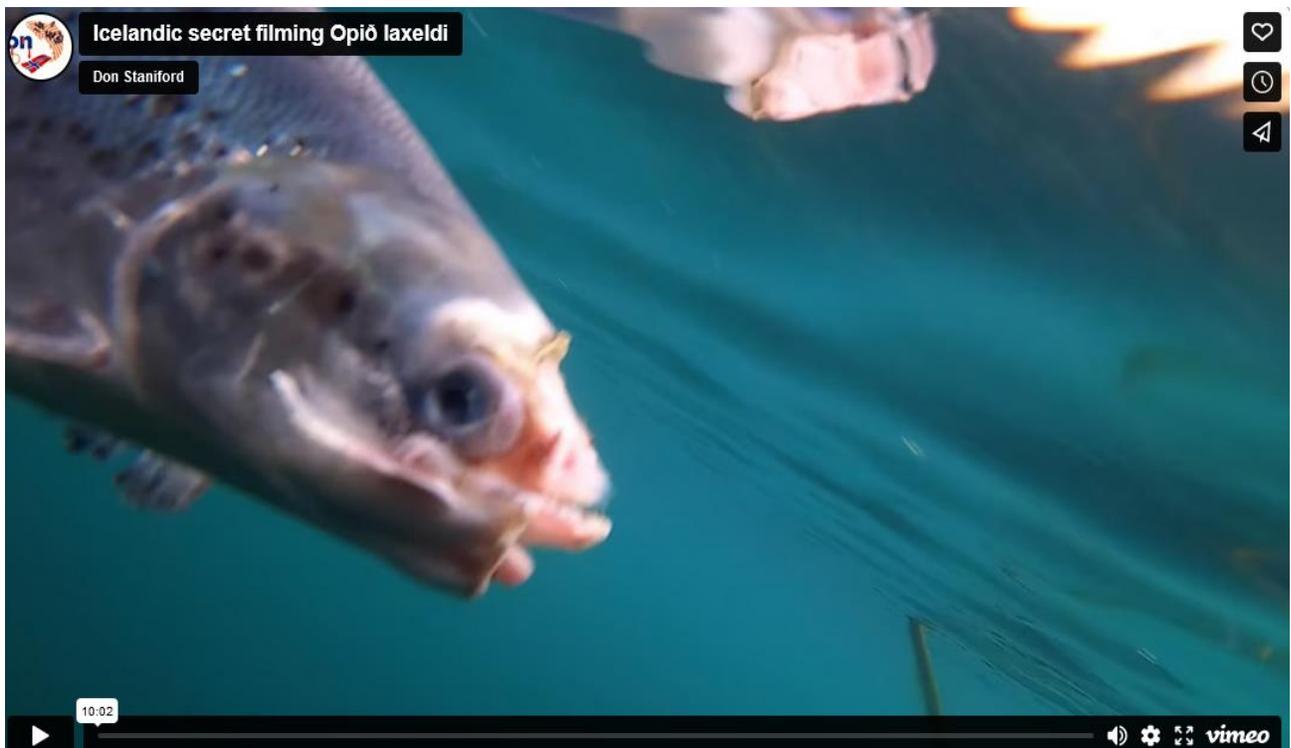
[Advertising Standards Authority Complaint & Hard Evidence Vs 'Responsibly Farmed' Mowi salmon sold by Tesco & Sainsbury's](#) (19 November 2021)

Video footage gathered via covert surveillance at Scottish salmon farms during 2023 is also available below:



Similar evidence on the irresponsible nature of salmon farming in Norway and Iceland is publicly available from various government and NGO sources and can be used to ground-truth

the shameless greenwashing of “responsibly farmed” salmon. For example, shocking video footage of welfare abuse inside salmon farms in Iceland is available here:



And gruesome photos of welfare abuse inside disease-ridden salmon farms in Norway was [broadcast by Norwegian TV in November 2023](#):

 **Salmon Scotland**  
@SalmonScotland · Follow



The tide is turning on farmed salmon in Norway as national TV hosts a show dedicated to the welfare, cruelty, ethical & moral SCANDAL which is now at crisis point:

@MairiGougeon @GillianMSP @CVOScotland  
@AngusRobertson



8:18 AM · Nov 18, 2023



 **Per-Erik Schulze**  
@PerErikSchulze · Follow



Norwegian farmed salmon industry is in serious trouble, violating animal health and welfare standards. New photos surfacing with national broadcaster NRK today show piles of dead, gill diseased salmon in the fish pens of seafood giant Lerøy this autumn  
[nrk.no/norge/plutseli...](https://nrk.no/norge/plutseli...)



6:14 AM · Nov 1, 2023



Further information is presented via:

[Media Backgrounder: The Pushback Vs Greenwashed Scottish Salmon](#) (April 2024)