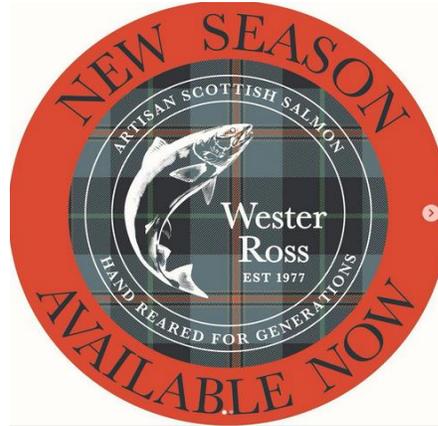
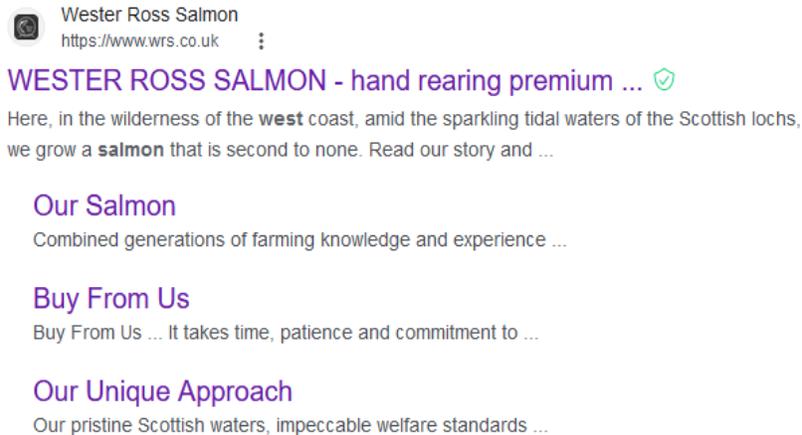


**Complaint Vs. Wester Ross (Mowi) for Deceptive Advertising & Misleading Marketing of “Hand Reared” Scottish Salmon (23 April 2024)**



## Hard Evidence of “Hand Reared” Advertising/Marketing of Wester Ross Salmon (sourced from information [available online](#) on 22 April 2024):

A [Google search of Wester Ross Salmon](#) points global customers to their [website](#) with the tagline “hand rearing premium”:



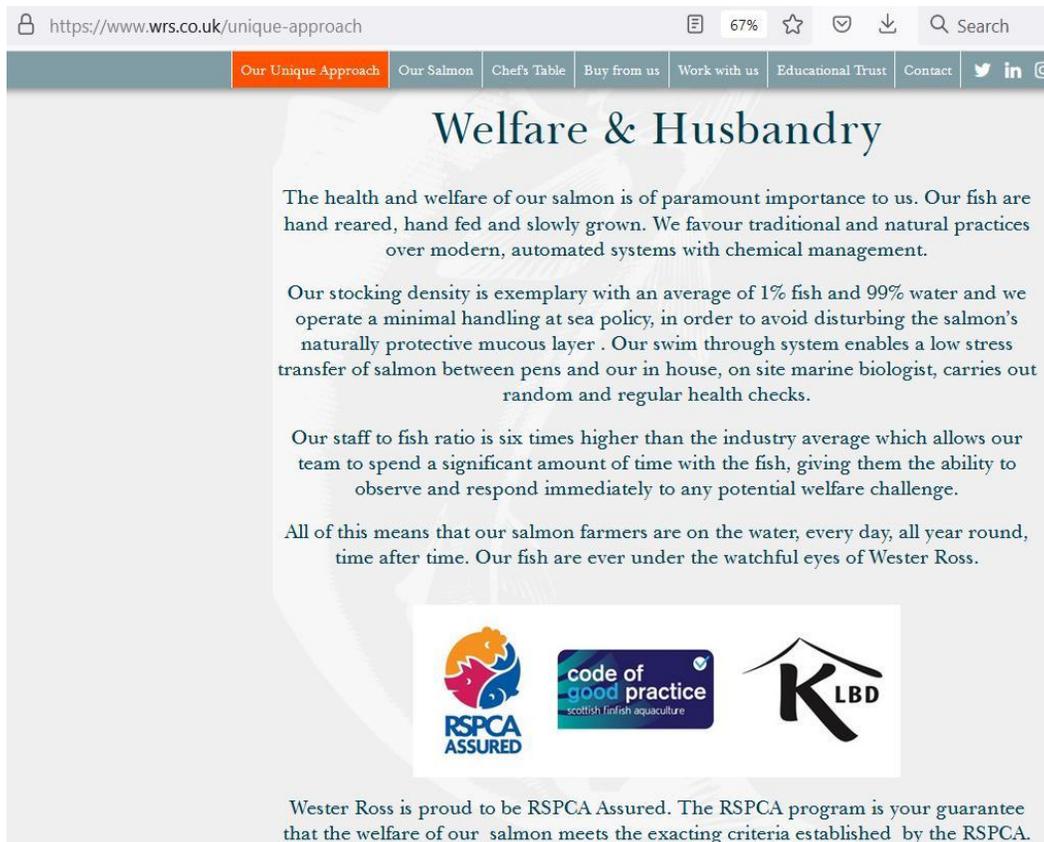
Wester Ross Salmon  
<https://www.wrs.co.uk>

### WESTER ROSS SALMON - hand rearing premium ...

Here, in the wilderness of the west coast, amid the sparkling tidal waters of the Scottish lochs, we grow a salmon that is second to none. Read our story and ...

- [Our Salmon](#)  
Combined generations of farming knowledge and experience ...
- [Buy From Us](#)  
Buy From Us ... It takes time, patience and commitment to ...
- [Our Unique Approach](#)  
Our pristine Scottish waters, impeccable welfare standards ...

The [Wester Ross Salmon website](#) claims: “Our fish are hand reared, hand fed and slowly grown. We favour traditional and natural practices over modern, automated systems with chemical management”:



<https://www.wrs.co.uk/unique-approach> 67% Search

[Our Unique Approach](#) [Our Salmon](#) [Chef's Table](#) [Buy from us](#) [Work with us](#) [Educational Trust](#) [Contact](#) [Twitter](#) [LinkedIn](#) [Instagram](#)

## Welfare & Husbandry

The health and welfare of our salmon is of paramount importance to us. Our fish are hand reared, hand fed and slowly grown. We favour traditional and natural practices over modern, automated systems with chemical management.

Our stocking density is exemplary with an average of 1% fish and 99% water and we operate a minimal handling at sea policy, in order to avoid disturbing the salmon's naturally protective mucous layer. Our swim through system enables a low stress transfer of salmon between pens and our in house, on site marine biologist, carries out random and regular health checks.

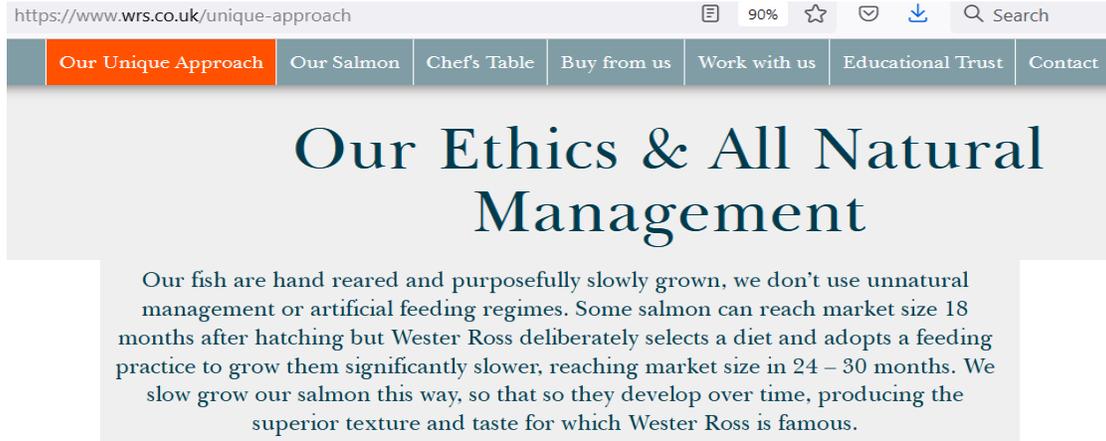
Our staff to fish ratio is six times higher than the industry average which allows our team to spend a significant amount of time with the fish, giving them the ability to observe and respond immediately to any potential welfare challenge.

All of this means that our salmon farmers are on the water, every day, all year round, time after time. Our fish are ever under the watchful eyes of Wester Ross.



Wester Ross is proud to be RSPCA Assured. The RSPCA program is your guarantee that the welfare of our salmon meets the exacting criteria established by the RSPCA.

The [Wester Ross Fisheries website](https://www.wrs.co.uk) claims under “our ethics and all natural management”:



The screenshot shows a web browser window with the URL <https://www.wrs.co.uk/unique-approach>. The navigation menu includes 'Our Unique Approach', 'Our Salmon', 'Chef's Table', 'Buy from us', 'Work with us', 'Educational Trust', and 'Contact'. The main heading is 'Our Ethics & All Natural Management'. The text below reads: 'Our fish are hand reared and purposefully slowly grown, we don't use unnatural management or artificial feeding regimes. Some salmon can reach market size 18 months after hatching but Wester Ross deliberately selects a diet and adopts a feeding practice to grow them significantly slower, reaching market size in 24 – 30 months. We slow grow our salmon this way, so that so they develop over time, producing the superior texture and taste for which Wester Ross is famous.'

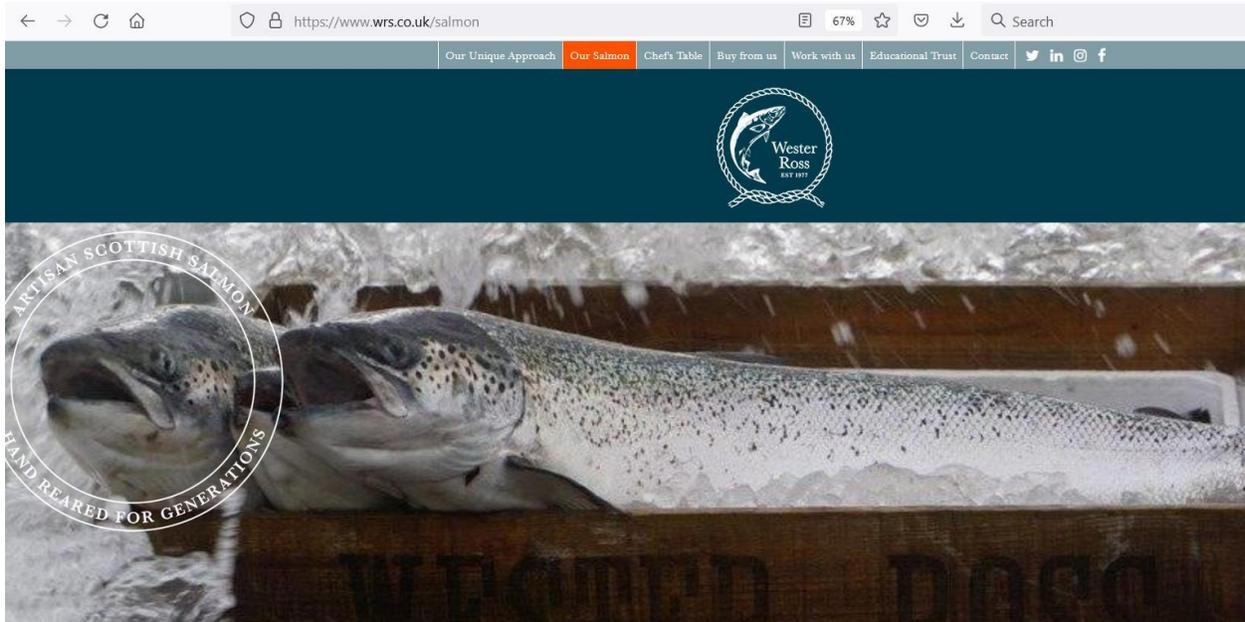
“Hand fed” is repeated throughout the [Wester Ross Fisheries website](https://www.wrs.co.uk) along with images of workers hand feeding the farmed salmon:



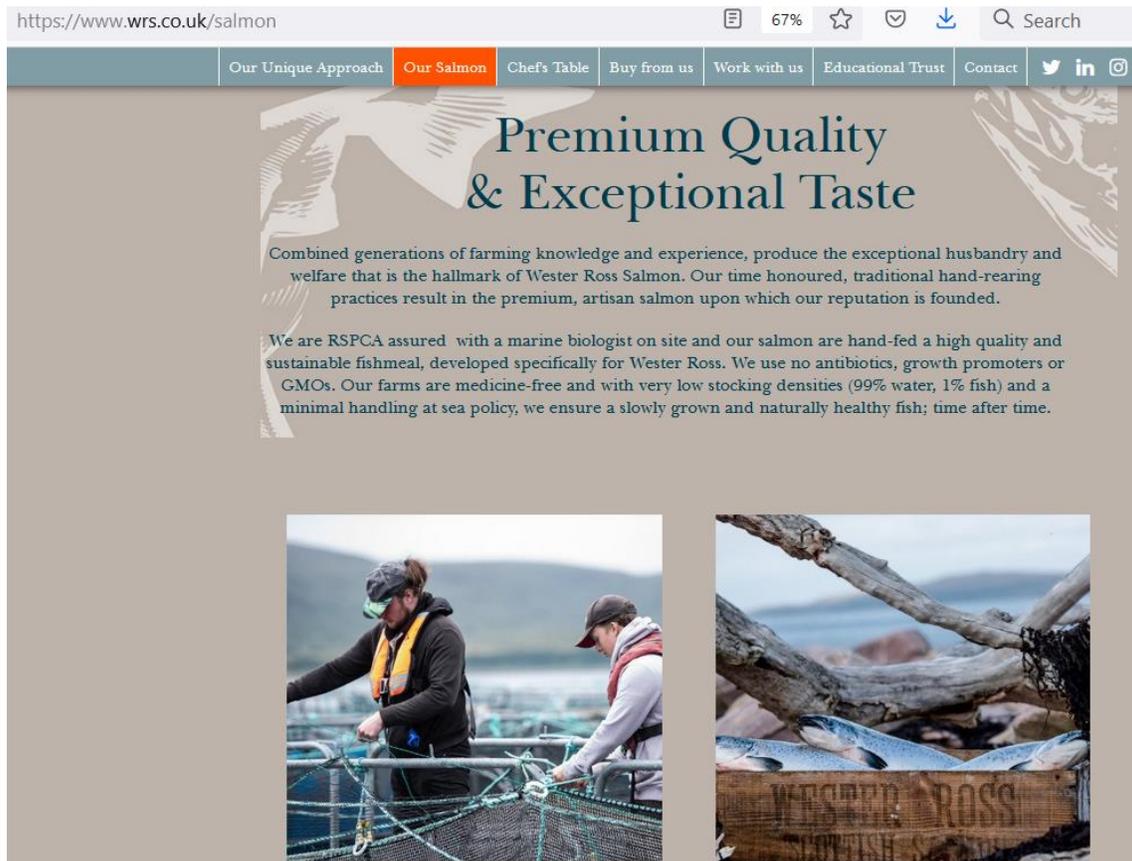
The screenshot shows a web browser window with the URL <https://www.wrs.co.uk/unique-approach>. The navigation menu includes 'Our Unique Approach', 'Our Salmon', 'Chef's Table', 'Buy from us', 'Work with us', 'Educational Trust', 'Contact', and social media icons for Twitter, LinkedIn, and Instagram. The main heading is 'Our Pledge to Sustainability'. The text below reads: 'We have an outstanding “fish in fish out” (FIFO) ratio of less than 1:1. What this means is that we use less than 1kg of protein feed to produce 1kg of salmon and within farming industries that is truly extraordinary. Our salmon are hand fed a marine fishmeal feed that is developed specifically for Wester Ross. Our feed is based on trimmings of fish that were caught for human consumption, to ensure that our farming operation does not impact upon wild fish populations.'



Wester Ross Fisheries use the “Hand Reared for Generations” logo on their [website](https://www.wrs.co.uk):



Another photo of hand feeding appears under the repeated [claim of “traditional hand-rearing”](https://www.wrs.co.uk/salmon):



Another [webpage](#) claims that “all natural hand rearing” is central to Wester Ross’s ‘core values’:

https://www.wrs.co.uk/buy 90% ☆ ♡ ↓ 🔍 Search

Our Unique Approach | Our Salmon | Chef's Table | **Buy from us** | Work with us | Educational Trust | Contact | [Twitter](#) | [LinkedIn](#) | [Instagram](#)

# Guaranteed Provenance

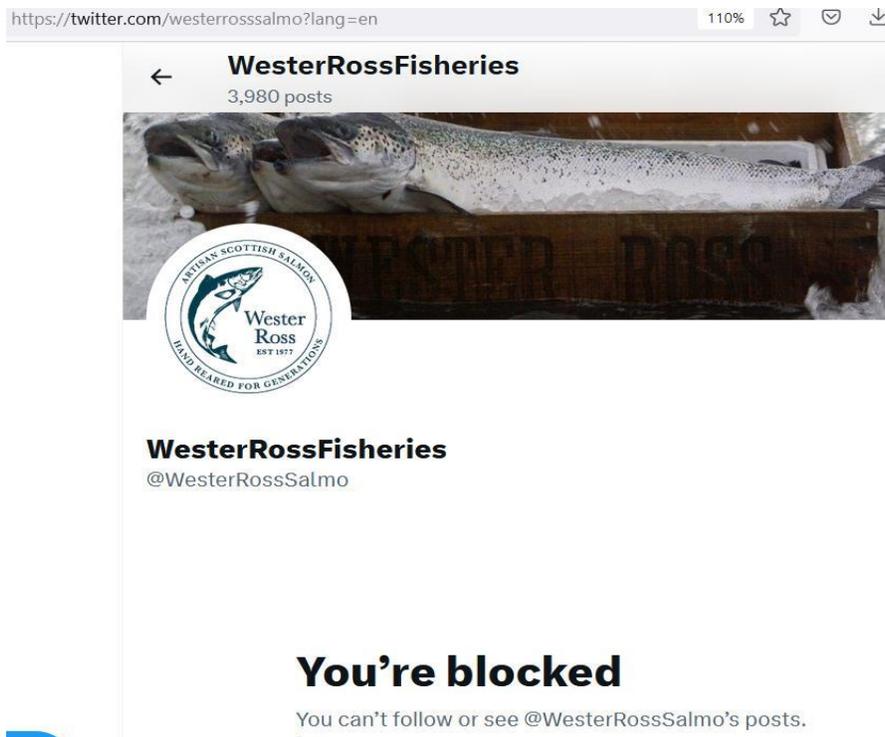
## Sequentially Numbered Tags, Fully Traceable to each Harvest

It takes time, patience and commitment to produce Wester Ross Artisan Scottish Salmon and we are justifiably proud of our fish. All Wester Ross whole fish and fillets are tagged with a unique serial number. This tag is our commitment to traceability, so you can be confident that your salmon is genuinely ours and was produced in accordance with the Wester Ross core values of welfare, sustainability and all natural hand rearing.

Photos on the [Wester Ross Salmon website](#) showcase hand-feeding:



The [Twitter account of Wester Ross Fisheries](#) uses a logo with the claim: “Hand Reared for Generations” (there may be more false claims in various Tweets but Wester Ross blocks naysayers):



On Facebook, Hunter Gatherer Cooking featured hand feeding at Wester Ross in a video [posted in October 2023](#):



The feed at Wester Ross Salmon Farm

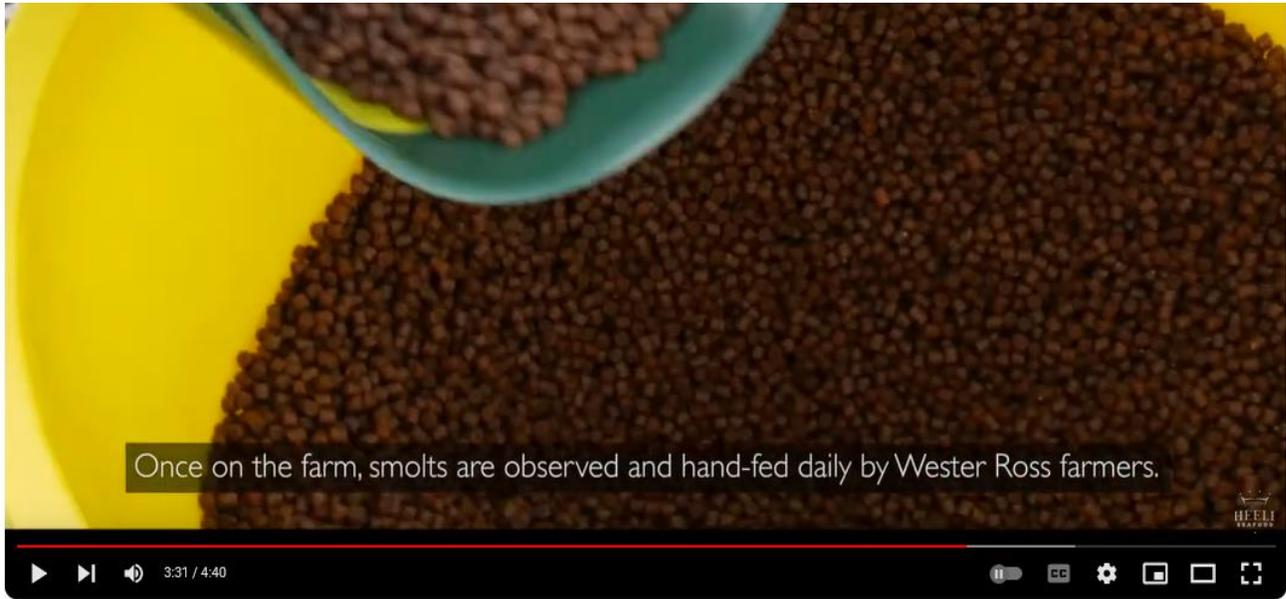
Wheeler Seafood in the USA claim in a [video posted on You Tube](#) that “all Wester Ross Salmon are slowly hand reared on organic fish meal”:



**Wester Ross Salmon**

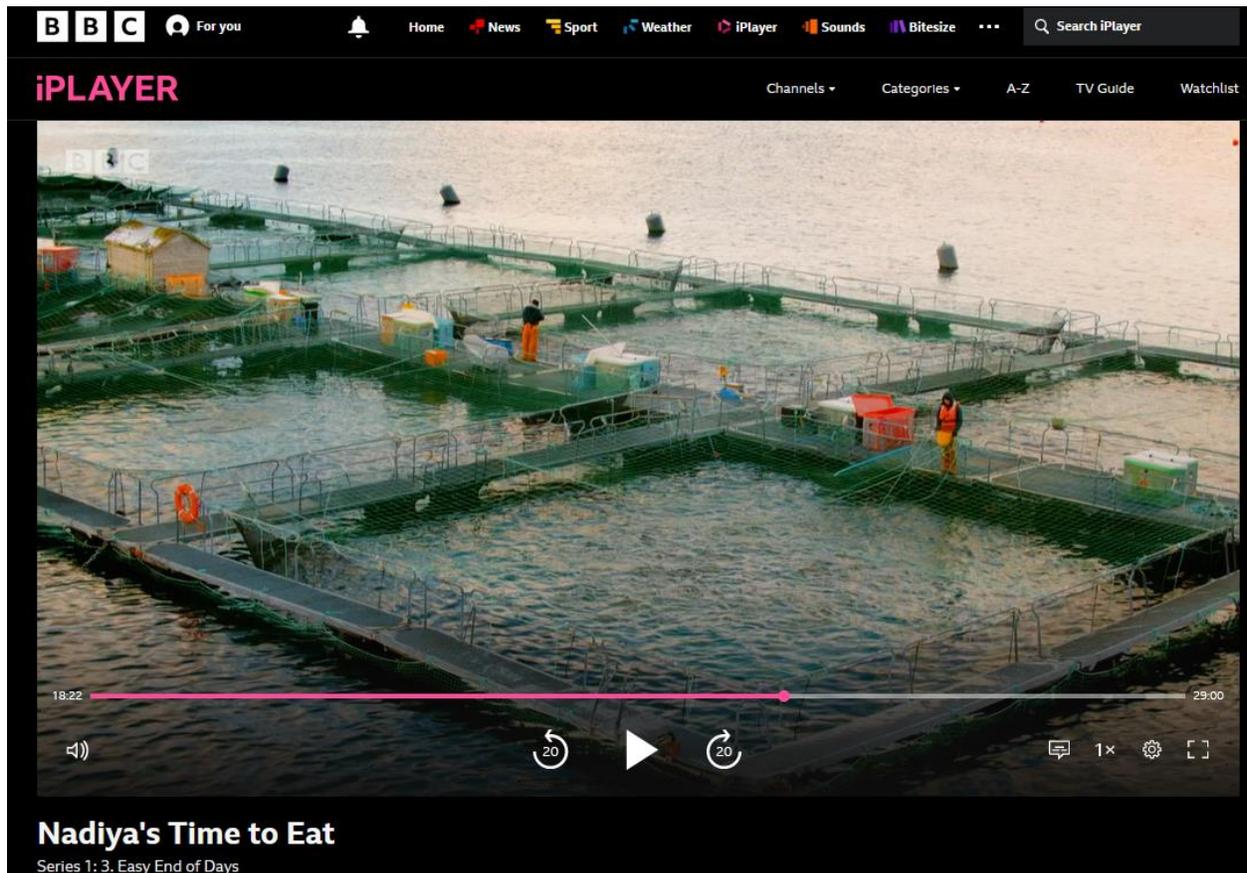
 **Wheeler Seafood**  
231 subscribers [Subscribe](#)

[6](#) [Share](#) [Clip](#) [Save](#) [...](#)



**Wester Ross Salmon**

BBC iPlayer still [features 'Nadiya's Time to Eat'](#) which showcases hand feeding at Wester Ross Salmon:



Celebrity chef Nadiya Hussein even tried her hand at feeding Wester Ross Salmon:



Salmon Scotland – the trade body representing the salmon farming industry in Scotland – [advertises its member as “hand reared”, “hand fed” and a company who “have been hand rearing their fish for generations”](#):



## Wester Ross Salmon

**In the wilderness of the Scottish west coast, amid the sparkling tidal waters of the lochs, Wester Ross grow a salmon that is second to none.**

Founded in 1977, by Robin Bradley and Alan Mann, Wester Ross Fisheries is the oldest independently operated salmon farm in Scotland and have been hand rearing their fish for generations.

They currently manage three seawater sites in Loch Kannaird, Loch Broom and Little Loch Broom with a processing unit and a sales and administration office in Dingwall.

Wester Ross pride themselves on the health and welfare of their salmon. Their fish are hand reared, hand fed and slowly grown, favouring traditional and natural practices over modern, automated systems. This means their salmon farms are on the water every day, all year round.

### Contact us

+44 (0)1349 866222

<https://www.wrs.co.uk/>

[marketing@wrs.co.uk](mailto:marketing@wrs.co.uk)

[Twitter](#) [Facebook](#) [Instagram](#) [LinkedIn](#)

### Addresses

Wester Ross Fisheries Ltd,  
Ardmair, Ullapool, IV26 2TN

Wester Ross Salmon is [advertised by The Fish Shop](#) with the “hand-rearing” claim and a photo of a worker feeding salmon by hand:

https://www.passionateaboutfish.co.uk/page/westerross-salmon 67% ☆ 📄 ⬇️ 🔍 Search

 *The Fish Shop*  
PASSIONATE ABOUT FISH

Start typing to search 🔍

Fresh Fish ▾ Shellfish ▾ Ready to Cook ▾ Ready To Eat ▾ Platters ▾ Caviar & Keta ▾ Frozen ▾ Veg & Herbs ▾ Store Cupboard ▾ Dried Goods ▾ Gift Ideas ▾

## OUR SUPPLIERS

### Wester Ross Salmon



Wester Ross have been hand-rearing Scottish salmon in the north-western Highlands since 1977 and we are incredibly proud to be able to showcase their amazing fish on our counters.

https://www.passionateaboutfish.co.uk/page/westerross-salmon 67% ☆ 📄 ⬇️ 🔍 Search

Hand-rearing fish means that people are on the water every single day to feed and observe the fish, this requires three times the labour of conventional salmon farming but ensures close observation of the fish and meticulous attention to animal welfare. In fact, the fish are so well cared for they have never had to use any antibiotics.



An [online marketing brochure from Wester Ross Salmon](#) repeats the claim that “salmon are fed by hand through every stage of life at Wester Ross” and “hand reared means that everything is done by hand”. “This is an entirely hand-on operation” claims Wester Ross who stress that there are “no machines”:

<https://static1.squarespace.com/static/55578df5e4b0c2b7c9e208ee/55578e4ae4b056e61818>

**TALKING POINTS: OVERVIEW**

Hand reared means that everything is done by hand at the farm. Salmon are fed by hand through every stage of life at Wester Ross which allows the fish to be observed daily by a real person — not a remote camera.

**NO antibiotics or hormones** on the fish.

**NO antifoulants** on the nets. Nets are cleaned by wind, rain and sun.

One of the world's best “feed-conversion ratios” because they use trimmings of fish for human consumption to create a sustainable fish feed. This greatly reduces dependency on wild fish and results in a less than 1:1 FCR.

Natural pigment used

**RSPCA Freedom Food Certified** (a rigorous animal welfare standard)  
**Kosher Certified**  
 Scottish Industry Code of Good Practice  
 ISO-14001 Environmental Management

Wester Ross is the oldest independently owned salmon farm in Scotland with a staff of 35 people.

Get more at [www.wrs.co.uk](http://www.wrs.co.uk) & on twitter @WesterRossSalmo

**TALKING POINTS: ANIMALS & ENVIRONMENT**

Hand rearing means that the farmers at Wester Ross Fisheries are on the water EVERY day to feed and observe the fish — no machines or cameras. **This is an entirely hands-on operation.**

The Wester Ross Fisheries operate adjacent to a designated Scottish Nature Reserve.

One of the world's best “feed-conversion ratios” because they use trimmings of fish for human consumption to create a sustainable fish feed. This greatly reduces dependency on wild fish and results in a less than 1:1 FCR.

Wester Ross salmon is a certified Freedom Food by the RSPCA (the UK ASPCA) and is an active member of the RSPCA salmon working group.

To comply with RSPCA animal welfare standards salmon must have:

- Freedom from thirst, hunger and malnutrition
- Freedom from discomfort, pain, injury or disease
- Freedom to express normal behavior
- Freedom from fear and distress

Get more at [www.wrs.co.uk](http://www.wrs.co.uk) & on twitter @WesterRossSalmo

[Pinney’s of Orford in the UK claim](#) Wester Ross salmon is “hand reared”:

<https://www.pinneysoforford.co.uk/product/hand-sliced-scottish-200g/>

**Pinney's of Orford** Est. 1959

Shop Online | Our Restaurant | Our Orford Shop | Our History | What we do | Contact

Online Shop / Freedom Farmed Scottish Smoked Salmon / Hand Sliced Scottish (200g)

**Hand Sliced Scottish (200g)**  
**£16.80**

Beautiful smoked Scottish salmon that has been carefully sliced by hand. Perfect for topping a toasted bagel or stirring through pasta with cream cheese, lemon juice and dill for a simple supper.

**Ingredients** – Salmon (fish), Salt, Oak Smoke

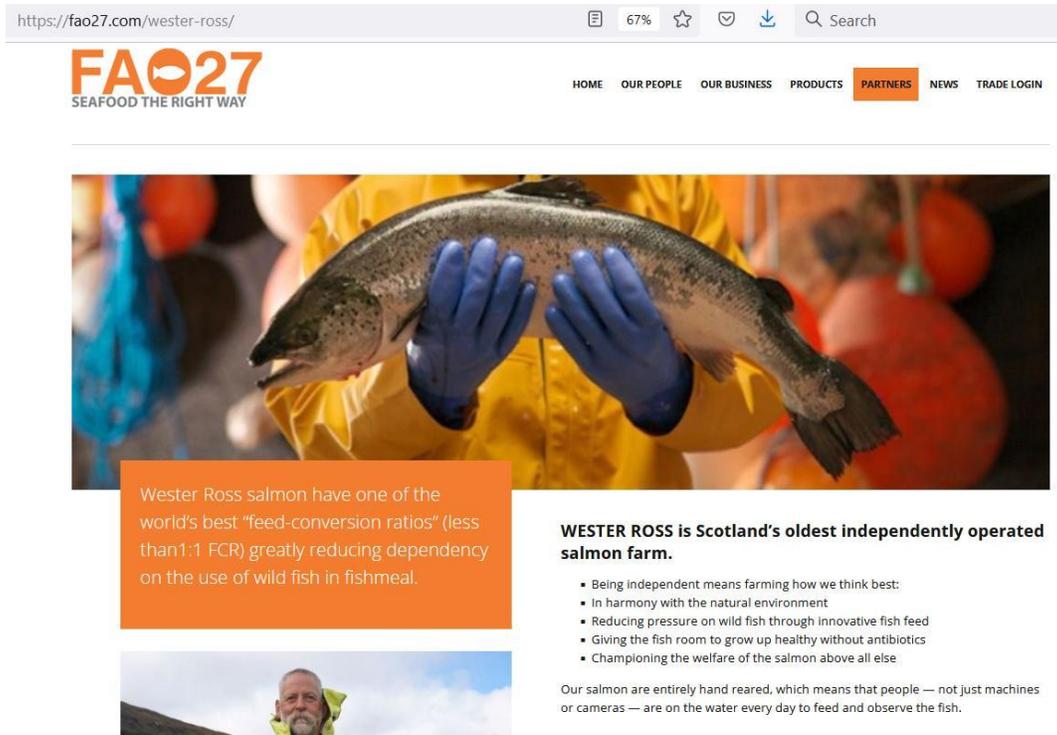
Hand reared Wester Ross certified Freedom Food salmon.

For allergens see ingredients in **bold**. Produced in an environment with Crustacea.

- Wheat and Gluten Free
- Dairy Free

- 1 + **Add to cart**

FAO27 [claim on their website](#) that Wester Ross salmon “are entirely hand reared” pointing out that this means “that people – not just machines or cameras – are on the water every day to feed and observe the fish”:



https://fao27.com/wester-ross/

67%

FAO27  
SEAFOOD THE RIGHT WAY

HOME OUR PEOPLE OUR BUSINESS PRODUCTS PARTNERS NEWS TRADE LOGIN

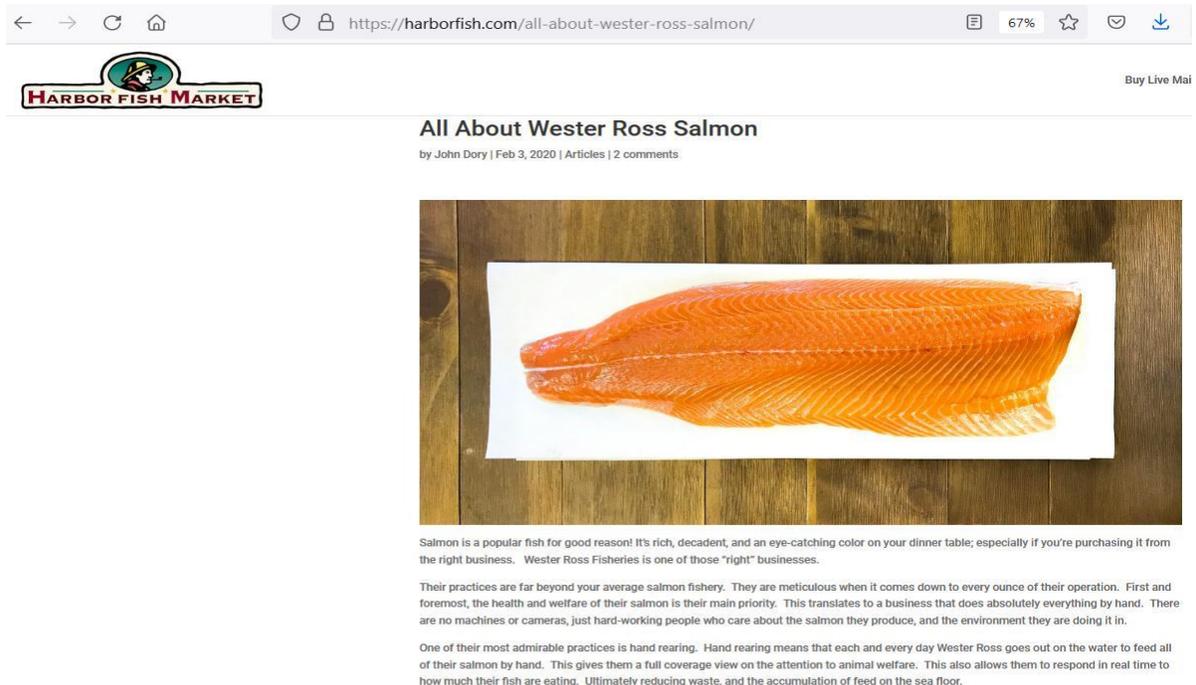
Wester Ross salmon have one of the world's best “feed-conversion ratios” (less than 1:1 FCR) greatly reducing dependency on the use of wild fish in fishmeal.

**WESTER ROSS is Scotland's oldest independently operated salmon farm.**

- Being independent means farming how we think best:
- In harmony with the natural environment
- Reducing pressure on wild fish through innovative fish feed
- Giving the fish room to grow up healthy without antibiotics
- Championing the welfare of the salmon above all else

Our salmon are entirely hand reared, which means that people — not just machines or cameras — are on the water every day to feed and observe the fish.

Wester Ross Salmon is “a business that does absolutely everything by hand” [claims Harbor Fish Market](#) which is based in Maine in the USA:



← → ↻ 🏠 🔒 https://harborfish.com/all-about-wester-ross-salmon/ 67%

**HARBOR FISH MARKET**

Buy Live Mai

**All About Wester Ross Salmon**

by John Dory | Feb 3, 2020 | Articles | 2 comments



Salmon is a popular fish for good reason! It's rich, decadent, and an eye-catching color on your dinner table; especially if you're purchasing it from the right business. Wester Ross Fisheries is one of those “right” businesses.

Their practices are far beyond your average salmon fishery. They are meticulous when it comes down to every ounce of their operation. First and foremost, the health and welfare of their salmon is their main priority. This translates to a business that does absolutely everything by hand. There are no machines or cameras, just hard-working people who care about the salmon they produce, and the environment they are doing it in.

One of their most admirable practices is hand rearing. Hand rearing means that each and every day Wester Ross goes out on the water to feed all of their salmon by hand. This gives them a full coverage view on the attention to animal welfare. This also allows them to respond in real time to how much their fish are eating. Ultimately reducing waste, and the accumulation of feed on the sea floor.

Gourmet South Meat Market in South Carolina in the USA [showcases Wester Ross Scottish salmon as “hand reared and sustainably fed”](#):

https://www.gourmetsouthmeatmarket.com/8oz-Fresh-Wester-Ross-Scottish-Salmon-Filet 80% ☆ 📄 🔍 Search



### 8oz Fresh Wester Ross Scottish Salmon Filet

Store / Fresh Seafood

\$19.99

In stock: 9 available

Quantity:

[Add to Bag](#)

**Product Details**  
UPC: 265761359839  
Weight: 0.50 lbs

**Fresh Wester Ross Scottish Salmon**  
Hand reared and sustainably fed, hormone free, antibiotic free & GMO free. Firm texture, deep pink flesh, exceptional buttery salmon flavor. Bake, grill, poach, smoke and suited for premium sushi. Rugged, beautiful, and remote are the qualities that best describe the highlands of Scotland where the very special farms of Wester Ross produce legendary Scottish Salmon.

The legend of Scottish Salmon, and its imprint of good luck on the lives Scotsmen and women, is often dramatically told in Celtic folktales. Its classic image appears everywhere in their culture and art, even the City of Glasgow incorporates

Bel & the Dragon in West Berkshire in the UK [claim on their website](#) that Wester Ross Salmon is “organically farmed”, “hand reared” and “hand fed”:

https://www.belandthedragon.co.uk/blog/root-to-table-wester-ross-salmon 67% ☆ 📄 🔍 Search

OUR LOCATIONS ▾ FOOD ▾ DRINK STAY VOUCHERS PRIVATE DINING ▾ EVENTS CAREERS



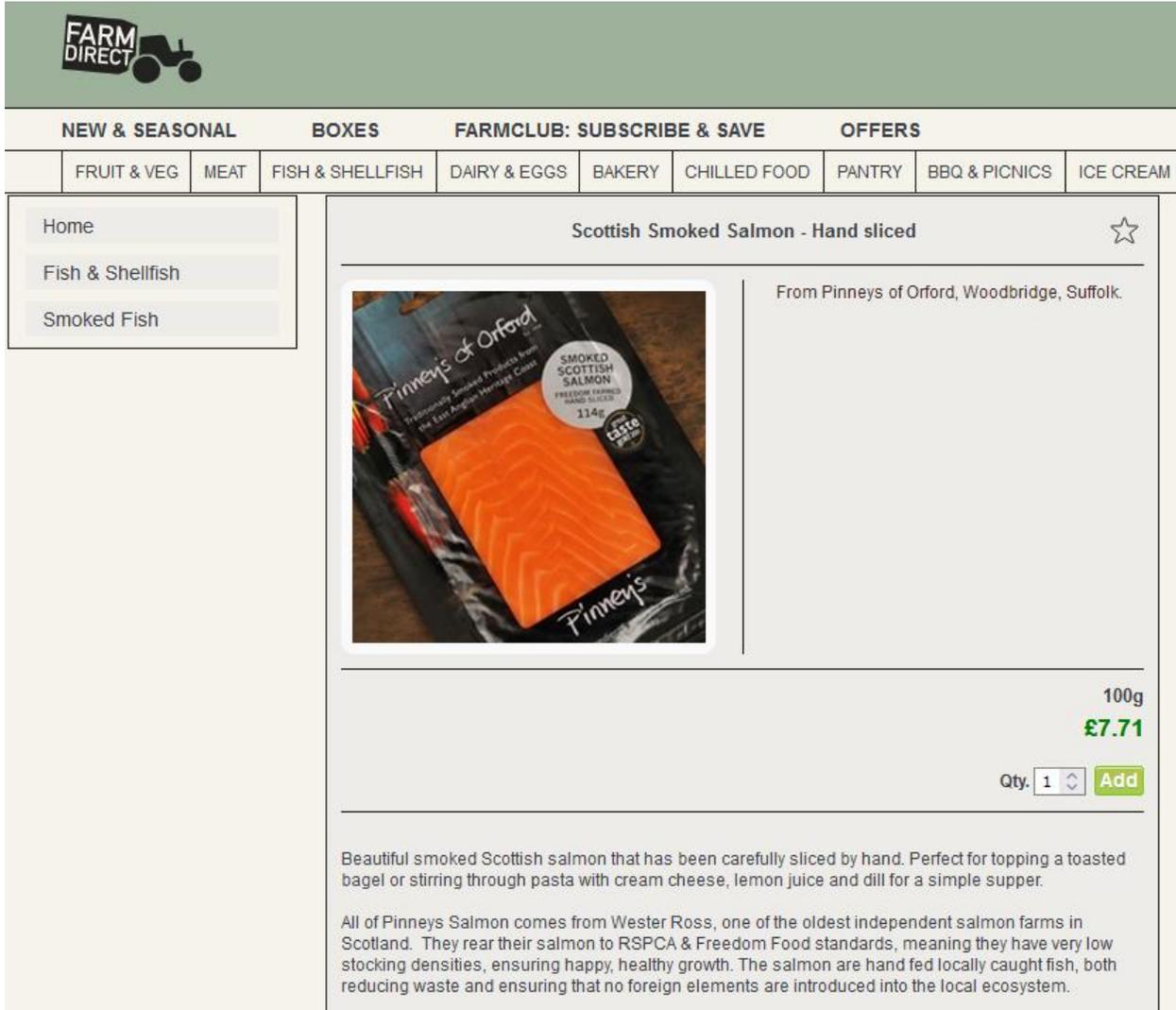
## ROOT TO TABLE: WESTER ROSS SALMON

Category: [Root To Table](#)

Share [f](#) [X](#)

Work & life are blissfully blurred for Daniel Knowlson, owner of a small-scale (no pun intended) artisan smokehouse business in West Berkshire. Dan never set out to smell of bonfires on a daily basis but has always had an inherent love of food - he is a professionally trained chef who made the decision to try something a little different. Located just a few miles from our door, there are so many reasons why we love West Berkshire Smokehouse. First and foremost, they use bespoke traditional oak smoking methods, handpicking and lumbering their own wood, with not an additive, flavour or preservative in sight - which undeniably adds to the texture and flavour. I witnessed the care and precision taken to fillet and slice the salmon by hand when I visited the site on Manor Farm near Yattendon last week. What makes Dan & his team even more endearing is the fact that they have never been interested in expanding, preferring to focus on maintaining a quality product. At the moment, Dan is able to oversee every part of the process from start to finish - the way he believes it should be and I couldn't agree more. [Westerross] The fish of choice is organically farmed Wester Ross Salmon, synonymous with the finest Scottish smoked salmon. Hand reared and grown with as much care as Dan uses to smoke his fillets, the welfare of the fish is of utmost importance. These lucky salmon are hand-fed a responsibly-sourced diet and a high-quality, sustainable fish meal. In fact, Wester Ross have one of the world's best feed conversion ratios significantly reducing the dependency on wild fish. [smokehouse2] Not one to look a gift horse in the mouth, I took the opportunity to sample the smoked salmon prior to packing and converse with Dan at length on a mutual passion for good food. In my mind, a great product such as this is best served simply and avocado is a great place to start. The mild creamy flavour pairs perfectly with the boldness of the salmon. Chilli adds a touch of heat without overpowering the fish & a squeeze of lime cuts through the richness of the salmon. Of course, salmon also has a natural affinity with eggs - scrambled with a generous sprinkling of chopped chives. However, anything more would be gilding the lily. Try it for yourself...

Farm Direct in the UK [markets Wester Salmon salmon as being “hand fed locally caught fish”](#):



The screenshot shows the Farm Direct website interface. At the top is the Farm Direct logo. Below it are navigation tabs: NEW & SEASONAL, BOXES, FARMCLUB: SUBSCRIBE & SAVE, and OFFERS. A secondary row of tabs includes FRUIT & VEG, MEAT, FISH & SHELLFISH, DAIRY & EGGS, BAKERY, CHILLED FOOD, PANTRY, BBQ & PICNICS, and ICE CREAM. A left-hand navigation menu lists Home, Fish & Shellfish, and Smoked Fish. The main product page is for 'Scottish Smoked Salmon - Hand sliced', featuring a product image of a vacuum-sealed package of Pinneys of Orford salmon. The package label includes 'SMOKED SCOTTISH SALMON', 'FREEDOM FARMED HAND SLICED', and '114g'. The price is listed as 100g for £7.71. A quantity selector is set to 1, and an 'Add' button is present. Below the product image, there is a description: 'Beautiful smoked Scottish salmon that has been carefully sliced by hand. Perfect for topping a toasted bagel or stirring through pasta with cream cheese, lemon juice and dill for a simple supper.' A paragraph follows: 'All of Pinneys Salmon comes from Wester Ross, one of the oldest independent salmon farms in Scotland. They rear their salmon to RSPCA & Freedom Food standards, meaning they have very low stocking densities, ensuring happy, healthy growth. The salmon are hand fed locally caught fish, both reducing waste and ensuring that no foreign elements are introduced into the local ecosystem.'

Note that Wester Ross Salmon feeds their farmed salmon with feed sourced from wild fish imported from far-flung regions of the world as well as soya, vegetable oil, wheat, corn and horse beans and yeast by product:



Seafood Source [reported back in 2010](#) on Wester Ross's "hand-reared" salmon. "Hand-reared Scottish salmon has the right kind of image," said Gilpin Bradley (Wester Ross's MD). "We are the only salmon farm in Scotland to feed salmon entirely by hand":

<https://www.seafoodsource.com/features/carving-a-niche-one-salmon-at-a-time> 80%

MAY 23, 2010

## Carving a niche, one salmon at a time



Mike Urch published in [Supply & Trade](#)

SHARE



Wester Ross, a small independent firm farming salmon on the northwest coast of Scotland, doesn't try to compete with bigger foreign-owned companies in producing salmon as cheaply as possible for a mass market. It has carved a niche for itself producing what it calls "hand-reared" salmon.

This means, quite literally, that everything connected with the rearing and processing of its salmon, even feeding, is done by hand. Gilpin Bradley, the company's managing director, uses the phrase: "Real people doing real jobs."

"Hand-reared Scottish salmon has the right kind of image," he said. "We operate in harmony with the environment. We even produce fishmeal for our feed from the trimmings from pelagic fish caught locally. There is nothing more sustainable than that."

Established in 1977, Wester Ross is the oldest, and the smallest — it produces 1,500 to 2,000 tons of salmon annually — of the three completely independent salmon farmers now left in Scotland; 95 percent of the Scottish salmon farming industry, now the world's second largest after Chile's demise, is in Norwegian hands.

The traditional, labor intensive methods Wester Ross uses for rearing and processing salmon means that it produces "only healthy and happy fish," which, it claims, have a natural, better taste when compared with the mass produced fish from other companies.

"We are the only salmon farm in Scotland to feed salmon entirely by hand," said Bradley. "We are also the only salmon farm in Scotland to use a passive grading method to ensure that our salmon do not leave the water between smolt intake and final harvest, a period which can take up to two years."

Wester Ross specializes in selling salmon to smokers — "our diet and feeding practice has been developed for this" — and half of its sales are of fillets for this market. The company also sells whole salmon and fillets to caterers in the United Kingdom and continental Europe and to export markets including Japan, Hong Kong and the United States.

Seafood Source [reported last month in March 2024](#) still referring to “hand-fed fish”:

<https://www.seafoodsource.com/news/aquaculture/post-acquisition-wester-ross> 67%

MARCH 25, 2024

## Post-acquisition, Wester Ross retains its identity while safeguarding its future

"Our brand and product convey the values and care that have gone into producing our fish."

 Jason Holland published in Aquaculture



Box of Wester Ross salmon | Photo courtesy of Wester Ross

6 MIN READ

LOG IN TO LISTEN

**T**ucked away in the northwest Scottish lochs, Wester Ross Fisheries is a company and brand that has been built on the foundation of doing things carefully and as naturally as possible, with its hand-fed fish reared slowly without medicine and with minimum handling.

Despite the [sale to Norwegian multinational Mowi in June 2022](#), Wester Ross have sought “to keep things as they were before”:

Since the sale, the new owners have actively sought every opportunity to keep things as they were before, Osborne noted.

"Being independently managed means we're able to maintain the Wester Ross standard," Osborne said. "Obviously, there are things we need to integrate and cooperate with, but those are not to the detriment of our brand or our way of doing things."

Fish Farmer [reported in July 2022](#) that "Wester Ross continues to hand-rear and hand-feed its fish":

<https://www.fishfarmermagazine.com/2022/07/05/wester-ross-fisheries-is-sold-to-mowi> 67%

## Wester Ross Fisheries is sold to Mowi

July 5, 2022 | Robert Outram | [Markets Archive](#), [News](#), [News Archive](#)



Wester Ross Fisheries, one of the last independent salmon farmers in Scotland, appears to have been snapped up by the sector's biggest fish – Mowi.

A document posted on the Companies House website this afternoon, but dated 30 June, states that Mowi Scotland Ltd now exercises "significant control" with regard to Wester Ross. Technically this means that Mowi Scotland controls at least 75% of the Wester Ross equity, but it is likely to be 100%.

A document posted on the website earlier, but also dated 30 June, confirms that Gilpin Bradley, founder and Managing Director at Wester Ross, is no longer a person exercising "significant control".

Neither Mowi nor Wester Ross has come out with an official announcement at the time of writing.

Founded in 1977, Wester Ross is Scotland's oldest independent, owner-operated salmon farm. It operates three seawater sites in the northwest Highlands of Scotland: Loch Kanaird, Loch Broom and Little Loch Broom. The company also operates its own processing facility in Dingwall, in the north of Scotland.

Wester Ross continues to hand-rear and hand-feed its fish, and prides itself on low stocking densities and zero use of antibiotics.

Wester Ross Fisheries continue to [market themselves on LinkedIn](#) as “hand reared” with a “hand reared for generations” logo and [recent posts](#) still using the “hand reared” marketing:

https://www.linkedin.com/company/wester-ross-fisheries-ltd/?originalSubdomain=uk 67%



**Wester Ross Fisheries Ltd**  
Artisan Scottish Salmon; traditionally hand reared for generations...  
Fisheries · Ross-shire · 2K followers · 11-50 employees

+ Follow   Message

Home   About   Posts   Jobs   People

### About

Founded in 1977, Wester Ross Fisheries is the oldest independently managed salmon farm in Scotland.

Being independent means farming how we think best:

- In harmony with the natural environment
- Reducing pressure on wild fish through innovative fish feed
- Giving the fish room to grow up healthy without antibiotics
- Championing the welfare of the salmon above all else

Our salmon are hand reared, which means that people — not just machines or cameras — are on the water every day to feed and observe the fish.

**Wester Ross Fisheries Ltd**   + Follow   ...  
2,110 followers  
2w • Edited •

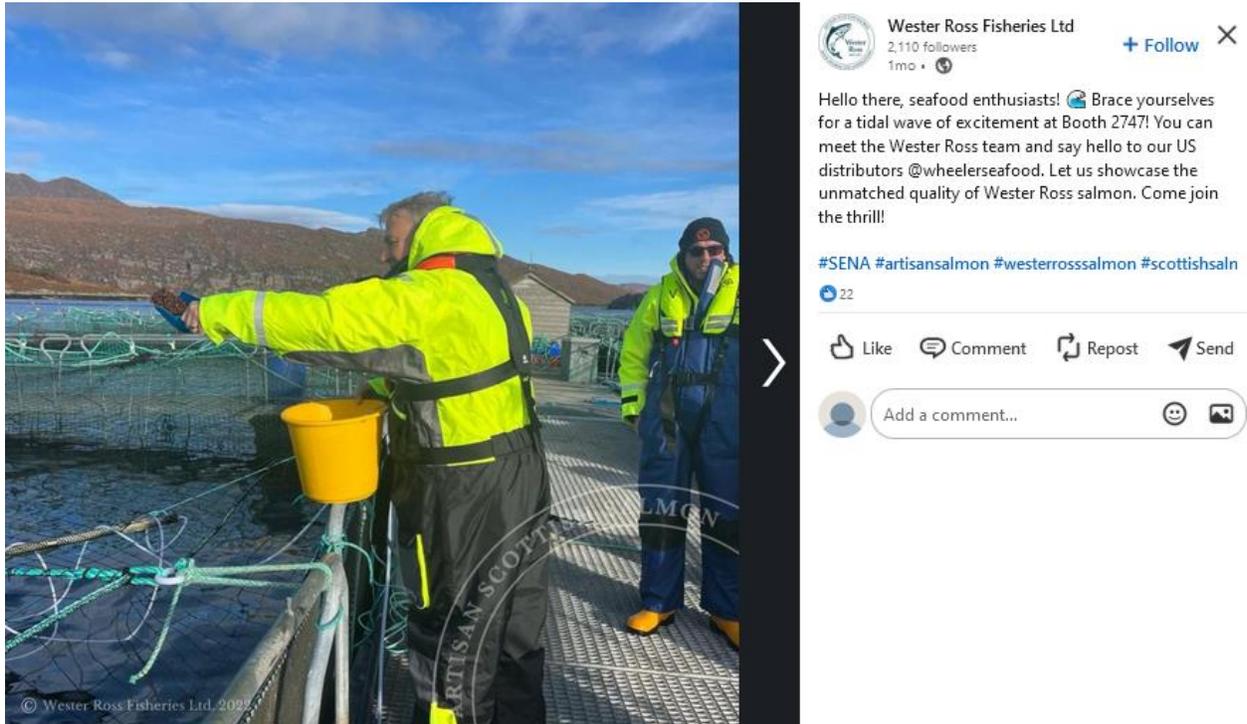
Catch us at the Barcelona Seafood Expo Global this April! Dive into the world of Scottish excellence at Booth 6 in the Scottish Pavilion from April 23rd to 25th. Experience the delicious taste of Wester Ross Salmon. Don't miss out!

#foodexpo24 #seafoodexpoglobal #scottishsalmon #westerrosssalmon #artisansalmon



23-25th April  
**Barcelona SEG**  
Scottish Pavilion Booth 6

A [LinkedIn post last month by Wester Ross Fisheries](#) featured a photo of a worker at Ardmair salmon farm hand-feeding the fish:



Another [LinkedIn post by Wester Ross Fisheries](#) showcases hand-rearing:



Hand-rearing is flagged up by Wester Ross Fisheries as central to their ‘[core values](#)’ and ethics:

 Wester Ross Fisheries Ltd  
2,110 followers  
2mo • 🌐

+ Follow ...

Uncover the core values driving our all natural farming at Wester Ross: <https://lnkd.in/edJ6pQ66>

#fishfarming #salmon #scotland #fishhealth #sustainablefood #traditionalfarming



*Farming Medicine free since 2014.*

© Wester Ross Fisheries Ltd 2022

 Wester Ross Fisheries Ltd  
2,110 followers  
6mo • 🌐

+ Follow ...

🕒 Patience is key! Our Wester Ross salmon reach market size in 24-30 months, without antibiotics, hormones, or GMOs, ensuring superior texture and taste.

<https://lnkd.in/edJ6pQ66>

#fishfarming #salmon #scotland #fishhealth #sustainablefood #traditionalfarming



*Our Ethics & All Natural Management*

Wester Ross Fisheries [continue to promote](#) “hand reared” ‘artisan’ salmon:



Wester Ross Fisheries Ltd

2,110 followers

5mo •

+ Follow ...

New Season Wester Ross Artisan Salmon is now available!

We are delighted to announce that we begin harvesting our new season fish this week. After two and a half years of nurturing in the pristine waters of our Scottish sea lochs, our salmon is ready. This achievement is a testament to the time, patience, and dedication we pour into every step of our sustainable farming process. Wester Ross salmon is perfect for both gourmet dishes and wholesome family meals.

Responsibly farmed

Visit <https://wrs.co.uk/buy> to place your order.

[#ArtisanSalmon](#) [#ScottishSalmon](#) [#ScottishExports](#) [#FarmedFishDoneRight](#) [#OnlyIr](#)



Wester Ross Fisheries are deceptively marketing “hand-reared” salmon in the UK, USA and [Italy](#):



From left: Aloia Seafood salespeople Giandomenico (Nico) Aloia, Maria Francesca Sabatino, and Roberta Romana with a Wester Ross plaque and Wester Ross fish boxes next to their booth at Seafood Expo Global in Barcelona last month. Photo: FFE

## Boxing clever in Italy

Putting salmon in a wooden crate is helping to set a Scottish company’s fish apart in a demanding market, says importer

Gareth Moore  
EDITOR

PUBLISHED Monday 08. May 2023 - 13:45



Nico Aloia has no doubt about the quality of the salmon he gets from niche producer Wester Ross Fisheries.



The Italian media [reported in 2023](#) on Wester Ross's "hand reared" salmon:

Pesce / Il Pesce / N. 4 Anno 2023



Interviste

## Aloia Foods e il salmone scozzese Wester Ross: anticipare il futuro offrendo prodotti innovativi

di Redazione



The Scottish media has also featured Wester Ross’s “hand-reared” marketing tagline – with [The Press & Journal reporting in July 2022](#):



Home > News > Highlands & Islands

## West coast salmon farmer swallowed up by global giant

by [Keith Findlay](#)

July 5 2022, 5:24 pm

[Share](#) [Comment 1](#)



The company takes great pride in its track record of not using antibiotics, hormones, medicines or genetically modified ingredients in the rearing of its salmon. “Our farms are medicine free,” its website says.



Catanese Classics [in Ohio in the USA](#) promotes Wester Ross Scottish salmon as “hand-reared in every detail, never relying on machines” in a brochure [published in September 2023](#):

https://www.catanese Classics.com/wp-content/uploads/2023/09/CCS\_-Specie-Wester-Ross-S

80%



## WESTER ROSS SCOTTISH SALMON



The oldest independent salmon farm in Scotland, Wester Ross salmon are raised in three seawater sites: Loch Kannaird, Loch Broom and Little Loch Bloom. The salmon has a firm, dense fillet rich in natural flavors with bright flesh and moderate levels of fat, making it ideal for all raw, sushi, sashimi/crudo, cooked and smoked preparations. The company has been certified by the RSPCA since the beginning of the Freedom Food program and is also certified Best Aquaculture Practice (BAP), Code of Good Practice, and Friend of the Sea. Utilizing Wrasse to control sea lice, Wester Ross is able to raise healthy, cleaner fish without having to resort to medicinal or artificial solutions that can affect the salmon.

### PRODUCT HIGHLIGHTS

- Local ecosystem that is monitored continually for environmental impact.
- Hand-reared in every detail, never relying on machines or cameras to know how the fish are doing.
- Careful, humane harvesting methods in accordance with the RSPCA Freedom Foods guidelines.
- One of the world's best Fish in, Fish Out—less than 1:1.
- Hand-feeding of the fish for best results while reducing feed waste and accumulation of feed on the seafloor.



OUR STORY

CLASSIC PRODUCTS

OUR PROCESS

BLOG



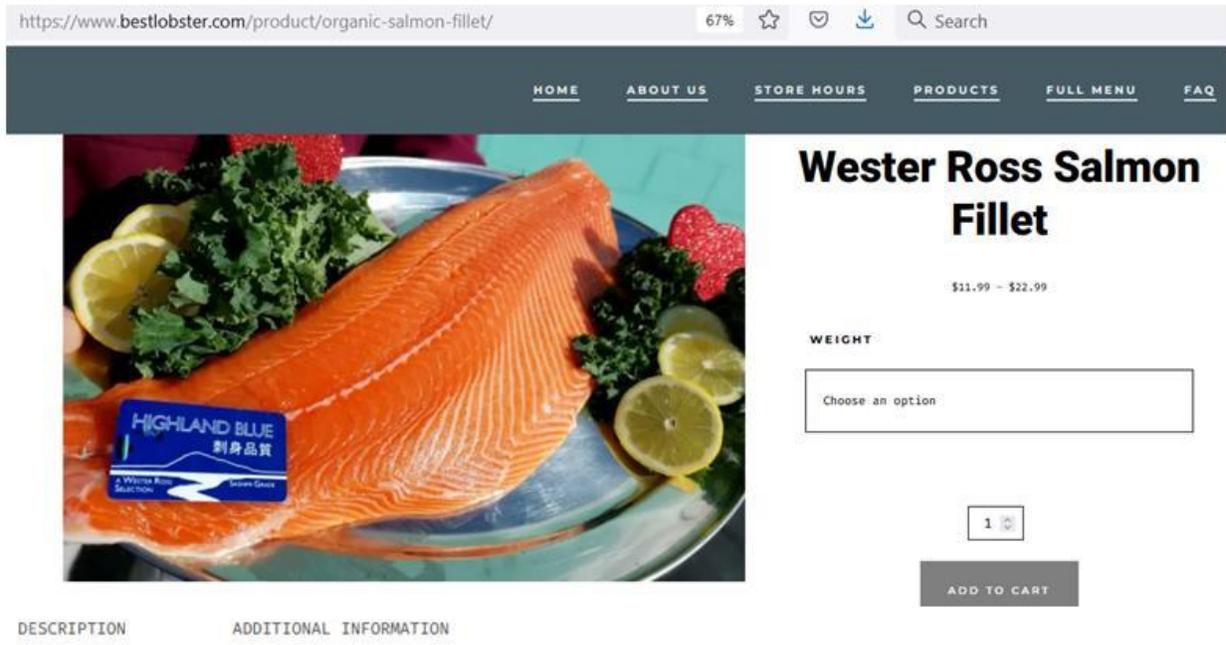
Wester Ross Salmon

DOWNLOAD

**Call a Classic sales representative today to check on availability!**

**216.696.0080**

The Lusty Lobster in New Jersey in the USA [promotes Wester Ross Salmon online](#) as “hand-reared”:



The screenshot shows a web browser window with the URL <https://www.bestlobster.com/product/organic-salmon-fillet/>. The page features a navigation bar with links for HOME, ABOUT US, STORE HOURS, PRODUCTS, FULL MENU, and FAQ. The main content area displays a large image of a salmon fillet on a silver platter, garnished with lemons and herbs. A blue label on the salmon reads "HIGHLAND BLUE 刺身品質" and "A Wester Ross Selection". To the right of the image, the product title "Wester Ross Salmon Fillet" is displayed in large, bold black text, followed by the price "\$11.99 - \$22.99". Below the price, there is a "WEIGHT" section with a dropdown menu labeled "Choose an option". A quantity selector shows "1" with up and down arrows. At the bottom right, there is a grey "ADD TO CART" button. Below the main image, there are two tabs: "DESCRIPTION" (which is underlined) and "ADDITIONAL INFORMATION".

Since 1977 Wester Ross has produced ocean-raised, artisan salmon without the use of hormones, GMOs, or antibiotics. These fish are hand-reared by the oldest owner-operator salmon farm in Scotland and the health of each individual salmon is top priority.



**Wester Ross Salmon Fillet**

\$11.99 - \$22.99

**SELECT OPTIONS**



Lusty Lobster is located at 88 Bay Ave. Highlands, NJ 07732

For any questions or comments, please feel free to contact us by using the form on this page. We love to hear from our loyal customers!

Tel: (732) 291-1548

Universal Seafood in North Hollywood, California, in USA [promotes Wester Ross Salmon as “hand reared” in online marketing:](#)

<https://www.universalseafoodinc.com/wester-ross-salmon>



50%



Search



## WESTER ROSS SALMON

*Salmo salar*

Also known as Saumon atlantique (France), Salmone (Italy), Salmón (Spain).

Hand reared and sustainably fed, hormone & antibiotic free

Firm texture, deep pink flesh, exceptional buttery salmon flavor

Bake, grill, poach, smoke and suited for premium sushi

Rugged, beautiful, and remote are the qualities that best describe the highlands of Scotland where the very special farms of Wester Ross produce legendary Scottish Salmon.

The legend of Scottish Salmon, and its imprint of good luck on the lives Scotsmen and women, is often dramatically told in Celtic folktales. Its classic image appears everywhere in their culture and art, even the City of Glasgow incorporates the iconic salmon with a gold ring in its mouth in its Coat of Arms for good fortune and protection.

Now it's our good fortune to exclusively distribute Wester Ross Scottish Salmon for the U.S. This superior farmed salmon is hand-reared and fed sustainable fishmeal and treated with uncommon care.

Raised in harmony with the environment without hormones or antibiotics, Wester Ross Scottish Salmon swim freely in the prevailing currents of the clear seas around northwest Scotland.

Because of the people of Wester Ross provide incomparable care to their salmon – the welfare and health of the fish has a direct impact on its taste, texture and quality – producing the finest Salmon in the world.

We are very proud to present to you this exceptional salmon and regale you with tales of its legendary taste!

**UNIVERSAL  
SEAFOOD**

7347 Atoll Ave,

North Hollywood, CA 91605

Phone. 818-764-2800



UNIVERSAL  
SEAFOOD

Wheeler Seafood in Washington in the USA [promotes Wester Ross Salmon online](https://wheelerseafood.com/fish/wester-ross/) as “a product made in a traditional non-mechanized way” and “nurtured by hand, not by machines”:



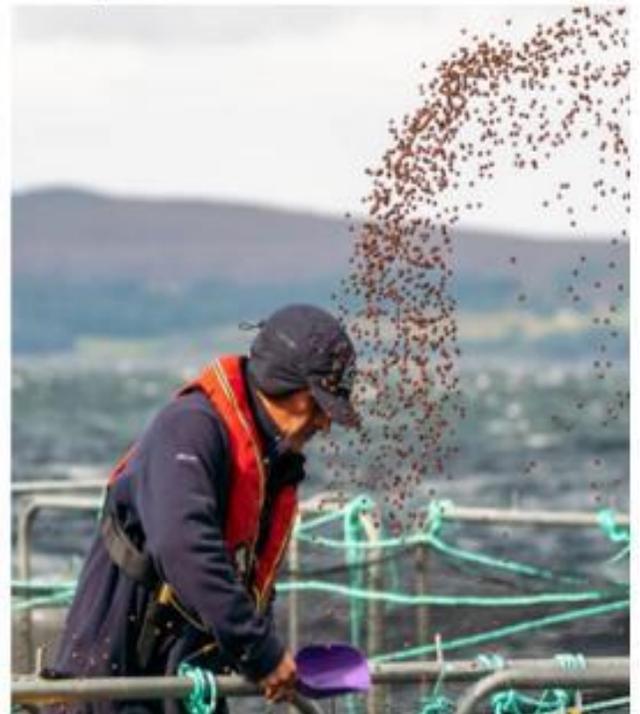
## Artisanal: “a product made in a traditional non-mechanized way”

Artisanal is an attribute that has to be qualified by a commitment to adhere to standards and workmanship that are drawn from tradition. Labor intensive products occupy a special place in our rapidly changing world. Wester Ross Salmon is an extended family of salmon farmers from the remote village of Ullapool on the banks of Loch Broom in Scotland. Three generations of salmon farmers and former fishermen adhere to a standard to detail that embraces both state of the art science and traditional animal husbandry.

## Nurtured by Hand, Not Machines

.....

Automation has dramatically reduced labor needs in salmon farming. Machine feeding and video monitoring have become an industry norm. But this reduces the amount of human interaction with the salmon. Industrial level farming produces generic salmon without distinct qualities. Respect for the animal is lost and humane treatment becomes more challenging. There is a bond between farmer and animal that makes a critical difference. WR farmers are on the water every day to tend their salmon. Wester Ross salmon are fed by hand three times a day. This is more efficient than machine spread feeding. Less feed is wasted and this keeps the seabed cleaner. The salmon are observed first hand Every Day by those who care for them. Their



Smoked by Ewe in the UK [promotes Wester Ross Salmon online](#) with the claim that it “follows time-honored, traditional hand-rearing practices” with “hand-fed” fish:

<https://smokedbyewe.com/wester-ross-smoked-salmon/>

67% ☆ 📧 ⬇️ 🔍 Search

## The Health Benefits of Wester Ross Smoked Salmon

Wester Ross salmon is not only delicious but also incredibly healthy. It is rich in omega-3 fatty acids, which are essential for maintaining heart health and reducing the risk of cardiovascular diseases. Omega-3 fatty acids also have anti-inflammatory properties, supporting joint health and reducing the risk of chronic diseases such as arthritis.

Additionally, Wester Ross salmon is a great source of high-quality protein, which is essential for muscle growth and repair. It also contains essential vitamins and minerals, including vitamin D, vitamin B12, and selenium, all of which play a crucial role in maintaining overall health and well-being.

## Premium Quality and Sustainable Farming Practices

Wester Ross Salmon takes pride in its premium quality and sustainable farming practices. With generations of farming knowledge and experience, the company ensures the highest standards of husbandry and welfare for their salmon.

Wester Ross follows time-honored, traditional hand-rearing practices, which result in artisan salmon of exceptional quality. The salmon are RSPCA assured, and a marine biologist is present on-site to ensure the well-being of the fish.

One of the key factors that sets Wester Ross salmon apart is their diet. The salmon are hand-fed a high-quality and sustainable fishmeal, specifically developed for Wester Ross. This ensures that the salmon receive optimal nutrition without the use of antibiotics, growth promoters, or GMOs.



## Frequently Asked Questions

**Q: Is Wester Ross salmon healthy?**

A: Yes, Wester Ross salmon is incredibly healthy. It is rich in omega-3 fatty acids, high-quality protein, and essential vitamins and minerals. **Q: Are Wester Ross salmon farms sustainable?**

A: Yes, Wester Ross salmon farms follow sustainable practices and have a minimal impact on the environment. They prioritize the well-being of the fish and the surrounding ecosystem. **Q: What makes Wester Ross salmon unique?**

A: Wester Ross salmon is known for its exceptional taste and texture. The salmon are hand-reared using traditional methods and are fed a high-quality, sustainable diet. The result is a premium quality salmon with superior flavor.

Andy Race fish merchants in the UK [market Wester Ross Salmon online](https://www.andyrace.co.uk/online-shop/smoked-salmon/) as “hand fed”:

The screenshot shows the website <https://www.andyrace.co.uk/online-shop/smoked-salmon/>. The navigation bar includes Home, Online Shop, Andy Race Fish Merchants Ltd., Press Reviews, Testimonials, Mallaig, Packaging, and Contact. A red 'View Basket' button is in the top right. A quote from the Sunday Telegraph Magazine is featured on the left: "peat-smoked salmon from Andy Race Fish Merchants. Thanks to three days' smoking, it is dry, firm and very pale - a real treat." The main content area describes the product as one of their best-selling items, made from the finest Scottish fish. It details the smoking process and mentions that the product is supplied to top hotels and restaurants. A section titled 'Hot Smoked Salmon' describes another product. At the bottom, it notes that the fish are 'RSPB Assured' and hand-fed.

The Fabulous Fish Company in Missouri in the USA [markets Wester Ross salmon online](https://fabulousfishco.com/product/salmon-scottish/) as “hand reared” with reference to “hand rearing”:

The screenshot shows the website <https://fabulousfishco.com/product/salmon-scottish/>. The Fabulous Fish Company logo is at the top left. The product is 'SALMON SCOTTISH - WESTER ROSS', priced at \$15.00 - \$20.00 for 'FRESH fillet and portions'. The quantity is set to 1. The estimated delivery date is Wednesday, April 24. An 'ADD TO CART' button is visible. The product image shows salmon fillets and a package labeled 'WESTER ROSS SALMON HAND REARED IN A RUGGED TANK SLOWLY HAND-REARED ON ORGANIC FISH MEAL'.

## DESCRIPTION

Wester Ross is a premium Scottish Farm Raised Salmon. Hand rearing in the icy waters of Scotland enhances the flavor profile and buttery texture to another level of satisfaction.

Osborne Brothers in the UK [market Wester Ross salmon online](#) as “hand rearing fish in the highlands since 1977”:



## Salmon

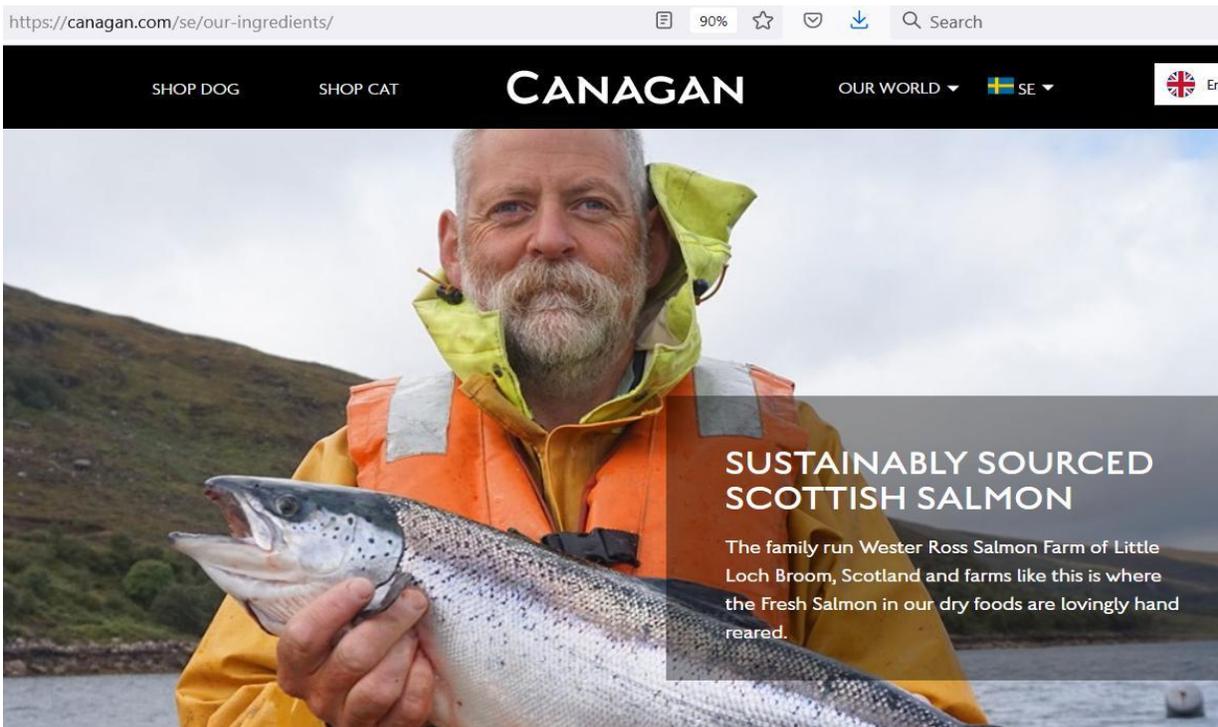
Classified as an oily fish, salmon is high in protein, omega-3 fatty acids and vitamin D.

We source our premium salmon from Loch Duart or Wester Ross in Scotland, those in the know will recognise these as amongst the best sources of fresh Atlantic salmon in the country.

Loch Duart salmon has been developed from broodstock since the 1970s, and is very similar in appearance to wild salmon, due to the “free range” nature of the way in which they are grown, you’ll note that they have large fan-shaped tails, mainly due to all the swimming they do.

Wester Ross is Scotland’s oldest independent, owner-operated salmon farm, and have been hand rearing fish in the highlands since 1977.

Canagan pet foods in the UK [market Wester Ross salmon](#) as “lovingly hand reared”:



West Highland Free Press [reported in 2019](#) on how celebrity chef Nadiya Hussein spent the day “hand feeding” farmed salmon at Wester Ross’s Ardmair site:



## Nadiya visits Wester Ross salmon farm

8 August 2019



Nadiya with development manager Matthew Zietz on the Ardmair Farm

Wester Ross Fisheries Ltd, the oldest independent salmon farmer in the UK, starred in two major TV programmes last week.

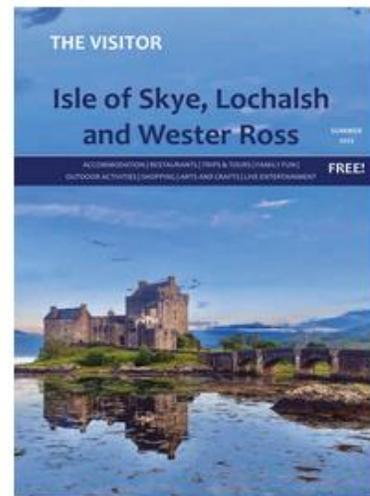
In 'Nadiya's Time To Eat' on BBC2, company's managing director Gilpin Bradley took star chef Nadiya Hussain – who won the The Great British Bake Off in 2015 – to the Ardmair Farm in Loch Canaird near Ullapool. They spent the majority of the day on the farm, hand-feeding the salmon and talking about sustainable farming of the seas.

Mr Bradley said: "Being on Nadiya's Time To Eat was not just a good promotion for our salmon but also for the whole Ullapool and Wester Ross area."

Wester Ross Fisheries also appeared on the BBC Alba's 'Trusadh' series, in an episode dedicated to aquaculture.

Mr Bradley and the company's fish health and development manager Matthew Zietz showed the crew around the Ardmair Farm and explained in detail various ways of how sustainable farming shapes everyday life on the Wester Ross farms, from hand-feeding to careful harvesting.

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to support independent, locally-owned and sustainable journalism based on Skye



Fish Farming Expert [featured a photo of BBC presenter Cherry Healey hand feeding Wester Ross salmon at Ardmair in 2019:](#)

## Wester Ross back on the box

Salmon farmer Wester Ross Fisheries Ltd has been on Britain's TV screens for the third time this year.

*Editors*

PUBLISHED Friday 11. October 2019 - 16:39 LAST UPDATED Friday 11. October 2019 - 16:57



The independent company, which produces around 2,000 tonnes of Atlantic salmon annually, featured in *What Britain Buys and Sells in a Day* on BBC2 on Monday evening.

Wester Ross director David Robinson took one of the show's presenters, Cherry Healey, to the Ardmair farm located in Loch Kanaird near Ullapool, where hand-fed the salmon and talked about sustainable farming of the seas.

### Promoting rural business

Gilpin Bradley, managing director of Wester Ross Fisheries, said: "Being on *What Britain Buys and Sells in a Day* was not just a good promotion for our salmon but also for many successful businesses operating in rural areas of Scotland."

In July Wester Ross was featured on two programmes on the same evening: *Nadiya's Time To Eat* on BBC2 and *Trusadh* on Gaelic channel BBC ALBA.

### Heathrow

In *Nadiya's Time To Eat*, Bradley took celebrity cook Nadiya Hussain - who shot to fame after winning *The Great British Bake Off* in 2015 - to the Ardmair farm.



Wester Ross farm technician Matt Ross and BBC presenter Cherry Healey feeding salmon at Ardmair. Click on image to enlarge. Photo: Barbora Gaborova / Wester Ross Fisheries Ltd.



Wester Ross director David Robinson explains the company's approach to presenter Cherry Healey during filming. Photo: Barbora Gaborova / Wester Ross.

The Herald newspaper [reported on Wester Ross's "hand rearing" operation in 2017:](#)

## Recipe of the Day: Hot smoked salmon chowder by Wester Ross Salmon

17th April 2017

FOOD AND DRINK

Share [f](#) [t](#) [in](#)



Recipe of the Day: Hot smoked salmon chowder by Wester Ross Salmon

### Hot Smoked Salmon Chowder by Wester Ross Salmon

WESTER ROSS is **Scotland's** oldest independent, owner-operated salmon farm. Who have been hand rearing fish in the rugged northwest highlands since 1977 for a salmon they can be proud to put on the table and proud to call by name.

Smokin' Brothers [reported in August 2023](#) on Wester Ross's "ethically hand-reared" salmon:



### WHERE DO SMOKIN BROTHERS SOURCE THEIR FIRST-RATE SALMON?

After A LOT of research, we have chosen to source from **Wester Ross**, a family-run business, with exceptional farming practices. The salmon are ethically hand-reared by second and third generation farmers; they employ exceptional husbandry standards, the highest welfare standards, and they practise hormone-free, medicine-free, antibiotic-free, and GMO-free farming.

We selected Wester Ross as the only independent family-owned Scottish salmon farmer; because we want you to continue enjoying the best, whilst supporting our fragile and worthy ecosystem.

Delicious Magazine [reported in December 2021](#) on Wester Ross’s “40 year history hand-rearing Scottish salmon”:

https://www.deliciousmagazine.co.uk/places-to-order-smoked-salmon-online/ 80% Search

FEATURES DEC 21

## 7 places to order smoked salmon online

 Deputy editor (audiences) Thea loves to be in the kitchen and has a particular interest in cooking on a budget and deep frying. She thinks Sri Lankan and Indian food is the food of the gods. Discover her recipes and tune in to our Instagram feed, which she runs on a daily basis.

Thea Everett

   [FIND MORE](#)

Smoked salmon is a Christmas staple – whether it’s in starters, canapés or breakfasts – we love the stuff. But salmon also has one of the most complicated ecological stories – with farmed fish posing real dangers to wild fish communities.

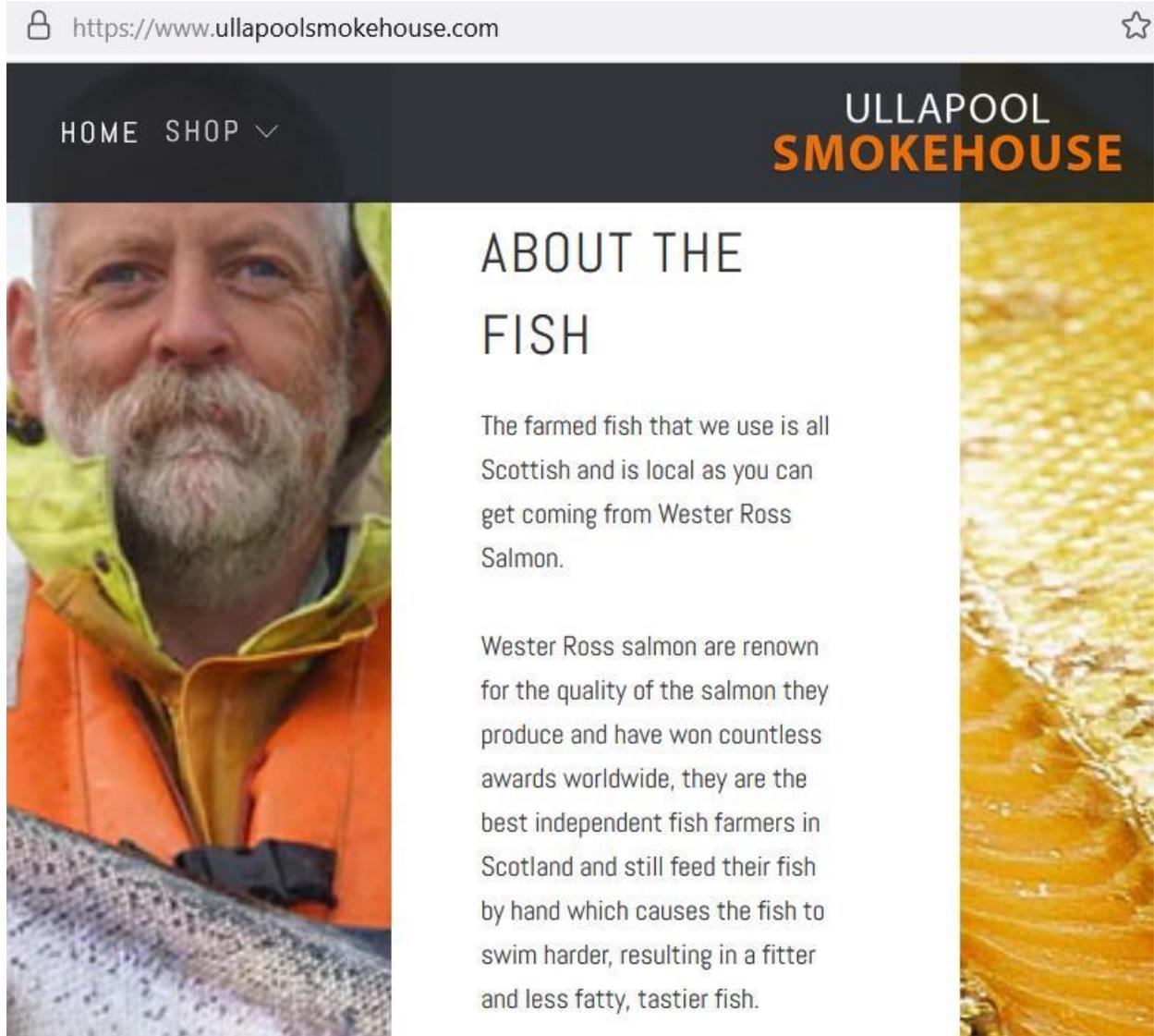
When buying smoked salmon, it is important to look out for either wild salmon (which can be hard to find because the farmed salmon has become so ubiquitous), or high welfare farmed salmon from RSPCA assured producers.



### Ullapool smoked salmon

This small independent smokehouse in Ullapool, Scotland is run by Iain Boyd. Ullapool Smokehouse use Wester Ross salmon which is the oldest and the only independent salmon farm in the UK. Wester Ross have a 40 year history hand-rearing Scottish salmon, and all of their salmon are certified RSPCA freedom foods standard. The team are on the water every day to feed and observe the fish paying meticulous attention to animal welfare.

Ullapool Smokehouse [claim on their website](https://www.ullapoolsmokehouse.com) that Wester Ross “still feed their fish by hand”:



https://www.ullapoolsmokehouse.com

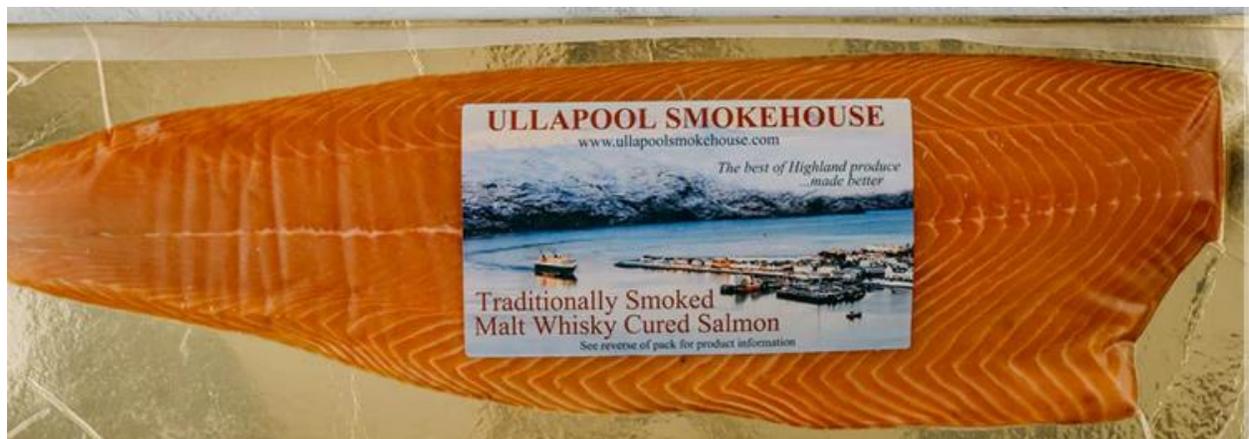
HOME SHOP ▾

**ULLAPOOL  
SMOKEHOUSE**

## ABOUT THE FISH

The farmed fish that we use is all Scottish and is local as you can get coming from Wester Ross Salmon.

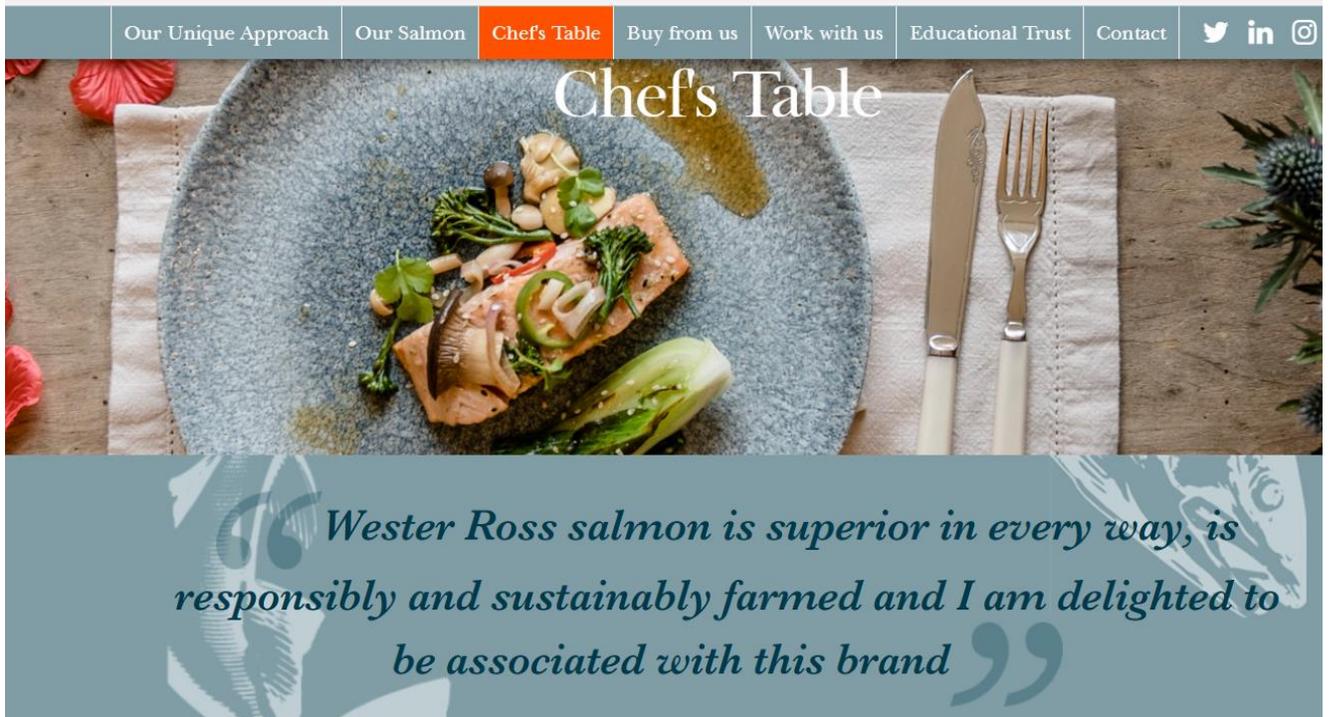
Wester Ross salmon are renown for the quality of the salmon they produce and have won countless awards worldwide, they are the best independent fish farmers in Scotland and still feed their fish by hand which causes the fish to swim harder, resulting in a fitter and less fatty, tastier fish.



Chefs like Shaun Rankin promote Wester Ross's "hand rearing" methods which is branded on their [website](#) as "responsibly and sustainably farmed":

<https://www.wrs.co.uk/chef>

A<sup>®</sup>



Our Unique Approach Our Salmon **Chef's Table** Buy from us Work with us Educational Trust Contact   

**Chef's Table**

*Wester Ross salmon is superior in every way, is responsibly and sustainably farmed and I am delighted to be associated with this brand*

## Introducing Shaun Rankin

Originally from Yorkshire, Shaun honed his skills at The Mayfair Hotel in London. His love of the sea originally took him to the Channel Islands where he very quickly earned his first Michelin star in 2005. He was British Chef of the year in 2006 and shot to culinary fame in 2009 in BBC Two's Great British Menu. In 2010 he launched his TV Series, Island Feast accompanied by the cookbook Seasoned Islands. On opening the highly anticipated Ormer restaurant in St. Helier, Jersey 2013, he received a Michelin star just four months later. He has since received 3AA Rosettes and won "Restaurant of the Year – Best Newcomer" in the coveted Food and Travel magazine. Ormer Jersey was crowned 'Fine Dine Restaurant of the Year' at the inaugural Jersey Style Awards in 2017.

The quality of the ingredients that Shaun uses is of paramount importance and he is passionate about seafood, welfare and sustainable food production. He visited Wester Ross sea farms in 2019 to see and experience for himself our all natural, ethical, traditional and sustainable methods of farming. The care and attention that goes into the hand rearing of our salmon is evident in the premium texture and taste for which Wester Ross is known. And thus the collaboration began; culminating in Shaun's formal, professional endorsement of our artisan salmon as Brand Ambassador.

Chef's Box in the USA even [claim that Wester Ross Salmon are “organically raised”](#):



Salmon Wester Ross Scottish Fillets  
\$49.00

Quantity

ADD TO CART

Product Description

**3 lb case, Fresh.**

Organically raised in the chilly waters of northern Scotland, these fillets are the best farm-raised salmon across the Atlantic. With a firm texture and unmatched marbling, it's hard to go back to store bought salmon.

The Highland Cookhouse in Dingwall [claims on their website](#) that “Wester Ross salmon is all hand reared and adheres to the highest farming, environmental and feeding practices” with the salmon “fed an organic feed”:

<https://highlandcookhouse.co.uk/suppliers/>



The screenshot shows the website for The Highland Cookhouse. The header is dark blue with the logo "THE HIGHLAND COOKHOUSE" in white, stylized text. To the right of the logo is a navigation menu with links: HOME, MEALS, PUDDINGS, SUPPLIERS, STOCKISTS, CONTACT. Below the header is a large section for "WESTER ROSS SALMON". On the left is a photograph of a plated dish featuring a salmon fillet, a breaded fish cake, and green beans. To the right of the photo is the title "WESTER ROSS SALMON" in large white letters. Below the title is a paragraph of text describing the farm's history and practices. Further down, there are two more paragraphs: one about accreditations and another about favorite dishes.

THE HIGHLAND  
COOKHOUSE

HOME MEALS PUDDINGS SUPPLIERS STOCKISTS CONTACT

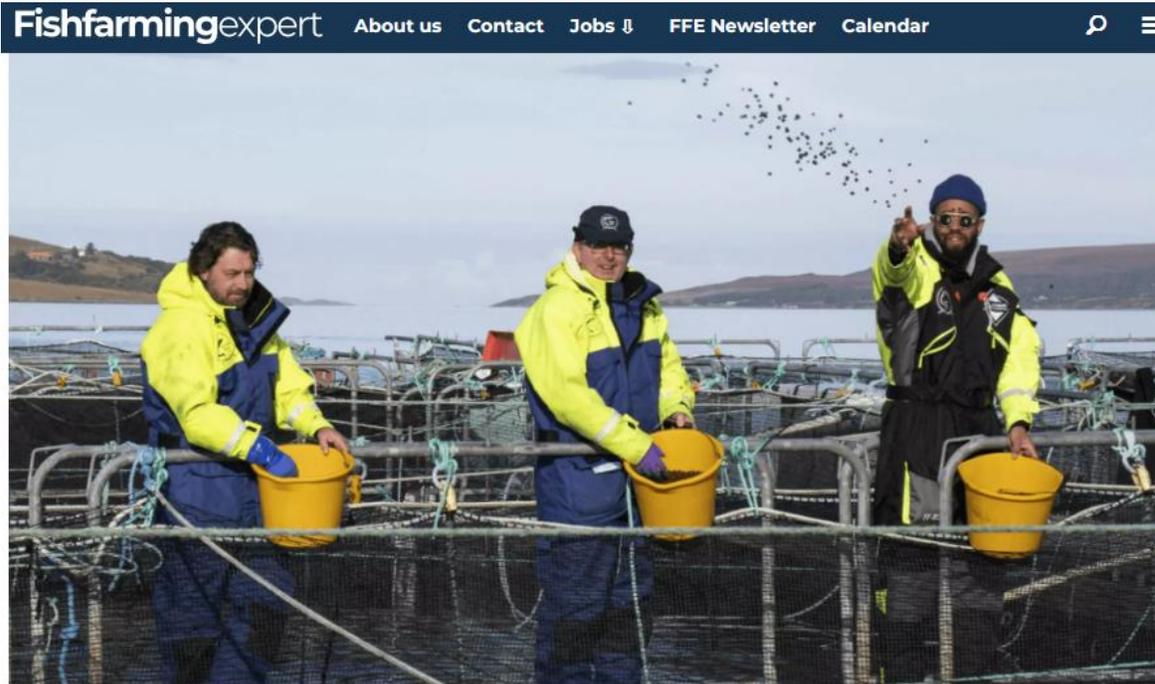
## WESTER ROSS SALMON

Started in 1977, Wester Ross Fisheries is the oldest independent salmon farm in Scotland and operates seawater sites in Loch Kannaird, Loch Broom and Little Loch Broom with processing facilities in Dingwall. Boasting one of the world's best FIFO (fish in, fish out) ratios, Wester Ross salmon is all hand reared and adheres to the highest farming, environmental and feeding practices. Their salmon are fed an organic feed and are fully compliant with the RSPCA Freedom Food welfare standard.

Accreditations: Freedom Food, Scottish Finfish Aquaculture Code of Good Practice

Favourite fish/seafood dish? 'A whole side of salmon simply baked in the oven is great for entertaining, but you can't beat a good fish pie made with our delicious hot smoked salmon.' Gilpin Bradley, Wester Ross Salmon

Fish Farming Expert featured a photo of chefs Shaun Rankin, John Quigley and James Cochran hand feeding Wester Ross salmon in an article [published in May 2021](#):



From left, chefs Shaun Rankin of Grantley Hall, John Quigley of Red Onion and James Cochran of 12:51 hand feeding fish at Wester Ross Salmon last autumn. Photo: SSPO.

## UK's top chefs back 'best in the world' Scottish salmon

A survey of the UK's top chefs has revealed that 97% of them would recommend Scottish salmon dishes and products to their diners.

### Exceptional standards

Top chefs including Shaun Rankin, of Michelin-starred Grantley Hall and Ormer Mayfair, spent a day working at a Wester Ross Salmon farm in autumn last year at the invitation of the SSPO.

Rankin said the visit allowed him to see the exceptional standards to which the fish are raised.

"For me good food is all about locality, it's all about the people growing it and the passion they have for their product," he said. "Knowing exactly where my fish is coming from and personally meeting the farmers looking after them means that my customers know they're getting the highest quality salmon, grown in the most responsible and sustainable way."

In Ullapool, close to Wester Ross Salmon's operations at Ardmair, vans advertising 'sustainable', 'traditional' and 'artisan' salmon still ply their deceptive trade:



Do these salmon from Wester Ross Salmon's Corry salmon farm in Loch Broom (as [reported by Scotland On Sunday in July 2023](#)) look 'sustainable' or 'tasty'?

  
**THE SCOTSMAN**  
Scotland's National Newspaper

Sun, 9th July 2023



**Exclusive**

**Video footage lifts the lid on high salmon deaths at Scottish fish farms**



Video Nasty: RSPCA Assured Scottish Salmon - freshly dead from Loch Broom (Wester Ross/Mowi)



Read more via:

[Exclusive: Watch: Video footage lifts the lid on high salmon deaths at Scottish fish farms](#)  
[Scotland On Sunday front page splash turns up the heat on Scottish salmon!](#)

[Videos & Photos: Welfare Abuse at Wester Ross Fisheries \(Mowi\) in Loch Broom](#)  
[Wester Ross Scamon - Photos Expose RSPCA Assured's 'Ethical' & 'Sustainable' Salmon!](#)  
[Gill damage causes 52.8% mortality at Wester Ross site](#)

No wonder that residents living near Wester Ross Salmon are fighting proposals to install a feed barge in Loch Broom. The Ross-shire Journal [reported in October 2023](#):

## Ross-shire Journal

[Home](#) [News](#) [Columnist](#) [Politics](#) [Sport](#) [Lifestyle](#) [What's On](#) [Business](#) [Highland Heroes](#)

# Noise fears over Wester Ross fish farm barge plan

By Ally Tibbitt - [ally.tibbitt@hnmedia.co.uk](mailto:ally.tibbitt@hnmedia.co.uk)

Published: 19:00, 13 October 2023

Loch Broom residents have voiced concern over plans to add an automated “feed barge” to the Corry fish farm, with fears that noise created by the floating machine could affect up to 50 nearby households.

The fish farm is operated by Wester Ross Fisheries, a subsidiary of multinational firm MOWI.

The new proposals would see a specialist barge added to the fish farm. It will be connected to a series of pipes and used to distribute feed to the fish pens automatically, replacing the need for workers to do all the feeding work by hand.

Ailsa McLellan, a marine science expert who lives nearby, has already submitted an objection to council planners over the proposal.

In her objection she says she has audited “dozens” of fish farms on the west coast of Scotland and that she has not seen any that are as close to people’s homes where automated feed barges are in use. She says noise studies undertaken by the firm in the area were inadequate and estimates there are around 20 houses within 500m of the proposed barge.

“The company is not seeking to replace hand feeding at Corry, but to provide mechanical assistance in order to reduce the physical strain on staff. The feeding barge for Corry is being designed to minimise noise and light disturbance to local residents.

The Ross-shire Journal [reported in March 2024](#):

# Ross-shire Journal

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Home > News > Article

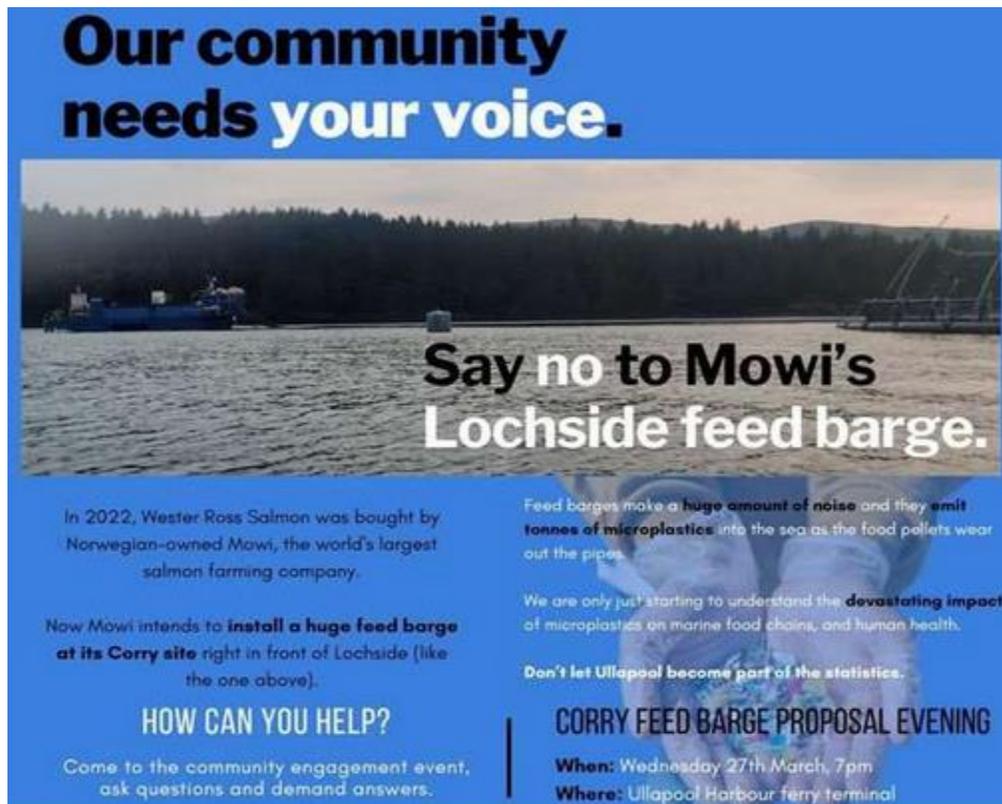
## Wester Ross Salmon to hold meeting on controversial Lochbroom feed barge plans

By Iona M.J. MacDonald - [iona.macdonald@hnmedia.co.uk](mailto:iona.macdonald@hnmedia.co.uk)

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Wester Ross Salmon will hold a meeting tonight (March 27) to "provide a platform for community discussion" on controversial plans to build a feed barge on Lochbroom.

Wester Ross Salmon, which was bought by larger fishing company Mowi, are said to have plans to install a feed barge on Lochbroom. The proposal is said by some locals to be "very close to houses".



**Our community needs your voice.**

**Say no to Mowi's Lochside feed barge.**

In 2022, Wester Ross Salmon was bought by Norwegian-owned Mowi, the world's largest salmon farming company.

Now Mowi intends to **install a huge feed barge at its Corry site** right in front of Lochside (like the one above).

**HOW CAN YOU HELP?**

Come to the community engagement event, ask questions and demand answers.

Feed barges make a **huge amount of noise** and they **emit tonnes of microplastics** into the sea as the food pellets wear out the pipes.

We are only just starting to understand the **devastating impacts** of microplastics on marine food chains, and human health.

**Don't let Ullapool become part of the statistics.**

**CORRY FEED BARGE PROPOSAL EVENING**

**When:** Wednesday 27th March, 7pm  
**Where:** Ullapool Harbour ferry terminal

A campaign poster calling for community action against the Wester Ross Salmon/Mowi feed barge proposed for Lochside. Poster: Ailsa Mclellan.



**Ailsa McLellan**

@AilsaMcL



Is there a reason salmon farm feed barges sink or spontaneously combust so often? This is one at Tanera on fire September 2020. Mowi currently trying to get permission to plant one in front of our houses in Loch Broom. We do not want it. [#Offthetable](#)



The Highland Council and 4 others

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**Ailsa McLellan**

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Is it legal for Mowi to keep saying this -'With its hand-fed fish reared slowly without medicine' Whilst concurrently fighting to put a feed barge in Loch Broom, and using thousands of gallons of H2O2 in one week?

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