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1 April 2014

Dear Sir,

### Tesco's 100% 'Scottish' Salmon Scam

As Chief Executive of Tesco, could you please personally intervene to correct misleading labelling and breaches of Trading Standards regarding 'Scottish' salmon across your stores in Scotland (and potentially throughout the UK)?



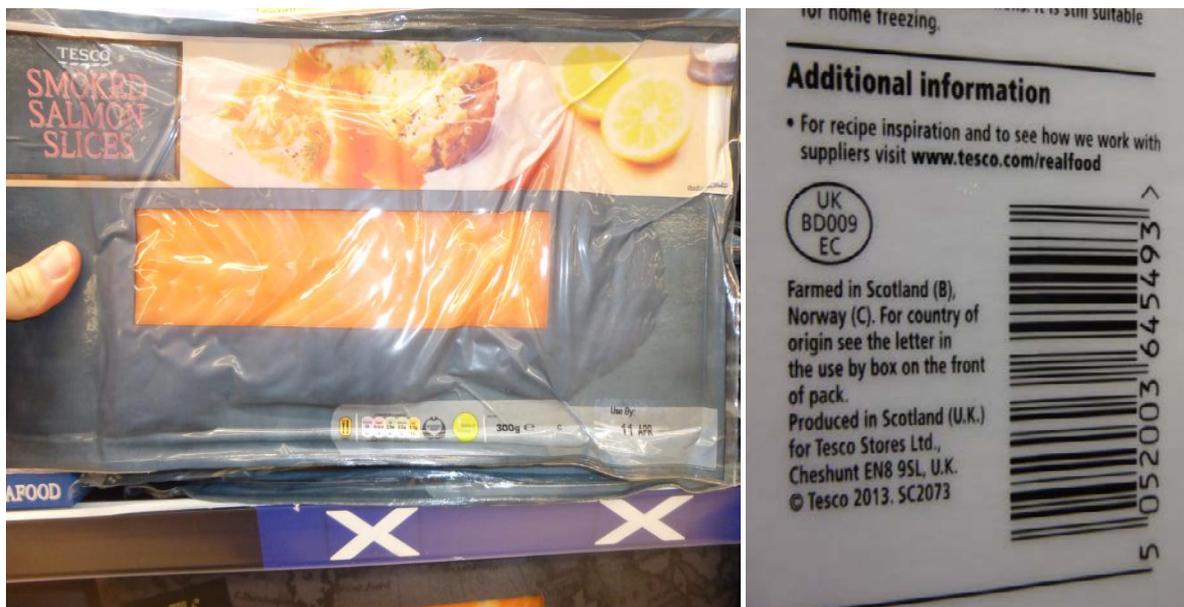
The [Global Alliance Against Industrial Aquaculture](http://www.gaaia.org) (GAAIA) has visited almost a dozen Tesco stores across Scotland over the last few weeks and has reported a raft of breaches of Trading Standards and misleading advertising displays. It is patently clear that Tesco is taking its customers for fools.

Tesco's breaches of Trading Standards identified below make a mockery of Tesco's claims to be promoting "Scottish" and "100% Scottish" salmon. Please read the Appendix for correspondence in full with both Tesco and Trading Standards (see next email).

In summary, breaches of Trading Standards and misleading advertising relate to various claims by Tesco regarding 'Scottish' salmon. For example, this advertising display featuring the Scottish flag and Shona from Farne Salmon producing 'Scottish smoked salmon' is to be found in many Tesco stores in Scotland:



However, upon closer inspection the majority of salmon on sale within such displays is farmed in Norway not Scotland. This smoked Norwegian farmed salmon was on sale under this display in your Corstorphine store in Edinburgh on Saturday (29 March) - notice the very small 'C' code on the front which relates to "Farmed in Norway" on the label on the back of the package:



Another example is the "I'm Scottish" advertising decals - this is from your Corstorphine store in Edinburgh on Saturday (29 March):



Sadly, the products on sale immediately above and below the "I'm Scottish" label are from Norway not Scotland!



Perhaps the most blatant breaches were on display at Tesco's store in Penicuik outside Edinburgh on Saturday (29 March). Customers entering the store are entreated to fly the flag for Scotland by enjoying "the taste of Scotland" from "a wide range of quality Scottish products":



Inside the store, the fish display advertises the "taste of Scotland" and the finest "100% Scottish" fresh salmon:



However, there were no salmon products from Tesco's 'Finest' range and 100% of the salmon on sale was Norwegian not Scottish (notice the 'C' code for "Farmed in Norway")!!



In the fishmonger's display was this advert - featuring what suspiciously looks like a fillet of farmed Norwegian salmon - claiming that Tesco "are proud to sell Scottish caught fish":



If Tesco is so proud of selling Scottish caught fish then why is the vast majority of salmon one sale in your stores throughout Scotland (and presumably throughout the UK) not caught at all and not even farmed in Scotland?

Despite an apology and assurance from Tesco late last week (28 March) that the matter had been rectified, the breaches of Trading Standards and misleading advertising still persist:

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

Dear Mr Staniford

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

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

I have spoken with each of the Store Managers regarding the '100% Scottish' labels and they all passed on their apologies for them being misplaced. They have provided refresher training to their staff, highlighting the importance of checking where these are placed to ensure they are placed next to the correct products.

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

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

Kind regards

Lindsay Gibb  
Customer Service Executive

**TESCO**

For example, here's the Scottish flag used to promote salmon at your Corstorphine store in Edinburgh (29 March).



However, the salmon on sale above and below the flag display is farmed in Norway not Scotland:



Here's Andy the Produce Manager removing the Scottish flag when informed of the breaches of Trading Standards:



Sadly, the attitude of all Tesco staff is not as responsive as Andy at your Corstorphine store. Here's the fishmonger at your Perth store on Friday (28 March) unmoved after being informed he was happily selling Norwegian farmed salmon under a '100% Scottish' sign:



Here's the offending Norwegian farmed salmon on sale in the fishmonger's display above:



At your Aviemore store on Sunday (30 March), the advertising display urged customers to "enjoy the taste of Scotland" yet the salmon product on sale immediately to the left hand side was farmed in Norway not Scotland!



In the fish section of the Aviemore store, was a display promoting "a great selection of locally sourced salmon" (a similar display is present here in Ullapool where I currently live):



However, on closer inspection every single salmon product was from Norway not local - there was no Scottish selection at all!



If Tesco is so supportive of local suppliers and Scottish fish then why does it not sell exclusively 100% Scottish farmed salmon? Here's a photo taken outside your Inverness (Inches) store on Sunday (30 March):



Inside the store was yet more Norwegian farmed salmon next to a Scottish flag:



Despite "organic" farmed salmon being readily available from Scotland, the "organic" farmed salmon on sale was from Norway:



And the salmon on sale directly under the "I'm Scottish" label was from Norway not Scotland (despite Tesco's assurance on Friday that the matter had been rectified)!



Here's the same Inverness Inches store on 20 March:



The "I'm Scottish" label is surrounded by salmon farmed in Norway - notice the 'C' code for "Farmed in Norway" on the 'Steamed Salmon Fillets' at the bottom:



Tesco [pledged last year](#) to offer customers in Scotland 100% fresh Scottish chicken. Farmers Weekly reported in May 2013: "[Tesco to sell 100% Scots chicken in Scottish stores](#)". Earlier this year, Tesco extended the Scottish pledge to beef. Farmers Weekly reported in February 2014: "[Tesco promises 100% Scottish own brand fresh beef in Scotland](#)". If Tesco is serious about their 100% Scottish salmon advertising campaign then why don't you source all your salmon from Scotland as well as chicken and beef?



As my email of Saturday (29 March) suggested:

"There would be appear to be two simple solutions:

- 1) Remove all your Scottish flags, claims to be "100% Scottish" and "I'm Scottish" adverts.
- 2) Stop sourcing from Norway and Ireland - and source exclusively from Scotland (I understand M&S, for example, has such a Scottish-only policy)

In the meantime, GAAIA strongly urges Tesco to conduct of UK-wide review of your advertising policy and ensure that ALL Tesco stores comply with Trading Standards. We will be encouraging shoppers around the country to visit their local Tesco store and inspect your 'Scottish' products. And we will be encouraging ALL Trading Standards offices in the UK to investigate this issue."

Moreover, your email of earlier today suggesting "continued patience" does nothing to suggest that Tesco is moving quickly on this matter (Tesco has had over 10 days to act since I filed my first complaint back on 21 March):

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

Dear Mr Staniford

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

I am currently investigating this matter further and will be in contact once this has been completed.

Thank you for your continued patience.

Kind regards

Lindsay Gibb  
Customer Service Executive



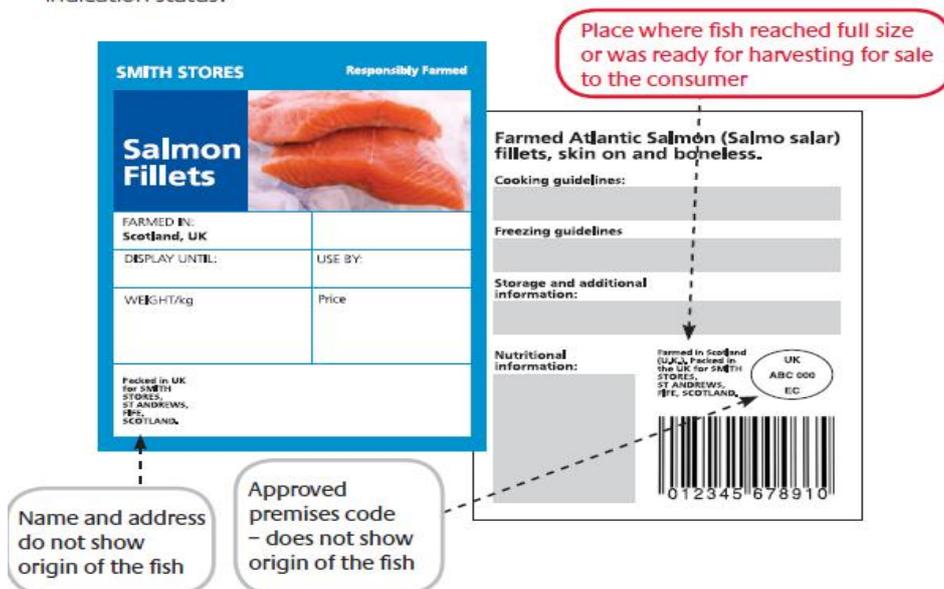
Finally, in view of [tighter EU labelling rules](#) (due to [come into force in December 2014](#)) surely Tesco should implement a UK-wide investigation to check compliance?

A factsheet on fish labelling is available from the Food Standards Agency and the Scottish Government [online here](#). This factsheet includes:

#### Farmed and cultivated products:

The label must show the EU Member State or non EU country in which the product reached full size or reached a stage ready for 'harvesting' for sale to the final consumer. For example, where a fish started its life farmed in one country e.g. France and was finally farmed in another e.g. Iceland, the country of origin would be Iceland.

Some products may show an EU Protected Food Name e.g. "Scottish Farmed Salmon" and "Arbroath Smokie" have been granted Protected Geographical Indication status.



Based upon GAAIA's recent investigations, Tesco's current labelling would certainly not all comply with either the current [Fish Labelling Regulations 2013](#) or the new EU law.

For example, the following "farmed in Norway or Scotland" product on sale in Tesco's Corstorphine store in Edinburgh on Saturday (29 March) would surely not be specific enough to comply:



And this product found in Tesco's Penicuik store on Saturday (29 March) would have to specify the single country in which the farmed salmon reached full size:



For example, this product found on sale at Tesco's store in Perth on Friday (28 March) uses the misleading phrase "Catch Zone" (implying the fish was caught not farmed):



Nor would Tesco's ubiquitous use of the 'C' code to hide the fact the product is Norwegian be allowed under the new rules (let alone the current [Fish Labelling Regulations 2013](#)):



For details in full of GAAIA's complaints to Trading Standards please read the Appendix.

Yours sincerely,

Don Staniford

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