

[Media Backgrounder: Irresponsibly Farmed Scottish Salmon](#) (22 November 2021)



Complaints Filed with Advertising & Trading Standards Vs ‘Responsibly Sourced/Farmed’ Scottish Salmon

Campaigners have [filed complaints with the Advertising Standards Authority \(ASA\), Competition and Markets Authority \(CMA\) and Trading Standards](#) over false advertising and deceptive marketing of “responsibly farmed” and “responsibly sourced” Scottish salmon sold by supermarkets in the UK.



Key documents:

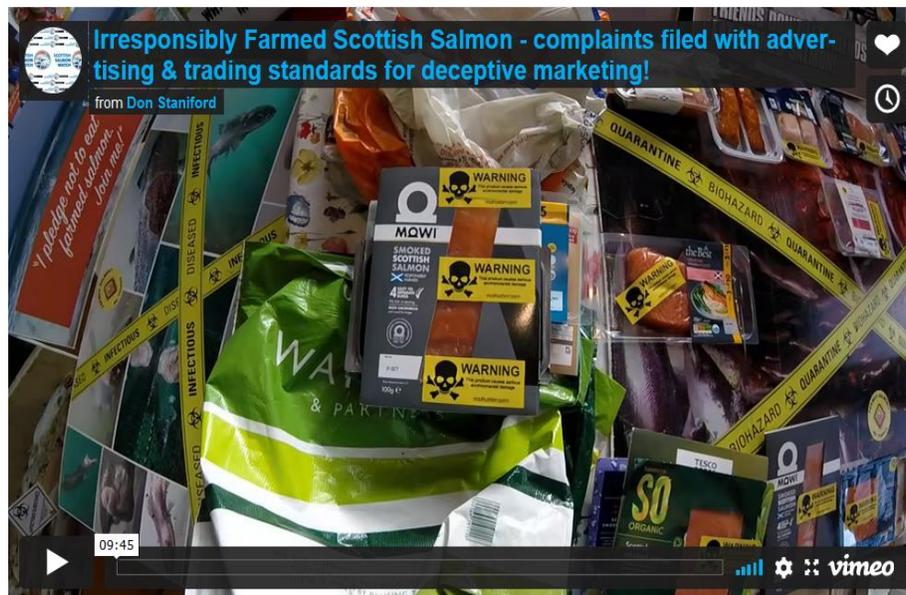
[Press Release: Irresponsible Scottish Salmon: Campaigners file complaints with ASA, CMA & Trading Standards](#) (22 November 2021)

[Complaint to the Competition & Markets Authority and Trading Standards Vs Supermarkets \(Aldi, ASDA, Lidl, M&S, Morrisons, Sainsbury's, Tesco & Waitrose\) for deceptive marketing of ‘Responsibly Farmed’ & ‘Responsibly Sourced’ Scottish Salmon](#) (19 November 2021)

[Hard Evidence Submitted with CMA & Trading Standards Complaint](#) (19 November 2021)

[Complaint to the Advertising Standards Authority Vs ‘Responsibly Farmed’ Mowi Scottish salmon as advertised by Tesco & Sainsbury's](#) (19 November 2021)

Video Explanation of Complaints: Here's a [video report](#) showcasing the offending packaging and deceptive marketing claims by supermarkets in relation to “responsibly farmed” and “responsibly sourced” Scottish salmon:



Key Excerpts from the Complaints & Hard Evidence:

The [complaint to the CMA & Trading Standards](#) (copied to the ASA) dated 19 November 2021 includes:

“Scottish Salmon Watch believes that supermarkets across the UK – namely Aldi, ASDA, Lidl, Marks & Spencer, Morrisons, Sainsbury’s, Tesco and Waitrose – are in breach of [The Consumer Protection from Unfair Trading Regulations 2008](#) with respect to [Regulation 5 \(Misleading Actions\)](#) and [Regulation 6 \(Misleading Omissions\)](#).”

“It seems that supermarkets have been marketing Scottish salmon as “responsibly farmed” and “responsibly sourced” for over a decade without any substantive evidence to corroborate their marketing claims.”

The [complaint to the CMA & Trading Standards](#) cites the [Competition and Markets Authority’s ‘Green Claims Code’ \(20 September 2021\)](#):

“We note on p12 that the code gives guidance to businesses to stop making false or deceptive statements and therefore ask that supermarkets stop marketing and advertising Scottish salmon – including RSPCA Assured and ASC-certified salmon – as “responsibly farmed” and “responsibly sourced”. We note on p12 that enforcement action can be taken against supermarkets and that the ASA can take action against misleading advertisements too. Scottish Salmon Watch would consider taking legal action against supermarkets but asks that the CMA, Trading Standards and the ASA take enforcement action to stop misleading environmental claims of “responsibly farmed” and “responsibly sourced” Scottish salmon.”

“We urge the CMA and Trading Standards – in collaboration with the ASA – to take enforcement action against Aldi, ASDA, Lidl, Marks & Spencer, Morrisons, Sainsbury’s, Tesco and Waitrose,” concludes the [complaint to the CMA & Trading Standards](#).

A 128 page dossier - [Hard Evidence Submitted with CMA & Trading Standards Complaint](#) (November 2021) - provides details of case information, video footage and photographic evidence which undermine the advertising and marketing claims by supermarkets that Scottish salmon is farmed ‘responsibly’.

“In conclusion, Scottish Salmon Watch [argues that Scottish salmon should come stamped with environmental warning labels and ‘Irresponsibly Sourced’ stickers](#) – certainly not advertising and marketing which falsely claims that the salmon is “responsibly farmed” and “responsibly sourced.”

A 69 page [Complaint to the Advertising Standards Authority Vs ‘Responsibly Farmed’ Mowi Scottish salmon as advertised by Tesco & Sainsbury’s](#) (19 November 2021) includes:

“We therefore ask that the ASA now formally rule against the use of the advertising and marketing slogans “responsibly farmed” and “responsibly sourced” in the context of Scottish salmon. Together with the CMA and Trading Standards there would seem scope via the [‘Green Claims Code’](#) published in September 2021 to take enforcement action against supermarkets.”

“In conclusion, Mowi’s Scottish salmon is the antithesis of ‘responsibly farmed’.”

Photos:

Mowi's "Responsibly Farmed" Scottish Salmon sold by Tesco & Sainsbury's - download high res image [online here](#)



Sainsbury's "Responsibly Sourced" and "Responsibly Farmed" Scottish salmon - download high res image [online here](#)



Tesco's "Responsibly Sourced" and "Responsibly Farmed" Scottish salmon - download high res image [online here](#)



Aldi's "Responsibly Sourced" Scottish salmon - download high res image [online here](#)



ASDA's "Responsibly Farmed" Scottish salmon - download high res image [online here](#)



Lidl's "Responsibly Sourced" Scottish salmon - download high res image [online here](#)



M&S's "Responsibly Sourced" Scottish salmon - download high image [online here](#)



Morrisons's "Responsibly Farmed" Scottish salmon - download high res image [online here](#)



Waitrose's "Responsibly Sourced" Scottish salmon - download high res image [online here](#)



Quotes from the [press release](#) (22 November 2021):

“If you look the word ‘irresponsible’ up in the dictionary, Scottish salmon farming should feature prominently,” said Don Staniford, Director of Scottish Salmon Watch who has [amassed video evidence of welfare abuse inside salmon farms](#) and [featured on French TV last night](#). “Salmon farming in Scotland is inherently unsustainable and environmentally irresponsible. Advertising and marketing Scottish salmon as ‘responsibly farmed’ and ‘responsibly sourced’ is misleading and deceptive. Hopefully the authorities will take enforcement action against supermarkets guilty of greenwashing Scottish salmon.”

“Salmon farmers started describing their product as ‘responsibly sourced’ when campaigners forced them to drop untruthful claims that salmon farming was ‘sustainable’ back in 2019,” said Matt Mellen of [Ecohustler](#) who [filed a complaint against M&S with the ASA in April 2021](#). “Supermarkets such as Sainsbury’s, Tesco and M&S adopted the ‘responsibly sourced’ and ‘responsibly farmed’ advertising slogans because it sounds good and has no legal definition to live up to. We’re asking supermarkets to come clean and be completely honest about how Scottish salmon reaches consumers. Factory salmon farming is the antithesis of responsibility and sustainability.”

“Salmon farming is responsible for many things: it’s responsible for the deaths of tens of millions of salmon every year through disease, parasite infestation and poor handling,” said John Robins of [Animal Concern](#) who [forced the Coop to drop ‘sustainable’ from their Scottish salmon advertising in May 2019](#). “It’s responsible for the severe suffering of salmon slowly eaten alive by swarms of sea lice. It’s responsible for releasing many thousands of tonnes of fish faeces and other pollutants, including dangerous chemicals and medications, into our seas. It’s responsible for displacing native wildlife from around our shores. It’s responsible for stinking pits full of rotting, dead fish routinely removed from the fish cages. It’s responsible for the painful, inhumane death of fish in slaughtering facilities that cannot cope with the number of fish being processed. It’s responsible for the escape of millions of inferior farmed salmon into our seas and rivers where they could cause severe damage to already endangered wild Atlantic Salmon stocks. That’s what salmon factory farms are responsible for. The salmon farming industry should hang their heads in shame for misleading the public by describing their product as ‘responsibly sourced’ and ‘responsibly farmed’.”

“Scottish salmon should come stamped with an ‘irresponsibly sourced’ warning label,” said [Fishy Business](#) who [won an ASA victory in April 2019 when Loch Duart were forced to drop use of the word ‘sustainable’](#). “Consumers should boycott all Scottish salmon – even fish certified as ‘organic’ by the Soil Association; accredited as welfare friendly by the RSPCA or certified as environmentally friendly by the Aquaculture Stewardship Council. Please do the responsible thing and remove Scottish salmon from your weekly shop.”

Stick it to Tesco!

Inside Scottish Salmon Feedlots [posted on Facebook](#) (2 November 2021):



Inside Scottish Salmon Feedlots

November 2 at 10:50 AM · 🌐



DIRECT ACTION | Who would like some stickers to add to Tesco's latest farmed Scottish salmon range?

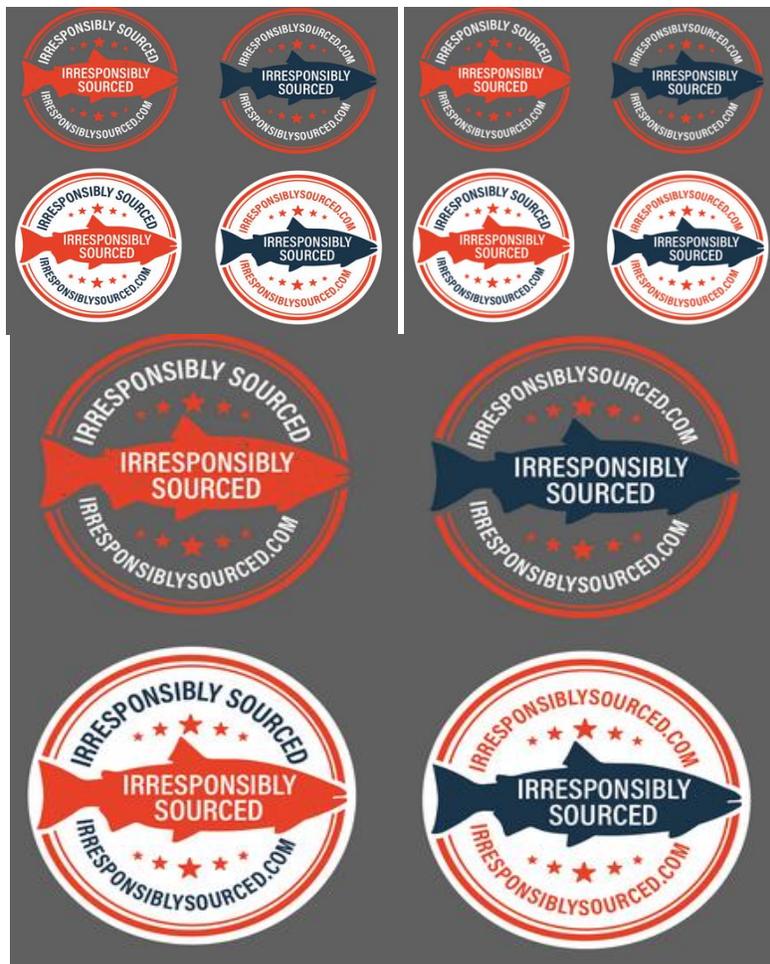
Enough has been said, salmon farmers and the Scottish Government had three years to clean up open cage feedlots, since a cross party inquiry in the Scottish Parliament highlighted the damage being done by open cage salmon farming.

http://bit.ly/ECCLR_salmon_farming

It is clear the industry intend to do nothing, while our seas are filled with salmon farm sewage, plastic, chemicals, sea lice and disease.

It is time to take action, direct action.

Packs of stickers cost £15 for 100. PM us for yours.



Ecohustler stuck it to M&S's "responsibly sourced" Scottish salmon!

Last week (19 November 2021), [Matt Mellen of Ecohustler stuck 'Warning' labels on M&S's "responsibly sourced" Scottish salmon:](#)

 **Don Staniford**
@TheGAAIA



Matt Mellen of @Ecohustler sticks it to "responsibly sourced" @scotseafarms as sold by @marksandspencer - Warning: this product causes serious environmental damage! @ScotlandSalmon @Folketrygdfond @LeroySeafood @TheGrocer @JoannaBlythman @SalmonScotland [instagram.com/p/CWdzXOcKI2c/](https://www.instagram.com/p/CWdzXOcKI2c/)



6:47 PM · Nov 19, 2021



Instagram

Search



ecohustler 115,000 people signed our petition calling on M&S to come clean about the damage caused by their factory farmed salmon products. They met with us and received the petition signatures and yet still they continue to sell these products that have enormous environmental impacts as "responsibly sourced."

This simply is not good enough. Shoppers are being duped into buying very damaging products they might otherwise avoid if they were accurately labelled. We know the oceans are in a terrible state. 90% of big fish have gone to overfishing. We need our supermarkets to be open, honest and transparent about the impacts of the

French TV exposé reveals irresponsible nature of Scottish salmon:

Last night (21 November 2021), prime time French TV (France 5) [broadcast an exposé of Scottish salmon farming via 'Sur Le Front' hosted by Hugo Clement.](#)



Hugo Clément
@hugoclement

La vérité sur le saumon, c'est dimanche 21 novembre à 20h55 dans #SurLeFront sur @France5tv !



1:44 PM · 7 nov. 2021



En Écosse, sur les rives du loch Carron, Hugo Clément a rejoint Don Staniford, qui dénonce ces pratiques en filmant les conditions d'élevage des saumons pour la Scottish Salmon Watch. « C'est un élevage intensif classique, lui explique-t-il aux abords d'un bassin. Il y a trop de poissons concentrés au même endroit. 50 000, peut-être 100 000 poissons dans chaque cage. Il peut y avoir jusqu'à un million de poissons dans la ferme ou un demi-million. C'est la pire ferme à saumons que je visite et j'en ai déjà vu plus de vingt-cinq. » Non seulement ces salmonidés vivent à l'étroit, mais leur quotidien est peu reluisant. Attaqués vivants par des poux de mer (de minuscules crustacés qui se nourrissent de leur peau et de leur sang), ils sont filmés végétant au milieu de congénères morts, de morceaux de plastique, de leurs excréments et de taches d'essence. Avec la diffusion régulière de ce type d'images auprès du grand public, il entend changer la donne. Comme d'autres alertent pour éviter de voir s'implanter des fermes-usines hors sol de saumons.

'La vérité sur le saumon' (the truth about salmon) [features undercover video footage shot inside salmon farms operated by Mowi and The Scottish Salmon Company.](#)





Don Staniford
@TheGAAIA



French TV Exposé of Scottish Salmon - Sur Le Front's 'La vérité sur le saumon' (the truth about salmon) airs on France 5 on Sunday! @France5tv @Francetele @hugoclement @servicePresseF5 #SurLeFront
Guess which salmon farm I'm standing on with a Go Pro camera? @ScotlandSalmon



7:51 AM · Nov 19, 2021 · Twitter Web App



Watch in full [online here](#) (the Scottish salmon section of the documentary runs from 15 minutes 30 seconds to 27 minutes 30 seconds):



Watch Scottish section [online here](#)



New PR Campaign from Scottish Salmon!

Today (22 November 2022), Salmon Scotland [launched a new PR campaign](#) which features new animated videos on their [You Tube channel](#):



Videos shot outside supermarkets:





WARNING: Sainsbury's Salmon Scam - "Responsibly Sourced" Claim is Misleading Advertising & Deceptive Marketing!

from Don Staniford



01:42

📶 ⚙️ 🗖️ vimeo



Consumer Con: Tesco's "Responsibly Sourced" Scottish Salmon - a case for Advertising & Trading Standards

from Don Staniford



01:05

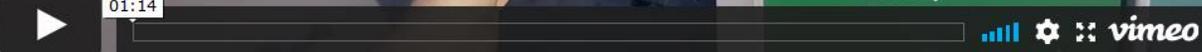
00:48

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 **Misleading Morrisons - "Responsibly Farmed" Scottish Salmon is a breach of trading/advertising standards!**  

from Don Staniford

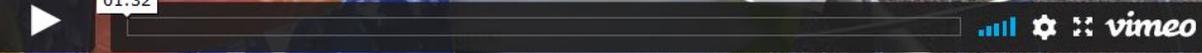


01:14 

 **ASDA's Deceptive Advertising on "Responsibly Farmed" Scottish Salmon reported to ASA!**  

from Don Staniford



01:32 



Lidl Claims 'Sustainability' Yet Sells Irresponsibly Farmed Scottish Salmon!

from Don Staniford



01:24

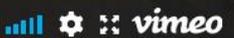


Waitrose Cites Compassion in World Farming Yet Sells Irresponsibly Farmed Scottish Salmon!

from Don Staniford



02:28





M&S - Simply Misleading on 'Responsibly Sourced' Scottish Salmon

from Don Staniford



00:59



vimeo



Tesco's 'Responsibly Farmed' Mowi Salmon Scam

from Don Staniford



01:25



vimeo

Other videos:



New report out early 2022!

“[Greenwashing Scottish Salmon](#)” will be published by Scottish Salmon Watch in early 2022.

