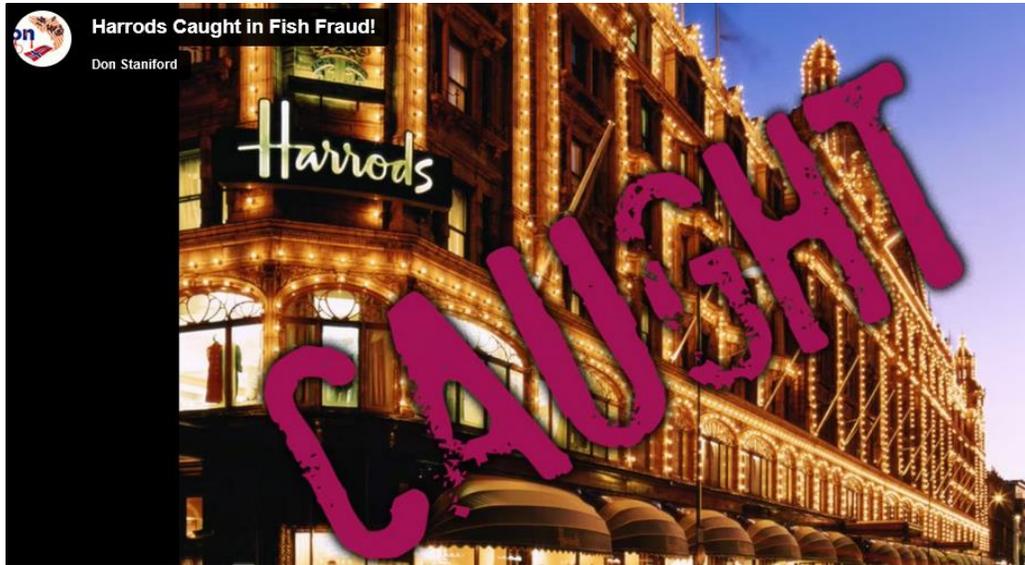


## Media Backgrounder: The Pushback vs Greenwashed Scottish Salmon (April 2024)

In March 2024, [Trading Standards investigated Harrods and Fortnum & Mason](#) following complaints by [Scamon Scotland](#) that farmed salmon was being dressed up as wild caught fish.



In January 2024, more than 30 Scottish community groups, UK NGOs and international campaigning organisations [joined forces in calling on the Soil Association to stop certifying Scottish farmed salmon as 'organic'](#).



In December 2023, [Selfridges was forced by Trading Standards to remove misleading claims about 'sustainable' Scottish salmon.](#)



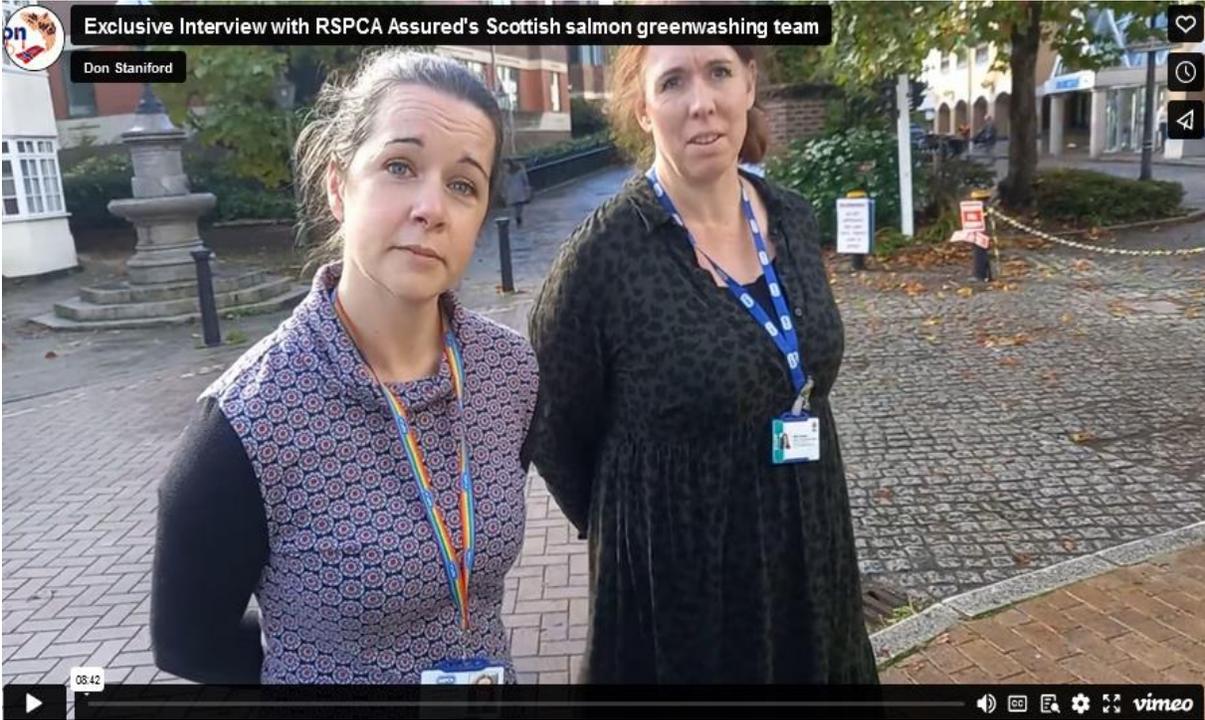
In October 2023, Coastal Communities Network and WildFish [submitted a legal complaint to the Competition and Markets Authority](#) over the Scottish salmon farming industry's claims to be 'sustainable'.



Protestors tackled the greenwashers at the [Soil Association at their head office in Bristol in November 2023](#):



And [at the RSPCA Assured's head office in Horsham in October 2023](#).



Last year, the trade body representing Scottish salmon farmers (Salmon Scotland) [applied to remove the word ‘farmed’ from salmon packaging](#). John Robins of Ethical Promotions [told The Ferret in October 2023](#):

“Salmon farmers in Scotland have long sought to mislead the public into thinking of their product as the same as wild salmon migrating back to Scottish rivers and lochs and leaping up waterfalls to reach their traditional spawning grounds. Such scenes have often been used to promote the product and mislead consumers. Because the public are becoming more aware of the many negative aspects of salmon farming the industry wants to distance itself from their own failings by dropping the word ‘farmed’ from the description of their product. Like the use of the phrase ‘responsibly sourced’ this is a calculated and deliberate attempt to confuse and mislead shoppers.”



The Times [reported in October 2023](#):

“Abigail Penny, executive director of Animal Equality, which has filmed salmon in Scottish fish farms being eaten alive by lice, said the industry’s attempt to eliminate “farmed” from its PGI labelling was “deeply troubling”. “This move poses a serious risk of misleading consumers, jeopardising their ability to make truly informed choices,” she said. “The inescapable reality is that tens of millions of Atlantic salmon suffer at the hands of the Scottish farmed salmon industry every year. These naturally migratory animals are confined in cramped underwater cages that act as a hotbed for disease and lice outbreaks.”

In October 2022, Salmon Scotland [called on RSPCA Assured and the Aquaculture Stewardship Council to stop greenwashing Scottish salmon as “responsibly farmed”](#). In May 2022, [Salmon](#)

[Scotland filed a complaint with the Advertising Standards Authority against Sainsbury's](#) for falsely advertising "responsibly sourced" Scottish salmon.

In February 2022, [Scamon Scotland challenged online retailer Ocado over green claims](#) that “Mowi Organic salmon fillets are 100% Scottish and raised responsibly in the cool, clear coastal waters off the West of Scotland” and that Mowi 'organic' salmon is “independently and regularly audited to ensure a responsible use of the environment”.



In January 2022, the [Pished Fish \(supplier to Fortnum & Mason\) deleted false claims of "sustainable" and "sustainably sourced" Scottish salmon following a complaint by Scottish Salmon Watch.](#)

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 November 2021, [Scottish Salmon Watch revealed how Client Earth helped supermarkets brand themselves as “responsibly sourced” via the ‘Sustainable Seafood Coalition’.](#)

In November 2021, [Ecohustler stickered M&S Scottish salmon](#) – advertised as ‘responsibly sourced’ – with warning labels.



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

 **Inside Scottish Salmon Feedlots** November 2, 2021 · 🌐

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](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.



In June 2021, Applecross Smokehouse [deleted “sustainable” claims following a complaint](#) about the online marketing of their RSPCA Assured Scottish salmon. In April 2021, [Scottish Salmon Watch filed a complaint with Trading Standards](#) against Belhaven Smokehouse in East Lothian for [misleading marketing and deceptive advertising regarding their 'quality salmon' sourced "from the wild waters of Shetland"](#).



In April 2021, [Scottish Salmon Watch scored a victory against Rick Stein for misleading marketing of farmed salmon](#).



In February 2020, Scottish Salmon Watch [wrote to the RSPCA asking them to stop certifying farmed salmon as 'welfare-friendly'](#).



In April 2019, an [intervention by the Advertising Standards Authority following a complaint by Fishy Business forced Scottish salmon farmer Loch Duart to drop their 'Sustainable Salmon Company' branding](#).



A leading Scottish salmon farming company has stopped branding its business as "sustainable", according to the UK advertising watchdog.