

DECEMBER ISSUE

THE SCOOP



marineharvest



A brand new adventure

Welcome from Ben Hadfield, Managing Director, Marine Harvest Scotland

With the final newsletter of 2018, comes the news of a new chapter in the Marine Harvest story – and one that reflects our proud history.

We recently announced the upcoming launch of a range of Mowi branded products and will be changing the company name to Mowi; the original name of Marine Harvest when it was founded by Norwegian aquaculture pioneers more than 50 years ago. The plans for our brand overhaul need to be approved by shareholders in the next AGM but we hope to begin the new year with our refreshed brand identity.

This new brand will tell the story of sustainability, food safety and food quality, while echoing back to our pioneering spirit. Mowi branded products will be launched in selected markets and provide customers with added value in taste, convenience, nutrition and traceability.

Products will be available in selected markets as Mowi Pure, a collection of smoked salmon cuts; Mowi Signature, consisting of added-value and food-to-go products; and Mowi Supreme, a selection of high-end salmon products.

Having grown into a company that integrates salmon breeding, feed, farming, processing and sales, these new products are an exciting next step for us in the retail sector. We hope the Mowi line of branded products will bring new appeal for consumers, while we continue to supply to own label businesses.

We'll be making significant investment over the next two years to develop Mowi with the aim of creating a truly global salmon brand. From feed to fork, it's an exciting time for Mowi!



Marine Harvest in the news

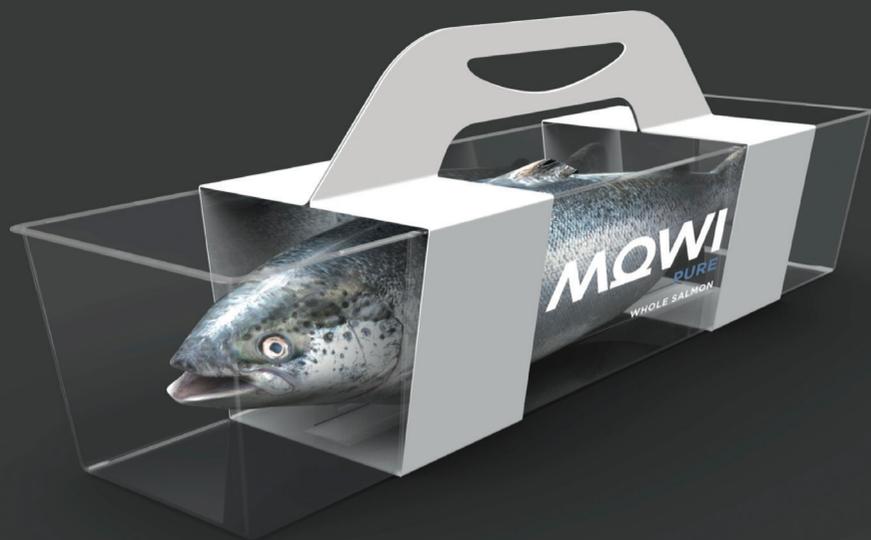
The visit of our CEO Alf-Helge Aarskog to announce the Mowi brand was widely covered by national news outlets this month including, BBC Radio Scotland's flagship programme, Good Morning Scotland, The Scotsman and the FT. He spoke of a bright future for Marine Harvest in Scotland.



Marine Harvest was featured in the West Highland Free Press for supporting Skye Cycle Way in its mission to create a cycle route between the Skye Bridge and the main road into Sleat. We have agreed to help develop a section of the new path at our Kyleakin site.



New packaging.



A glimpse of our new packaging from Andreas Johler, Branding Director, Marine Harvest Norway.

‘There is nothing more powerful than an idea whose time has come’

The words of French writer Victor Hugo must have been on the minds of our founders when they began salmon farming more than 50 years ago. And now, with the launch of our Mowi brand, we are at another milestone for our organisation, where we can add value for our customers and shareholders.

We want to move faster; faster than our competitors and faster than the food industry, which is a very ambitious target. To achieve this, we must leverage our competitive advantages across the whole value chain, starting with the consumer.

This need for sustainability and desire for quality means that consumers are willing to pay more – this is where our new global brand, Mowi, comes into play.

From the omega symbol in the Mowi logo to clean, simple and functional packaging, the new Mowi brand represents a global brand which will satisfy the needs of today’s consumers. I look forward to the launch of the Mowi brand into selected European markets in the first half of 2019.



Consumer insights show the following:

36%

want to reduce their meat consumption

32%

want to increase their fish consumption

62%

choose high quality products more frequently

60%

are willing to pay more for a high-quality product

91%

want more transparency on food products

91%

are sensitive to animal welfare

72%

think we should only consume fish products that are harvested in a sustainable manner

International health authorities recommended eating fish twice a week

Caring for our fish



For this month’s edition of The Scoop we caught up with Malcolm Johnstone, the Aquaculture Scheme Manager for RSPCA Assured. Malcolm has been with the RSPCA for 11 years and told us more about his role, the RSPCA Assured scheme and his relationship with Marine Harvest.

“RSPCA Assured is the RSPCA’s farmed animal welfare scheme, and we assess farms against welfare standards set out by the RSPCA. We do this for a number of species, including farmed Atlantic salmon, and we are the only assurance scheme that is focused solely on farmed animal welfare. Our standards cover the whole animal life cycle – from hatching to harvest.

“The RSPCA standards for both seawater and freshwater fish cover every aspect of fish farming including; manager and stock-keeper training, inspection, permissible medical products and feed, the control of sea lice, husbandry, fish-handling, grading, protection from other animals, equipment, the management of escapees, environmental impact and transportation (including well-boats).

“As Aquaculture Scheme Manager, I oversee our three Scotland-based assessors who together ensure that all of our member fish farms are assessed annually. These assessments take place on a rolling basis and take at least half a day, though often longer, especially for some of the bigger sites such as recirculation units.

“During our inspections, we review paperwork, inspect infrastructure – particularly the pens, physically check the fish to ensure they are healthy, and speak to managers and staff on-site. We really take a close look at everything to ensure that good welfare is in place and that the site meets all criteria to be certified as RSPCA

Assured. The RSPCA is a prestigious and respected charity and we take our role of upholding its mission to protect animals from cruelty very seriously. Should we find any evidence to suggest that a site is not conforming with the welfare standards then the site manager or person who is representing the site is briefed and we give them one month to take action to address this.

“I am very pleased to say that all of Marine Harvest’s fish farms in Scotland are members of the RSPCA Assured scheme.

“We know that as new technologies emerge and welfare-science advances, best practice naturally evolves, so the RSPCA reviews its standards on a regular basis. As a result, new standards are published every two-to-three years. They are updated in consultation with scientists, environmental experts and our own members. The current standards for farmed Atlantic salmon were updated in February this year and one of the key changes is that the standards now cover cleaner fish which are widely used to control sea lice amongst farmed salmon in Scotland. The welfare of these fish is just as important as farmed salmon and trout.

“As part of the Assured scheme, companies that meet our standards, such as Marine Harvest, are able to display our logo on their products, demonstrating to both retailers and consumers that they take fish welfare seriously.”

To find out more about the RSPCA Assured scheme, please visit <https://www.rspcaassured.org.uk/farm-animal-welfare/salmon-and-trout/>

Malcolm Johnstone



Preparing for Winter



As the cold weather starts to bite, our health and safety team are here to remind us to be extra vigilant. It is important to make allowances for winter conditions when working both indoors and outside. Here are some tips:

- ✔ Wear your Personal Protection Equipment (PPE) and if you are missing any items, request them from your manager
- ✔ Wear clothing that is the right size
- ✔ Wear waterproofs and wear an underlayer
- ✔ Wear a Fladen flotation suit for thermal protection
- ✔ Protect your extremities – wear gloves, hat, safety footwear, winter socks
- ✔ Take additional breaks during severe conditions, keep hydrated and ensure you have enough food
- ✔ Use grit for icy surfaces and alert managers if stock is short
- ✔ Above all – keep warm!



The Scottish Parliament's Rural Economy and Connectivity (REC) Committee report on salmon farming is published

Just as The Scoop was going to print, a government committee report on salmon farming was published. So, hot off the press, we wanted to share Ben Hadfield's initial thoughts on the report.

“After months of drawing on formal evidence from 160 sources, the Scottish Parliament's Rural Economy and Connectivity (REC) Committee report on salmon farming released 65 recommendations regarding numerous sector impacts including economic, social, food supply, workforce development, market access, fish health and environment.

“While acknowledging the economic and food contribution the salmon farming sector provides, the committee recommends several important regulatory improvements that will help guide responsible growth of our business. The Committee's response to some stakeholder's submissions calling for a moratorium was very clear: “there is insufficient evidence to support this”.

“We are pleased to see the Committee's appreciation for salmon farming's contribution to our domestic and export foods, and the sustainability of rural communities. We also acknowledge, and agree with, the Committee's statement that the future of the sector's regulatory regime will not be the ‘status quo’.

“We would expect our regulatory system to advance along with and, in fact, lead sector development.

“As the recent Coller FAIRR Index ranked salmon aquaculture companies in the top ten of the largest global animal protein producers for sustainability (Marine Harvest #2), our business has much to be proud of, and our efficient use of resources to grow a healthy food is well established and should be celebrated. But like all farming, we have our challenges that need to be addressed, and focus on reducing negative impacts should remain top priority for the business and its regulators.

“Marine Harvest is specifically pleased to see recommendations for continued improvement to: consumer education, data reporting, organic waste management, fish health, monitoring and regulatory enforcement, workforce development and housing, strategic siting guidance, science funding, and collaboration between farmed and wild fish sectors.

“While some Committee recommendations are already being led by Marine Harvest (wrasse culture, sea lice reporting, wild fish sector collaboration), there are new initiatives the company will look forward to collaborating on with key stakeholders.”

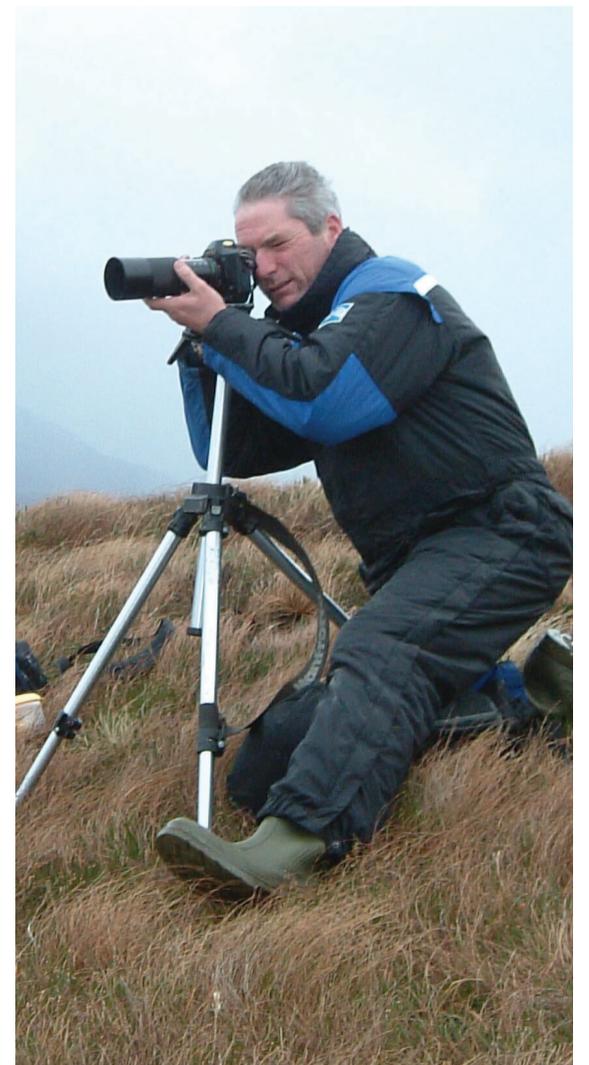
Arthur Campbell receives 30 year recognition

With three decades of diverse experience in many parts of farming, one thing has always been consistent: a camera in hand

Arthur Campbell was honoured by colleagues late November to recognise his 30 years' service to the company. Arthur started as a Temporary Engineering Assistant at Lochailort from 12th October 1988 and was made a permanent Construction Assistant on 1st January 1989. A restructure of the Engineering Department saw him move to a position of Farms Assistant which took effect on 2nd November 1992 before being appointed to Senior Farm Assistant in September 1995.

On 3rd August 1998 Arthur took on extra responsibilities as Cages & Moorings Supervisor on a temporary basis and was appointed to his current role as Pens & Moorings Manager on 18th January 1999.

Before finding his career in salmon farming, Arthur began work as a photographer in Glasgow and has been taking photos for the company for the past three decades.



In next month's issue

- An insight from Sainsbury's
- Science behind fish feed

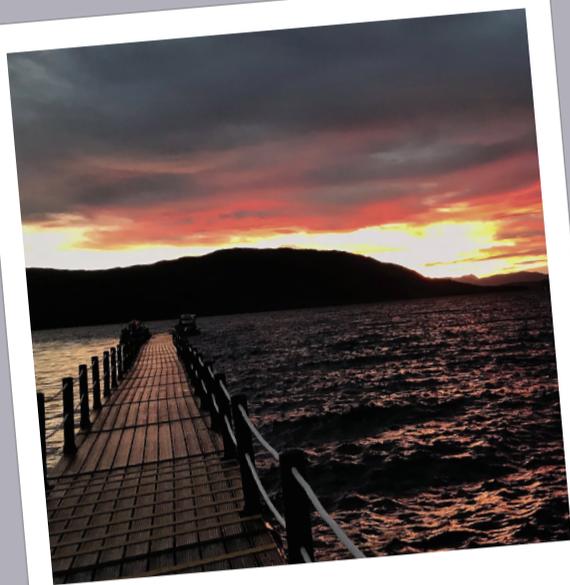


Photo of the month

Maol Ban pontoon
Photo submitted by Alex Nairne,
skipper of Stolt Maddah

Community news



It was back to their old school for two of our farm managers, Kurk and Farquhar, who attended Portree High School's annual career fair. There was lots of engagement particularly from the older pupils, who generally had a good knowledge of what we do and employment opportunities but were keen to learn how to take it to the next step and come and work for us.



We were delighted to contribute towards a brand new strip for the Lochaber hockey team.

Precision engineering for aquaculture



Investing in technology to improve our processes and, more importantly, help us improve the welfare of our fish is extremely important to us. Perhaps the most impressive engineering to revolutionise fish farming is a machine developed by Maskon. The next time you're at Inchmore or Lochailort, take a look as it is quite a sight.

Consisting of multiple components, the machine can weigh, measure, anaesthetise, grade and vaccinate the fish.

Fish are pumped into the buffer unit, then transported into the anaesthetic bath using an Archimedes screw, once anaesthetised, the fish are transported by a belt system to the singulator unit, and from there into the vaccination unit and returned to the tanks.

Perhaps the most impressive feature of the Maskon is the singulator unit. This first of all makes sure that the fish are correctly orientated for vaccination and then flips the fish over to ensure it is in exactly the right position.

These machines are operated by our teams on site at Inchmore and Lochailort but if there are any technical issues, then the engineers can log into the machines remotely, assess the problem and fix it – all from their office in Norway!

<https://en.skalamaskon.no/aquaculture2/vaccination>



Meet John MacKay

What do you do at Marine Harvest?

I have been the farm manager at Loch Duich since 2006. Before that I was manager at Loch Ewe which I still have strong links to. I basically look after the fish and look after my team of six. We've got some 'new kids on the block' coming through now and I'm lucky enough to be acting as a mentor to the new farm manager at Loch Ewe – Scott Forder. This is something that I really enjoy, we bounce ideas off each other, I'm always at the end of the phone if he needs me and I try to get up to visit Loch Ewe every week.

What did you do before fish farming?

I have always really been in fish farming, since I was 16. I love the west coast of Scotland, I love the outdoors so going into fish farming ticked all the boxes for me. 36 years later I'm still here with Marine Harvest, or Mowi, a name which we actually used a long way back when I started, so it's still ticking all the boxes.

What do you like most about your job?

I like the variety, whether that comes from the challenges of growing fish and keeping them healthy, or even just the challenges from the weather! I am here to look after our fish and I still feel a sense of pride and achievement when I see them growing from smolts to salmon and thriving. I have been lucky enough to work with a great bunch of people throughout my career and we are a really close-knit team at Loch Duich.

What do you do in your spare time?

You might say that I'm a proper 'teuchter'!! I play the accordion in my free time and go to some of the accordion and fiddle clubs near to me. I've even been known to play the odd tune at work and in the dim and distant past entered the Mòd. When I retire, I might even start a band, who knows?! Aside from that, you'll see me out in the hills with my two Labradors.

What is your favourite film?

I haven't watched it for a while and this question is making me think I need to watch it again, but The Green Mile with Tom Hanks. Just a great story.

What is your favourite salmon dish?

Keep it simple. Hot smoked salmon on an oatcake or with a salad is the best way to enjoy salmon in my opinion.



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