

\$camon \$cotland, 10 April 2024

**Fish Fraud: Catch of the Day – Exposing Salmon Scams!**

- New campaign launched to target illegal labeling, deceptive marketing & false advertising of Scottish salmon greenwashed via RSPCA Assured, Soil Association & ASC
- ‘Responsibly Sourced’, ‘Sustainable’ & ‘Organic’ green claims questioned
- ‘Consumer Vigilantes’ encouraged to name & shame salmon scammers on social media

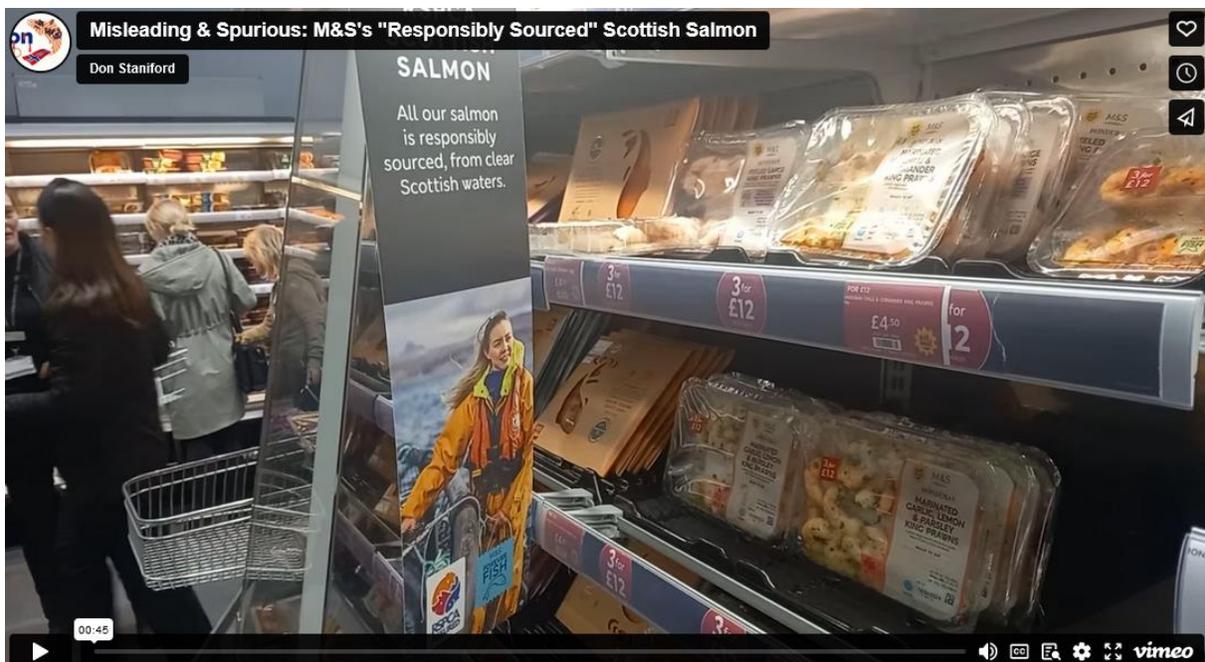
Campaigners are calling on consumers to publicly expose illegal labeling, deceptive marketing and false advertising of ‘responsibly sourced’ Scottish salmon in supermarkets, restaurants and online retailers. As part of the [‘Catch of the Day: Exposing Salmon Scams’](#) campaign, shoppers in supermarkets and diners in restaurants are being asked to take photos and video evidence of salmon scammers. Today (10 April), \$camon \$cotland [submitted a complaint against supermarkets to the Competition and Markets Authority](#) [1].



The new campaign comes in the wake of a [landmark ruling last month by the Competition and Markets Authority](#) which clamped down on ‘Green Claims’ made by supermarket giant Asda. Last year, the Competition and Markets Authority [announced that it would be investigating green claims made by companies in the Fast Moving Consumer Goods sector, which includes food products](#). Evidence of breaches of the [Green Claims Code](#) can be submitted to the Competition and Markets Authority via [misleadinggreenclaims@cma.gov.uk](mailto:misleadinggreenclaims@cma.gov.uk)



Last week (2 April), Scamon Scotland [filed a complaint against the greenwashing of farmed salmon as ‘responsible’ by Aldi, Asda, the Coop, Iceland, Lidl, Marks & Spencer, Morrisons, Sainsbury’s and Tesco with Trading Standards](#) [2].



Salmon Business [reported \(3 April\)](#) that the UK Secretary of State approved a request by the salmon farming industry in Scotland to drop the term ‘farmed’ from the [Protected Geographical Indication for ‘Scottish salmon’](#). Intrafish [reported \(5 April\)](#) that by the end of April, what had previously been known as ‘Scottish Farmed Salmon’ will be given the designation ‘Scottish Salmon’. Tavish Scott, chief executive of Salmon Scotland, [told Scottish Legal News \(5 April\)](#): “Farm-raised Scottish Salmon is a globally recognised brand and rightly considered the best in the world, so it is vital that we take steps to protect our premium product from food fraud. When consumers talk about ‘Scottish salmon’, they are talking about farm-raised Atlantic salmon from Scotland – and this change makes that clear, while boosting legal protection post-Brexit.”



**Ailsa McLellan**

@AilsaMcL



Please email [@DefraGovUK](#) and ask them to make sure farmed salmon is prominently labelled as farmed salmon. Consumers must be able to make informed decisions about exactly what they are buying.

[#offthetable](#)



**Nick Underdown** @nickunderdown · Apr 5

Replying to @nickunderdown

BACKGROUND: last year industry lobby @ScotlandSalmon applied to change their PGO from "Scottish Farmed Salmon" to "Scottish Salmon", because they are clearly worried about rising consumer awareness of the welfare and environmental issues of farmed salmon [gov.uk/protected-food...](#)



Department  
for Environment  
Food & Rural Affairs

## Approval of a non-minor amendment application

### Scottish Farmed Salmon: protected geographical indication (PGI)

Pursuant to the first subparagraph of Article 50(1) of Regulation (EU) No 1151/2012 of the European Parliament and of the Council on quality schemes for agricultural products and foodstuff ("assimilated Regulation (EU) No 1151/2012") (as read with the first subparagraph of Article 53(2) of that Regulation), the Secretary of State has examined the application for the approval of amendments to the product specification for the Scottish Farmed Salmon protected geographical indication submitted under Article 53(1) of the Regulation. The Secretary of State is satisfied that the amendments, including the change of the name of the protected geographical indication from "Scottish Farmed Salmon" to "Scottish Salmon", are justified and meet the requirements of the scheme.

Since the amendments in question are not minor within the meaning of Article 53(2) of assimilated Regulation (EU) No 1151/2012, the Secretary of State published the amendment application as required by Article 50(2)(a) of that Regulation (as read with the first subparagraph of Article 53(2)).

4:33 PM · Apr 8, 2024 · 2,143 Views

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.”

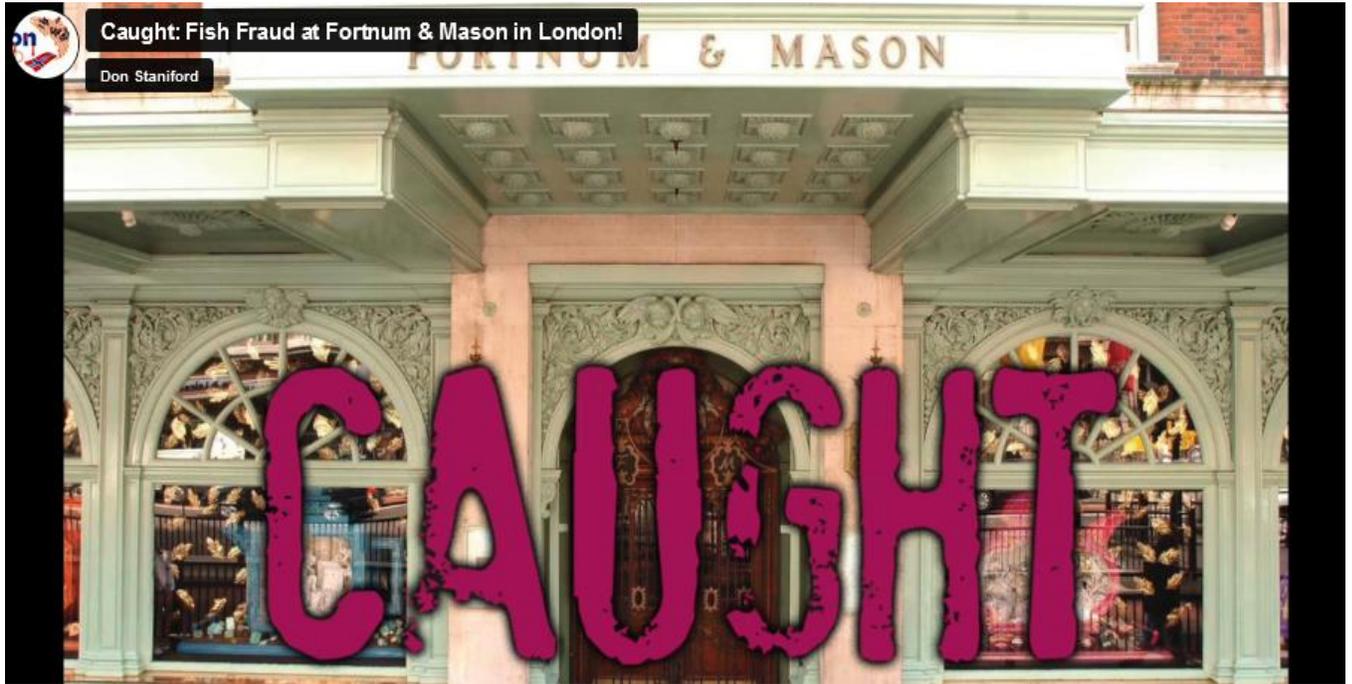
In October 2023, Coastal Communities Network and WildFish [submitted a legal complaint to the Competition and Markets Authority](#) over green claims by Scottish salmon farmers to be ‘sustainable’ (citing the [Consumer Protection from Unfair Trading Regulations 2008](#), the [Business Protection from Misleading Marketing Regulations 2008](#) and the [CMA Guidance on Environmental Claims on Goods and Services](#)). 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 [3].



In recent months, some of the UK’s leading retailers such as [Harrods](#), [Fortnum & Mason](#) and [Selfridges](#) have been caught out falsely labeling and deceptively marketing farmed salmon as wild caught or ‘sustainable’ with complaints by [Scamon Scotland](#) prompting intervention by Trading Standards [4].

“Salmon farming is a welfare nightmare and environmental pariah,” said Don Staniford, [Director of Scamon Scotland](#). “So much so that even the world’s most prestigious stores don’t want the public finding out the horrific truth about factory farmed salmon. It’s scandalous that Harrods, Selfridges and Fortnum & Mason have all been caught breaching labeling laws. If the world’s

best retailers are illegally marketing salmon then the scale of the fish fraud must be off the charts. Trading Standards around the UK need to close the net on salmon scammers.”



“Consumers should be ever-vigilant and steer clear of farmed salmon like the proverbial plague,” continued Staniford. “The ‘King of Fish’ does not leap up waterfalls onto your dinner table – it’s crammed in cages like a fishy fois gras of the sea. Salmon farming has turned the leaper into a leper. Far from being a luxury product, Scottish salmon is a cheap and nasty imposter which belongs in the bin not your shopping basket. Consumer vigilantes need to step up to the plate.”



Video footage [captured by Scamon Scotland in March 2024](#) shows a Morrisons delivery truck advertising 'Catch of the Day' fish with a picture of a farmed salmon:



**Don Staniford** ✓  
@TheGAATA



CAUGHT @Morrisons Supermarket caught falsely advertising farmed salmon on the side of their truck - how can factory farmed fish be truly branded as 'Catch of the Day'? @CMAgovUK @ASA\_UK @wirraltsd #FishFraud #Deceptive @TheGrocer @JoannaBlythman



10:08 AM · Apr 1, 2024

Read more via: [Morrisons Caught Advertising Farmed Salmon as 'Catch of the Day'!](#)



Fish fraud is not only taking place in supermarkets but also in restaurants like the Boars Head in Fife where [masterchef Andy Spence was recently caught deceptively marketing farmed Scottish steelhead seatrout as wild](#):



**Don Staniford** @TheGAIA

Fish Fraud Exposed: Master chef caught illegally advertising Scottish 'caught' steelhead seatrout - in fact it's factory farmed @KamesFishFarm not wild!

Will @chefandyspence be issuing a public apology? @BoarsHeadFife @AAHospitality @MichelinGuideUK @FSScot @ASA\_UK @CMAgovUK

ALT

donstaniford 2 m  
Andy - when you write that this Scottish steelhead seatrout is "caught" - where was this wild fish product hooked by a fisherman?

seafoodfromscotland 20 h  
Amazing!

Liked by kenny.black3 and 30 others  
chef\_andy\_spence Scottish steelhead

8:15 AM · Mar 25, 2024 · 27.5K Views

Online deception of Scottish salmon is widespread with [Rick Stein](#), [Pished Fish](#), [Applecross Smokehouse](#) and [Belhaven Smokehouse](#) all caught out by eagle-eyed shoppers.



**BBC** For you Home News

### Rick Stein's shop changes description of smoked salmon after complaint



Scotland's version of Harrods - [The House of Bruar](#) - provides online customers with the following information for '[House of Bruar Hot Smoked Salmon](#)' (giving the distinct impression that it is wild not farmed):

"Scotland's salmon is famous the world over for its incredible depth of flavour, and only the finest examples of this Scottish delicacy are selected for The House of Bruar's Hot Kiln Roast Salmon. Made using traditional techniques that have gone unchanged for generations."

The '[House of Bruar Smoked Salmon](#)' is deceptively marketed without any reference to the farming origin of the product [5]:

"Scotland's clear and sparkling waters produce a special calibre of salmon that is renowned throughout the world for its superior flavour and texture. The House of Bruar's Smoked Salmon is made from specially selected Scottish salmon to ensure the highest possible standards of quality and taste.

**Don Staniford**   
@TheGAATA

"Scotland's clear & sparkling waters produce a special calibre of salmon that is renowned throughout the world for its superior flavour & texture. The House of Bruar's Smoked Salmon is made from specially selected Scottish salmon" @TheHouseofBruar  
Is this salmon farmed or wild?

**THE HOUSE OF BRUAR**

DELIVER TO | SIGN IN | WISHLIST | YOUR BAG: 0 ITEMS, £0.00 | CHECKOUT

LADIES MENS BRANDS COUNTRY GIFTS FOOD HALL GALLERY FISHING GIFT VOUCHERS BLOG SALE

**The House Of Bruar Smoked Salmon**

PRODUCT CODE: PMS0002

£6.95

Select size: 100g

ADD TO BAG

**Product description**

Scotland's clear and sparkling waters produce a special calibre of salmon that is renowned throughout the world for its superior flavour and texture. The House of Bruar's Smoked Salmon is made from specially selected Scottish salmon to ensure the highest possible standards of quality and taste. Expertly smoked using traditional methods to add an extra depth of flavour to this delicate yet distinctive fish, our salmon is perfect for quiches, salads, pilafs or simply on its own with a squeeze of lemon as a delicious hors d'oeuvre. An excellent source of protein, salmon is also rich in vitamins and minerals and is a valuable source of Omega-3 fatty acids, making it an ideal addition to a healthy, balanced diet.

**Allergen Advice**

Ingredients: Scottish Salmon (SPW) (Salmo Salar) (Fish), Salt, Demerara Sugar.

Food Standards Scotland and 3 others

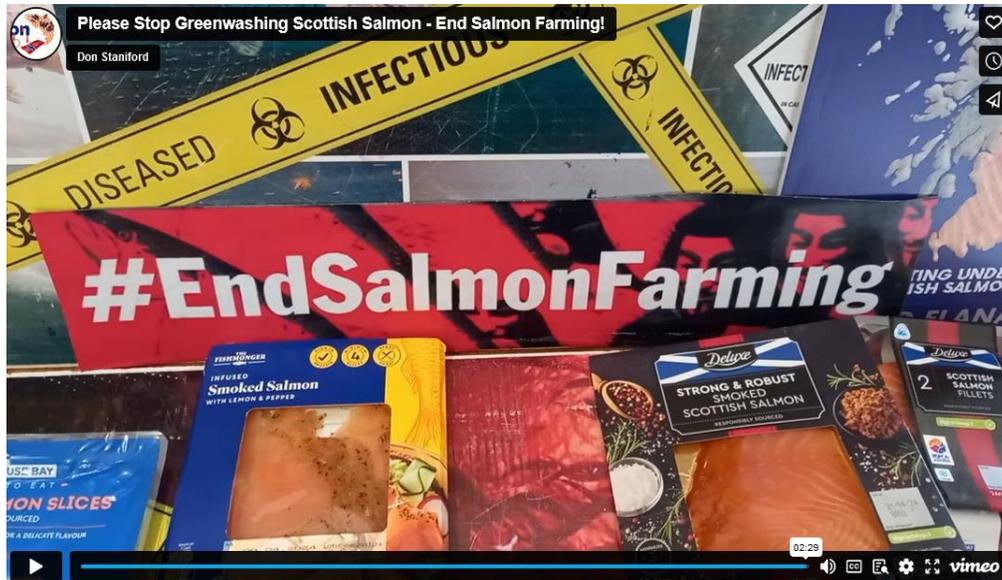
8:46 AM · Apr 9, 2024

Further information is presented via:

[Media Backgrounder: The Pushback Vs Greenwashed Scottish Salmon \(April 2024\)](#)

**Contact:**

Don Staniford: 07771 541826 ([salmonfarmingkills@gmail.com](mailto:salmonfarmingkills@gmail.com))



**Notes to Editors:**

[1]



Consumer Protection Enforcement  
Competition and Markets Authority  
The Cabot  
25 Cabot Square  
London  
E14 4QZ  
[misleadinggreenclaims@cma.gov.uk](mailto:misleadinggreenclaims@cma.gov.uk)

10 April 2024

Dear the Misleading Green Claims project team,

**Fish Fraud: False Green Claims re. “Responsibly Farmed” Salmon**

Further to [Scamon Scotland’s complaint filed with Trading Standards on 2 April 2024](#) please find enclosed evidence of false green claims with respect to the deceptive marketing of “responsibly farmed” Scottish and Norwegian salmon by supermarkets. Scamon Scotland filmed earlier this week (8 & 9 April) at Asda, Lidl, M&S, Sainsbury’s and Tesco and found fish fraud on display at every supermarket (Aldi, Morrisons and the Coop were also found to be displaying the same false claims). This video shot yesterday (9 April) outlines the breaches the [Green Claims Code](#) by Asda’s Arrowe Park store on the Wirral:

Read Scamon Scotland’s complaint submitted to the CMA (10 April 2024) in full [online here](#)

[2] From: Don Staniford <salmonfarmingkills@gmail.com>  
Date: Tue, Apr 2, 2024 at 8:26 PM  
Subject: Greenwashing of Farmed Salmon - breaches of green claims code  
To: <misleadinggreenclaims@cma.gov.uk>

Please see below and attached for a complaint re.the greenwashing of farmed salmon.

As context, I also include a similar complaint filed with the CMA in November 2021.

In view of the CMA's recent intervention vs Asda and ongoing review of Fast Moving Consumer Goods (including food products), will the CMA be investigating the greenwashing of farmed salmon?

Thanks,

Don Staniford

Director, Scamon Scotland

----- Forwarded message -----

From: Don Staniford <[salmonfarmingkills@gmail.com](mailto:salmonfarmingkills@gmail.com)>  
Date: Tue, Apr 2, 2024 at 8:20 PM  
Subject: Complaint Vs Supermarkets for “Responsibly Sourced” Salmon  
To: Trading Standards <[tradingstandards@wirral.gov.uk](mailto:tradingstandards@wirral.gov.uk)>  
Cc: General Enquiries <[general.enquiries@cma.gov.uk](mailto:general.enquiries@cma.gov.uk)>, Goodchild, Philip: WCC <[pgoodchild@westminster.gov.uk](mailto:pgoodchild@westminster.gov.uk)>, Richards-Vassell, Thomas: RBKC <[Thomas.Richards-Vassell@rbkc.gov.uk](mailto:Thomas.Richards-Vassell@rbkc.gov.uk)>, <[nationaltradingstandards@actso.org.uk](mailto:nationaltradingstandards@actso.org.uk)>

Please consider this a complaint against supermarkets for false marketing of farmed salmon as “responsibly sourced” and other breaches of Trading Standards, the [Fish Labelling Regulations 2013](#), [DEFRA’s Guidance on Fish & Seafood Labelling](#) and the [Green Claims Code](#).

The photographic evidence attached was captured yesterday (1 April 2024) inside Asda, Aldi, the Coop, Iceland, Lidl, Marks & Spencer, Morrisons, Sainsbury’s and Tesco in the Wirral Trading Standards area but similarly baseless ‘[green claims](#)’ can be found at supermarkets across the UK including [Waitrose](#) (which does not have a branch on the Wirral).

The Competition and Markets Authority – who [issued a landmark ruling last month vs Asda](#) – is copied into this complaint as this issue has national significance and farmed salmon is an outstanding case study in non-compliance with the [Green Claims Code](#). Last year, the Competition and Markets Authority [announced that it would be investigating green claims made by companies in the Fast Moving Consumer Goods sector, which includes food products](#) (hopefully the issue of farmed salmon will be tackled as part of that investigation).

Please note as relevant context to this complaint that 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'. 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 recent months, some of the UK's leading retailers such as [Harrods](#), [Fortnum & Mason](#) and [Selfridges](#) in London have been caught out falsely labeling and deceptively marketing farmed salmon as wild caught or 'sustainable'. You may have read reports via MailOnline ([Harrods and Fortnum & Mason investigated for 'dressing up cheap factory farmed salmon as luxury wild fish sold for up to £75 per kilo'](#), 12 March 2024) and The Daily Telegraph ([Selfridges forced to remove misleading sustainable salmon claims](#), 7 December 2023).

More detailed information on those cases is found in \$camon \$cotland's complaints to Trading Standards re. Fortnum & Mason (7 March 2024) and Harrods (4 March) [online here](#) and \$camon \$cotland's complaint to Trading Standards re. Selfridges (5 December 2023) [online here](#). I have also copied in Westminster Trading Standards & the Royal Borough of Kensington and Chelsea Trading Standards as similar complaints will soon be raised in the wider London area.

A video summary of \$camon \$cotland's complaint is [available online here](#)

Please see attached PDF for a copy of the complaint.

I am on 07771 541826 if you have any questions.

Yours sincerely,

Don Staniford

Director, \$camon \$cotland

[3] From: Don Staniford <[salmonfarmingkills@gmail.com](mailto:salmonfarmingkills@gmail.com)>;  
Received: Fri Nov 19 2021 22:03:29 GMT+0000 (Greenwich Mean Time)  
To: General Enquiries <[general.enquiries@cma.gov.uk](mailto:general.enquiries@cma.gov.uk)>; General Enquiries <[general.enquiries@cma.gov.uk](mailto:general.enquiries@cma.gov.uk)>; [nationaltradingstandards@actso.org.uk](mailto:nationaltradingstandards@actso.org.uk);  
Cc: [davidb@asa.org.uk](mailto:davidb@asa.org.uk); [celiah@asa.org.uk](mailto:celiah@asa.org.uk); [enquiries@asa.org.uk](mailto:enquiries@asa.org.uk);  
[ts.enquiries@glasgow.gov.uk](mailto:ts.enquiries@glasgow.gov.uk); [tradingstandards@cheshire.gov.uk](mailto:tradingstandards@cheshire.gov.uk);  
[tradingstandards@wirral.gov.uk](mailto:tradingstandards@wirral.gov.uk);  
Subject: Complaint Vs Supermarkets (Aldi, ASDA, Lidl, M&S, Morrisons, Sainsbury's, Tesco & Waitrose) for deceptive marketing of 'Responsibly Farmed' & 'Responsibly Sourced' Scottish Salmon

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 \(Misleading Omissions\)](#).

Scottish Salmon Watch has consulted the [Competition and Markets Authority's 'Green Claims Code' \(20 September 2021\)](#) and does not believe that supermarkets are being truthful or accurate to consumers in marketing Scottish salmon as “responsibly farmed” or “responsibly sourced”. Nor have supermarkets substantiated such claims.

Scottish Salmon Watch notes via the 'Green Claims Code' that the CMA and the Advertising Standards Authority (ASA) share certain functions and that is why we've copied the ASA into this complaint and have copied the CMA and Trading Standards into our complaint to the ASA. We note 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.

Please download a letter and hard evidence to substantiate and corroborate our complaint:

[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)

The offending Scottish salmon products - marketed and advertised as "responsibly farmed" and "responsibly sourced" - can be found via:

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](#)

The Scottish salmon products detailed above were bought in supermarkets on the Wirral (except Waitrose in Chester) in October and November 2021 and in Glasgow in November 2021. The product lines are believed to be standard in-store merchandise which can be found in other branches of Aldi, ASDA, Lidl, M&S, Morrisons, Sainsbury's, Tesco and Waitrose. They are certainly not viewed as special to supermarkets on the Wirral or in Glasgow.

Our complaint to the ASA (in conjunction with Animal Concern) - which also includes hard evidence - is online via:

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

In conclusion, 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.

I have copied Wirral, Cheshire and Glasgow Trading Standards into this complaint.

Please provide a receipt for this complaint.

If you have any queries please do not hesitate to contact me.

Thanks,

Don Staniford

Director, Scottish Salmon Watch

[4] Read Scamon Scotland's complaints to Trading Standards re. Fortnum & Mason (7 March 2024) and Harrods (4 March) [online here](#)

Read Scamon Scotland's complaint to Trading Standards re. Selfridges (5 December 2023) [online here](#)

[5] From: Don Staniford <salmonfarmingkills@gmail.com>  
Date: Wed, Apr 3, 2024 at 3:29 AM  
Subject: Ilegally Labelled Scottish Salmon - Farmed or Wild?  
To: <retail@houseofbruar.com>  
Cc: <enquiries@fss.scot>

Re: <https://www.houseofbruar.com/the-house-of-bruar-smoked-salmon-fm00002fhsmfish100g/>  
and <https://www.houseofbruar.com/hob-hot-smoked-salmon-200g/>

Could you please correct your online labelling to inform customers whether the salmon is farmed or wild?

Labelling laws compel retailers to distinguish between wild and farmed salmon - details via <https://www.gov.uk/guidance/food-labelling-country-of-origin#fish-and-seafood-labelling>

Food Standards Scotland - copied in here - may be able to give you more advice.

Thanks,

Don Staniford

Director, \$camon \$cotland

Read more via <https://scottishscamon.co.uk/news>

## FISH FRAUD: CATCH OF THE DAY - EXPOSING SALMON SCAMS!



Calling all 'Consumer Vigilantes'!

Read more [online here](#)

Please send in photographic evidence

Read our complaint vs supermarkets [online here](#)



Email evidence of fish fraud!

[salmonfarmingkills@gmail.com](mailto:salmonfarmingkills@gmail.com)