

\$camon \$cotland, 5 March 2024

[World's Best Busted: Harrods Caught in Salmon Scam](#)

Harrods – [“the world’s most successful luxury department store”](#) and [ranked #1 on the world’s most popular store list beating London’s Selfridges and New York’s Macy’s](#) – has been forced into correcting illegal labeling of farmed salmon as wild.

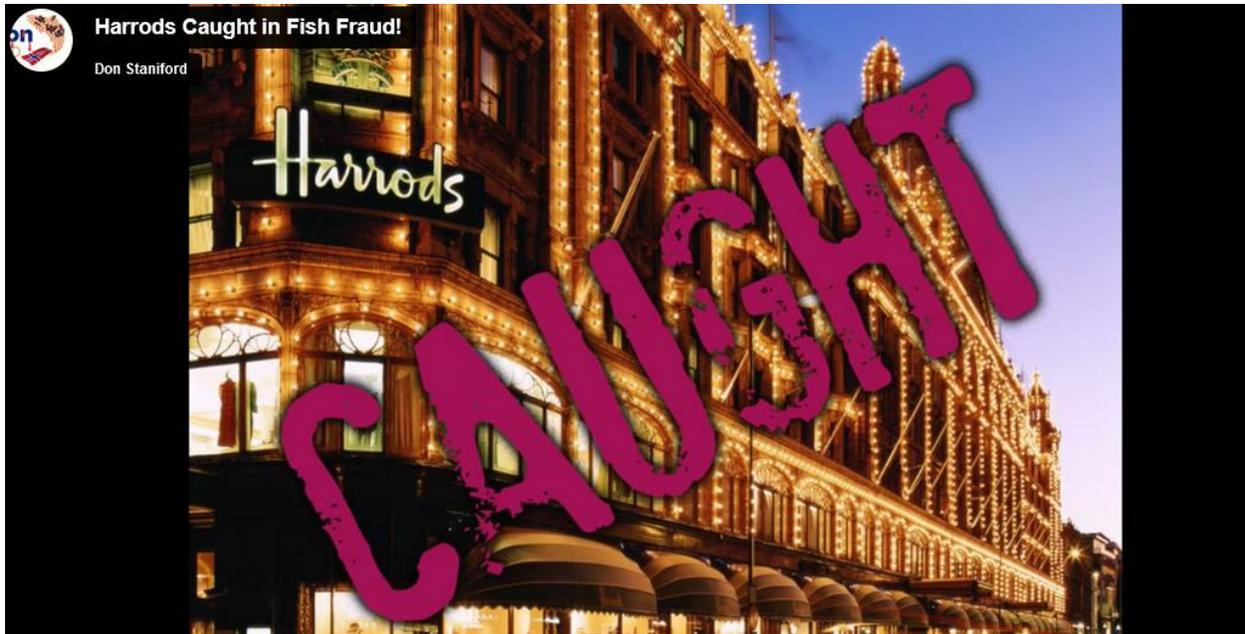


Harrods, 1 March 2024



Harrods, 4 March 2024

The breach of labeling laws was spotted by \$camon \$cotland during a visit last week (1 March) to the Harrods Food Hall – claimed to be [“the world’s greatest food emporium”](#) – in Knightsbridge in the Royal Borough of Kensington and Chelsea in central London. When \$camon \$cotland re-visited Harrods on 4 March the offending labeling had been corrected [1].



“This is a victory for consumer vigilantes,” said Don Staniford of Scamon Scotland. “Harrods - which claims to be the world’s best - has been caught hook, line and stinker illegally labelling farmed salmon as wild. I dread to think the scale of deceptive marketing, illegal labeling and shameless greenwashing at other retailers. If Harrods is the best then the worst must be guilty of all manner of frauds. Harrods’ fake wild salmon is just the tip of a Titanic-sized iceberg.”



“Consumers all over the world have the power to ground-truth the greenwash and question fish falsehoods. People should demand the truth from supermarkets and restaurants and join the global boycott against farmed salmon. Faroese farmed salmon - as with farmed salmon from Scotland, Norway, Chile, Canada, Iceland, Ireland, Tasmania, New Zealand, Ireland and Maine - is a welfare nightmare and environmental pariah. No wonder Harrods has been hiding the ugly truth from their customers.”

**Contact:**

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Follow on Twitter via: <https://twitter.com/TheGAAIA>

## Media Backgrounder: Fish Fraud From the Faroes via Severn & Wye

The fish falsely labeled by Harrods as wild is sourced from factory farms in the Faroe Islands and clearly marked as VAR Salmon from [Severn & Wye](#) [2].



This is not the first time that [Severn & Wye](#) has been caught up in a fish fraud scandal. BBC News [reported in April 2021](#):

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

15 April 2021



**By Adam Durbin**

BBC News Online

**Chef Rick Stein's online shop was asked to make it clear its smoked salmon was farmed after a complaint.**

Anti-salmon farming campaigner Don Staniford contacted the firm and Cornwall Council over the description, which referenced salmon rivers near a Gloucestershire smokehouse.

He called on retailers to be more "honest" in their advertising.

A spokeswoman for the company explained it "did not in any way attempt to mislead consumers".

She said the description had been taken from their supplier, Severn and Wye Smokery in Gloucestershire, which had been changed online and on packaging "without hesitation" after receiving a complaint and before being contacted by the council's Trading Standards team.

Before amendment it read: "Severn & Wye Smokery is situated on the edge of the Royal Forest of Dean between two of England's most celebrated salmon rivers.

"It is there that they practice the old-fashioned art of smoking only the highest quality fish and meat."

Following the amendment, the description of the product no longer mentions the rivers and says the fish are "sourced from two boutique salmon farms" in the Faroe Islands.

The Daily Mail [reported in April 2021](#):

## Caught out! Rick Stein's online shop is forced to clarify 'misleading' claim that its salmon is from English river - when it was actually from the Faroe Islands

- Stein's shop faced claims it misled buyers by saying salmon was from England
- Anti-salmon farming campaigner Don Staniford launched a complaint
- He said the firm needed to be more honest about where their salmon was from
- Rick Stein's website has now changed the packaging to say the fish is from the Faroe Islands but said they 'did not attempt to mislead consumers'

By [HENRY MARTIN FOR MAILONLINE](#)

**PUBLISHED:** 21:55, 15 April 2021 | **UPDATED:** 22:49, 15 April 2021



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Rick Stein's online shop faced claims it misled customers by advertising their smoked salmon as caught in England - but it was actually from the Faroe Islands.

The fish's packaging had said the Severn & Wye Smokery is situated on the edge of the Royal Forest of Dean 'between two of England's most celebrated salmon rivers'.



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Anti-salmon farming campaigner Don Staniford (left) launched a complaint against Rick Stein's (right) shop and launched a complaint with Cornwall Council over the 'misleading' description

The Daily Telegraph [reported in 2011](#):

## Wild salmon from the Faroe Islands

An ethical fish farm in the Faroe Islands is bringing to the table a taste that is the closest yet to that of the wild Atlantic salmon.

By Rose Prince  
10 August 2011 - 4:00pm



A salmon cage at the Hiddenfjord farm in the Faroe Islands. | CREDIT: Photo: ANDY SEWELL

The challenge to bring an untamed flavour to farmed salmon has run for decades, but one kind is now proving to possess the good taste of its feral cousin. Known as Var, it is produced on a revolutionary farm in the Faroe Islands, north of Shetland, that has come the closest yet to replicating the natural environment of a salmon.

Wild salmon do not live in the Faroese rivers, but, like a roadside refuelling station, the waters around the islands are a favourite feeding ground for migrating salmon from Britain, Ireland, Scandinavia and Iceland. The high-quality nourishment in the emerald water around the islands is the reason, and much of the rationale behind the success of the farmed Faroese fish.

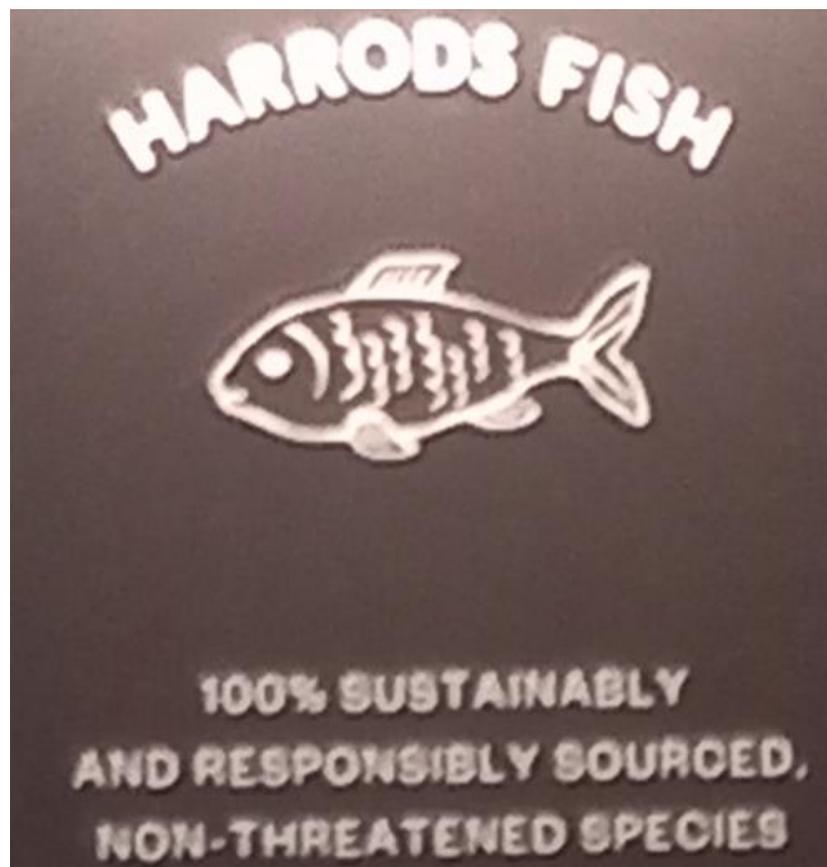
Var salmon have been brought to Britain by Richard Cook, an environmentally sensitive producer who runs the Severn & Wye Smokery in Gloucestershire. He found the Var by accident.

'It was luck,' Cook said. 'I had looked and looked for good-tasting fish farmed to a high standard of welfare. A supplier from the Shetland Islands began sending us fish we really liked; I imagined it had been farmed there, but it came to light they were getting it from the Faroes.'

Harrods claim that their farmed fish from the Faroe Islands is “some of the finest salmon in the world” and that all their fish is “100% sustainably and responsibly sourced” [3]:

# 1. Farming:

Harrods salmon is carefully sourced from the Faroe Islands, where the constant cold-water temperatures and strong currents of the North Atlantic Ocean create the perfect conditions to rear some of the finest salmon in the world.



**Notes to Editors:**

[1] Watch more footage shot inside Harrods Food Hall on 1 March 2024:



Watch more footage shot inside Harrods Food Hall on 4 March 2024:



[2] Here is an article on Hiddenfjord's VAR salmon [published in Faroe Business Report in 2012](#):

## 'CLOSEST TO WILD' FAROESE SALMON CELEBRATED IN THE UK

*Salmon from Hiddenfjord wins endorsement from famous chefs for its great taste—"the closest yet to that of the wild Atlantic salmon," writes the Telegraph, touting ethical fish farming as the secret to superior product quality.*

IN SEAFOOD sales, there is nothing quite like the word of mouth—pure praise offered honestly and without pay by people influencing people. Sometimes the message can even be catapulted to reach a mass audience through say, a newspaper story. Yet the effect will ultimately be conditioned by one single factor, one crucial ingredient known as product quality.

"It's simple," said Óli Hansen, sales manager of fish farming company Hiddenfjord, one of the Faroe Islands' leading seafood exporters. "First, your offer has to be built on solid product quality. Next, once your quality can be trusted, you add uniqueness and value and all the rest of it."

For Hiddenfjord, product quality has to be confirmed by a spectrum of checks that go beyond taste, texture and appearance; it must include a measure



42 • 2012 Faroe Business Report



*At one of Hiddenfjord's extensive pens, Hiddenfjord processing facility (top left), View of Hiddenfjord extensive pens (below).*

of company ethics which considers the wellbeing of the fish as well as that of the workforce and the environment.

To the credit of the people behind Hiddenfjord—a family business owned by the brothers Atli, Páll, and Regin Gregersen—the salmon they produce are now being trumpeted by famous chefs who delight in its top quality.

According to Richard Cook—a man described by the Daily Telegraph as "an environmentally sensitive producer who runs the Severn & Wye Smokery," a company with "excellent green credentials"—the world's most exquisite farmed salmon indeed comes from Hiddenfjord. "The challenge to bring an untamed

flavour to farmed salmon has run for decades," the newspaper noted in August 2011, "but one kind is now proving to possess the good taste of its feral cousin. Known as Var, it is produced on a revolutionary farm in the Faroe Islands, north of Shetland, that has come the closest yet to replicating the natural environment of a salmon."

"I had looked for and looked for good-tasting fish farmed to a high standard of welfare," Mr. Cook said.

"A supplier from the Shetland Islands began sending us fish we really liked; I imagined it had been farmed there, but it came to light they were getting it from the Faroes."

are known as a favorite feeding ground for wild Atlantic salmon. The farmed fish are thus fed marine feed which contains essentially the same nutrition as found in that natural feeding ground.

Importantly, the fish density in the pens is kept low, maximum 15 kg of fish per cubic meter of water, to keep stress and vulnerability at a minimum.

For each generation of fish, the farms are moved as required by law to a new location, to reduce the risk of pollution on the seabed and minimize exposure to the risk of disease.

"We keep our pens as far from the shore as possible," Mr. Hansen said.

"The further away, the stronger the currents, the bigger the waves, and the cleaner the environment. But there's still a limit to how far we can go for all practical reasons and you don't want unnecessary damages occurring during the winter."

Simulating the natural life of wild Atlantic salmon goes even further. When it comes time for harvesting, the on-growing pens are unmoored and dragged slowly toward a mobile slaughterhouse, thereby making the salmon swim against the current generated, in line with their natural instinct, up until a certain point, at which they are led

**NO STRESS, NO MESS:** It turned out the salmon originated from Hiddenfjord, so Mr. Cook made sure to conduct thorough inspections at their fish farming sites in the Faroes.

After having delivered salmon from Hiddenfjord to some of his VIP clients in London—including Michael Roux Jr. of Le Gavroche, Mark Hix of Hix Restaurants, and John Williams of the Ritz—Mr. Cook declared: "The feedback was great," adding that Mr. Williams called the salmon "the best farmed fish he had ever had."

Hiddenfjord's fish farming method seeks to make optimum use of the fact that the waters surrounding the Faroes

### Hiddenfjord

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<http://www.hiddenfjord.com>  
 E-Mail: [info@hiddenfjord.com](mailto:info@hiddenfjord.com)  
 Tlf: +298 662100

Managing director: Regin Gregersen  
 Managing director: Atli Gregersen

Sales Manager: Óli Hansen  
 Sales assistant: Jóan Petur Joensen

Faroesse exporter of farmed Atlantic salmon. Fully integrated process from roe hatching and on-growing of juvenile fish to delivery of complete product.

Hiddenfjord Superior Salmon:  
 Fresh gutted, head-on.  
 Color 15+/4

All sizes 1.9+ kg.  
 Packing in polystyrene boxes  
 Approx 22 kg.

Possibility of supplying salmon packed in returnable bins.

Hiddenfjord Sushi Grade Salmon:  
 Fresh gutted, head-on.

Special selected salmon suitable for sushi.  
 Packing in polystyrene boxes  
 Approx 22 kg.

All Sushi Grade Salmon is gill tagged.  
 Special Sushi Grade labeled  
 polystyrene box.

individually into chambers fitted with percussive stunners and bleeders. This makes the stunning and bleeding process swift and humane and most important, without pain or stress caused.

"Stress increases acidity in the fish, which makes it taste sour and leaves visible signs in its flesh," Mr. Hansen said. "Therefore, avoiding stress for the salmon is essential for achieving the best product quality."

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Faroe Business Report 2012 - 43

The Severn & Wye website used to have a PDF detailing more on VAR via: [https://severnandwye.co.uk/files/media/File/VAR-Salmon\\_A4\\_flyer.pdf](https://severnandwye.co.uk/files/media/File/VAR-Salmon_A4_flyer.pdf)



Here is a [screen grab from 2021](#):



**SEVERN & WYE**

- ABOUT US
- SUSTAINABILITY
- FOODSTORE
- CAFÉ & RESTAURANT
- EEL CAMPAIGN
- CHEFS
- DIARY & NEWS
- CONTACT US
- HAMPERS
- HOME DELIVERY
- TAKEAWAY
- PEACE OF MIND



[Company Background](#)

[Fresh Wild Fish](#)

[Salmon](#)

[The Smokery](#)



**Salmon**

Our niche has always been working with wild, natural product. This is not to say that we do not process and sell farmed fish, because we do. We acknowledge the pressures on wild stocks and also the limitations of closed season, so it is for these reasons that we have looked to offer an alternative to wild fish.

**VAR Salmon**

VAR salmon is truly a magnificent fish; it clearly reflects the environment in which it is grown. This Faroese salmon is carefully nurtured by 3 brothers who have devoted their lives since the early 1980s to the welfare of their fish. They believe that having complete control of the process, from the salmon egg to the final harvest of the fish, gives them the chance to produce an unrivalled product. Their philosophy is to replicate the conditions found in the wild. From the moment the fish hatch they are made to swim against a current. As the fish mature and grow so do the conditions they are subjected to. As smolts they are introduced to the full force of the Atlantic Ocean where they experience 6-8 metre storm waves. Couple these conditions with the long dark winters and long summer days, these fish experience the same conditions as their wild cousins who also winter only 15 miles away. This fish is clearly making its mark as the chefs' choice in the top end restaurants in the UK.

[Click to download a PDF](#)



**VAR Salmon - the finest farmed salmon**

VAR Salmon is a Faroese fish farmed by a boutique salmon farmer specializing in producing a product for the sushi market in Japan and East Coast of the United States. The three brothers who own the business have been involved in salmon farming since the late 70's and in the 90's instigated a radical rethink. Antibiotics and chemicals were phased out, and the whole farming process is now centred around the welfare of the fish and having complete control of the farming process, from fish egg to the eventual harvest.

They decided that they would set the standard for producing the finest farmed fish in the world. They knew that their farm locations on the convergence of the North Atlantic drift and the Artic currents gives them a constant all year round sea temperature of between 7-10 degrees and is the reason why the wild Atlantic Salmon are drawn to winter in the Northern waters of the Faroes.

These conditions, plus innovation and modern farming techniques have resulted in the brothers being the industry leaders in having the highest feed conversion, and the lowest mortality rates.

Pen placements in six metre swells and waves, exceptionally strong currents make this fish farming on the edge. Very low stocking densities and automated feeding techniques are all contributory factors in making this unique product, but it is the same attention to detail and the fishes welfare that are paramount when the harvesting takes place. During the harvest process the pens are towed in slowly from their farm locations. Once in place, a system has been installed that simulates a series of channels of a fast flowing river for the fish to swim up. At the end of the channel is the worlds first fully mobile stun and bleed system, a machine developed by the brothers with a machine manufacturer in Australia. The fish have at no time during this whole process suffered any stress. Recent additional equipment has now eliminated any scale loss during the harvest process to make this a truly unique system.

Severn & Wye believe this to be the finest farmed Salmon available today.

for more information or a sample call  
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www.severnandwye.co.uk/sea

VAR Salmon is marketed and advertised widely online – including [The Good Food Network](#):



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THE GOOD FOOD NETWORK

DUCK CONFIT CASSOLET LUXURY FOIE GRAS FRENCH PATES & TERRINES CAVIAR LUXURY FRENCH MEALS FRENCH FOOD GIFTS OTHER RANGES BY BRAND MORE

Welcome To The Good Food Network! Please View Today's [Luxury French Food Recommendations](#) And Enjoy 10% Off Our Caviar  
Mothers Day Ordering Information – We Recommend Placing Orders For Mothers Day Early To Ensure Prompt Delivery

Home » Shop » French Seafood » Severn And Wye Traditionally Oak Smoked VAR Salmon (500g Long Slices)



## Severn And Wye Traditionally Oak Smoked VAR Salmon (500g Long Slices)

£35.00

Severn & Wye Oak Smoked VAR Salmon (Best Before 23.02.2023)

 **Order Now – Get It Thursday 7th March** Mainland UK

 **Free delivery for orders over £50** Mainland UK

We order from Severn and Wye their VAR smoked salmon, which is the best in their range, and certainly amongst the finest farmed smoked salmons in the world.

Raised in the cold waters of the Faroe Islands (north of Scotland), VAR Salmon is renowned for its high quality, superb texture and full-flavoured taste. The geographical position of the Faroe Islands is ideal for farming Atlantic salmon and combines clear waters, cool steady sea temperatures and strong currents and is a natural habitat for wild salmon in Winter.

The farming process is centred around the welfare of the fish with zero use of antibiotics or chemicals; the salmon are farmed in a way which mimics the rough water conditions of wild salmon (with use of tides and currents) – and the results are plain to the taste and give the next best thing to wild Atlantic salmon in flavour and texture.

Add to this Severn & Wyes know-how, and you have a really superb example of smoked salmon! The quality of the salmon is very high, the texture excellent and very “moelleux” (yielding and moist) and Severn and Wye have smoked this just right, rather on the low side, which we find better.

And the salmon is cut into long slices, which add to visual impact when serving.

VAR salmon is not easy to find commercially and this is a rare treat.

VAR Salmon is advertised and marketed by the [Wright Brothers](#), [The Fish Shop](#), [Shellseekers Fish & Game](#), [Net & Line](#) and [CountryClubUK](#).

[3] Read more on Harrods's sourcing policy for seafood via:  
<https://www.harrods.com/en-gb/harrods-path/corporate-social-responsibility/products/food-sourcing-policies/fish-and-seafood>

Harrods's online shop still fails to mention the fact that their salmon is farmed:  
<https://www.harrods.com/en-gb/services/food-to-order/starters>



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<b>FAROE ISLANDS ROYAL FILLET</b> £55 / Serves 3-4	<b>FAROE ISLANDS SMOKED SALMON SIDE</b> unsliced / £55 / Serves 10-12	<b>FAROE ISLANDS MILD SMOKED SALMON SIDE</b> unsliced / £55 / Serves 10-12

Read more via:

[Telegraph: "Selfridges forced to remove misleading sustainable salmon claims"](#)  
[Joanna Blythman in The Grocer: "We must take a stand against the sordid farmed salmon industry"](#)  
[M&S Irresponsibly Sourced Scottish Salmon \(as greenwashed by RSPCA Assured\)!](#)  
[Advertising Complaint Vs Sainsbury's "Responsibly Sourced" Scottish Salmon](#)  
[Complaint vs Ocado & Sainsbury's 'Organic' Scottish Salmon "Farmed Responsibly" by Mowi](#)  
[Filed with Trading & Advertising Standards](#)  
[Victory: The Pished Fish Sobers Up to False Claims Over "Sustainable" Scottish Salmon!](#)  
[Scamon Alert: The Pished Fish Challenged Over "Sustainably Sourced" Scottish Salmon](#)  
[Greenwashing 'Sustainable' Salmon - how supermarkets brand themselves as "responsible" via ClientEarth!](#)  
[Irresponsibly Farmed Scottish Salmon - Complaints Filed Vs Supermarkets with Advertising & Trading Standards!](#)

[Complaint to the Advertising Standards Authority Vs 'Responsibly Farmed' Mowi Scottish salmon as advertised by Tesco & Sainsbury's](#)  
[Media Backgrounder: Irresponsibly Farmed Scottish Salmon](#)  
[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](#)  
[Hard Evidence Submitted with CMA & Trading Standards Complaint](#)  
[Supermarkets Investigated by Competition and Markets Authority - "Responsibly Farmed/Sourced" Green Claims Questioned!](#)  
[Bullshit Called on M&S's "Responsibly Sourced" Scottish Salmon!](#)  
[Gotcha: Mowi's "Responsibly Farmed" Scottish Salmon Caught in Advertising Standards Net!](#)  
[Result - Applecross Smokehouse deletes "sustainable fisheries" claim following complaint!](#)  
[RSPCA Assured Scottish Salmon from Applecross Smokehouse - Another Case of Deceptive Marketing for Trading Standards!](#)  
[Trading Standards Victory: "Our salmon is farm reared" admit Belhaven Smokehouse after complaint!](#)  
[Bullshit Called On 'Boutique' Farmed Salmon from the Faroes - Rick Stein Deletes "Boutique" & "Truly Stunning" Claims from Web-Site!](#)  
[BBC News: "Rick Stein's shop changes description of smoked salmon after complaint"](#)  
[Victory: Rick Stein Forced to Advertise Faroese Farmed Salmon After Trading Standards Investigation](#)  
[Mowi Settles Class Action Lawsuit for \\$1.3 million - prohibited from using phrases "sustainably sourced" & "all natural"](#)  
[Norwegian Government Asked to Divest from 'Unethical' & 'Irresponsible' Scottish Salmon!](#)  
[Loch Duart drops "sustainable" claim after advertising ruling](#)