

Animal Concern, Ecohustler, Scottish Salmon Watch & Fishy Business, 22 November 2021

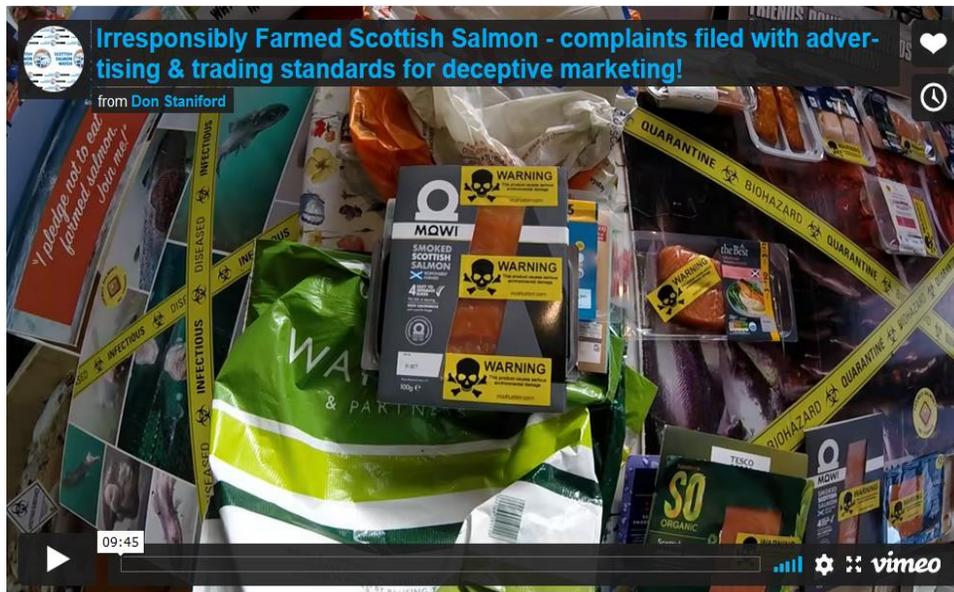
[Irresponsibly Farmed Scottish Salmon](#)

- Campaigners file complaints Vs supermarkets with ASA, CMA & Trading Standards
- Aldi, ASDA, Lidl, M&S, Morrisons, Sainsbury's, Tesco & Waitrose subject of Trading Standards complaint Vs "Responsibly Sourced" & "Responsibly Farmed" Scottish salmon
 - Mowi's "Responsibly Farmed" Scottish Salmon sold by Sainsbury's & Tesco subject of ASA complaint
 - ASA complaint vs M&S's "Responsibly Sourced" salmon from Scottish Sea Farms in April
- ASA forced Loch Duart to drop "Sustainable" claim in 2019 following complaint
- Co-op dropped "Sustainable" claim in 2019 following complaint

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.

Read the CMA & Trading Standards complaint Vs Aldi, ASDA, Lidl, M&S, Morrisons, Sainsbury's, Tesco & Waitrose [online here](#) and a dossier of hard evidence [online here](#)

Read the ASA complaint Vs Mowi (as sold by Tesco & Sainsbury's) [online here](#)



"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.”



Which [reported last month \(6 October 2021\)](#):

“A recent petition calling for Marks & Spencer to stop labelling its farmed salmon as ‘responsibly sourced’ has gathered more than 115,00 signatures on online campaigning platform, 38 Degrees. But M&S certainly isn’t the only retailer labelling its salmon this way – all the UK supermarkets state their farmed salmon is either ‘responsibly sourced’ or ‘responsibly farmed’. So why the controversy over this labelling?.....The use of the term ‘responsibly’ sourced or farmed is the result of a voluntary code created by the Sustainable Seafood Coalition of which the majority of supermarkets are members. Farmed seafood can’t be labelled ‘sustainable’.”

In April 2019, [the ASA ruled against the use of the word ‘sustainable’ when advertising Scottish salmon](#) following a complaint by Fishy Business.

“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’.”



“I’ve monitored salmon farming in Scotland for nearly 40 years and it’s responsible for more animal suffering and premature mortalities than most of the other livestock industries put together,” concluded John Robins of [Animal Concern](#). “All we are asking is that salmon farmers be responsible with their advertising and stop trying to confuse and mislead the public.”

“Scottish salmon should come stamped with an ‘irresponsibly sourced’ warning label,” said [Fishy Business](#). “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.”



'Irresponsibly Sourced' salmon stickers are now available. Inside Scottish Salmon Feedlots posted on Facebook (2 November 2021):



Inside Scottish Salmon Feedlots

18h · 🌐



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.



Contact:

Don Staniford: 07771 541826

Images:

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](#)



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



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





MQWI

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SCOTTISH
SALMON**

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FARMED

4 EASY TO
SEPARATE
SLICES ✓

No bits or tearing

RICH SMOKINESS
and cured for longer

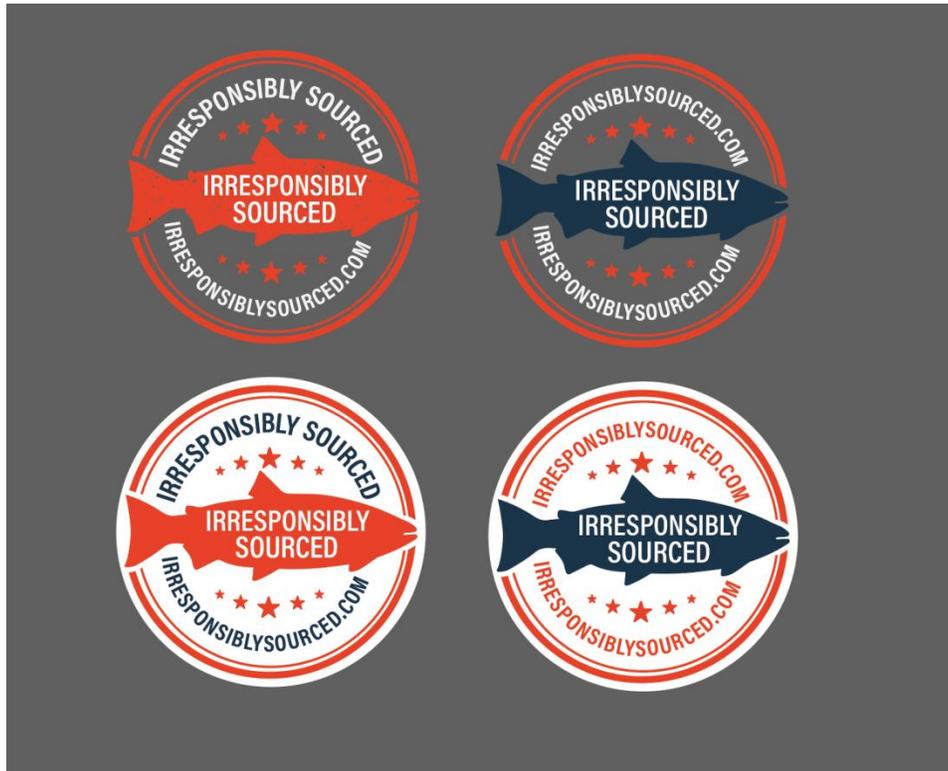


Use by

Keep refrigerated below 5°C

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Videos:





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

from Don Staniford



01:42



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

from Don Staniford



01:05

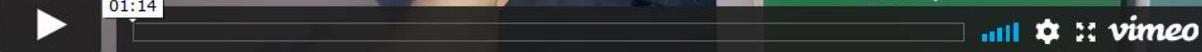
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 **Misleading Morrisons - "Responsibly Farmed" Scottish Salmon is a breach of trading/advertising standards!**
from Don Staniford



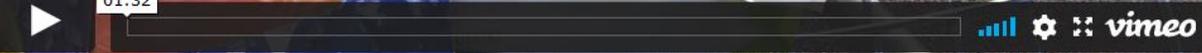



01:14 

 **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

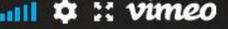


Waitrose Cites Compassion in World Farming Yet Sells Irresponsibly Farmed Scottish Salmon!

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



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