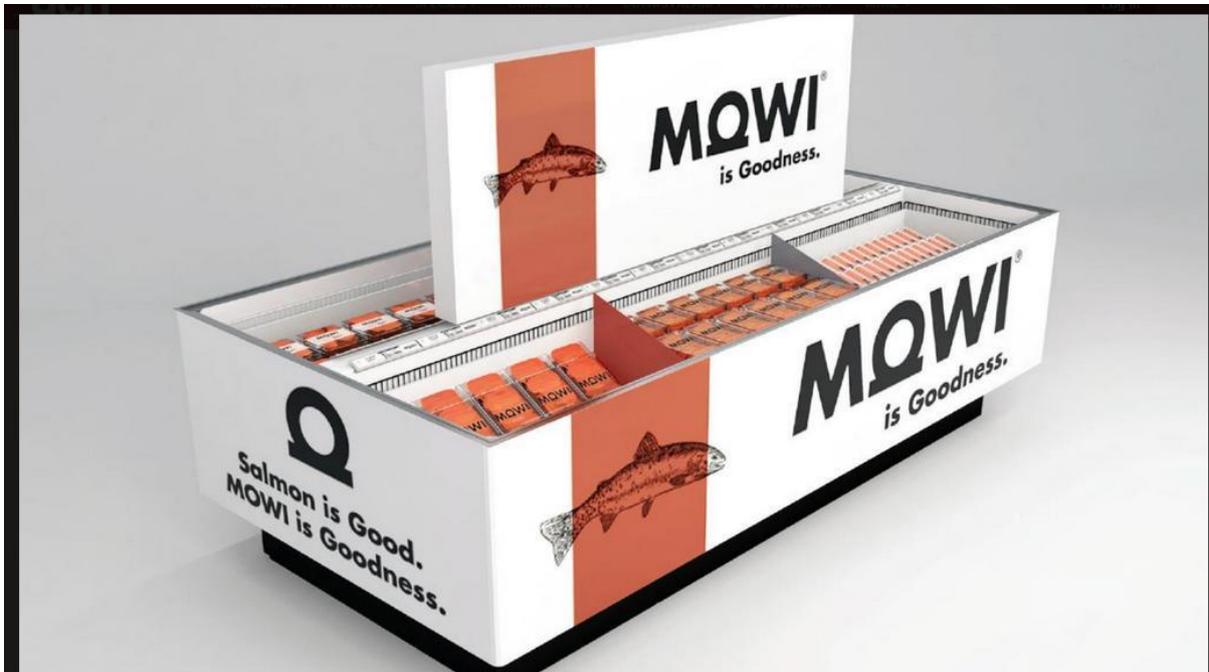


[Scottish Salmon Watch](#), 30 November 2018

**Say No Way to MOWI**  
**- Shareholders urged to vote against Marine Harvest name change**



Marine Harvest's suggestion for a MOWI retail chiller



Campaigners are calling on [Marine Harvest shareholders](#) to vote against [a resolution proposing a name change to MOWI at next week's \(4 December\) EGM in Norway](#) [1].

"Vomit would be a more accurate description of Marine Harvest's nauseating farmed salmon," said [Don Staniford, Director of Scottish Salmon Watch](#). "Anyone looking at the [stomach-churning images of their diseased salmon in Scotland](#) and [in Canada](#) will be reaching for the sick-bucket not their credit card. I'd rather eat my own vomit than eat

Marine Harvest's factory farmed salmon. Re-branding cheap and nasty farmed salmon as MOWI is like putting lipstick on a pig. Marine Harvest's operating principle - 'You can't polish a turd, but you can roll it in glitter' - won't wash away the bad smell of the brand. [Sainsbury's, Lidl and Aldi](#) should be ashamed of themselves for promoting [Marine Harvest's RSPCA Assured salmon](#) as a healthy, responsible and welfare-friendly product."



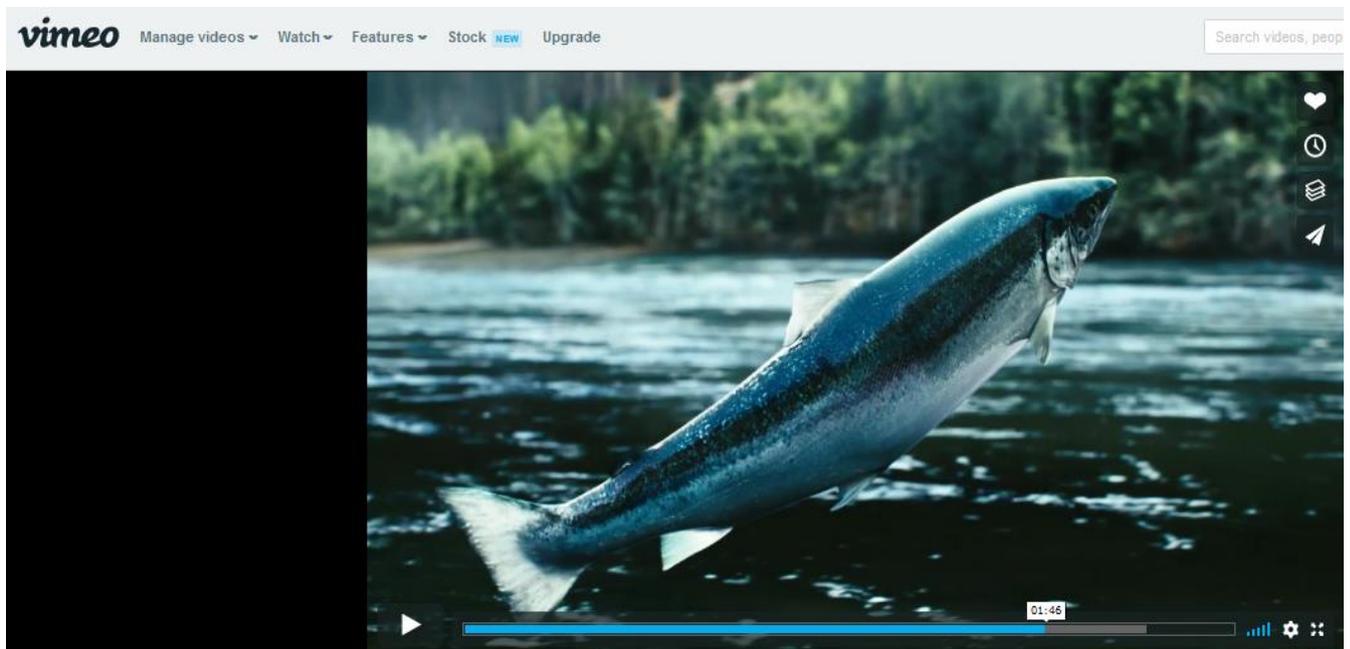
"Marine Harvest is spending \$50 million changing its name to [MOWI](#) hoping to distract millennials from discovering the history behind that piece of farm salmon sashimi," [said Alexandra Morton in her blog earlier this week](#).



Watch sickening footage shot inside Marine Harvest's salmon farms in Canada [online here](#):



The [image of a leaping wild salmon used by Marine Harvest to promote their Mowi salmon](#) is a world removed from the [diseased hell of factory salmon farming](#).



Mowi salmon by Marine Harvest

More from Marine Harvest  
 Autoplay next video

Here's [photos leaked by a whistleblower working at a Marine Harvest salmon farm in Scotland](#) - showing farmed salmon skinned and flayed alive in storms.



"Mowi is strongly rooted in the history of the company," [claims Marine Harvest](#) in the publicity for their [EGM on 4 December](#). "The company known as Marine Harvest today was originally founded as Mowi by Norwegian aquaculture pioneers more than 50 years ago. Mowi is an inspirational name that recalls the pioneering spirit that has developed over the past 50 years. Since the first salmon was farmed in 1964, the company has grown into a global fully integrated company, including breeding, feed, farming, processing and sales."

"Throughout the past 50 years, we have always remained true to our core value - the care we have for our people, our fish, our customers and the environment," [claimed Marine Harvest's Chief Executive Alf-Helge Aarskog earlier this month in Edinburgh](#) when the proposed name change was officially unveiled [after two years of secret discussions](#).

Marine Harvest's Mowi salmon is [derived from the surname Mowinckel and in particular from the founding father of salmon farming, Thor Mowinckel](#).



In 1987, [The New York Times](#) described Thor Mowinckel as "the Norwegian businessman who is widely regarded as the founder of the salmon-farming industry in his home country" [2]. Not all members of the Mowinckel family, however, love the idea of Mowi farmed salmon and will not be sending a Valentine's Mowi.



"Farmed salmon grow in crowded open pens in the sea," said Frederik W. Mowinckel in an [interview with the Financial Times in 2013](#). "They're often infected with lice and disease. I never touch the stuff. Infections, medications and waste escape straight into the sea. The wild salmon don't have a chance".

This farmed salmon [photographed in a Marine Harvest salmon farm in Canada by Alexandra Morton](#) is not feeling the love for MOWI either.

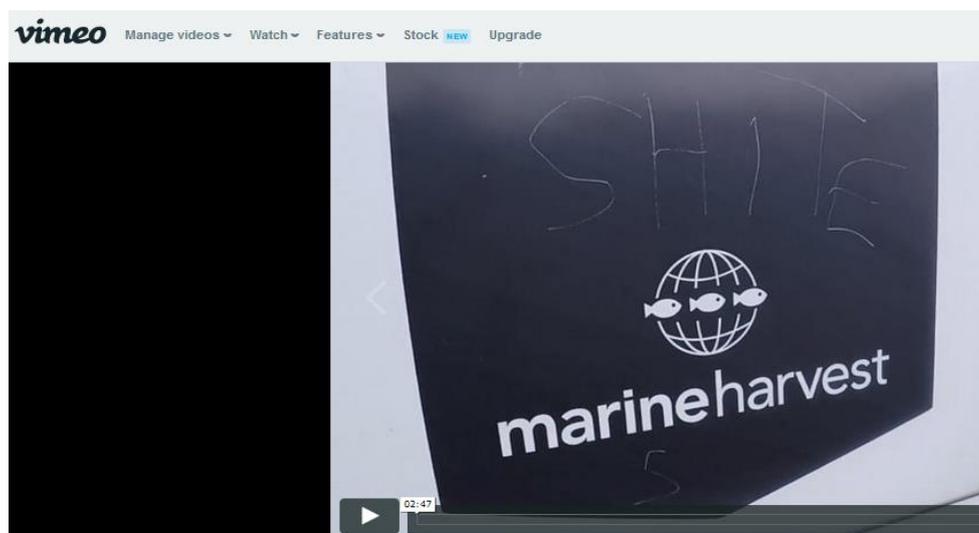


View more sickening photos via ['Media Backgrounder: MOWI - Unfit for Purpose'](#)

For another perspective on Marine Harvest's lack of care and respect for wild fish, farmed fish, marine mammals and the marine environment please read: "[Media Backgrounder: Marine Harmfest Scotland](#)"



Watch a video report [online here](#)



"Shite" Marine Harvest - Please Stop Spreading Pollution!

"When Thor Mowinckel first farmed salmon in the 1960s I'm sure he had no idea that he was spawning such a devilishly bad industry," continued [Staniford](#). "If Marine Harvest has aspirations to be the '[Coca-Cola of salmon](#)' then consumers should do the right thing and avoid Mowi 'goodness' like the plague. Mowi salmon belongs in the waste bin not your shopping basket. Even Thor Mowinckel would be turning in his grave if he saw how [fast downhill](#) Marine Harvest was dragging his family's good name."



Another famous Mowinckel in the shape of Ragnhild Mowinckel [won a silver medal in the Ladies Giant Slalom at the Winter Olympics in 2018](#). Will Ragnhild and the rest of the Mowinckel clan buy into the idea of Mowi's farmed salmon?



Or will the Mowinckel family be screaming out against Mowi's "goodness" and giving it the cold shoulder?



Andreas Johler displays an image of how new in-store displays might look. Photo: FFE

# MOWI®

Marine Harvest [shareholders including Geveran Trading, Folketrygdfondet, Clearstream Banking, Euroclear Bank, Jupiter European Fund, State Street Bank, Citibank, UBS Switzerland, JPMorgan Chase Bank, Bank of New York Mellon and Northern Trust](#) may vomit a little in their mouth when they discover that the MOWI brand is already aligned with Swedish bodybuilder and budding porn queen [Monica Mowi](#).



"Marine Harvest's corporate plagiarism in hijacking the good name of the Mowinckel family is one thing," warned [Staniford](#). "But aligning a corporate brand with a budding porn queen is marketing madness. Monica Mowi's strong profile may fit in with some [niche marketing in Japan](#) perhaps but I cannot see her going mainstream with the general public."



強く、賢く、美しく  
Strong Smart Beautiful

Hello Kitty  
**Mowi Salmon**  
Superior since 1964

marineharvest

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Scottish Salmon Watch has [launched a competition](#) to describe in full what [Marine Harvest's brand-new MOWI salmon](#) stands for. The judging panel is top secret but could include the brand managers behind [Kodak](#), [Coca-Cola](#), [Philip Morris](#), [Hilary Clinton](#), [Blackwater](#), [Sellafield](#), [Ratners](#) and [Netflix](#).



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### 90 Days - and "political expectation"

On August 24, 2017, a 280-day occupation of salmon farms began in the...

Alexandra Morton, Claudette Bethune and 59 others 7 Comments 88 Shares

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**Claudette Bethune** MOWI = Most Organisms With Infection ...

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3



**David Anderson** Making Our World Infectious 4

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**John Sangster** Murderers Of Weakened Indigenous Salmon. 1

Like · Reply · 1w



**John Sangster** Mostly Offering Woefully Inedible. 1

Like · Reply · 1w



**Rob Barrett** Make Our Waters Infested 1 ...

Like · Reply · 11h



**Pam Watkins** · Friends with Laura Kelly and 2 others  
Morbid Offerings Will Infect. Keep the prize.

Like · Reply · 2h

Read more background via:

[Media Backgrounder: MOWI - Unfit for Purpose](#)

[Competition Launch - choose a full name for Marine Harvest's MOWI salmon!](#)

[World Exclusive: sneak preview of Marine Harvest's diseased MOWI salmon](#)

[Blowing the Whistle on Scottish Salmon](#)

[Whistleblower Photos of Marine Harvest](#)

[Sunday Mail: "Scottish salmon farms in disease hell row after tons of rotting fish dumped in skips"](#)

[Media Backgrounder: Marine Harvest Scotland](#)

## Contact:

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## Notes to Editors

[1] Here's the [notice for Marine Harvest's EGM is in Bergen on 4 December](#) regarding the proposed name change to Mowi:



To the shareholders in Marine Harvest ASA

### **NOTICE OF EXTRAORDINARY GENERAL MEETING**

Notice is hereby given of Marine Harvest ASA's extraordinary general meeting:

**Date:** 4 December 2018  
**Time:** 14:00 CET  
**Venue:** Sandviksbodene 77A/B, 5035 Bergen, Norway

The general meeting will be opened by the chairman of the board, Ole-Eirik Lerøy.

After the opening of the meeting there will be a registration of shareholders attending in person or by proxy.

#### **AGENDA:**

- 1. Election of a chairperson and a person to countersign the minutes together with the chairperson**
- 2. Approval of the notice and the proposed agenda**
- 3. Proposal from the board of directors to change the company name to Mowi ASA**

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The board of directors decided on 12 November 2018 to propose to the extraordinary general meeting a change of the company's name from Marine Harvest ASA to Mowi ASA.

Changing the company's name is a natural extension of the company's strategy of going into branding. Through implementing the MOWI branding strategy, the company can communicate its integrated value-chain from feed to the consumer's plate. The company will launch the MOWI brand into selected markets. The branded product line – yet to be announced – will provide customers added value in taste, convenience, nutrition and traceability.

Mowi is strongly rooted in the history of the company. The company known as Marine Harvest today was originally founded as Mowi by Norwegian aquaculture pioneers more than 50 years ago. Mowi is an inspirational name that recalls the pioneering spirit that has developed over the past 50 years. Since the first salmon was farmed in 1964, the company has grown into a global fully integrated company, including breeding, feed, farming, processing and sales.

Proposed resolution:

"Effective 1 January 2019, *the company's name is changed to Mowi ASA, and article 1 of its articles of association shall be changed to the following:*

*"The name of the company is Mowi ASA. The company is a public limited company"*.

[2] Salmon Business [reported](#) in November 2018:

## New brand ties the company to the mast

Editorial by Aslak Berge - 15 November 2018

**Marine Harvest's newly launched MOWI investment will be expensive, and will certainly cost a lot more than estimated. It will also take longer than management has calculated.**

"Salmon is good. MOWI is goodness."

Foreign and Pompous. Those were the whispers in the crowd over the new slogan launch of the company's new brand in Edinburgh on Tuesday.

Salmon Business [reported](#) in November 2018:

## The Coca Cola of salmon: Mowi brand aims to provide a billion euros in annual turnover by 2025

News by Aslak Berge - 14 November 2018

**Marine Harvest has big ambitions for its new Mowi brand.**

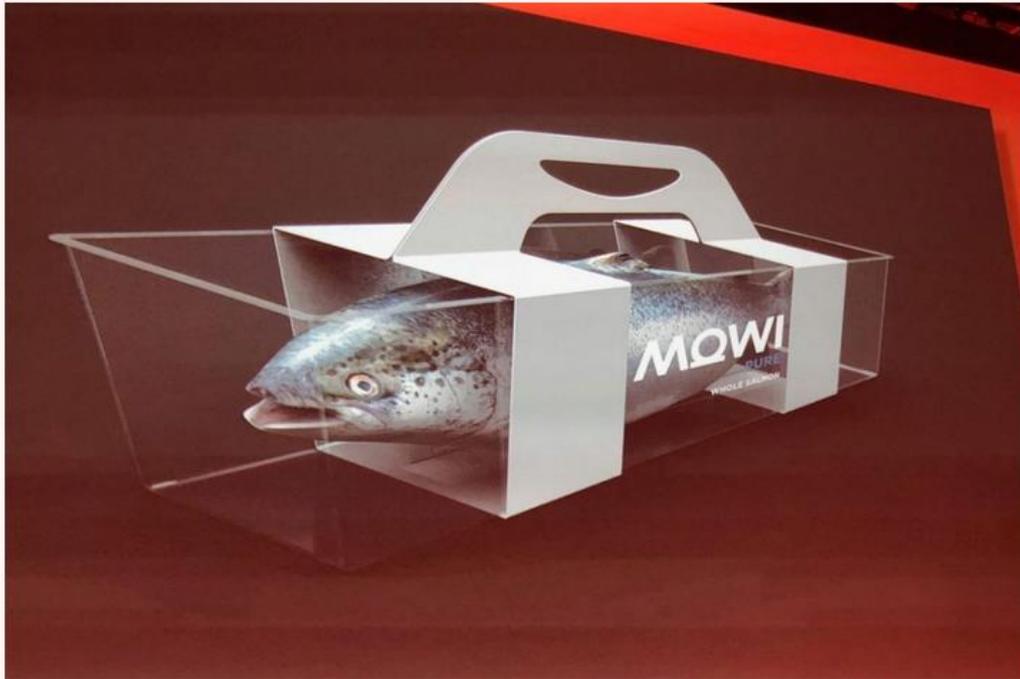
"We are investing 35 million euros in this brand," said Ola Brattvoll.

Brattvoll has long talked about the value of branding and development of the salmon category. But now as vice president (for sales and marketing) he'll be facing the ultimate test. He will develop the Mowi brand, to capture the now open position as the salmon market's strongest brand.

#### Cola recipe

Like Coca Cola, they have their own secret recipe, a recipe for successful branding. Mowi has higher omega 3 content than its competitors, its own Mowi feed and it has a better taste, explained Johler

“This will make Mowi the favorite salmon product,” he added.



Salmon Business [reported](#) in November 2018:

## Marine Harvest secretly worked on new company name for two years

**News** by **Aslak Berge** - 13 November 2018

**Newly launched Mowi combines history, company name and brand.**

“We are returning to our roots,” said Alf-Helge Aarskog, CEO, just after he and the chairman Ole-Eirik Lerøy unveiled the new white-painted Mowi logo, which is located on the stage in The Assembly Rooms in the heart of Edinburgh.

Today Marine Harvest took the leap and changed its name to Mowi. Only approval from the company’s general meeting now remains.

- **Read more:** [The breakthrough for farmed salmon](#)

The change of name was announced in conjunction with capital market day, taking place in the Scottish capital this Tuesday morning.

#### Pioneer

MOWI was Norway, and the world’s first farmer of high quality salmon. A number of entrepreneurs tried and failed to farm salmon in the late 1950s. But the first generation of high, consistent quality salmon was down to Thor Mowinckel and MOWI.

MOWI focused on the production of salmon in closed-containment farms. In a secluded stream on Flogøy on the west side of Sotra. The first launch was made in 1968, based on smolt produced by a fish farm in Tveitevågen in Askøy.

In April 1971 the first fish was harvested on the pier in Møvik, and was collected by Lerøy's trucks. From there the fish was transported to Lerøy's freezer warehouse in Sandviken, where a ten-year-old truck driver, called Ole-Eirik Lerøy, was among those who took care of the goods.

### Price premiums

"The fish was sent fresh to France," said Ole-Eirik Lerøy, now chairman of Marine Harvest, to SalmonBusiness.

"Thor Mowinckel came into my father's office and asked if MOWI salmon earned NOK 5 in price premium compared to other salmon. If it didn't, he got angry. It had (Mowi) labels on it and was produced and packed in a different way than any other salmon," Lerøy recalled.

MOWI changed its name to Hydro Seafood, and was acquired and merged into Marine Harvest in 2000.

"I think it makes sense to change the company's name to the same as the brand," Aarskog said about the name change. The company had worked in secret, internally and externally, for two years.

Salmon Business [reported](#) in September 2017:

Based on the experience gained at Flogoy, MOWI founder Thor Mowinckel established a new production site a kilometer away as the crow flies. That was Veløykjølpo, a new inlet that was closed off. The first smolt were released here in 1970.



In the autumn of 1969 Norsk Hydro laid € 140,000 on the table to secure 50 percent of the shares in MOWI. The Norwegian industrial giant would later buy the remaining shares to take over full control of the company.

