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Mr Terry A'Hearn  
Chief Executive  
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Strathallan House  
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SECRETARIAT

16<sup>th</sup> November 2016

Dear Mr A'Hearn,

Terry,

**Scottish Salmon Label Rouge 25<sup>th</sup> Anniversary – 16<sup>th</sup> March 2017**

In 2017, the Scottish salmon farming industry celebrates 25 years of holding the French Government's prestigious quality award – *The Label Rouge*. With Scottish salmon the first non-French food ever to receive this accolade and retain it to its silver anniversary, it is fitting that this tribute to Scotland's top food export be marked.

It is my pleasure to invite you to attend the *Scottish Salmon Label Rouge Anniversary Conference* at the Macdonald Holyrood Hotel followed by a reception and dinner at **Edinburgh Castle on 16<sup>th</sup> March 2017**.

The occasion will focus on the international success of Scottish salmon with an audience of Scottish, UK and French political representatives, retailers, media and Masterchefs. The conference will highlight the huge potential for Scottish salmon and latest developments in the industry. In the evening we will celebrate the renowned production of high quality, sustainable salmon throughout the Highlands and Islands by skilled and dedicated fish farmers.

A formal invitation will follow but I would be grateful if you could e-mail Linda Drane ([ldrane@scottishsalmon.co.uk](mailto:ldrane@scottishsalmon.co.uk)) by Tuesday 20<sup>th</sup> December to advise whether you will be able to join us for this celebration of Scottish success.

Yours sincerely

SCOTT LANDSBURGH  
Chief Executive