

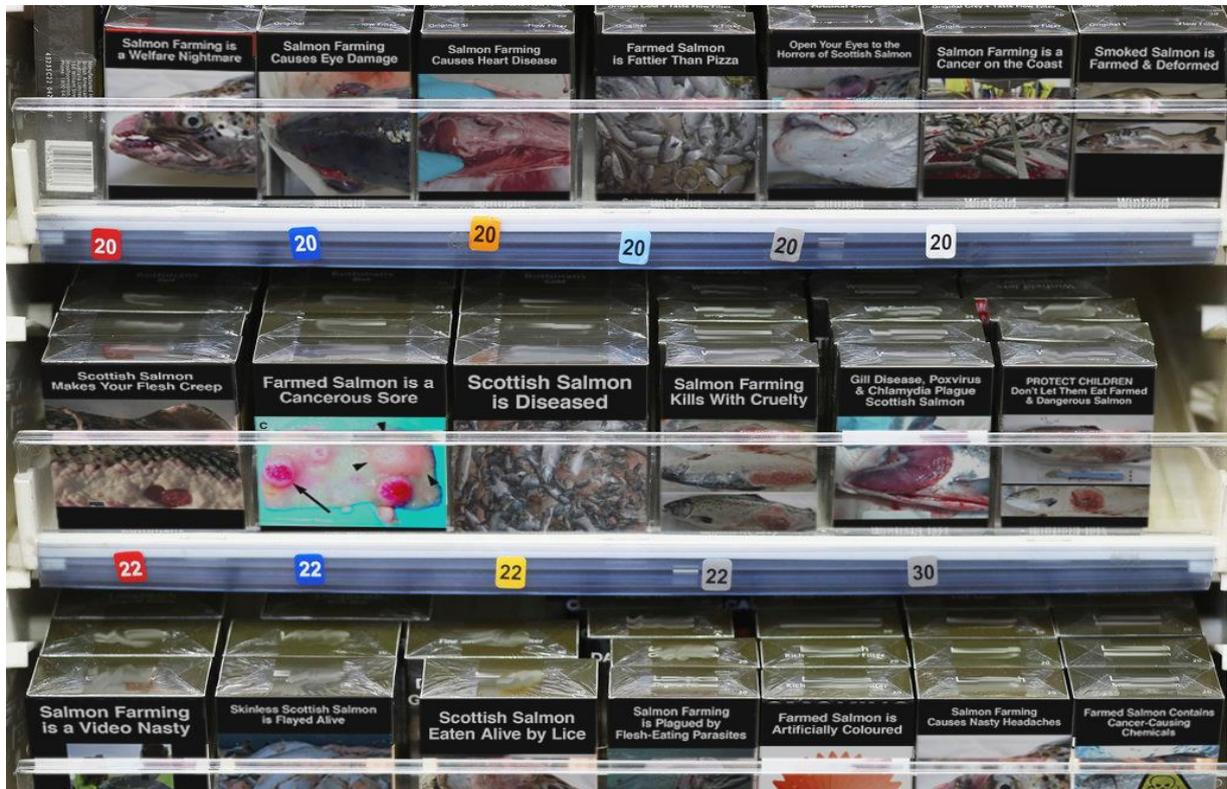
The Faces of Scottish Salmon - the Ugly Truth Exposed (February 2020)



When unsuspecting consumers are faced with fillets of Scottish salmon in the supermarket they're often taken in by glossy packaging and marketing messages positively oozing wholesomeness. However, it's surely time to take a moment and look more closely at the true face of Scottish salmon. Shoppers are in for a nasty surprise if they open their eyes!



The health conscious consumer should remember that farmed salmon - 99.9% of the Scottish salmon you see on sale in supermarkets and restaurants is sourced from factory farms not caught in the wild - is [fattier than pizza with ca. 15% fat](#). Please check out the label.



People making purchasing decisions based on environmental and welfare issues should [seriously consider not buying Scottish salmon](#). The [camera never lies \(unlike salmon farmers, supermarkets, certifiers and politicians\)](#)! Please open your eyes to the horrors of Scottish salmon - and [take the pledge not to buy farmed salmon](#).

[Photo Dossier of Diseased, Deformed & Abused Scottish Salmon \(February 2020\)](#)

[Media Backgrounder: The Welfare Nightmares of Scottish Salmon \(February 2020\)](#)



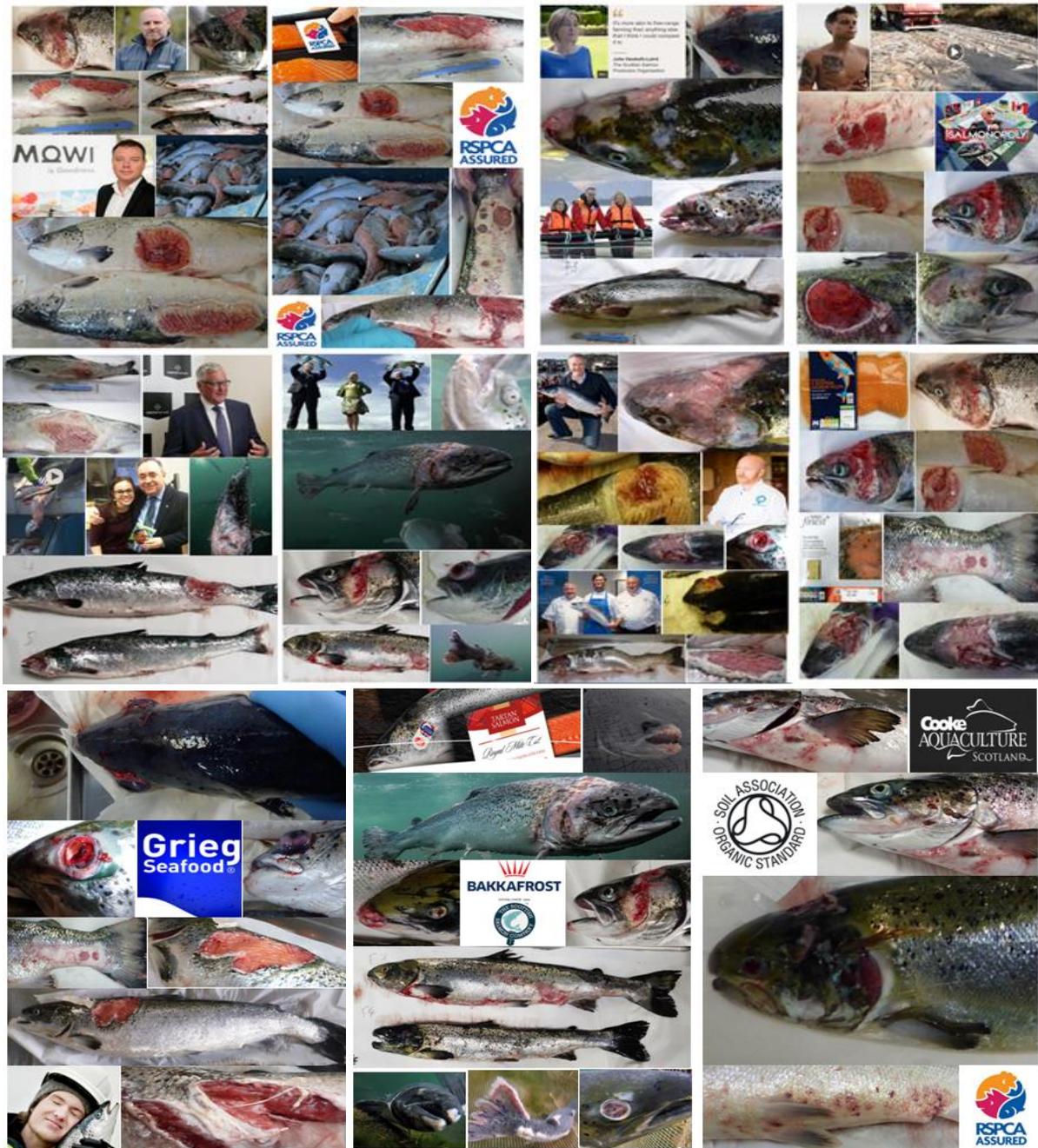
Scottish Salmon Watch (SSW) believes that factory salmon farming is a [welfare nightmare](#) riddled with infectious diseases, physical abuse and mass mortalities.

SSW is [calling for a ban](#) on the use of [antibiotics](#) (in large chambers for farmed salmon) and legal action against the Scottish Government and salmon farming companies.

SSW believes Scottish Ministers and salmon farmers are breaching the [Animal Health & Welfare \(Scotland\) Act 2006](#) (Sections 12, "Innocuous Suffering"; Section 21, "Crucial Operations"; and Section 14, "Ensuring Welfare of Animals").



Salmon farming companies such as [Norwegian-owned Mowi](#) (renamed in 2019 [due to negative consumer perception in the previous name Marine Harvest](#)), [Norwegian-owned Scottish Sea Farms](#), the [Faroese/Norwegian-owned The Scottish Salmon Company](#) and [the industry's lobby group the Scottish Salmon Producers Organisation](#) along with [RSPCA Assured](#) who certify ca. 70% of Scottish salmon farming production as 'welfare-friendly' and [supermarkets such as Sainsbury's, Tesco and M&S](#) who are [profiting on the sheer ignorance of consumers should be ashamed of themselves](#). If these faces of Scottish salmon dared to look in the mirror then this is the jaw-dropping true picture they would see staring back.





Read more via:

[Welfare Abuse on Scottish Salmon Farms](#)

[Media Backgrounder: The Welfare Nightmare of Scottish Salmon](#)

[2020 Vision for Scottish Salmon](#)

[The Case Against Scottish Salmon](#)

[“Responsibly Sourced” Are supermarkets facing a crisis of credibility?](#)

[Salmon farming firm under fire over fish welfare after 700,000 deaths](#)

[Health Warnings for Farmed Salmon - Supermarkets Challenged to Introduce Plain Packaging Like Tobacco!](#)

[EXPOSED: Photo Disclosures Opens Floodgates to More Diseased & Deformed Scottish Salmon](#)

[Welfare Abuse at Scottish salmon farms - Why No Legal Enforcement or Prosecutions?](#)

[‘Sick’ salmon film prompts government probe into Scottish fish farm](#)

[The Sorry State of Scottish Salmon Farming in 2018](#)

[Named: supermarkets selling salmon from ‘poor’ welfare farms](#)

[Legal Complaint Vs Breaches of Animal Health & Welfare \(Scotland\) Act](#)

[Horror photos of farmed salmon spark legal threat](#)

[Scottish Salmon Farming 101](#)

[25 Reasons to Boycott Scottish Salmon](#)









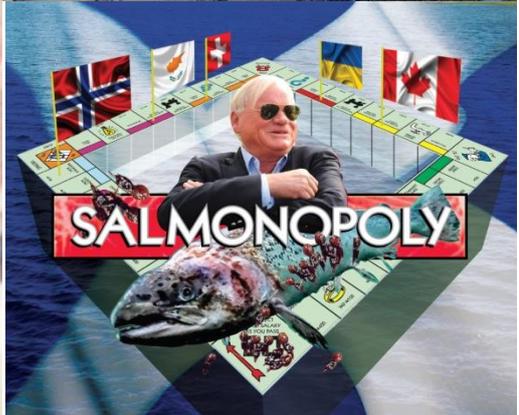


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It's more akin to free-range farming than anything else that I think I could compare it to

Julie Hesketh-Laird
The Scottish Salmon Producers Organisation











MARKS & SPENCER

Scottish Lochmuir™ Salmon Fillet Portions

Our responsibly sourced Salmon portions are delicious simply pan fried



Scottish Sea Farms





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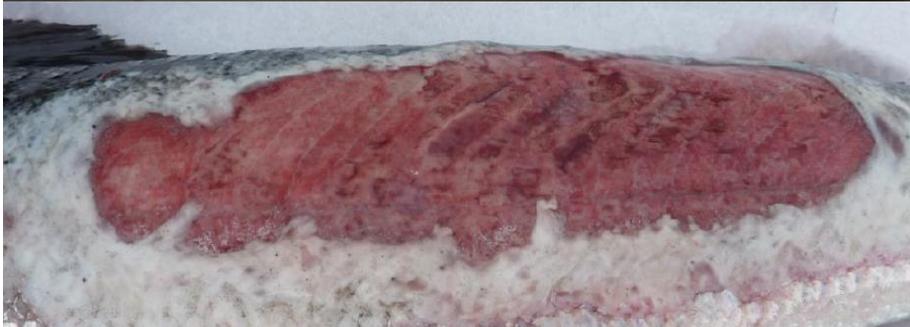








MOWI[®]
is Goodness.





Read more via ['Scottish Scamon'](#), [Scottish Salmon Watch](#) and [Salmon Pledge](#)