

[Scottish Salmon Watch](#), 3 December 2018

X-Rated Mowi: Preview of Marine Harvest's Horror Show



Horror movie fans should watch out for Marine Harvest's new Mowi salmon ([pronounced Murveh](#)) which [shareholders](#) will [vote on at tomorrow's EGM in Norway](#) and is scheduled to [hit supermarket shelves from 1 January 2019](#).



Behind the [glossy new packaging and expensive marketing re-brand](#) (estimated to [cost \\$39 million](#)), however, lies the same old sordid story of [infectious diseases](#), [mass mortalities](#), [toxic chemicals](#), [escapes](#), [seal killings](#) and a welfare nightmare [associated with some of the worst excesses of factory fish farming](#) ([despite being stamped as welfare-friendly via RSPCA Assured and sold via Sainsbury's, Lidl and Aldi](#)).



Coming soon to a supermarket near you - Mmmmm [Mowi salmon from Marine Harvest!](#)

Marine Harvest's new ['Coca-Cola' of salmon](#) with the [secret recipe](#) and the "[pompous and foreign](#)" name has been two years in the making - brought to you by the marketing guru [Andreas Johler who worked previously for Coca-Cola and Unilever](#).

Marine Harvest aims to be 'Coca-Cola' of salmon



Not all marketing experts have bought into [Marine Harvest's glossy Mowi makeover](#). Salmon Business [reported](#) last month:

SalmonBusiness

Branding expert says "MOWI is a made up word that can easily be misunderstood"

News by Andreas Witzee - 14 November 2018

The image shows a photograph of a modern building with a large glass facade. A dark awning over the entrance features the 'MOWI' logo in white. The text 'SalmonBusiness' is at the top in a large, bold font. Below the photo is a headline in bold black text, and at the bottom is a small line of text: 'News by Andreas Witzee - 14 November 2018'.

Professor Leif Egil Hem at the Norwegian School of Economics and Business is not impressed with Marine Harvest's new name.

Reactions have come in thick and fast after Marine Harvest's announcement [that they have rebranded as MOWI](#).

Leif Egil Hem has written several books on brand management, has researched branding and has previously been in the board of Salmon Brands, which is behind the brand Salma. He told to SalmonBusiness that from a theoretical point of view, it's difficult to understand what Marine Harvest wants with the name change.

"Apart from the fact that it's a shorter name, I do not see any good arguments for this name. Marine Harvest is a well-known brand that describes what they are doing. Marine Harvest, hence harvest from the sea. Such descriptive names are worth gold and difficult to get hold of," he said.

Going from a descriptive name, to a made up one, is contrary to normal thinking, according to Hem.

"Almost all who change names want to go the opposite way. One wants a descriptive name. Building a brand around MOWI will be costly, resource-consuming and time consuming," said Hem.



Leif Egil Hem. PHOTO: NHH

- **Read more:** [The Coca Cola of salmon: Mowi brand aims to provide a billion euros in annual turnover by 2025](#)

Another problem is the fact that Mowi is not actually a made up name but it has been [lifted from the Mowinckel family and the founding father of Norwegian salmon farming, Thor Mowinckel](#).



Not to mention the fact that Mowi is already the stage name of a Swedish bodybuilder and budding porn queen [Monica Mowi](#) - with the eye-popping web-site <http://mowifit.com/>. The Mowi name is [decidedly unfit for purpose](#).



[Shareholders in Marine Harvest](#), especially any elderly bankers with heart conditions, are cautioned against Googling 'Monica Mowi' as it takes you to a string of X-rated porn sites such as Porn Hub, XVideos, Sexy Muscle Girls, Red Tube and FuckPix. But at least [Monica Mowi's jacked up physique](#) fits in with the salmon farming industry's profile as a [cosmetically challenged](#) industry [dependent upon a suite of toxic chemicals](#), [unnatural ingredients](#) and [unhealthy artificial colourings](#).

You can put lipstick on a salmon



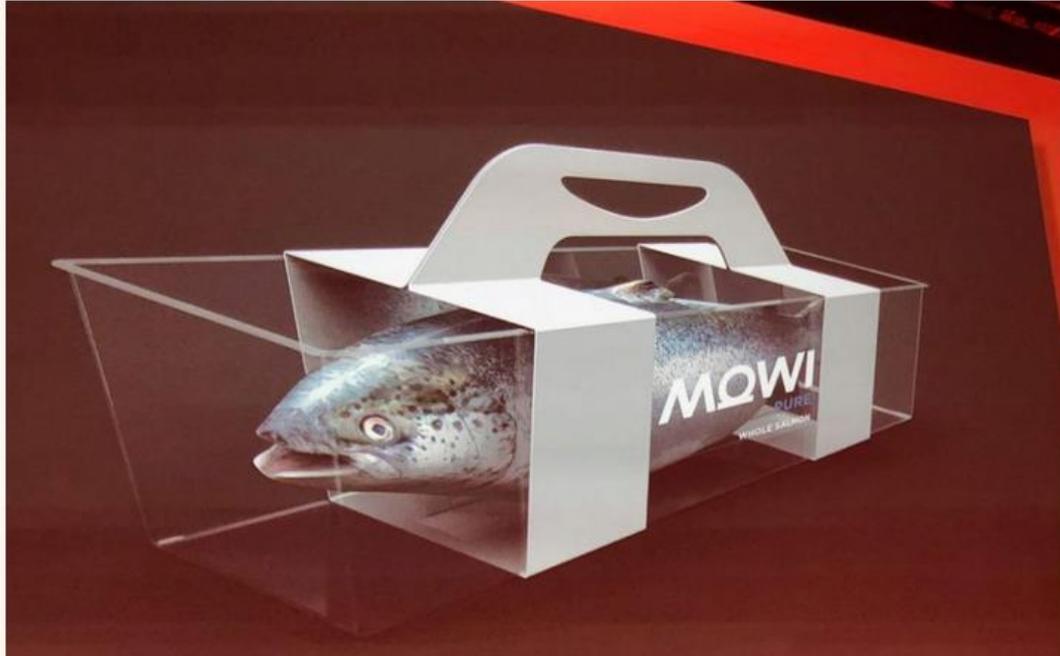
but it's still a farmed salmon

The marketing genius behind the Mowi re-brand, [Andreas Johler](#), appears undeterred and believes Marine Harvest has a [secret recipe to success](#).

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.



[Scottish Salmon Watch](#) believes Marine Harvest has [skip-fulls of dirty secrets](#) and proposes that Mowi's marketing should be more transparent and honest to supermarket shoppers.



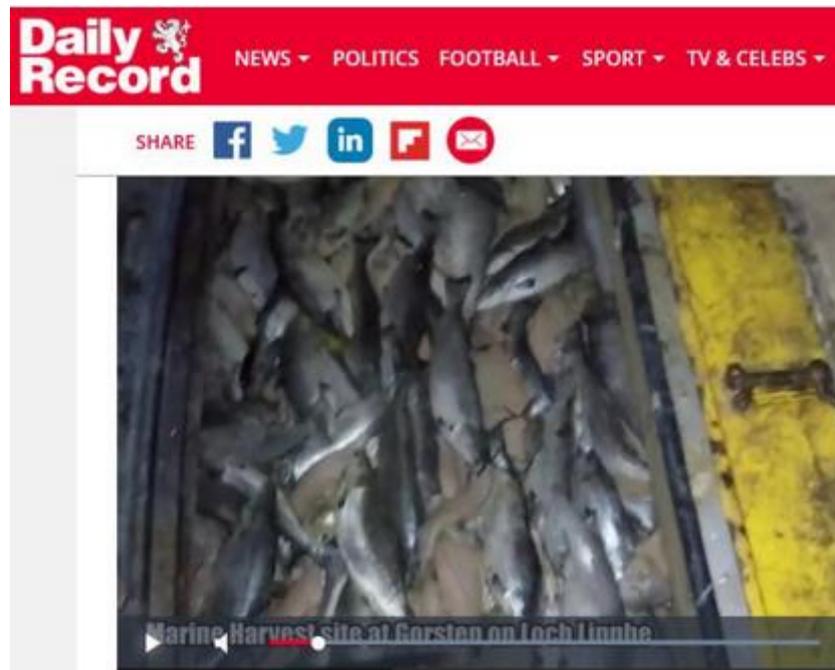
Mowi salmon is nothing new - there's already [Mowi stores](#) selling 'superior' Mowi salmon.



And [Mowi salmon in Japan](#), for example, [advertised as Hello Kitty](#).



However, even stray cats would struggle to stomach the diseased Mowi salmon [dumped by Marine Harvest in skips across Scotland](#).



And [swimming around in farms in Canada](#).



What's new is [Marine Harvest's proposal to shareholders](#) to re-brand and the re-name the company as Mowi with [a sick err I mean slick new marketing campaign](#).



Marine Harvest seemingly have the [name-change vote](#) in the sick bag already. Marine Harvest Scotland, for example, has already put up new Mowi signs outside the company's headquarters near Edinburgh. Salmon Business [reported last month](#):

On the production line at Mowi's Scottish salmon processing plant

News by [Aslak Berge](#) - 14 November 2018

Marine Harvest's only processing plant on the Scottish East Coast is preparing for two major challenges: Brexit and marketing a brand new brand.

The gray-painted aircraft carrier "Queen Elisabeth" is sunbathing on the Navy Base in Rosyth. Like the Royal Navy flagship, Marine Harvest Scotland has its base here, a half-hour drive northwest of Edinburgh.

The flashy new Mowi signs have come in place, in time to face corporate management and a long queue of connections from banks, brokerage houses, investors and the press in connection with the fish market giant's capital market day. At the entrance to the processing plant, a kilt-clad bagpiper jumps into the national anthem "Scotland the Brave". The tone is set.

- [Read more: Marine Harvest changes name to Mowi](#)

Earlier today, at the Marine Harvest event announced that the company will change its name – just like its new branding: Mowi.

Exclusive supply

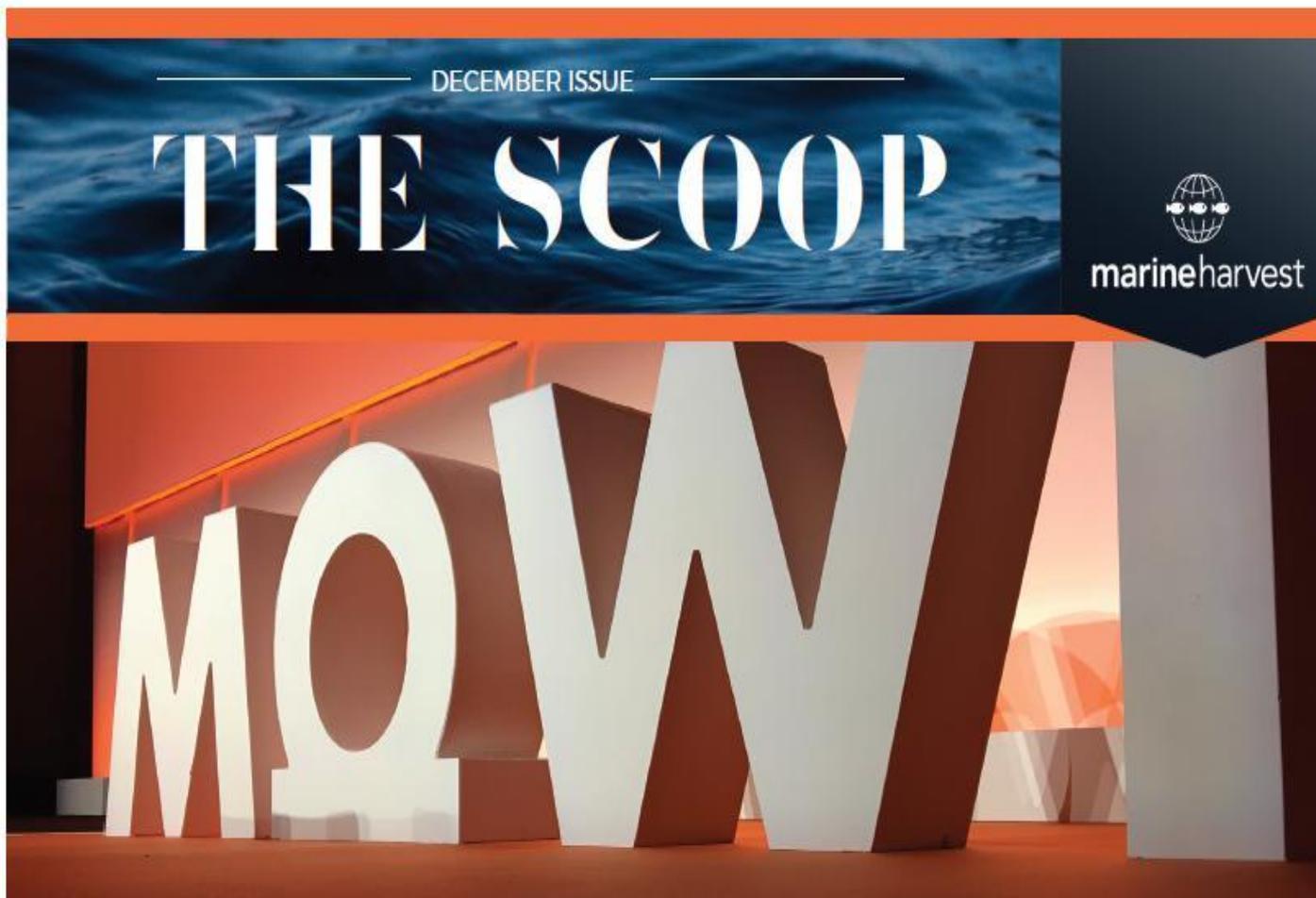
“We serve three major customers here: Sainsbury, Lidl and Aldi,” said Johnathan Jordan, customer manager for Sainsbury at Marine Harvest.

“We have been a sole supplier to Sainsbury for the last ten years, while Aldi and Lidl deal with several suppliers. Aldi also receives goods from Morpol’s factory in Poland, he added.



“One of the biggest challenges in processing is carcass utilisation – to exploit the most of the fish,” said Jordan.

Marine Harvest Scotland's [December 2018 newsletter](#) trumpets the Mowi scoop:



A brand new adventure

Welcome from Ben Hadfield, Managing Director, Marine Harvest Scotland

With the final newsletter of 2018, comes the news of a new chapter in the Marine Harvest story – and one that reflects our proud history.

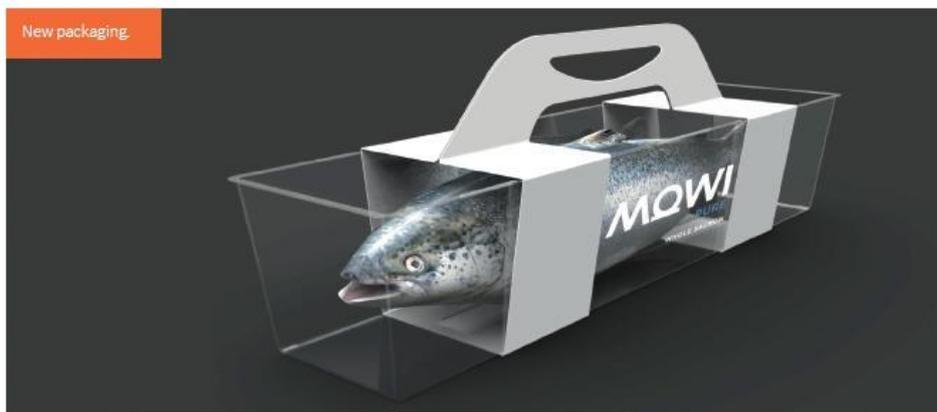
We recently announced the upcoming launch of a range of Mowi branded products and will be changing the company name to Mowi; the original name of Marine Harvest when it was founded by Norwegian aquaculture pioneers more than 50 years ago. The plans for our brand overhaul need to be approved by shareholders in the next AGM but we hope to begin the new year with our refreshed brand identity.

This new brand will tell the story of sustainability, food safety and food quality, while echoing back to our pioneering spirit. Mowi branded products will be launched in selected markets and provide customers with added value in taste, convenience, nutrition and traceability.

Products will be available in selected markets as Mowi Pure, a collection of smoked salmon cuts; Mowi Signature, consisting of added-value and food-to-go products; and Mowi Supreme, a selection of high-end salmon products.

Having grown into a company that integrates salmon breeding, feed, farming, processing and sales, these new products are an exciting next step for us in the retail sector. We hope the Mowi line of branded products will bring new appeal for consumers, while we continue to supply to own label businesses.

We'll be making significant investment over the next two years to develop Mowi with the aim of creating a truly global salmon brand. From feed to fork, it's an exciting time for Mowi!



A glimpse of our new packaging from Andreas Johler, Branding Director, Marine Harvest Norway.

‘There is nothing more powerful than an idea whose time has come’

The words of French writer Victor Hugo must have been on the minds of our founders when they began salmon farming more than 50 years ago. And now, with the launch of our Mowi brand, we are at another milestone for our organisation, where we can add value for our customers and shareholders.

We want to move faster; faster than our competitors and faster than the food industry, which is a very ambitious target. To achieve this, we must leverage our competitive advantages across the whole value chain, starting with the consumer.

This need for sustainability and desire for quality means that consumers are willing to pay more – this is where our new global brand, Mowi, comes into play.

From the omega symbol in the Mowi logo to clean, simple and functional packaging, the new Mowi brand represents a global brand which will satisfy the needs of today's consumers. I look forward to the launch of the Mowi brand into selected European markets in the first half of 2019.

Sadly, Mowi salmon farms are not clean. Somewhere [between a fifth and a quarter of all farmed salmon in Scotland die](#) due to infectious diseases, lice infestations and other production problems. That means tonnes and tonnes of diseased Mowi salmon are left to rot in skips across Scotland ([over 7,000 tonnes of mortalities in 2016 from Marine Harvest Scotland alone](#) - with [over 25,000 tonnes of mortalities in 2017 across Scotland](#)).

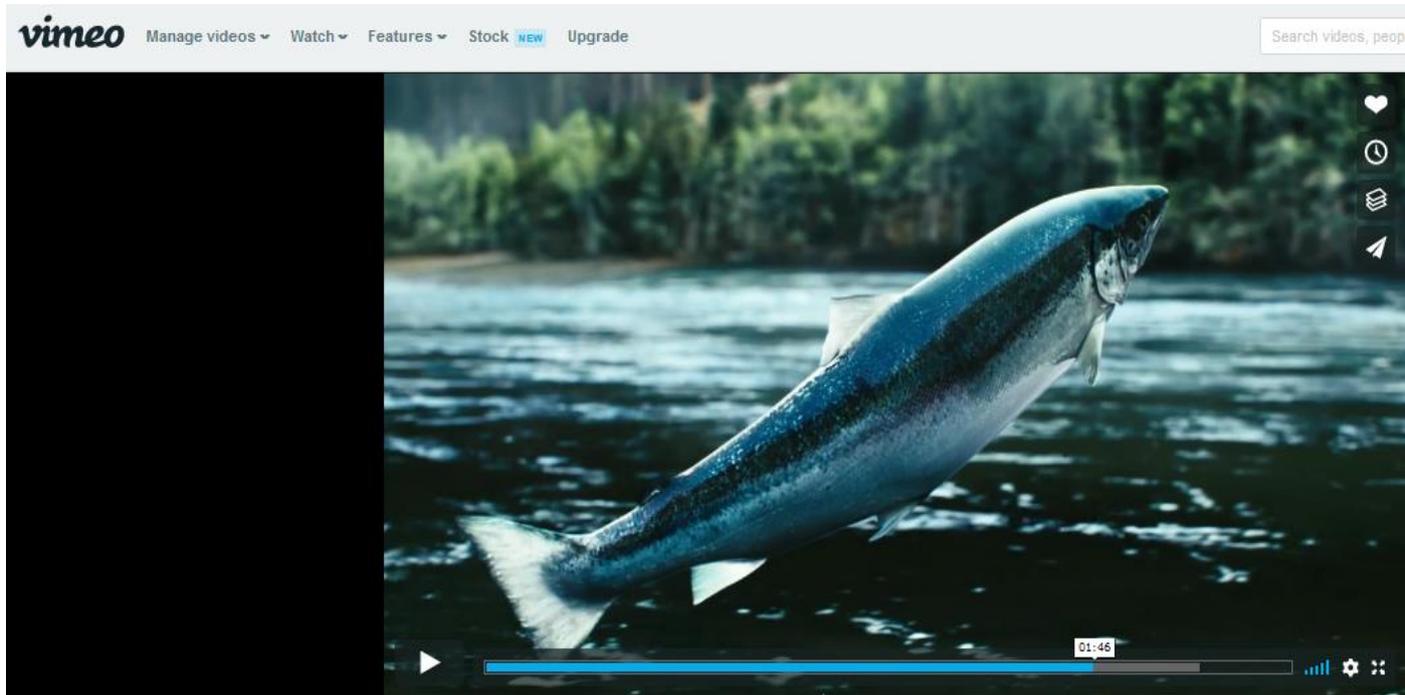
Here's [a video nasty from Loch Linnhe](#) showing the rotting underbelly of Mowi salmon which Marine Harvest does not want the public to see:



And here's [skinned alive Marine Harvest salmon](#) from their farm at Carradale in March 2018 [when 300,000 fish died a cruel death](#) (photos leaked by a whistleblower):



Suffice to say that 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

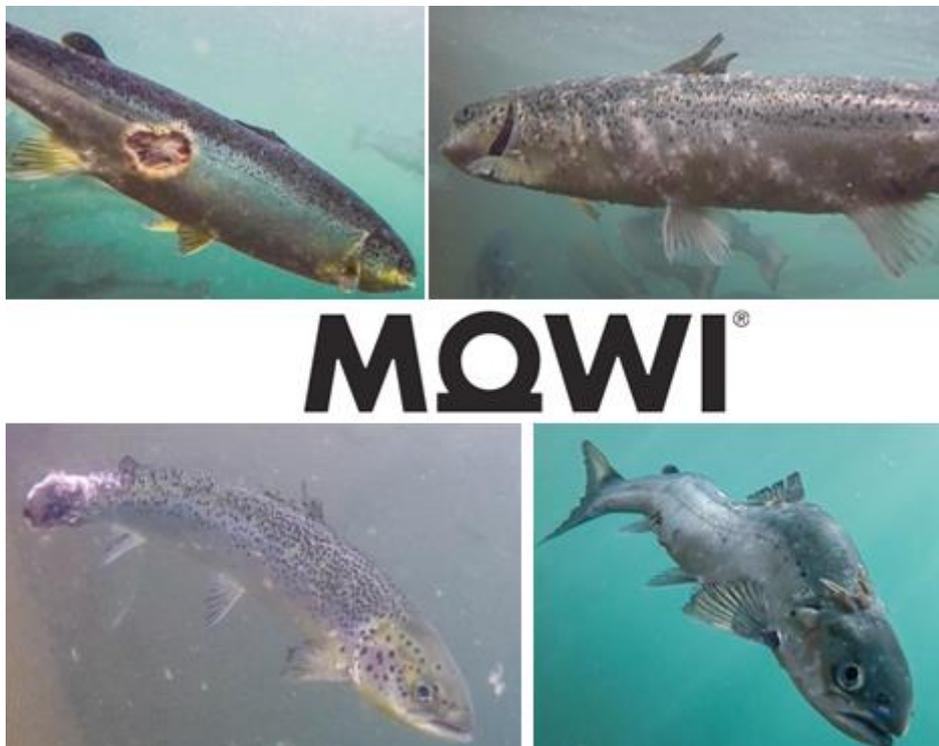
Watch horror films showing real-life conditions inside salmon farms (including those operated by Marine Harvest) in British Columbia [online here](#), [online here](#) and [online here](#).



Marine Harvest's [branding of MOWI](#).....



.....fails to tell the whole sordid story of modern factory salmon farming (photos of Marine Harvest's salmon in British Columbia, courtesy of [Alexandra Morton](#)).



Ten years ago in 2008, Twyla Roscovich's poignant "[Dear Marine Harvest](#)" video address to shareholders detailed impacts of Marine Harvest's operations in British Columbia:



[Watch "[Dear Marine Harvest Part 1](#)" online here and "[Dear Marine Harvest Part 2](#)" online here]

In 2009, Chief Bob Chamberlin and Alexandra Morton [attended Marine Harvest's AGM in Norway](#) and personally met Marine Harvest board member Cecilie Fredriksen to inform her of the problems in British Columbia:



[Photo: Cecilie Fredriksen speaking to Shannon Ellis, Alexandra Morton and Bartlett Naylor at the Marine Harvest AGM in Oslo, Norway, in May 2009^{hvi}]

"You need to leave British Columbia," [implored Alexandra Morton at Marine Harvest's AGM in Oslo in 2009.](#)

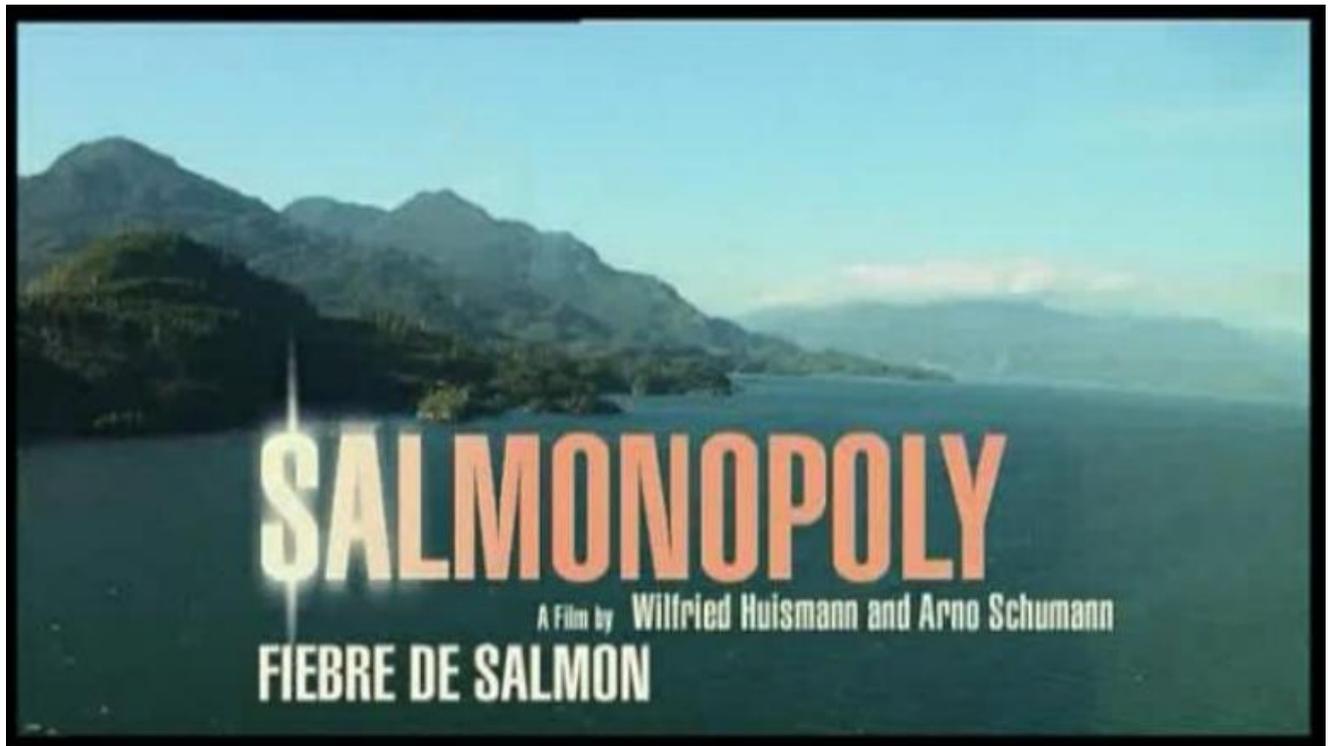


Nearly a decade later [Marine Harvest is still not welcome in British Columbia](#) with [problem after problem](#) piling up at their door.

In Chile too, Marine Harvest has become a name synonymous with social and environmental destruction.



The documentary '[Salmonopoly](#)' showcased Marine Harvest's environmental problems in Chile.



The film [Salmonopoly](#) opened with footage of Marine Harvest's largest shareholder, John Fredriksen who is also known 'Storeuly' (Big Wolf).



John Fredriksen, in Norwegen heisst er "Der große Wolf". Ihm gehört die größte Tankerflotte der Welt und jetzt ist er auch der Größte im Lachsgeschäft. Er hat den größten Zuchtlachskonzern der Welt (Marine Harvest) aus dem Boden gestampft und beherrscht die Produktion in Chile, Norwegen, Kanada und Schottland. 100 Millionen Lachse pro Jahr wirft Marine Harvest auf den Weltmarkt. Zur Freude der Verbraucher aber zu welchem Preis?

In his Norwegian home he is called the "Big Wolf". John Fredriksen with his company MARINE HARVEST is the world biggest player in the salmon industry. His farms in Chile, Norway and other countries produce more than 100 Million farmed salmon per year to satisfy consumers in Europe, Japan and the USA. But at what price?

When Marine Harvest [lost almost a million farmed salmon from a salmon farm in Chile](#) in July 2018, Bloomberg [reported](#):

Bloomberg

Markets

Great Salmon Escape Threatens to Taint Chile's Fish Farms

By [Daniela Guzman](#)

July 9, 2018, 11:18 PM GMT+1 Updated on July 10, 2018, 10:04 AM GMT+1

- ▶ Latest environmental incident threatens local economies
- ▶ 250,000 fish recovered with 680,000 still missing after escape



A Marine Harvest salmon farm floats in Huelmo Bay near Puerto Montt, Chile, on Nov. 14, 2007. *Photographer: Diego Giudice/Bloomberg*

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MHG
MARINE HARVEST

A massive salmon “spill” at a fish farm in southern Chile last week is once again tainting an industry that earned the country more than \$4 billion last year.

About 900,000 salmon escaped from a Marine Harvest ASA farm during a storm on July 5, according to the Bergen, Norway-based company. The fish are not fit for consumption, Marine Harvest said in a press release. The company has recovered about 250,000 salmon and taken them to a nearby site, it said in a separate statement on July 9. About 680,000 fish are still missing and it is collaborating with the local Fisherman’s Federation to recover the remainder, Marine Harvest said.

John Fredriksen can well afford [a fine of £6.2 million for the escape](#) ([Fredriksen is well used to being fined and has spent time in prison](#)) but the Marine Harvest brand has taken yet [another hit in terms of global reputation](#).

ENVIRONMENT OCTOBER 31, 2018 / 5:41 PM / A MONTH AGO

Chile regulator charges Marine Harvest with environmental breaches

Dave Sherwood

2 MIN READ



SANTIAGO (Reuters) - Chile's environmental regulator on Wednesday charged the local unit of Norway's Marine Harvest with breaching the terms of its permits following the escape of hundreds of thousands of salmon from a facility in southern Chile in July.

Chile's Environmental Superintendent (SMA) said salmon farmer Marine Harvest had failed to properly maintain its infrastructure along the country's coastline, allowing the fish to escape out to sea. Some of the environmental damage was irreparable, the regulator said.

"[Marine Harvest] risks the revocation of its environmental approvals, closure, or a fine," the SMA said in a statement.

Marine Harvest's lack of respect for the environment, wild fish, farmed fish and marine mammals has also attracted growing criticism in Scotland - read more via "[Media Backgrounder: Marine Harmfest Scotland](#)"



[Plastic pollution](#) is a visible reminder of the toxic name Marine Harvest has come to symbolise with [lochs polluted by salmon farming operations](#) - including [those of Marine Harvest](#).



8:18 PM - 1 Dec 2018



8:19 PM - 1 Dec 2018

For more background watch video reports [online here](#):



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](#).



ALEXANDRAMORTON.TYPEPAD.COM

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

Like · Comment · Share

Claudette Bethune MOWI = Most Organisms With Infection 3

Like · Reply · 20h

David Anderson Making Our World Infectious 4

Like · Reply · 2w

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

Angela Koch Doesnt MOWI stand for Murder of Wildlife Included?
Or is it Murder of Waters Included? 2

Like · Reply · 1d

The winners will be announced tomorrow (4 December) before [Marine Harvest's EGM](#).

Scottish Salmon Watch understands perfectly why Marine Harvest wants to change their name and re-brand their tarnished image.

"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," continued [Staniford](#). "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."

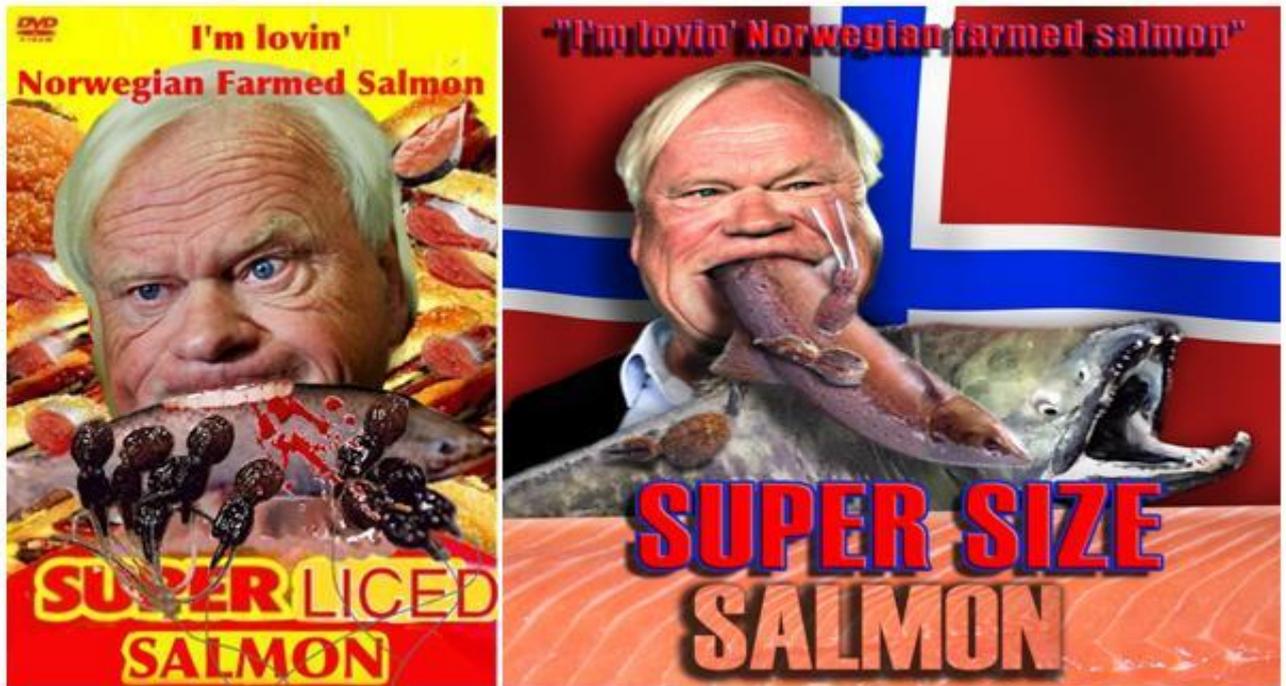
Instead of appropriating the good name of the Mowinckel family, why doesn't Marine Harvest re-brand the company in the image of their owner and largest shareholder in [Norway's richest tycoon John Fredriksen](#) (aka [McFreddy](#))?



Klart for McFreddy på McDonalds

McDonalds lanserer nytt produkt; fersk laksefilet i wrap. Laksen leveres av John Fredriksens Marine Harvest.

"Fredriksen's larger than life image is much better suited to advertising [Super-Liced Salmon](#)," suggested [Staniford](#).



"The brand managers and advertising junkies would be positively drooling at the product tie-ins to Freddy Krueger and The Shining."



"Here comes Johnny!" could become the catchphrase for the new Freddy brand.

the LICEING



marine hazard

John Fredriksen's [unhappy face](#) would be perfectly suited to promoting Marine Harvest's 'Unhappy Meal' [sourced from salmon farms where farmed salmon have died a horrible death](#).



Not to mention [food poisoning](#).

Menu

AdAge

Don't Miss

Super Bowl ad chart

EBay's star turn

Wunderman Thompson

WPP wins VW

MCDONALD'S PULLS SALMON BURGER AFTER FOOD POISONING IN NORWAY

Published on June 05, 1997.

OSLO -- The much heralded launch by McDonald's of the MacLaks salmon burger in Norway has turned into a major fiasco for the company, with four people being treated for food poisoning in hospitals around Oslo after dining on the new product. Launched in May, MacLaks was proving a big hit with health-conscious Norwegians. McDonald's was also considering plans to launch the sandwich in Sweden and Denmark.

However, these ambitious plans are now on hold. McDonald's Norway has withdrawn MacLaks from the market and signs have been posted at the chain's 60 outlets in Norway explaining its decision.

An inquiry is also ongoing at West Fish, the Norwegian fish company which held the franchise to deliver salmon fillets to McDonald's outlets.

The bouts of food poisoning have been traced to one outlet in the Oslo area. Those hospitalized included two employees and two customers.

And [listeria contamination](#):

France's biggest supermarket recalls Marine Harvest smoked salmon over listeria

News by Owen Evans - 22 November 2018

A test has revealed the presence of *Listeria monocytogenes* in Kritsen Scottish Smoked Salmon at Carrefour.

Carrefour, one of the largest hypermarket chains in the world, is [urgently recalling 140g packets of Scottish smoked salmon from Marine Harvest's French Kritsen range](#).

There are 4,237 Carrefour stores in France.

Following the fire that ravaged the Kritsen plant in Landivisiau (Finistère) on 11 July, [the smoked salmon processing company](#) temporarily transferred its business to Cuisery, Burgundy.

No other Marvest Harvest products are known to be affected.



If the [Fredriksen face](#) fits then why doesn't Marine Harvest use their biggest asset (and [largest shareholder](#)) to maximum effect and call the new company Freddy not Mowi?



The branding opportunities with cosmetic companies would open up like a [skip full of diseased salmon](#) if John Fredriksen's twin daughters - [Cecilie and Kathrine](#) - were used in product placement.



Kathrine's shade of lipstick [perfectly matches #28 on the SalmoFan](#). A [critique of the Label Rouge standard \(LA 33/90\)](#) which Marine Harvest farms to in [Scotland](#) and [Norway](#) reveals that farmed salmon must be [artificially coloured](#) to number 26 on the [SalmoFan](#) (at a minimum) with up to 16% fat (that's [fattier than pizza!](#)).

Read more via "[Ugly in Pink: Cosmetically Challenged Farmed Salmon](#)"

If [Marine Harvest shareholders](#) do the expected and [vote in favour of changing the name of the company to Mowi](#), the [Fredriksen twins](#) could still team up with [Monica Mowi](#). In many ways it's the [perfect tabloid fit](#).



© Allover Norway/REX/Shutterstock
Cecille and Katherine Fredriksen both hold directorships in their father's firm which is worth more than £8bn

