

From: [Scott Landsburgh](#)
To: [Ahearn, Terry](#)
Subject: FW: Amended media position
Date: 09 August 2016 15:06:42
Attachments: [image001.png](#)

Terry,

Please see below an agreed (between SSPO, MSD, SAMS) media position to coincide with the publication tomorrow. It would be very helpful if SEPA were also to agree this line.

Kind regards

Scott

**Scott Landsburgh, Chief Executive,
Scottish Salmon Producers' Organisation
Durn – Isla Road – Perth PH2 7HG
01738 587000
dslandsburgh@scottishsalmon.co.uk
www.scottishsalmon.co.uk**



From: Scott Landsburgh
Sent: 09 August 2016 15:00
To: 'chris.beattie@merck.com' <chris.beattie@merck.com>; kenny.black@sams.ac.uk; 'Baird, Stuart' <stuart.baird@sepa.org.uk>
Cc: John Webster <JWebster@scottishsalmon.co.uk>; Julie Edgar <JEdgar@scottishsalmon.co.uk>; RichardSlaski@aol.com
Subject: Amended media position

Dear All,

Further to Kenny's earlier email, please find below the new media position.

I hope that you can confirm that you support this and we will accredit accordingly on our website tomorrow.

“The salmon farming industry, SEPA and research institutions are agreed that sound scientific evidence is the best basis on which to run and develop the industry. A recent study commissioned by SARF and undertaken by SAMS to explore any potential environmental impacts of a sea lice treatment and deficiencies in the data required the use of complex statistical models. The SARF Board and other parties agreed that further research is required to reach a firm

conclusion. This new research proposal will follow soon.

“Meanwhile, the industry continues to invest in new ways to manage sea lice such as cleaner fish and thermolicers

Regards

Scott

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