

Competition Launch - choose a full name for Marine Harvest's MOWI salmon!

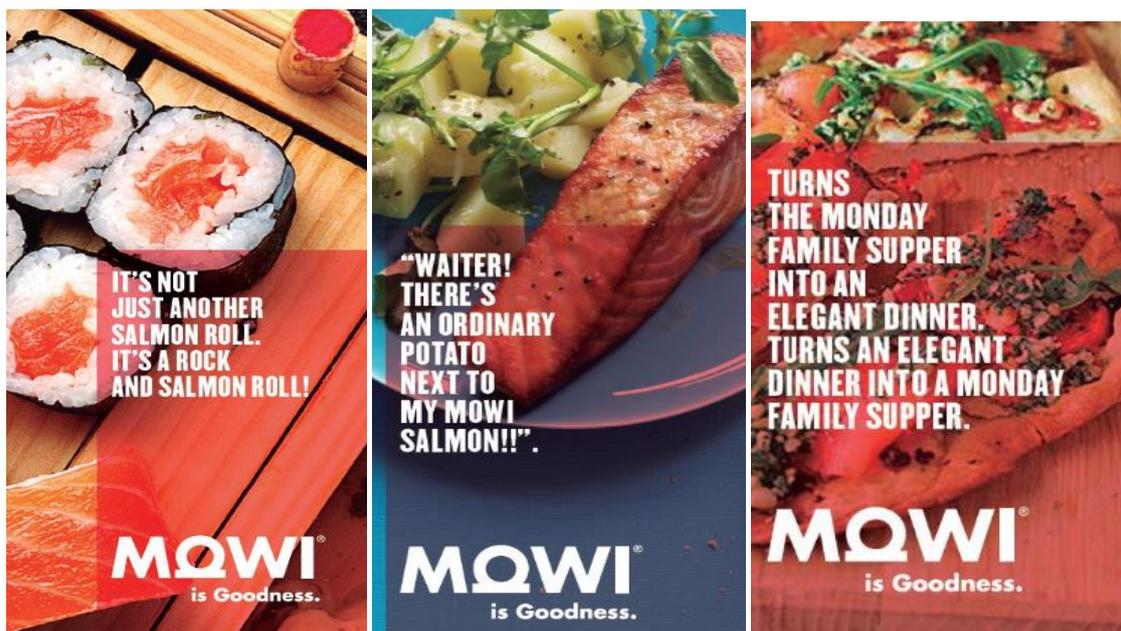
MOWI®

Scottish Salmon Watch has launched a competition to describe in full what [Marine Harvest's brand-new MOWI salmon](#) stands for. The deadline for competition entries is 4 December when [Marine Harvest shareholders vote on the proposed name change to MOWI](#). 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](#).

The prizes on offer are as follows:

- First prize: one fillet of MOWI salmon [contaminated with listeria](#)
- Second prize: two fillets of MOWI salmon [contaminated with listeria](#) and [diesel](#)
- Third prize: three fillets of MOWI salmon [contaminated with listeria](#), [diesel](#) and [lice](#)
- Fourth prize: four fillets of MOWI salmon [contaminated with listeria](#), [diesel](#), [lice](#) and [salmonella](#)
- Fifth prize: five fillets of MOWI salmon [contaminated with listeria](#), [diesel](#), [lice](#), [salmonella](#) and a [side of dead lobsters](#)
- Sixth prize: six fillets of MOWI salmon [contaminated with listeria](#), [diesel](#), [lice](#), [salmonella](#), a [side of dead lobsters](#) and [cancer-causing chemicals](#)
- Ad nauseam

Here's some of the [advertising images](#) devised by the brand marketing geniuses at Marine Harvest who are [modelling MOWI on Coca-Cola](#) with their [very own secret recipe](#).



What leaps to mind when you think of MOWI?



Don Staniford

@TheGAAIA

MOWI - not to be confused with the Hawaiian paradise Maui - is a Norwegian nightmare spawned by Marine Harvest. Vomit-inducing farmed salmon belongs in the sick bin not the supermarket chiller #MOWI #Vomit



11:06 AM - 15 Nov 2018

"We're looking for something which perfectly and honestly sums the farmed salmon brand," said Don Staniford, Director of [Scottish Salmon Watch](#). "We know from our surveillance in Scotland that [mass mortalities](#), [welfare problems](#) and [infectious diseases](#) are plaguing the salmon farming industry so we think words like 'Infectious' and 'Moribund' may prove popular with the public. And we know from Marine Harvest's [problems with lice infestation in Norway](#); [environmental damage due to a mass escape in Chile](#) and [protests in British Columbia](#) that 'Occupy' and 'Illegal' will attract support."

Suggestions so far via Facebook include:

**Most Organisms With Infections
Making Our World Infectious
Murderers Of Weakened Indigenous (Salmon)
Mostly Offering Woefully Inedible**



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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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David Anderson Making Our World Infectious

Like · Reply · 2w

👍 4



John Sangster Murderers Of Weakened Indigenous Salmon.

Like · Reply · 1w

👍 1



John Sangster Mostly Offering Woefully Inedible.

Like · Reply · 1w

👍 1

Another option is to change the name completely to something which more accurately describes the true nature of Marine Harvest's farmed salmon. VOMIT, for example, has attracted [support on social media](#).

VOMIT®

[Marine Hazard](#) and [Marine Harmfest](#) are other re-branding suggestions if Marine Harvest wanted to be brutally honest with their customers.



Scottish Salmon Watch will be announcing the winners just before [Marine Harvest's EGM on Tuesday 4 December](#) when shareholders will vote on the name change to MOWI.

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

