

Stéphane Le Foll
French Minister of Agriculture
Ministère de l'agriculture, de l'agroalimentaire et de la forêt
78, rue de Varenne
75349 Paris 07 SP

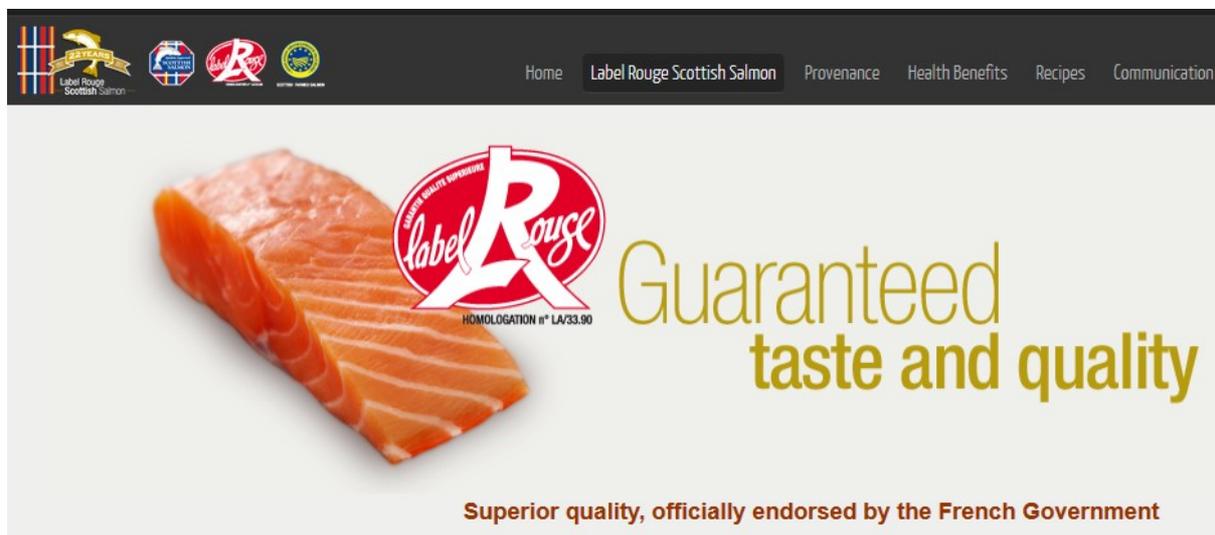
1 March 2017

Dear Minister,

Label Rouge Saumon Ecosais - Quelle Horreur!

The Global Alliance Against Industrial Aquaculture (GAAIA) would like to alert you to a new report - "[Red Alert for Label Rouge - Lousy Label Goes Rogue](#)" - published today criticising the Label Rouge accreditation of Scottish salmon.

GAAIA understands from claims on the Saumon Ecosais [web-site](#) that Label Rouge Scottish salmon is "officially endorsed by the French Government".



According to the Saumon Ecosais [web-site](#): "Approval [for Label Rouge Scottish salmon] is officially announced through a joint decree from the Minister for Agriculture and the Minister for Consumer Affairs, on the recommendations of the [National Institute for Origin and Quality \(INAO\)](#)."

In the first instance, GAAIA asks you to [read our new report](#) which details shocking breaches of pollution and sea lice levels as well as mass mortalities, infectious diseases and seal killings at Label Rouge Scottish salmon suppliers. After reading the report you will hopefully think twice about endorsing Label Rouge Saumon Ecosais.

Please note that despite repeated requests, [Label Rouge Scottish Salmon](#), their five suppliers and the [Scottish Salmon Producers Organisation](#) have refused to provide of copy of the "[very stringent set of standards](#)".

However, GAAIA managed to obtain a copy of the Label Rouge standard (LA 33/90) but only in French (download a copy [online here](#)). "This manual is the property of SQS Ltd,"

[warns the first page of the document](#). "Any representation or reproduction in whole or in part may not be made without the written consent of SQS Ltd."

GAAIA asked for permission to reproduce the document but has not received a reply. In the meantime, GAAIA feels that the public has a right to know what the Label Rouge standard requires or more importantly what the standard does not require (especially if [the European Union and Scottish Government are using public funds for a "Label Rouge marketing campaign" to the tune of £36,834.07](#)).

Reference	Applicant Name	Description	Location	Postcode	EU Priority	Total Project	Grant Amount	EMFF	SG	Other National
SCO1430	Scottish Quality Salmon Ltd.	Label Rouge marketing campaign	Perth	PH2 7HG	5	£ 73,668.14	£ 36,834.07	£ 27,625.55	£ 9,208.52	£ -

GAAIA asks that you take a closer look at the French Government's endorsement of Label Rouge Saumon Ecosais. GAAIA is not alone in raising concerns. A 2007 report by WWF - "[Benchmarking Study: Certification Programmes for Aquaculture - Environmental Impacts, Social Issues and Animal Welfare](#)" - did not even select Label Rouge as there was "no transparency with regards to standard guidelines" and "no information available on the standards with regard to sustainability".



An assessment of eco-labels - "[How green is your eco-label? Comparing the environmental benefits of marine aquaculture standards](#)" - published in 2011 ranked Label Rouge almost dead last (i.e. red). "Label Rouge, for instance, does not - at least publicly - offer standards for any of the 10 environmental impact areas," (including Antibiotics, Escapes, Sustainability of Feed, Pathogens, Parasiticides, Copper-based Antifoulants and Ecological Energy) stated the report by the University of Victoria.

A critique by GAAIA of the Label Rouge standard ([LA 33/90](#)) reveals that Scottish salmon must be [artificially coloured](#) to number 26 on the [SalmoFan](#) (at a minimum) with up to 16% fat (that's [fattier than pizza!](#)). Label Rouge's "[very stringent set of standards](#)" permit the use of [toxic chemicals](#), [antibiotics](#) and the [killing of seals](#) (read more via our new report: "[Red Alert for Label Rouge - Lousy Label Goes Rogue](#)").

GAAIA believes that the French Government and French chefs are being seriously misled and France's good name as a high quality purveyor of food is being abused. Here's the Scottish Government's Minister for Environment [speaking in 2011](#):

“ The French are renowned for their exacting food standards and Label Rouge Scottish Salmon – farmed in our cool, clear waters – out performs its competitors for quality, taste and texture. I’m sure it will continue to be the benchmark for top-quality farmed salmon for many years to come ”

Roseanna Cunningham
Minister for Environment, February 2011



"Label Rouge Scottish salmon welcomes [Master Chefs of France](#)," boasted a [press release](#) issued by the Scottish Salmon Producers Organisation in October 2016 during a visit to the Scottish Salmon Company's [lice-ridden operations in Loch Fyne](#).



If the [Master Chefs of France](#) had visited Scotland last weekend they would have read a [front page article in the Sunday Herald](#):

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sunday herald

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NEWS P6

Revealed
Scandal of
45 Scottish
lochs trashed
by pollution

- Toxic pesticides from fish farms pose risk to human health and wildlife
- Contaminated lochs include Fyne, Linnhe, Broom, Ewe and Torridon

Exclusive report: Page 10

SCOTLAND TRIUMPH
FIRST SIX NATIONS WIN OVER WALES IN A DECADE
IN SPORT

OSCAR SPECIAL
HOW TO PARTY LIKE A HOLLYWOOD STAR IN YOUR LIVING ROOM
NEWS PAGES 12&13

SADIQ KHAN FORCED INTO HUMILIATING U-TURN
OVER 'INDY VOTERS ARE RACIST' CLAIM NEWS PAGE 4

Here's the [45 Scottish lochs](#) (including Loch Fyne where the Master Chefs of France visited) contaminated by Label Rouge suppliers including Marine Harvest, the Scottish Salmon Company, Loch Duart and Scottish Sea Farms:

THE 45 CONTAMINATED LOCHS		
Inner Sound, Highland	Kilbrannan Sound, Argyll and Bute	Lax Firth, Shetland
Loch a Chairn Bhain, Highland	Loch Craignish, Argyll and Bute	Off Lunaness, Shetland
Loch Alsh, Highland	Loch Creran, Argyll and Bute	Olnafirth, Shetland
Loch Bracadale, Highland	Loch Fyne, Argyll and Bute	Ronas Voe, Shetland
Loch Broom, Highland	Loch Spelve, Argyll and Bute	Swarbacks Minn, Shetland
Loch Duich, Highland	Loch Tuath, Argyll and Bute	The Deeps, Shetland
Loch Ewe, Highland	Shuna Sound, Argyll and Bute	East Loch Tarbert, Eilean Siar
Loch Kishorn, Highland	Sound of Gigha, Argyll and Bute	Loch Boisdale, Eilean Siar
Loch Laxford, Highland	Sound of Jura, Argyll and Bute	Loch Erisort, Eilean Siar
Loch Linnhe, Highland	Sound of Mull, Argyll and Bute	Loch Roag, Eilean Siar
Loch Nevis, Highland	Cat Firth, Shetland	Loch Seaforth, Eilean Siar
Loch Sunart, Highland	Clift Sound, Shetland	Loch Shell, Eilean Siar
Loch Torridon, Highland	Clousta Voe, Shetland	Loch Skipport, Eilean Siar
Sound of Raasay, Highland	Colla Firth, Shetland	Lamlash Bay, North Ayrshire
Firth of Lorn, Argyll and Bute	Dury Voe, Shetland	

Source: Scottish Environment Protection Agency

Read more via ["Toxic Toilets: Salmon Farms Pollute Scotland's Lochs"](#) and [Front Page of Sunday Herald: "Revealed: Scandal of 45 Lochs Trashed by Pollution"](#)

The French Government, French chefs and buyers beware - Label Rouge Saumon Ecosais is a [rogue label](#).



Writing in [Fly Fishing & Fly Tying magazine](#) in 2014, award-winning author and campaigner [Bruce Sandison](#) wrote:

COMMENT

Sandison's Scotland

BRUCE SANDISON'S reports and rumbings

“The most toxic product in the food industry”

You can fool all the people some of the time, and some of the people all the time, but you cannot fool all the people all the time. – Abraham Lincoln.

It's the same the whole world over, everywhere salmon farming goes disease and pollution follow. But in spite of the vast amount of money this industry must spend on trying to promote a clean image, the truth will out. Whether or not this will be in time to save the world's wild salmonid populations from degradation and extinction from the impact of salmon farm disease and pollution remains to be seen. However, you can help, now, to save our wild fish: simply do not buy or eat farmed salmon.

France
For many years the Scottish Salmon Producers Organisation (SSPO) and its predecessor bodies have trumpeted the success in France of Scottish farmed salmon and their Label Rouge brand. However, this view was not shared in a recent prime-time TV programme on National Channel France 2. The programme was broadcast on November 7 and here is a translation of a summary of the programme: *“It is a symbol of good food [farmed salmon], recommended by doctors and nutritionists and the image of a healthy and natural product. In France, consumption has more than doubled in 50 years and this increase is particularly concerned with farmed fish. “Yet the flesh of farmed fish contains many secrets and is alleged by many to be amongst the most toxic product in the food industry: the use of animal meal, massive use of antibiotics and pesticides, mercury pollution and PCB's; a world secret and opaque where the interests of the industry sometimes come before that of the consumer. “For months, not only in France but also in Norway and Vietnam, through Sweden and Denmark, our Special Envoy teams have put together a report into this global industry, farmed fish, fish products and fish dishes. Dive into the murky waters of a pathway out of control, which discharges to our knowledge a dangerous cocktail of chemicals into our food.”*



Watch French TV ask "Salmon: is it toxic?" [online here](#)



The French newspaper Le Monde [reported](#) "Red Alert on Salmon":

Le Monde

Alerte rouge sur le saumon

Les consommateurs commencent à s'alarmer devant l'avalanche d'informations sur la pollution grandissante qui atteint les poissons, qu'ils soient sauvages ou d'élevage.

LE MONDE | 22.12.2013 à 21h41 • Mis à jour le 24.12.2013 à 09h17 |

Par **Laurence Girard**



Avis de gros temps dans les fjords norvégiens. La diffusion, début novembre, sur France 2, d'un reportage de l'émission « Envoyé spécial », mettant crûment en cause le saumon norvégien, a causé quelques remous du côté du cercle polaire. Même si l'attaque n'est pas nouvelle, le moment choisi, à quelques encablures de Noël, suscite le malaise chez les acteurs de ce marché.

Qualifié de « monde secret, opaque », le secteur de l'aquaculture n'était guère à son avantage dans le reportage de la chaîne publique. De même le saumon, considéré « *comme la nourriture la plus toxique au monde* ». Le journaliste avait, il

Read more via:

["Alerte rouge sur le saumon"](#)

["Les secrets du saumon d'élevage"](#)

France 3 reported in November 2016: "Red Card For Organic Salmon"



The French newspaper Le Figaro linked to the TV report:

This is a screenshot of a web page from Le Figaro. At the top, the logo 'LE FIGARO · fr' is visible. Below it, the navigation path is 'ECONOMIE > CONSOMMATION'. The main headline is 'Le saumon bio plus toxique que le non bio'. Below the headline, it says 'Par Elodie Tymen | Mis à jour le 24/11/2016 à 18:53 / Publié le 24/11/2016 à 13:19'. The central part of the page features a large image of the '60 millions de consommateurs' magazine cover, which is the same as the one shown in the previous image. In the top left corner of the screenshot, there is a small 'TELE' logo.

GAAIA believes that the [image used to market Label Rouge Scottish salmon](#) is misleading:



In view of the [industry's ongoing problems](#) and [public relations disaster](#), a darker and more menacing image is more appropriate:



For more background on the Scottish salmon farming industry's problems please read "[25 Reasons to Boycott Scottish Salmon](#)" and "[25 Years of Scottish Salmon Shame](#)".

I have also copied this letter to the [Institut national de l'origine et de la qualité \(INAO\)](#), [Label Rouge Saumon Ecosais](#), [Scottish Salmon Producers Organisation](#), [Master Chefs of France](#), [FedeLIS](#), [General Directorate for Competition Policy, Consumer Affairs and Fraud Control](#), [European Commission's DG SANCO](#) and [Scottish Government's Cabinet Secretary for the Rural Economy and Connectivity](#).

Yours sincerely,

Don Staniford

Director of the Global Alliance Against Industrial Aquaculture

Cc:

[National Institute for Origin and Quality \(INAO\)](#)

[Label Rouge Saumon Ecosais](#)

[Scottish Salmon Producers Organisation](#)

[Master Chefs of France](#)

[FedeLIS](#)

[General Directorate for Competition Policy, Consumer Affairs and Fraud Control](#)

[Scottish Government's Cabinet Secretary for the Rural Economy and Connectivity](#)

[European Commission's DG SANCO](#)