

SCOTTISH SALMON WATCH



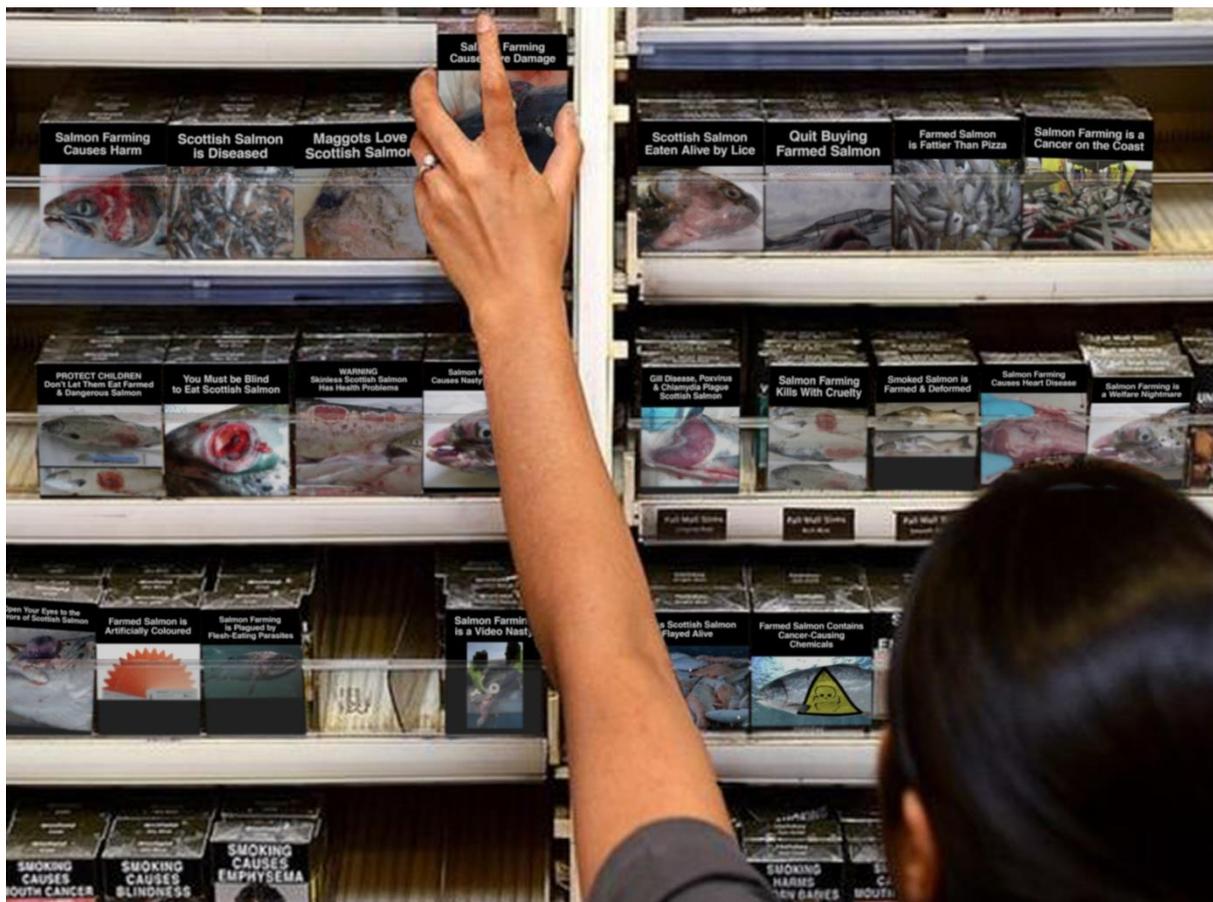
SUPERMARKETS

To: Aldi, ASDA, Booths, Budgens, Co-op, Farmfoods, Iceland, Lidl, Marks & Spencers, Morrisons, Ocado, Sainsbury's, Tesco & Waitrose

21 November 2019

Health Warnings for Farmed Salmon

In view of the environmental, animal and public health problems of salmon farming, will you please take the lead in more honest and truthful marketing of farmed salmon? Far from being a 'healthy', 'welfare-friendly', 'organic', 'sustainable' and 'responsibly sourced' product, Scottish Salmon Watch honestly believes that farmed salmon should carry health warnings and be sold in plain packaging alongside cigarettes.



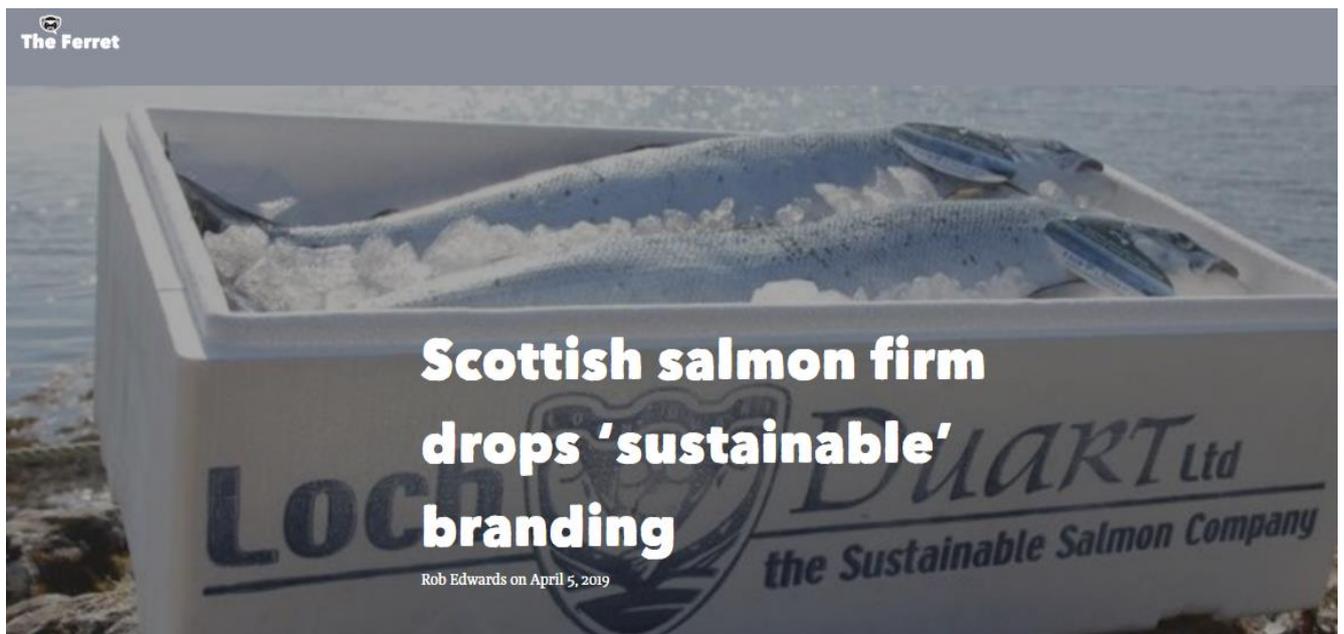
Please read more details via [Health Warnings for Farmed Salmon - Retailers Challenged to Introduce Plain Packaging Like Tobacco!](#)

In particular, Scottish Salmon Watch believes the branding of Scottish salmon as "[welfare-friendly](#)" via [RSPCA Assured](#) is misleading, false advertising and deceptive marketing.



Read more via "[Named: supermarkets selling salmon from 'poor' welfare firms](#)"

Scottish Salmon Watch is pleased that the [Advertising Standards Authority](#) ruled earlier this year against the marketing of Loch Duart's farmed salmon as "sustainable".



However, Scottish Salmon Watch believes that the marketing of Scottish salmon as "[responsibly sourced](#)" and '[healthy](#)' flies in the face of [photographic](#) and [video evidence](#) showing [welfare abuse](#) as well as farmed salmon suffering from [infectious diseases, parasites, viruses and pathogens](#). Shoppers wanting to buy Scottish salmon (aka '[Scottish Scamon](#)') should find it sold alongside cigarettes.



If you are seriously interested in which salmon farms are affected by particular disease problems including Cardiomyopathy Syndrome, Amoebic Gill Disease, Pancreas Disease, Salmon Poxvirus, *Pasteurella skyensis* and Piscine Reovirus ([which affects over half farmed salmon tested by the Scottish Government](#)) you can read monthly updates via the [Scottish Government's Fish Health Inspectorate](#) (data for September 2019 should be published online later this week). Photos of disease-ridden Scottish salmon are [now regularly published despite legal threats from salmon farming companies](#) reluctant for the general public to be able to see such gruesome photos.



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

In conclusion, Scottish Salmon Watch asks that supermarkets urgently review your sourcing policy with respect to farmed salmon. Peer-reviewed science shows that salmon farming is unhealthy for our global oceans, both wild and farmed fish as well as our own health. Before buying Scottish salmon shoppers should be faced with gruesome photos of diseased and deformed fish. Instead of being branded as 'RSPCA Assured', 'organic' and 'responsibly sourced', Scottish salmon should be sold in plain packaging like tobacco.



So-called 'healthy' Scottish salmon is a [sham, scam and a consumer con](#).

Yours sincerely,

Don Staniford

Director, Scottish Salmon Watch

