

5<sup>TH</sup> January  
2020

**Compliance and Targeting Investigations and Enforcement Services**

The Insolvency Service  
Third Floor Cannon House  
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**Misleading, Confusing and Illegal use of Company Name**

Please find enclosed a copy of a letter sent to the Soil Association and U.K.A.S. I have been advised by Companies House that you "Police" Limited Companies

This letter concerns the misleading use of the word "Organic" as a prefix to a company name, we wish to bring to your attention, where legally we believe the company does not as yet comply.

The company, Organic Sea Harvest Ltd (OSH), has not produced any product yet, but has already advertised its organic credentials. It has obtained planning permission for two fish farms and is in the process of obtaining planning for another two on the back of these credentials.

OMH are extensively using the self-proclaimed "Organic" prefix to their Company to gain support for their future trading operations from the public, when it is not their position to say they are "Organic" At the same time this **organic self-classification** is deliberately being used to dumb down public dissent, in which the public is being lead to believe that, because it is an organic company already, they don't need to bother themselves with matters further.

This is very misleading and confusing to the public, many believe, it has been done deliberately so.

Furthermore, at some point the company will have to sell non-organic product, as any third party audit to organic must surely require historical evidence based records, so this company will need to demonstrate enough history of production to audit (initial accreditation should not even rely on the first product being acceptable but must also show continuity, consistency and reproduce-ability for accreditation)

They surly they must start trading as Sea Harvest and if they obtain certification at a later date, change their name to Organic Sea Harvest if it is important for them to do so?.

By allowing the use of this confusing and contentious phrase you are encouraging confusion, illegal and "sharp" practice (leaving the door open for abuse of any accreditation system)

We believe they have not been assessed (and moreover do not have the historical records to have been assessed) to the standard and may well not conform for two or three years (if not at all). It is untenable to set up a company initially with this prefix which can only legally be used when the company legally complies.

This is blurring the lines legally and misleading the public. It also means a loss of trust between the public, yourselves and moreover all other businesses, by allowing this to happen. (If they can do it, so can we.

It is a public scam for OSH to promote their agenda of obtaining planning for fish farms under a banner which does not currently belong to them.

This is a highly unsatisfactory situation and we ask you to address this worrying illegal name which is setting a precedent for future "scams" Where will it end?

It's like me starting a company with a name **BS EN ISO 9002 Approved Engineering Ltd** with any auditing or approval.

I don't think you would allow that without me having all the records audits and approvals in place so how can you allow this?

I would be grateful if you can address this matter before it snowballs and gets out of hand. I used to work in the accreditation industry and this is putting the cart before the horse.

It is an affront to any accreditation authority and undermines the whole ethos of quality and third party approval if you can open up a new company implying confirmation at the flick of a pen

Regards

"Sir" Jonathan Johnson

(I have not been knighted yet but I am working towards this title, please call me this in the meantime and when addressing your response to me)

I hope this demonstrates where this is coming from and where it can lead to. I have also sent a copy of this and the enclosed copy of a letter (to the Soil Association and UKAS), as well as this correspondence to the BBC Panorama program, as your actions will be in the public interest.

Thank you for looking into this.