

AUGUST ISSUE

THE SCOOP

MOWI®



Artist's impression of Highland Cinema

Lights, camera, action! Mowi is proud to be part of new cinema in Fort William



The company makes a significant investment toward an ambitious project that provides a new state of the art cinema in Fort William, which is set to open in 2020

The brainchild of entrepreneur Angus MacDonald, founder of the Moidart Trust, the cinema will completely transform the cultural and recreational offering for local people in Lochaber, many of whom work for Mowi.

The Scoop spoke to Angus to find out more: "My family has had roots in Lochaber for centuries and I care deeply about the well-being and prosperity of the people here. For the last few years, I have been on a mission to give something back to the community. I had a vision to bring an independent bookshop and a cinema to Fort William. The bookshop, the first in the town for 40 years, opened in 2017 and the cinema is on track to screen its first film in May next year. I am convinced, and there is evidence to suggest, that both these cultural additions have the power to transform market towns."

For Angus, there is a collective responsibility for employers in Lochaber to make it a better place to live. He explains: "The Mowi sponsorship is greatly

appreciated as the Highland Cinema will be an enormous asset to locals and visitors to the West Highlands. With Mowi being the largest employer in the area, having a cinema in the heart of the town centre will make Fort William a more attractive place to live for existing and new employees."

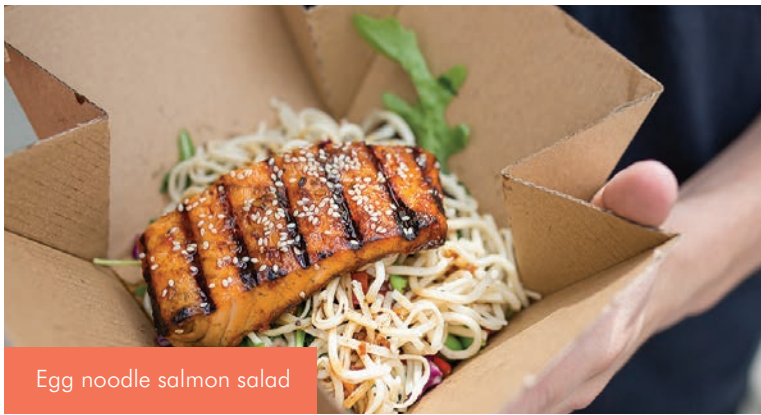
Mowi's partnership with the Highland Cinema will provide staff benefits, an opportunity to tell the salmon story on the big screen, and provide cinemagoers with the opportunity to enjoy Mowi salmon in the restaurant.

All Mowi staff at every site in Scotland, including Rosyth, will receive membership cards to the Highland Cinema giving them a 30% discount on cinema tickets for eight months a year. Promotional films about Mowi and salmon farming will be shown before films and there will be salmon dishes on the menu of the 80-seater restaurant. Mowi's brand will also appear on the cinema website and in all corporate communications.

The Highland Cinema has been designed by Skye-based architects Dualchas who were given a brief to make the cinema "the most photographed building in the town" by Angus MacDonald. As the artist's impression and logo show, the design of the cinema is inspired by a traditional Highland croft.

The cinema is being built on the same site that Fort William Town Hall occupied, on the High Street at the top of Cameron Square. It will have two screens, one with 100 seats and one with 85 seats. It will also have a restaurant with an open fire at one end and a stage at the other, as well as a terrace looking out on to the Square that can accommodate 16 people seated. It is expected that the cinema will create 12 jobs, rising to 25 in the summer.

The red carpet will be rolled out 9th May 2020 for the grand opening.



Egg noodle salmon salad



Rosyth pre-launch event

The Salmon Wagon has landed

Mowi Scotland has taken delivery of its very own Salmon Wagon.

This unique addition to the company will be touring our region over the summer months.

Inspired by the success of similar programmes in other Mowi operations around the world, the initiative is all about introducing consumers to delicious salmon dishes and supporting great local causes at the same time.

The longest-running campaign is in British Columbia, Canada, where Mowi Canada West owns a truck and trailer unit that helps support community organisations on Vancouver Island every year. Each summer the MCW Community Events Barbeque visits the biggest events on Northern Vancouver Island. Every dollar raised by selling salmon burgers and Asian salmon salads is donated directly to partnering charities.

In Scotland, we have teamed up with Highland hospitality expert Ken Loades. An experienced chef who has run restaurants all over the Highlands, Ken has developed some dishes to serve up from the Wagon. Ken will be in the kitchen for the first few outings of the Salmon Wagon and will be training a small team to take over for the rest of the season.

To create the Salmon Wagon, Mowi worked with Classic French Vans, a company specialising in classic vehicle conversion, and Inverness based branding and design agency Dynam. Both teams worked closely with Ken and Ian Roberts, Director of Communications at Mowi, who has been the driving force behind this initiative.

The Scoop caught up with the team in Inverness the day the keys were officially handed over to Jayne MacKay. We spoke to Andrew from Classic French Vans who told us about the vehicle and the process of building it:

“The Salmon Wagon is based on a new Peugeot boxer. Although initially the concept was to base the unit on a vintage vehicle, it was decided that a 50-year-old vintage van wouldn’t be practical for use in the Scottish Highlands! It took ten weeks to do the conversion. We wanted to give the modern van a ‘retro look’, and so the rear of the van is designed and built in the same way that we fabricate our vintage units. You’ll notice the corrugated panels that are a feature of the old Citroen H Vans. To gain the extra space and vintage look required, we completely rebuilt the rear of the vehicle. It’s unusual to have a chargrill fitted within a mobile unit, and we’d never fitted one before. This is undoubtedly a unique feature of the unit.

“Working with Mowi has been an absolute pleasure. It’s been a great team effort from everyone involved in this project and we at Classic French Vans are very proud of what we achieved together. Along with Paul, vehicle body designer and fabricator of the Salmon Wagon, we very much enjoyed our trip up to Inverness to deliver the van!”

Ian Roberts is delighted with the Salmon Wagon:

“She’s looking great! A lot of work has gone into turning this little truck into a mobile Mowi kitchen. We hosted a small event for Mowi friends and family in Inverness and the feedback on the vehicle and the food served was 100% positive.”

The Scoop was lucky enough to attend the event and taste the salmon burgers and Asian noodle salad prepared by Ken and Jenni. We spoke to the chef, Ken, in between mouthfuls:

“What a great initiative to be involved with! Having spent the last couple of months working closely with Andrew and his team, it’s great to now fire up the chargrill. I’ve also spent the last few weeks experimenting to perfect some dishes that complement and really allow the salmon product to speak for itself. The team at Rosyth has been fantastic supporting me on menu development. We’ll be serving salmon fillet burgers, or egg noodle salad, with the choice of ginger and soy or sweet chilli sauce – or you can just have it plain as the salmon tastes great on its own.”

Staff at Rosyth were treated to lunch from the Salmon Wagon in July before it made its way to the Eilean Dorcha Festival on the Isle of Benbecula, where husband and wife teams Ian and Lori Roberts and Angus and Jayne MacKay fed the festival goers all weekend. Then the Salmon Wagon will be making an appearance at the Lochaber Agricultural Games on Saturday 24th August.

Fiona Patience from Dynam who has worked on the project since the beginning and has been part of the team at all the early events to get customer feedback added: “It’s just fantastic to see the Wagon in the flesh, looking so great and serving such amazing food, after many months of planning and work. There has been a really positive reaction, especially on Facebook, with people commenting on both the overall look of the Wagon and the food.”

From 2020 onwards, charities will be able to apply to have the Wagon at their event, with all the proceeds from food sales going back to their deserving cause. Details on how charities can apply to have the Wagon at their event in 2020 will be announced later in the year.



Angus, Jayne, Ken, Fiona, Andrew, Paul



Salmon fillet on a bun



Photo of the month

Photo: Mikal With delivering the first batch of feed to Colonsay from Kyleakin.
Taken by T.S Mckie at Colonsay

Lewis Gibson, photo credit Bloomberg

Mowi in the news

Scottish salmon destined for Saudi Arabia

We were delighted to see our very own Lewis Gibson from Loch Leven featured in a Bloomberg article about the role Scottish salmon is set to play in transforming Saudi society. The appropriately named Crown Prince Mohammed bin Salman has created 'Vision 2030' for his people. His plan includes an ambitious target to almost double per capita fish consumption to 13kgs by the end of 2020 and then 22kgs by 2030. This represents a huge opportunity for the salmon industry and Mowi is already going through the process to become an approved supplier to the Saudi

Government. If successful, Mowi could be sending a minimum of one order a week to Saudi Arabia. Back at Loch Leven, Lewis is focused on his fish. Asked about his salmon being destined for Saudi Arabia he replied: "For me, it's farming. I've looked after the fish and then I look and see that they're going to happy places to be eaten by lovely people."

Read the full article here
<https://www.bloomberg.com/news/features/2019-07-02/saudi-prince-s-cultural-revolution-comes-to-scotland>

Farmed fish only food sector free of medicine residues

Mowi and indeed the whole aquaculture industry was pleased to make the news for being the only animal sector in the UK where **no residues of medicines** have been found in the end product for the whole of 2018 and 2019 to date.

This was based on research from the Veterinary Medicines Directorate (VMD), which publishes regular updates of veterinary residues in animals and animal products, which found that farmed salmon and trout were free of such substances. Proof that non-medicinal approaches in salmon farming are working.



Relocations proposed

Mowi announced its proposal to relocate two of its salmon farm sites (Loch Duich and Loch Ewe) to locations more appropriate for modern day aquaculture. The company will continue to

engage with governments, environmental groups and salmon fishery boards to pursue this opportunity and ensure employees are retained at new or expanded locations.

Safety First Challenge



The health and safety team will be organising a regular challenge. This will kick off in August with fire emergency evacuation plans and procedures.

Fire drills are essential not only to reinforce our learning and maintain our safety, but also to ensure we are compliant with statutory legislation laid down under the Fire (Scotland) Act 2005 and the Fire Safety (Scotland) Regulations 2006.

Safety First Challenge for August:

- All business units, sites and vessels to undertake a fire safety drill
- All drills to be completed during August
- All exercises to be monitored, recorded and assessed
- All learning outcomes to be shared and applied

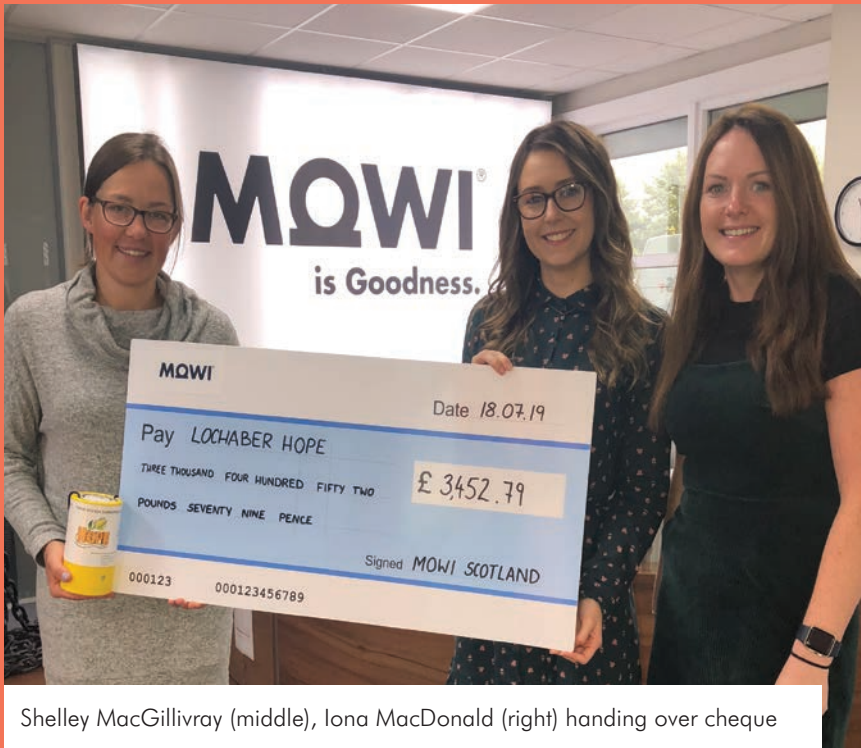
We hope that more than 800 staff across all sites and vessels, will be better placed to respond in the event of a real time emergency situation thanks to these fire drills.

Community news



Moorings at Rum

Great to see that the ten community moorings provided by Mowi are installed and already been used.



Shelley MacGillivray (middle), Iona MacDonald (right) handing over cheque

Reaching our peak

Congratulations to the 39 members of staff across Mowi who raised £3511.25 for Lochaber Hope, a charity that provides counselling and support when people need it most. A special mention must go to Shelley MacGillivray and Gideon Pringle who raced each other to the top. Shelley started the challenge in a speedboat from the other side of Loch Linnhe, and Gideon from the Ben Nevis Inn. Shelley won, though it was close!

Tegola project

Twelve years since the introduction of the Tegola project, The Scoop caught up with Pete Buneman to reflect on the journey that saw broadband delivered to some of the most remote areas of Scotland including Loch Hourn.

Pete explains: "The Tegola project started in 2007 when three academics from the University of Edinburgh started a research project on the delivery of low-cost, reliable and high-speed broadband in rural areas. One of them had a house in a remote village on Loch Hourn, which was then without broadband.

"At that time there was little commodity equipment with which to build a network. Nearly everything had to be improvised. Mowi's Loch Hourn station gave us some of their scrap with which to erect wireless relays. Using aluminium tubing we produced basic relay designs which have since been adopted by communities across Scotland.

"The Loch Hourn station was one of our first customers. Because Tegola was a research project, for the first few years we were able to obtain backhaul (the connection to the internet) by a 16-mile radio link to the academic network at Sabhal Mòr Ostaig on Skye. But once the network was up and running and taking subscriptions, we had to pay for it. Mowi stepped in and subsidised that backhaul not only for us but for communities from Moidart to Applecross including one on the Small Isles that now provides broadband to Mowi's operation on Muck."

Twelve years on and the network has been upgraded to make it faster and more resilient. Mowi's Loch Hourn station now has local fibre and is seeing speeds up to 100Mb/s. Backhaul continues to be expensive, and there are still no viable alternatives to community broadband.

Pete concludes: "I'd like to thank Mowi for all the help you have given us over the years."



A relay currently serving Loch Hourn and Skye

Meet Jonathan Jordan

What do you do at Mowi?

I am the account manager for our Sainsbury's business. This involves liaising on promotions, pricing, new products and overall strategy – as well as being the main point of contact for all communication with Sainsbury's.

What did you do before Mowi?

I worked for Youngs for eight years as the account manager for Marks and Spencer. Before that, I had similar roles with 2 Sisters and Northern Foods.

What is your favourite salmon dish?

Filletts cooked on a barbecue with a sprinkle of chilli flakes and lemon juice.

What is your favourite film?

This is corny – but I'm going to say Elf. It reminds me of happy Christmases when my, now grown-up, daughters were young.

What do you do in your spare time?

I enjoy cooking to relax and I'm an avid football fan, although I support Carlisle United which arguably isn't always relaxing!

What do you like most about your job?

I enjoy the interaction with the retailer and working to bring about mutual success, although that's not always easy, given the different cost demands of both businesses.

