

DECEMBER ISSUE

# THE SCOOP

# MOWI®

## Ben Hadfield, COO Farming Scotland, Ireland & the Faroes

Dear Colleagues

As we near the end of 2020, we can look back at a year that has greatly challenged all of us, both personally and professionally.

When we entered 2020 we were working hard to improve the biology in farming and making steady progress. However, by early spring it would be clear that the most profound impact on our business would be from a human pandemic and that it would have enormous consequences globally.

This year, perhaps more than any other, has made me proud to be a salmon farmer and proud to be part of the Mowi team. Despite all the challenges in farming and with the business impact of Covid-19, every time I looked at our operations I saw resilience. This says a lot about the organisation and the type of team that we are in Mowi.

Our processing operations have once again run like clockwork and farming has 'leaned in' to a difficult and prolonged period of fish health challenges, yet persevering and entering that last quarter of 2020 with the highest level of fish survival in the last six years.

Our support functions throughout our value-chain have embraced home working and have provided continual improvements to financial reporting, technical services and safety. The hundreds of local businesses that provide Mowi supplies and services have continued to deliver throughout these challenging months.

It's no secret that the market for our salmon is under great pressure due to the effects of the pandemic on food service, hotels and restaurants. However, future demand will remain high and the benefits of eating salmon have never been more important than they are now, as it becomes more and more clear that salmon can address issues in human health and climate change due to its unique nutritional profile and its low emission of greenhouse gases.

As outlined in our new Scottish Salmon Sustainability Charter, our sector will be a key part of our post-Covid recovery by contributing to our nation's economic, social and environmental well-being. And like our nation, the Mowi team have been enormously resilient during the most difficult of years, and will enter 2021 in a much stronger position.

My sincere thanks for your hard work and resilience in 2020. I'm impressed and proud to work with you all and would like to take this opportunity to wish you and your families a very happy and safe Christmas.



## 30 days until Brexit

**At the time of publishing, we have 30 days to go until the Brexit transition period finishes on 1st January 2021. From January 1st there will be new rules governing how we do business with the EU which is our largest single export market for fresh whole Scottish salmon.**

The Scoop spoke to Georgina Wright, Head of Sales, who has been leading our Brexit transition team as well as chairing the Brexit working group at the Scottish Salmon Producers' Organisation (SSPO).

*"The most important thing to say is that we believe that we are as ready as we can be. As staff read this article, there will still be some uncertainty regarding a deal with the European Union (EU). Mowi and the entire salmon sector have made it very clear to our government that we expect a trade deal to be reached by deadline."*

Without a deal, from January 1st the Scottish salmon sector will be subject to a 2% export tariff in addition to the increased costs associated with the requirement for additional certification for all parts of the value chain.

For our customers in the EU, our priority is for our product to arrive safely and in a timely manner and the aim is that it is business as usual. Typically, whole Scottish salmon leaving Scotland is with customers in the EU the next day. As a fresh product, transport logistics are absolutely critical. Under Operation Brock, the traffic management system designed to improve Kent's resilience in the event of cross-channel disruption, fresh seafood will be prioritised after day

old chicks. This is significant and should minimise the risk of transport disruption and we have contingency planning to support potential challenges.

Georgina explains: "The SSPO in particular has lobbied hard to protect Scotland's biggest food export and the prioritisation of fresh salmon under Operation Brock is just one example of that. Scotland and the UK have taken a multi-agency approach to ensure that businesses are Brexit ready and this resource has been important to us.

"Brexit affects our full business supply chain, but I'm pleased to say that our approach has been both thorough and very collaborative. From the communication and interaction with other business units such as Ireland and Norway, to an interdepartmental taskforce working with feed, technical, primary processing, logistics and sales, to the close working relationship with SSPO and other government agencies, there has been a team spirit and can-do attitude. Everybody working on the Brexit transition has done so in addition to their day job and whilst dealing with other challenges presented by COVID-19. It has been a challenge, but we are not complacent - only when our goods are shipping smoothly in and out of the EU will we be comfortable."



# A Better Future For Us All

**This is the title of the Scottish Salmon Sustainability Charter published by the Scottish Salmon Producers Organisation (SSPO).**

The charter sets out a blueprint for a long-term vision for Scotland's farmed salmon sector. Green jobs and sustainable operations underpin this new roadmap for Scottish salmon – the country's number one food export.

The charter makes five pledges for the industry:

- Animal welfare – a commitment to apply the highest standards of animal welfare.
- Environment – a pledge to work continuously to minimise our impact and ensure a healthy environment.
- Traceability – a commitment to produce healthy, nutritious food with full traceability every step of the way
- Our people – an aspiration to become the sector of choice for people looking to make a positive difference.

- Our communities – a promise to be good neighbours in every way, increasing our positive social impact.

At Mowi, we are proud to farm Scottish salmon and sign up to this charter to create a better future for us all. Working alongside fellow salmon farmers in the industry and the team at SSPO to develop the charter and create associated materials to communicate this shared vision was also a highlight.

A big thank you to our very own Britt Helen, Connie Pattillo, David MacGillivray and Alex Harvey who all feature in the campaign materials.

Read the charter in full here [https://www.scottish-salmon.co.uk/sites/default/files/2020-11/SSPO\\_PDF\\_BetterFutureForUsAll.pdf](https://www.scottish-salmon.co.uk/sites/default/files/2020-11/SSPO_PDF_BetterFutureForUsAll.pdf)



## 'Tis the season to eat salmon...

**As it is the December issue of The Scoop, we simply had to remind our readers of the tasty salmon dishes that have been created by the team at Consumer Products UK for retailers this Christmas.**

We spoke to Vinnie Mitchell, Process Development Manager at Rosyth, to find out more:

"Although we haven't developed any completely new ranges for this Christmas, we have updated, and I think improved, our seasonal lines for retailers. All of our products are exclusive to each retailer and I think it's fair to say that there is something to suit every palate."

"For those that like something traditional and very Scottish there's the specially selected whisky infused smoked Scottish salmon that we produce for Aldi,

which is oak smoked Scottish Salmon infused with Scotch whisky for a sweet and smoky flavour.

"Or for those who fancy a taste of the Mediterranean, I would recommend the salmon and pesto tarts with sun blush tomatoes and samphire that we produce for the Sainsbury's Taste the Difference range. These are made with puff pastry topped with a pesto and soft cheese mousse, Scottish salmon, sun blush tomatoes and fresh samphire. The tarts are available exclusively through the Sainsbury's Christmas Food To Order service."

Consumers are spoilt for choice with blinis, terrines, Thai fishcakes, mousse shells garnished with king prawns and smoked salmon, and a Christmas inspired maple cured smoked Scottish salmon with an orange, maple and Christmas spiced sweet glaze.

Despite the abundance of choice, the best seller is the same every year according to Vinnie – the mild Scottish smoked salmon sold at Sainsbury's, proving that tradition still plays a big role at Christmas.





# Women in aquaculture

**We want to promote and build a diverse workforce at Mowi. Our goal is for half of our workforce to be made up of women and for women to take up at least 30% of leadership roles. We recently ran a global recruitment campaign on social media which sought to inspire women around the globe to consider aquaculture as a potential career choice in the future.**

The campaign showed how aquaculture can be a career with purpose. We used female case studies of women in leadership roles at Mowi but also highlighted the overall industry position, which shows that there is more to be done to redress the balance and we are trying to improve this situation.

The campaign resonated well with women here in Scotland and the rest of the UK:

- There was a strong interest in career paths across both Facebook and Instagram which looked at Area Manager, Site Manager and Incubation, First Feeding and Fry Supervisor roles.
- On Instagram, roles as Compliance and Certification Coordinator and Feed Manager received the highest positive engagement in the UK, especially in Scotland.
- The Mowi messaging which spoke about being proud to be part of a changing industry that sustainably produces good quality food along with pushing yourself to pursue your goals really resonated with a younger audience (mainly 18-24 on Instagram).

Speaking about the campaign and about our progress on diversity in Scotland, Joanna Peeling, Head of HR,

told The Scoop: “We are really pleased to see that the recent campaign on social media successfully reached so many potential new employees and helped showcase the incredible opportunities we can offer at Mowi.

“This campaign is one of a range of initiatives this year designed to address our legacy gender imbalance, including equality and diversity training for all employees, online training for recruiting managers to address unconscious bias and highlight the benefits a diverse workforce brings; and a new requirement to confirm diversity has been considered before starting a recruitment process.

“This combined approach helps us ensure that the increased awareness among prospective candidates translates into better diversity and inclusion within the organisation.

“Since the campaign, we can already measure an improvement in the gender balance of candidates applying for roles; and the numbers show this is translating into corresponding increases, both in the number of women joining our organisation and the number of women achieving promotion internally.”

## Strengthening links with Asia

**In October, we participated in a virtual trade mission with South East Asia, organised by Scottish Development International (SDI) and hosted by Incite.**



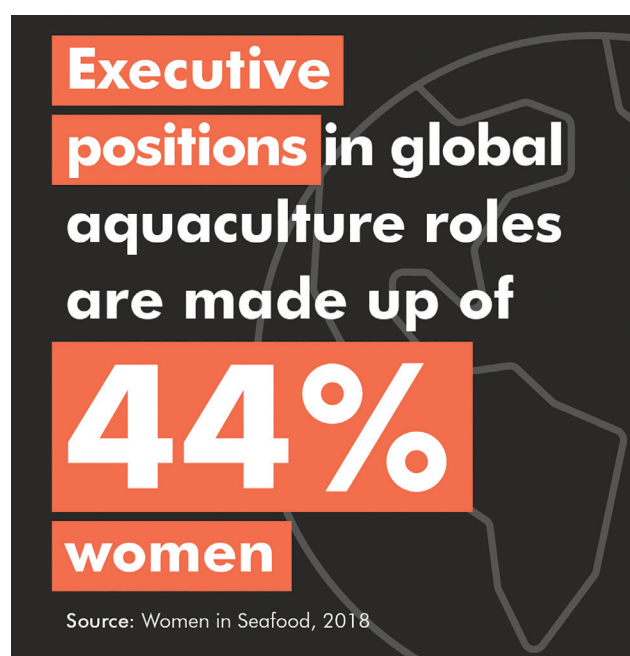
The objective of the week-long trade mission was to bring together delegates from the Scottish food and drink sector and share market insights and access to distribution opportunities in the emerging markets of Vietnam, Indonesia and Thailand. This was a significant event in our overall strategy to achieve export led growth in South East Asia (SEA).

Representing Mowi were Madeleine Clark, Key Account Manager for Mowi Scotland, and Peter Tong, Mowi SEA Sales Manager.

Commenting on the event, Madeleine told The Scoop: “The virtual trade mission was a great success. Peter and I were introduced to potential distribution partners via one-to-one virtual meetings. We are now in the process of arranging follow up communication with these partners with a view to commencing supply of Scottish salmon to the SEA before the year is out.”

Then in November, our colleagues in Beijing stepped in to participate in the China International Import Expo (CIIE). They joined the SDI China team on the UK pavilion to showcase the excellence of Scottish Food and Drink, representing Scottish origin. Due to Covid-19 restrictions the Scottish delegation was unable to travel. Wannong Xu, Country Manager, and Monica Zhang, Sales Manager, did an excellent job flying the saltire and representing Mowi.

We already supply Taiwan and Japan on a weekly basis, and are hoping to increase orders to South Korea. We look forward to a successful trading year with Asia in 2021.



## Top sustainable protein producer - again!

**The 2020 Collier FAIRR Protein Producer Index published last month, ranked Mowi as the most sustainable protein producer for the second year running.**

Scotland and aquaculture performed strongly in the Index. Mowi was joined in the top ten by Bakkafrøst, which owns The Scottish Salmon Company, Grieg Seafoods and Leroy, which is joint owner of Scottish Sea Farms.

The Index assesses the world's 60 largest publicly listed animal protein producers, worth a combined \$338bn. Firms are ranked against ten environmental, social and governance (ESG)-related criteria including GHG emissions, deforestation, antibiotic usage and working conditions.

Speaking about the Index, our CEO Ivan Vindheim thanked all staff: “The fact that Mowi is one of only three companies to be ranked as low risk is a testament to the vision of our leadership team and the commitment of everybody at Mowi to execute this vision. 2020 has been and continues to be a challenging year for all businesses but as we approach the end of the year, I hope that this achievement instils a sense of pride with every member of staff.”

You can read more about the Collier FAIRR Index results at <https://www.fairr.org/index/>





## In the community



### Raising awareness of prostate cancer

November is known to many of us as *Movember* thanks to the efforts of the Movember Foundation over the last 17 years to raise awareness of men's health issues, such as prostate cancer, testicular cancer, and suicide amongst men.

Every year, men all over the world put their razors away and grow a moustache during November.

For our colleague Scott Nolan, Movember is a cause that is very personal to him. His experience has inspired him and fellow colleagues Ben Hadfield, Ewan MacColl and Angus MacKay to participate in Movember.

Scott explains: "Just last year I was diagnosed with prostate cancer. I was 49 and very fit with no symptoms. Most of my colleagues know I am a keen cyclist and was used to cycling up to 400km a week. But in October last year, following three PSA blood tests over a period of time, a biopsy and further scans, it was confirmed that I had aggressive cancer. I had an operation within two weeks of the diagnosis, and I'm pleased to say that the operation was successful and I'm back to full health. In fact, I've done 12,000 km on my bike since I was given the all clear in January."

Scott believes that he is one of the lucky ones and wants to raise awareness about prostate cancer. He continues: "Since my diagnosis, I must have had literally hundreds of men tell me that my story inspired them to get tested. The fact that I was fit and healthy took everybody by surprise. In the UK, prostate cancer is the biggest killer and it simply shouldn't be the case. I had never heard of a PSA blood test until my GP mentioned it. The test is used to help detect prostate cancer. It can be done by your GP and works by measuring the level of prostate-specific antigen (PSA) in your blood. PSA is a protein made only by the prostate gland and it can leak into your blood. So, a raised PSA level in your blood may be a sign of prostate cancer.

"Although a biopsy is still required to ultimately confirm a diagnosis, I really do want men to be aware of this simple blood test and get this test done every year. I firmly believe that if I hadn't had that blood test when I did, then I might not be here now."

You can still donate to Scott's fundraising page here <https://movember.com/m/scottnolan2?mc=39>

## In the News

### BBC Landward

Ian Roberts featured on an episode of BBC Landward, aired November 26th. Ian spoke about our recently launched salmon genetics study and answered questions about the storm damage to our farm at Carradale. You can view the episode here

<https://www.bbc.co.uk/iplayer/episode/m000pvqm/landward-2020-episode-23>

### Scottish salmon back on Saudi menu after 18 months

The trade press covered the good news that a shipment of Mowi Scotland salmon arrived in Saudi Arabia after a lengthy hiatus due to the changes in Saudi seafood regulations in mid-2019.

<https://www.fishfarmingexpert.com/article/scottish-salmon-back-on-saudi-menu-after-18-month-gap>

## A Meeting of Minds

We were delighted to participate in an online event to celebrate and explore the huge growth potential of Scotland's aquaculture sector organised by the Lochaber Chamber of Commerce and the Scottish Aquaculture Innovation Centre (SAIC).

Held via Zoom on November 26th, our Production Director, Meritxell Diez-Padrisa, joined speakers from Scottish Sea Farms, Scale AQ, the Scottish Salmon Producers Organisation, the Scottish Aquaculture Innovation Centre, Lantra and Northern Light Consultants.

120 people joined the event and there was a good discussion about sustainability, business development and growth opportunities, innovations, career paths and skills training.

Frazer Coupland, CEO of Lochaber Chamber of Commerce, said: "We were delighted to host this event that brought people from across aquaculture together. It's a hugely important sector for the west Highlands with fantastic potential for the future."



### Photo of the month

Celebrating St Andrew's Day: Peter Walker, Chris Sill, Stuart Morran, Olly Childs from Loch Ness.

## Meet Connie Pattillo

### What do you do at Mowi?

I am Health Manager for the North Region.

### What did you do before joining Mowi?

Before Mowi I was studying and prior to that worked as an outdoor sports instructor, teaching kids how to kayak and abseil.

### What do you like most about your job?

I like the fact that each day is different and that I learn something new from the rest of the team every day. I have been very lucky in that every area or region where I have worked has had a team of really good people.

### What do you do in your spare time?

I am currently doing up my house so when I am not busy with DIY, you'll find me out walking with my two dogs.

### What is your favourite film?

Hot Fuzz

### What is your favourite salmon dish?

Spicy salmon and tomato pasta

