

NOVEMBER ISSUE

THE SCOOP

MOWI®



From Rosyth to Regent Street



This month, The Scoop caught up with Darren Wilson, national account manager at Mowi Consumer Products, to find out more about our relationship with the Asian inspired British fast food chain Itsu.

Our Consumer Products facility at Rosyth has been supplying Itsu since 2018, initially on a trial basis but now with a contract in place for the next couple of years. Between 11 and 13 tonnes of deep skinned salmon side (E-trim fillet), leaves Rosyth each week destined for Itsu's 75 stores, primarily based in London.

Darren explains: "Our salmon leaves Rosyth for a distribution centre in North London which delivers the product by electric vehicle to restaurants in the capital. The Itsu expert fish cutters on site then prepare the salmon into a variety of sushi products, typically creating 9g nigiri pieces and 12g sashimi pieces from the salmon.

"It's all about the freshness of the salmon. Itsu guarantees that nothing on its shelves has been there for longer than two hours. We have spent a lot of time developing our logistics to guarantee that freshness to the extent that the salmon is in restaurants the very next day after it has left Rosyth."

Itsu has strong values around healthy food that is ethically sourced and sustainable. Animal welfare is extremely important to the business. Mowi recently hosted a visit from Itsu's commercial director, Tom Ward, group brand and marketing director Jemima Ferguson, and technologist, Lydia Ducker, so that they could see first-hand everything that goes into producing quality Scottish salmon.

Darren continues: *"The team from Itsu visited our hatchery at Lochailort, our farm at Gorsten, our harvesting station at Mallaig, processing at Blar Mhor and of course Rosyth where the salmon is prepared to Itsu's specifications before leaving for the capital. I know they were really impressed by the passion showed by everybody they met and our high welfare standards."*

Commenting on the visit Jemima Ferguson from Itsu said: "It was amazing to visit Mowi last month. We saw such pride and passion from everyone we talked to – all of whom seem to have worked with you forever which is a testament to the company culture.

The operation was so impressive from end to end and I think it's fair to say we definitely reached our peak in terms of salmon education and knowledge during those two days! Thank you so much for having us and answering our many (many!) questions."

The familiarisation process is two-way as Darren explains: "Itsu is such a different customer for us at Rosyth as we normally send product straight to retailers.

"At the very beginning of our relationship, we got sushi couriered up to Rosyth so that the team could try it for themselves. I think this really helped them to understand what was required of them for Itsu to create such a premium product. The average spend per person at Itsu is around £7.00 so quality is everything."

With more consumers looking for healthy eating options Itsu's popularity looks set to grow which is good news for Mowi.



Darren, Lydia and Jemima from Itsu

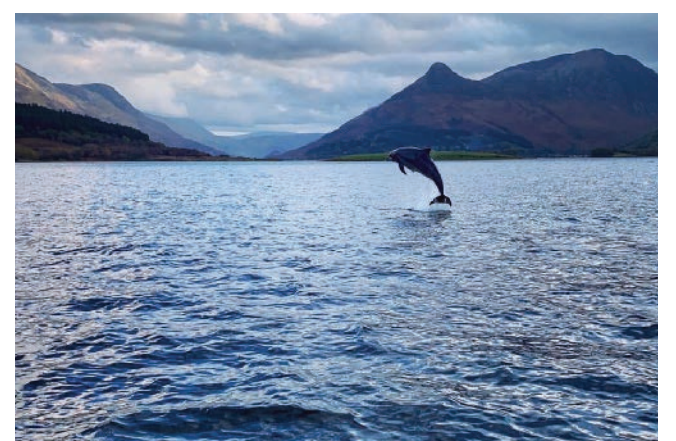
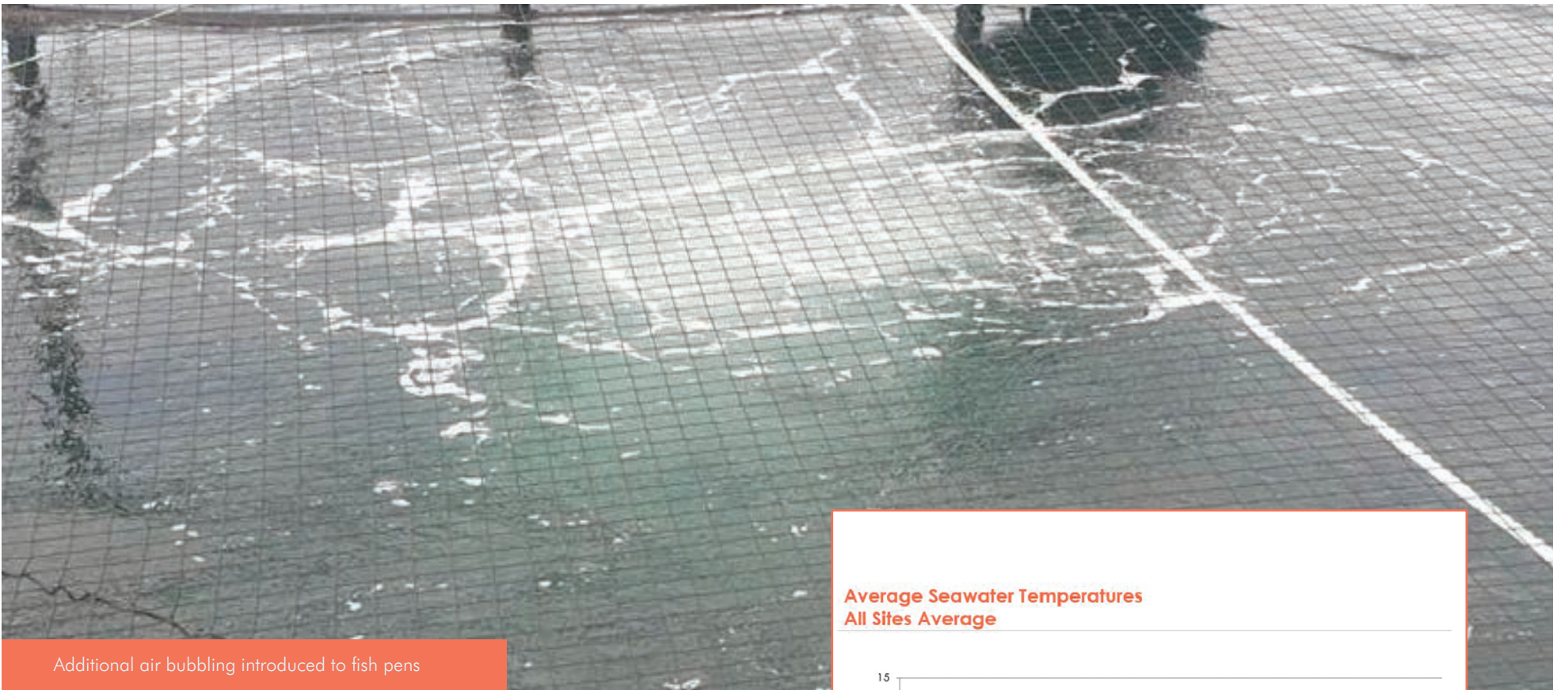


Photo of the month

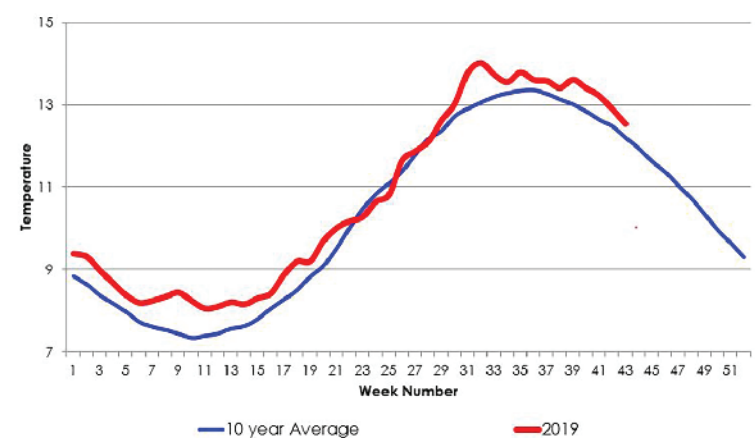
Photo: Loch Leven with Pap of Glencoe in background

Taken by: Andrew Morton



Additional air bubbling introduced to fish pens

Average Seawater Temperatures
All Sites Average



Average sea temperatures (Celsius) at 5 metres depth

Warm temperatures challenge fish health

Warmer than average sea temperatures this year, beginning late winter and peaking in July, have provided challenges to salmon and lumpfish survival at several of Mowi's salmon farms in Scotland.

A recent inspection of our Bagh Dail nan Ceann farm by the Animal and Plant Health Agency (APHA) raised concern that lumpfish* health and welfare was not adequately managed during a month that saw the highest average sea temperatures.

On September 16th, 2019, APHA communicated to Mowi by letter that "You have not been able to show that adequate actions were taken in the period between 10/7/19 to the 12/08/19 in order to promote the welfare of the lumpfish under your responsibility. Not taking effective decision at earlier date has prolonged the period while the lumpfish still at the site have been in need to be protected from suffering and disease."

Mowi staff have since met with APHA inspectors to discuss the agency's concerns and to ensure fish welfare remains top priority for the company and its employees.

Warm sea temperatures – the second highest annual average recorded in the last decade – have provided ideal growing conditions for harmful algal blooms and exacerbated health challenges common to salmon.

"Unfortunately, some farm locations have suffered higher than normal mortality rates over the past few weeks," stated Gideon Pringle, Mowi Scotland's production director. "Our farmers are devastated to have lost fish after spending months raising them at their farms and are doing what they can to protect their fish from this prolonged change to their environment."

To help alleviate fish stress from high water temperatures and associated reduced saturated oxygen, Mowi farmers have provided their fish additional air bubbling where feasible (see header photo), and harvested affected crops earlier than scheduled to reduce biomass.

Despite this challenge, we still plan to harvest guided volumes and remain committed to our open sea site development programme at locations best suited for our fish and the local environment.

Mowi Scotland documents weekly salmon survival at all farms on our website, found at <https://mowiscotland.co.uk/category/lice-mortality-reports/>

*Lumpfish (*Cyclopterus lumpus*) swim alongside farm-raised salmon to help clean a salmon's skin of naturally occurring marine parasites.

Aboard the Beinn Nibheis



In the April issue, The Scoop highlighted Mowi’s new fleet, the Beinn Dearg, Beinn Bhreac and Beinn Nibheis. This month we caught up with James Gunn to find out how the new £2.3 million Hydrolicer is performing on the Beinn Nibheis.

Hydrolicers are an important fish health management tool that safely removes sea lice (a naturally occurring marine parasite) from a salmon’s skin by using light water pressure.



Checking salmon for sea lice

James, who has worked on Hydrolicers for over three years now, talked us through the proces: “Specialists came over from Norway to train us and we are still in constant contact with them to discuss improvements we can make. We work two weeks on and two weeks off and we serve all the Mowi farms up and down the west coast of Scotland.

“The process varies because each pen contains different biomass but the Hydrolicer can treat 80-100 tonnes per hour.” On the day that we spoke to James the crew were treating 40,000 fish weighing around 2kg each.

The new Hydrolicer has a good success rate at lice removal, between 85-98%. The farms do weekly lice counts to determine if treatment from the Hydrolicer is required or not.

The Beinn Nibheis, is fitted with the latest iteration - version six - of the Hydrolicer and new PG HydroFlow ejector pumps, which have no moving parts that can come into contact with the fish.

Speaking about life on board the Beinn Nibheis, James added: *“I really enjoy my job, I get to sail along the beautiful west coast and I take a lot of satisfaction knowing that I am making a difference to the fish in our care.”*



Community news

Congratulations Glenelg FC!

Glenelg FC won its first cup final in 43 years at Broadford on Saturday 28th September. The Clan Donald Cup is fought out by the lower tier of the Bagshaw league that covers the Skye and Lochalsh area.

Mowi’s very own Cam MacDonald, farm manager at Loch Duich manages Glenelg FC and led the team to victory. Other familiar faces include Kieran Harvey from Loch Hourn, who swaps his Fladen for a football strip as team captain. Playing alongside Kieran are two other employees from Loch Hourn, Ewen Macleod and Josh Hewitson.

Mowi has assisted the team over the years with sponsorship and support, here’s hoping it won’t be another 40 year wait for the next victory!



New Record set at Blar Mhor for Quarter 3

In May, The Scoop reported that processing was reaching capacity at Blar Mhor. This month we can report that the team at Blar Mhor set a new record for Quarter 3.

Thanks to seven-day weeks and extended hours, 4,601,623 fish (18,888 tonnes) were processed through Blar Mhor during July, August and September. Even with this Herculean effort, we had to find alternative sites to process the unprecedented level of harvest.

Salmon was sent to Donegal where the team processed 333,070 fish (1,102 tonnes). For the first time some salmon were processed onboard the bespoke vessel Norwegian Gannet (403,221 fish / 1,595 tonnes).

The Norwegian Gannet was used to export salmon directly from pens at our Portnalong, Cairidh and Rum sites to the port of Hirtshals in Denmark.

Ewan MacColl, operations director, processing and feed, commends the team: “I’d like to thank everyone involved for helping us deliver such a fantastic Q3 volume. Everybody showed great flexibility - the teams at Blar Mhor and Mallaig practically worked round the clock, the team in Donegal rose to the challenge and the seawater teams worked closely with the Hav-Line crew who collected, processed and delivered our salmon for the very first time.”

Well done all!

Mowi in the news



Susannah Chapman @SusChap · 18h

Our Aquaculture & Fisheries expert @AllyD_JS talks us through delivering efficient global traceability systems. He presented @MowiScotlandLtd with an award for their amazing work on #FacetimeAFarmer whilst @VMaffone virtually explores one of Mowi's stunning farms #JSFC2019



Lewis Gibson (on left)

FaceTime a Farmer

Back in the July issue, The Scoop reported on our involvement in LEAF Education's FaceTime a Farmer initiative. We were invited to join by Sainsbury's who sponsor the initiative, which is transforming how farmers connect children with their food and where it comes from.

We were delighted to receive an award from Sainsbury's recognising our efforts in this programme. Big thanks to Jayne MacKay, Ben Seaman at Inchmore, Hamish MacDonald and Donald MacIsaac at Blar Mhor and Lewis Gibson at Loch Leven for embracing the FaceTime a Farmer project. It was also great to see our friends at Sainsbury's testing out our VR goggles.

New housing for staff on Rum

The completion of two new houses, one comprising six en-suite bedrooms, kitchen living area and an attached visitor's annexe, the other a three-bedroom manager's house was widely reported. The houses have been deliberately constructed to have a low carbon footprint.

Meet Tony Boyd

This month we meet Tony Boyd who has just celebrated 35 years' service. Congratulations Tony!

What do you do at Mowi?

I am a long term harvest/logistics planning manager based in Fort William.

What did you do before joining Mowi?

I had very different jobs to this role, I was a sales assistant with Currys Electrical and before that I actually did an apprenticeship as a goldsmith would you believe!

What do you like most about your job?

I like the variety. No two days are the same. I think of it as a Rubik's cube in terms of the complexity. I get a lot of satisfaction from solving the logistical challenges. I also work with great people which makes all the difference.

What do you do in your spare time?

What spare time?!! I am a keen gardener, I love to cook with what I have grown. I also look after two crofts, so I definitely keep myself busy!

What is your favourite film?

Kelly's Heroes.

What is your favourite salmon dish?

I make my own gin and beetroot gravlax, which is delicious, though I say so myself!

