

SEPTEMBER ISSUE

THE SCOOP

MOWI®

We are



ALL MOWI TECHNICIANS
CARE AS DEEPLY AS I DO.

Hatchery Technician

Careers with depth
mowi.com/people

I'M PART OF A
LONG LINE OF
SALMON WORKERS.

Factory Operative

I am Mowi

The Scoop is delighted to reveal a brand new campaign designed to attract people to work for Mowi.

I am Mowi brings to life the people at Mowi and shows the diversity of roles within the company, whilst also highlighting how we all come together as one – “We are Mowi”.

The campaign is the culmination of months of planning, filming, photography and even inventing a game. Jayne MacKay, communications assistant, and Sarah Ralston, HR business partner, worked with marketing agency Denvir to create the campaign which will target multiple channels.

Amy McCallum, client manager at Denvir talked to The Scoop about developing the campaign: “Working with Mowi on this campaign has been a breath of fresh air. As soon as we met with Jayne and Sarah, we shared their passion for the incredible people behind Mowi’s success. The project has highlighted some of the most interesting people and environments throughout the Mowi production cycle. Each employee at every step of the process is crucial to the bigger picture success of Mowi and this is what inspired the ‘I am Mowi’ campaign.

“The filming features locations ranging from open water to feed plants and depicts employee roles ranging from skippers to farm technicians. The footage introduces the friendly faces of Mowi,

while conveying a wide range of career options, diverse workforce, and genuine sense of community. The aim of the approach used is to recognise current employees and open the eyes of the rest of the country to the exciting world of Mowi, presenting them with possibilities and enticing them into a career with more depth in every sense.”

I am Mowi is a full toolkit. There are elements specifically designed for schools and career fairs, the most engaging of which is the game that has been developed. There are visuals for social media and then the centrepiece is the film which will be shown at events, housed on our website, loaded on our screen in the Salmon Wagon and played at the Highland Cinema when it opens in 2020 (as reported in the August issue of The Scoop).

Jayne MacKay explains: “At their careers fair, the pupils at Lochaber High School were the first to see *I am Mowi* at the end of August and we got really good feedback from pupils and teachers, especially on the game ‘How Mowi are you?’ For the game, pupils follow a series of questions, where each answer can lead them to a different career path. So, if you answer ‘yes’ to the idea of working in the great outdoors, working with animals and getting hands on, then farming will be suggested as a possible career path for you. Whereas, if you would prefer to be indoors but with an option to be outdoors some of the time and you are a data driven kind of person then an

environmental role might be suitable for you. Ultimately, the game showcases five different departments within Mowi – farming, engineering, environment, support and processing.”

The film takes you on a journey not only of Mowi but of Scotland and you get to meet the team working at one of our hatcheries, at the Feed Mill in Kyleakin and at one of our farms. You see the fish being processed and transported from Fort William and you see the salmon being prepared at Rosyth for retailers. The film is absolutely perfect for the big screen, even the Harry Potter train makes an appearance crossing the Glenfinnan Viaduct.

Sarah Ralston adds: “We know that Mowi is a great place to work and we mark long service awards practically every month. *I am Mowi* is about capturing the spirit of Mowi and inspiring people to think about joining the family. We hope that our very own Paula Duncan, farm technician and mum of two, who features in the film, will appeal to other women to consider a career in aquaculture. Did you know she has 60,000 mouths to feed? Or maybe you’d rather be part of the team alongside Nicholas Hood at Consumer Products and see the salmon destined for dinner plates. Whatever your role at Mowi, as the film concludes - ‘We are all Mowi’.” You can watch the film <https://mowiscotland.co.uk/i-am-mowi/> and look out for the social media campaign coming soon.



The team at Blar Mhor

Let's talk about food safety

A staff survey about food safety will be launched this month to the team at Blar Mhor. We caught up with quality systems manager Nicola MacColl to find out more.

Nicola explains: "As a responsible producer and supplier of Scottish salmon all over the world, food safety is extremely important."

We want to ensure that we are doing everything we can to promote a culture of food safety at Mowi and have developed this survey to gauge understanding and awareness of both the procedures in place around food safety as well as staff perceptions about the importance of food safety for our business."

Staff will have the option to go through the survey with supervisors on a one-to-one basis or access independently online.

Nicola continues: "As a member of the British Retail Consortium (BRC), we follow the food safety standards that are set out and are committed to continuous improvement. We want to ensure not only that staff implement these standards but also that they have confidence to inform management of any food safety breaches. As part of our communication with the team through the survey, we will also be reminding staff how they can report any concerns either face to face or using our whistleblower channel on notice boards and Mowi Connect."

The results of the survey will inform food safety procedure and internal communication channels and reiterate that everybody has a role to play in achieving food safety.



Photo of the month

Photo: Alasdair Ferguson with Kyle the turtle, kicking off Fundraising Fortnight

Taken by: The Scoop

Mowi in the news

Mowi first to try government-funded pen design

Mowi Scotland has taken delivery of the first half of an order for a new fish farming pen, launched by Inverness-based aquaculture supplier Gael Force at Aqua Nor in Trondheim, Norway last month. The SeaQurePen, made possible by grant funding from Highlands and Islands Enterprise, will be based at Loch Maddy, North Uist and is designed for the high-energy offshore sites.



Women in Scottish Aquaculture (WiSA)

The trade press has got behind a recent initiative by WiSA in its ongoing mission to encourage female participation and progression in the industry. The first of the WiSA events will be an academic meeting at the Scottish Association for Marine Science (SAMS) at Dunstaffnage, Oban on Tuesday, September 17. On the following Tuesday, September 24, SAIC will hold a WiSA industry meeting involving presentations and workshops at the Brander Lodge Hotel, Taynuilt, which will be followed by a visit to fish farmer Dawnfresh at Loch Etive. Those wishing to attend should look here <https://www.eventbrite.co.uk/e/wisa-academic-meeting-sams-oban-tickets-67028904257> <https://www.eventbrite.co.uk/e/2-wisa-industry-meeting-taynuilt-and-dawnfresh-tickets-67030137947>



WOMEN IN
SCOTTISH AQUACULTURE

Proposed fish farm off Canna

Our proposed aquaculture development off the island of Canna has been extensively covered by the press. We are in the very early stages of scoping and will continue to work with the Canna Development Trust before application submission.

We are receiving important feedback from key stakeholders and are happy to answer concerns and discuss the social, environmental and economical impacts of the proposed farm and the measures we would take to minimise risk and maximise benefit.

Ian Blackford MP opens pier at Kyleakin

We were delighted that MP for Ross, Skye and Lochaber, The Right Honourable Ian Blackford opened the pier at Kyleakin in August.

The newly refurbished and extended pier means both ingredients and the final feed product can be transported by sea, keeping road haulage to a minimum.

The pier is 147 metres long from the quayside and 20 m wide, 50 m long at the North facing end and 45 m long at the North quay face. It can accommodate up to four vessels at any one time on the four working areas. The water depth allows vessels up to 7000 DWT (Dead Weight Tonnage) to berth.

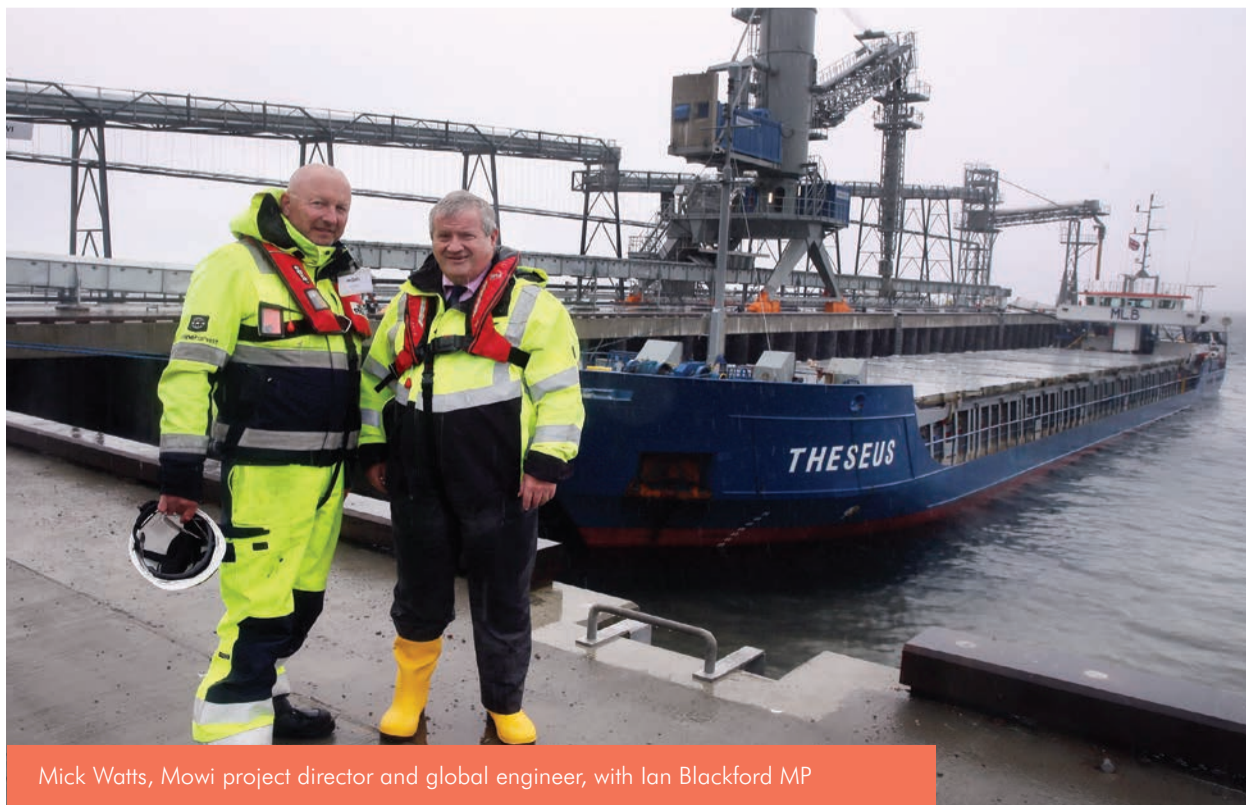
Ian Blackford congratulated Mowi on completion of the pier facilities, saying: "We should never underestimate the importance of the salmon farming industry to this part of the world. We are passionate about creating opportunities for young people and their families to live here and the salmon industry is playing an important role in that. Food and drink are an important part of Scotland's economy going forward and salmon is now our largest food export."

The team at the Feed Mill also held a drop-in session for local residents in August in response to understandable concerns about noise and smell emanating from the site. The event, which was well attended by around 30 people, was an opportunity for our neighbours to meet the team, find out more about the manufacturing process at the Feed Mill and, most importantly, to ask questions or share any concerns.

After the session, we provided contact details to the residents and asked that they proactively inform us of any changes, good and bad, in terms of smell and noise they are experiencing. For our part, we will continue to provide regular updates with new measures we are taking and any changes they are likely to experience.

We are confident that we can resolve the problems relating to the smell and noise coming from the Feed Mill and we will use the best technology and expertise available to do so. We are sorry for the inconvenience and problems that our neighbours have experienced since we started production. Our aim is to be a good neighbour and make a positive contribution to the community in and around Kyleakin; whether that's providing employment or contributing to community projects and initiatives.

The Mowi Feed Mill at Kyleakin is currently in the commissioning phase where every area of the facility is being thoroughly tested. This phase is planned to continue throughout the summer and thereafter slowly enter into continuous production of commercial feed.



Mick Watts, Mowi project director and global engineer, with Ian Blackford MP

Safety First Challenge



Providing defibrillators for our staff and the public

We are committed to the health and welfare of our staff, many of whom work in extremely remote environments on land and at sea. In the case of cardiac arrest, it is critical to access defibrillation as soon as possible.

We are continuing the roll-out of Automated External Defibrillators (AEDs) across Scotland this year to ensure that all our staff have access to this life saving equipment. Using a defibrillator in the first few minutes can make all the difference, especially when the response times of the emergency services are likely to be longer due to the remoteness of our locations.

Mowi Scotland will provide AEDs to every business unit in Scotland. Five AEDs were installed in August, beginning with our most remote sites and further AEDs will be added over the next few months.

In addition to our responsibility to staff, we are privileged to live and work alongside members of the public in extremely rural and remote parts of the country. We think it is important that local communities can also access these life-saving devices. On the Isle of Rum, we will install a Public Access Defibrillator (PAD) which will be entered on the AED Locator Map <http://www.heartsafe.org.uk/AED-Locations> so that both the public and the emergency services can locate the nearest defibrillator.

All staff working at remote locations and on our fish farm installations will receive First Aid training and specific guidance on using AEDs. However, these machines have been designed to be extremely easy to use. They are semi-automated and come with pictorial and audio instructions.

Billy Glen, health and safety manager, concludes: "With survival rates using AEDs as high as 74%, these machines really are life-saving and we are proud of our commitment to install them nationwide."



Community news



Alasdair Ferguson and Charlene Maguire

Fundraising fortnight

At the time of writing we are one week into Fundraising Fortnight, the latest phase of the campaign to raise £85,000 for much needed repairs to the Lochalsh Leisure Centre. The team at Ferguson Transport & Shipping has stepped in to help. During Fundraising Fortnight, Ferguson Transport & Shipping has pledged to match any donations, up to a total of £5,000, and is encouraging other businesses and individuals to support the campaign. So, if you were going to pledge, do it now and your donation will be doubled! <https://www.justgiving.com/crowdfunding/lochalshleisurecentre>



Mallaig FC

New kit for Mallaig FC

We were delighted to provide new kit for Mallaig FC. Good luck to the team this season!



Angus and Jayne MacKay, Jenni and Ken Loades

Salmon Wagon raises money for Lochaber Rural Education Trust

The Salmon Wagon had its second public outing at the Lochaber Agricultural Show. All the salmon goodies we sold resulted in a total of £682.00 for the Lochaber Rural Education Trust. We were delighted that MSPs Fergus Ewing and Kate Forbes came along to sample the salmon as well.

Meet Ross Cormack

What do you do at Mowi?

My official job title is sales controller and assistant financial accountant. Throughout the month, I mostly work on Feed reconciliation for Farming Scotland as well as payroll reconciliation, and some ad-hoc analysis work. At month-end I put my sales controller hat on and report on our sales for the month.



What did you do before joining Mowi?

I got married at 22 and moved to Wiltshire, where I lived for five years. During that time, I worked for the MoD in the Defence Support Group and did a 12-month tour of Afghanistan and the Gulf. When we moved back up to Scotland I worked for SSE for a couple of years before Mowi came calling.

What do you like most about your job?

I really enjoy the problem-solving aspects of my job, and the satisfaction of seeing things running more efficiently and smoothly. I've also never worked with more helpful colleagues, which certainly makes the working day more enjoyable.

What do you do in your spare time?

My spare time revolves mostly around sport. I watch my local football teams, Dunfermline and Kelty Hearts, and go along to watch Fife Flyers at the ice hockey with my wife. I run my family's crazy golf tour (it has an Order of Merit and four trophies...!) and I run my local church's Sunday School. Playing wise, I attempt football, snooker and golf on a weekly basis.

What is your favourite salmon dish?

Thai Salmon fish cakes is my favourite, they have a wee bit of a kick to them, but not too overpowering.

Haste ye back!

This month we say goodbye to Martin Røed, fish health manager in Scotland for the last three years.

Martin made quite an impression here, not least because of his journey to Mowi Scotland, which for those who didn't know, was a one-way ticket to Edinburgh where he managed to convince us to give him a job after just three days in the capital.

With a degree in aquatic medicine from the University of Bergen, Martin was a valuable member of the fish health team and worked across the whole of Scotland.

On his last day Martin said: "Three years ago a confused Norwegian turned up at the doorstep in Farms Office with a big empty backpack and now I return to Norway with so much life and work experience. It has been an absolute privilege to work with you all and to learn so much along the way from all the many years of experience that surrounded me. I shall miss every one of you, especially the Health team and all the people in Lewis and Harris, Uist and Barra and the upper south region."

Our loss is Norway's gain – Martin will join the Research and Product Development team at Mowi Feed in Bergen and will focus on our strategy to improve fish health and robustness through feed.



Martin and his trusty companion