

JUNE ISSUE

THE SCOOP

MOWI®



New branding for logistics fleet

Creating a wow factor at the Seafood Expo Global

Following our rebrand to Mowi this year, we wanted to make a big impact at the 2019 Seafood Expo Global in Brussels in May. And we did not disappoint!

Our new stand was both eye-catching and a big hit with visitors. We made salmon the hero by creating an open cooking area and comfortable dining area. Guests were treated to fantastic food prepared by Asian chef Alon Than who made sashimi and sushi. His live demonstration was shown on a big LED wall.

We even managed to incorporate virtual reality into our stand. Visitors marvelled at a 360-degree virtual reality film about Mowi farms and salmon.

The Expo welcomed 1,900 companies from 78 countries and the atmosphere was amazing.

Mowi staff from sales and marketing were given VIP treatment the night before the doors opened to equip them with all the knowledge and tools to meet customers and key stakeholders all week. Ola Brattvoll welcomed Team Mowi, Andreas Jöhler (featured in the December

issue of The Scoop) gave a presentation about the MOWI brand and Hilde Dewachtere explained the concept behind the new exhibition stand.

Our annual customer and investor reception at the Expo was extra special. Appetisers, drinks, including salmon coloured Mowi cocktails, live jazz and even a talking salmon on the big screen combined to create an unforgettable event.

Kayleigh Segart, marketing officer for Mowi Belgium, was part of the team that made it such a successful event and said: "We were delighted with this year's Seafood Expo Global. Our stand definitely had the wow factor and attracted a broad range of people including customers, suppliers and media. Lots of visitors said our stand was the best we had ever had so all the hard work in the lead-up to the Expo really paid off. We are already thinking about next year so block out April 21st–23rd 2020 in your diaries!"

Mowi in the news

Lochalsh Leisure Centre fundraising campaign gathers pace

Last month The Scoop reported that Mowi had kicked off the fundraising efforts to raise money for a new roof at the Lochalsh Leisure Centre with a donation of £13,500 and support for a publicity campaign to raise the rest. This month, we are pleased to update readers that, thanks to a generous donation from Eilean Donan Castle and its owner the Conchra Charitable Trust of £10,000, the trustees from the leisure centre have decided to increase the target to an ambitious £85,000. All money raised will help pay for much needed repairs and improvements. At the time of publishing, almost £28,000 has been raised! Look out for Kyle the turtle on social media.



Charlene Maguire, Lochalsh Leisure Centre manager, and David Win from Eilean Donan Castle





New feed barge joins the fleet

A brand new SeaMate concrete feed barge has been delivered to our seawater site at MacLean's Nose. This 400-tonne vessel has been built in Inverness by our trusted and long-standing supplier Gael Force.

The SeaMate is a significant investment to MacLean's Nose. The barge features the very latest technology and innovation, increasing not only the efficiency of our operation but also the comfort onboard for our team. The SeaMate incorporates a six-line SeaFeed feeding system which can distribute 400 tonnes of feed.

We caught up with Rosie Curtis, manager at Maclean's Nose, when she was at Gael Force in Inverness for the final inspection and handover. She was clearly very excited: "This new barge will be like a luxury castle for my team! I know they are looking forward to trying it out. It will make a real difference to our efficiency as it will be able to feed more than one pen at the same time."

Staff onboard will benefit from underfloor heating, showers and a fitted galley kitchen. Ten staff will work onboard in a two weeks on two weeks off shift pattern.

Stephen Offord, production director at Gael Force, said: "We are delighted to see our latest SeaMate Feed Barge make its way to MacLean's Nose. Mowi has received an advanced feed barge along with the highly innovative SeaFeed feeding system installed on board. Our skilled team has worked collaboratively with Mowi to ensure we addressed all their needs for the site and as a result I am very confident this kit will support them in safely and sustainably growing their salmon to a superior standard.

"We are prouder than ever of the strong customer-supplier relationship we have built with Mowi over the years. Through continuing to develop a greater understanding of their needs we look forward to remaining a key trusted supplier of theirs for years to come.

"Our very best wishes go to Rosie and the team at MacLean's Nose."



Stephen Offord from Gael Force and Rosie Curtis from Mowi

Blar Mhor always delivers

This month we spoke to Angus MacKay, process planning manager at Blar Mhor, to find out more about how our salmon gets to the customer.

There is a team of six in logistics. Angus oversees process planning and outbound, and Tony Boyd is in charge of inbound logistics. The scale of the operation is staggering and yet Angus makes it sound so easy.

He explains: "Obviously we have contract customers and regular sales with core customers so once these orders are entered in M3, the M3 planning tools generate a forecast for the number of boxes we will need to fulfil those orders and then we match that against the harvest plan. The forecast is extremely detailed, we literally know the number of boxes we can generate from each farm, even down to the individual pen and size of the fish."

Once all the fish have been allocated against the orders, Angus and his team let the global sales teams have access to the remaining availability shown to find customers. Then it's all systems go to send the salmon to the final destination which could be at the other end of the UK, Europe or as far as Asia, USA and the Middle East.

The system used for this critical part of the process is both sophisticated and common to all Mowi sites around the world, as well as freight partners: "We use several airfreight forwarding companies to get the best possible service, airfreight rates and space to our destinations, but the process is the same regardless of the supplier. Pallets full of Mowi Scotland salmon, complete with all the necessary documentation such as health certificates and certificates of origin, are sent to a depot in Larkhall, just south of Glasgow, and then on to the airport.

"We have visibility of the pallets throughout the entire journey. The pallets are scanned from Blar Mhor when they are loaded onto the truck. They are scanned in again when they reach the depot. When they leave the depot, they are scanned for dispatch as shipments to the customer."

Although the UK is still the biggest market for Mowi's Scottish salmon, the product is in global demand with France being the second biggest market, followed by China and the US. A pallet of salmon can be with a customer in the US within just two days of being harvested with an extra half day to reach China. The main airport used for overseas customers is Heathrow, but Glasgow and Edinburgh airports are also used for China and the Middle East.

By the time readers of The Scoop are reading this June issue, more than 3,000 tonnes of salmon will have been airfreighted this calendar year.



The logistics team at Blar Mhor



Testing our evacuation procedures



In May, Carradale was the scene of an emergency simulation and joint training exercise with the RNLI and Coastguard agencies to test Mowi's health and safety procedures in the event of evacuating a casualty from a feed barge. We spoke to Billy Glen, health and safety manager, to find out more:

"Teams from the RNLI and Coastguard successfully ran three simulation exercises in Carradale to ensure that the emergency teams there have the knowledge, skills and equipment to deal with likely scenarios.

"The group was challenged to evacuate a casualty who had collapsed at the work bench area in the barge. Other exercises involved evacuating personnel from restricted spaces in the basement of the barge and getting them up and out of the emergency stairs on stretchers.

"The simulations went extremely well. Dummies were used for two of the exercises as a precaution. The successful operation of the first two exercises meant that both agencies had confidence for us to use a volunteer for the third exercise. So, a member of the team from the RNLI was evacuated from the work bench area on a stretcher up the stairwell.

"It's obviously a serious matter because the scenarios are so realistic but that didn't stop all participants from enjoying themselves. A good day was had by all."

Billy is now working on a detailed debrief and any necessary updates to procedures to ensure that, should the worst happen, team Mowi has every confidence in the procedures and equipment in place to deal with emergencies.



Training exercise at Carradale

Fair and balanced reporting?

Since the last issue of The Scoop, the salmon farming industry was once again in the media spotlight, this time featured on BBC Panorama.

In a programme entitled "Salmon Farming Exposed", Mowi's Ian Roberts and Julie Hesketh-Laird from the Scottish Salmon Producers Organisation (SPPPO) were interviewed as representatives of our industry.

We caught up with Ian Roberts, director of communications, to get his perspective on the final edit that aired May 20th:

"The BBC Panorama show that aired last month was always going to be a negative portrayal of our sector, and here's why.

"In my nearly 30 years of salmon farming in Canada and Scotland, I have witnessed many government-led 'inquiries' about our business. Most inquiries are initiated by a concerned stakeholder with a vested interest but are also led by science and experts. Each of these evidence-based inquiries has made important recommendations to our farming sector, by way of improvements to regulation, process and/or technology. No inquiry has ever concluded that salmon farming is having more than a minimal and manageable impact on the local environment.

"Therefore, it shouldn't come as a surprise that immediately following the publication of the report by the Rural Economy and Connectivity (REC) Committee from the Scottish Parliament in 2018 – one that found no evidence to support the Salmon and Trout Conservation's call for a moratorium on salmon farming – we are confronted with a rash of negative communications. We should expect this. When our critic's narrative fails to impress at evidence-based inquiries, the same narrative is repeated in media, and often unchallenged.

"The portrayal of the salmon farming industry by two flagship current affairs programmes from the BBC (The One Show and Panorama) has, unfortunately, provided a channel for an unchallenged narrative, and should be disappointing to the BBC audience who should expect balanced reporting.

"Salmon farmers are certainly not beyond criticism and have never professed to be perfect. But we deserve to have a fair opportunity to communicate our responses to the challenges we face growing fish, and how growing salmon provides massive benefits for human health and Scotland's rural communities.

"The thousands of hard-working men and woman who grow the UK's favourite seafood and highest valued food export deserve a better and more balanced representation from our country's public broadcaster."

Mowi published a full response to the points raised by BBC Panorama on our website and proactively shared this with customers and partners ahead of the broadcast. It can be read here and we would encourage everybody to take a look <https://mowiscotland.co.uk/bbc-panorama-response/>

To provide our readers with a balanced view, we would also encourage you to read SEPA's response to BBC Panorama <https://www.sepa.org.uk/regulations/water/aquaculture/bbc-panorama-response/>

Later in the year, The Scoop will feature how Mowi is implementing the revised regulatory regime due to be introduced by SEPA this month.

Community news

Lochaber High School nets new sponsor

Girls in the netball team at Lochaber High School are delighted with their brand new strip, courtesy of Mowi. We wish them luck this season.



Back of the net!

Congratulations to South Lochaber Thistle AFC who beat Strathclyde University 5-0 in May. Seven guys from Mowi Scotland were picked for the squad for that match: Dave Forbes (finance), Shaun Hendrie (Gorsten), Iain MacLellan (Leven), Cameron Grant (Linnhe), Bradley Cameron (Arkaig), Craig Cameron and David Horne (Ardnish). Mowi also provided the transport to the game. Let's hope the team is on a roll!



Bangor Careers Fair

Gareth Siney, farm manager at Port na Cro, revisited his alma mater to meet students about to graduate from the School of Ocean Sciences at Bangor University.

Many companies were present to encourage talented graduates to enter careers in seabed mapping or renewables. As the only aquaculture company represented, lecturers, students and even other companies were curious about the scale of the industry and how it has changed since its inception over 50 years ago.

This was the second time that Gareth had attended the Careers Fair and he has already been invited back next year - a clear sign that Bangor recognises aquaculture as a good career choice and that Mowi offers great opportunities for these talented graduates to use their knowledge to continue the Blue Revolution.



Meet Rosie Curtis



What do you do at Mowi?

I've been the manager at Maclean's Nose for the last three and a half years. Before that I was a manager at Laga.

What did you do before fish farming?

Although I've been with Mowi for 21 years, I had quite a varied career before that. I qualified as a chef and was head chef at Nevis Range for seven years. Personal reasons brought me home to help take care of my father who had been diagnosed with cancer. After he passed away, I had all kinds of jobs including one driving an ambulance car. Both my husband and brother worked for Marine Harvest, as it was then, and when a job came up for a farm technician, they encouraged me to apply. I did and the rest is history.

What do you like most about your job?

Everything! Every day is a challenge. Ultimately though I take great satisfaction knowing that I am producing good quality salmon that forms part of a healthy diet.

What do you do in your spare time?

I am on the go all the time! I am the watch manager for the local fire team and deputy station manager for the Coastguard. I also have three children and a croft with Highland cattle and sheep.

What is your favourite film?

I don't really have time to watch films so I'll say Braveheart!

What is your favourite salmon dish?

Salmon baked with asparagus and served with new potatoes and hollandaise sauce.



Clara McGhee, Ben Hadfield, Kendal Hunter

Showing promise at the Aquaculture Awards

Congratulations to Mowi's Clara McGhee and Kendal Hunter for their nominations for 'Most Promising New Entrant' at Aquaculture Awards 2019. Clara was honoured to receive the winning award in Edinburgh May 29.

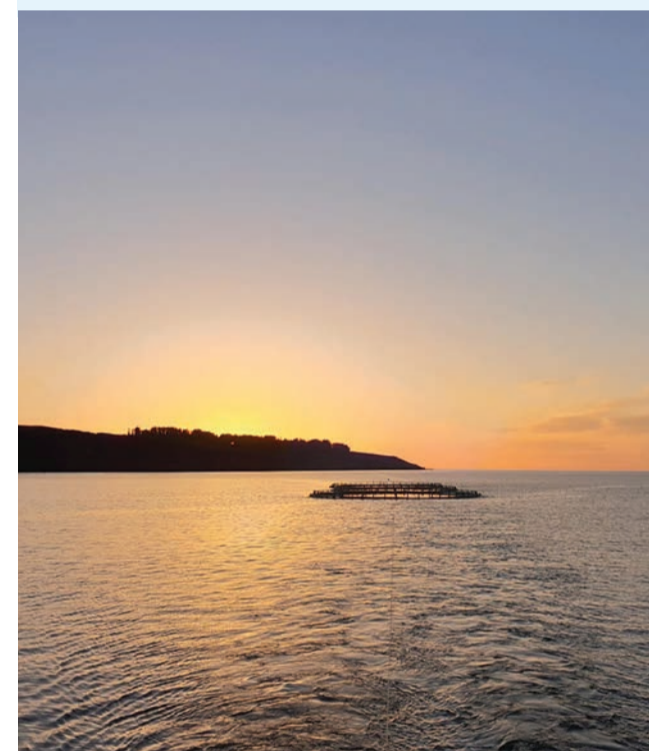


Photo of the month

Photo credit:
Colonsay by David Campbell

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