

MAY 2021 ISSUE

# THE SCOOP

MOWI®



The making of a MOWI advert

## Hungri? Fancy some tasti, qualiti, MOWI salmon?

**You will once you've seen our primetime ad this month!**

Aired on STV on May 1st in the Jonathan Ross Show slot, May 2nd during Skyfall, and again May 3rd during the primetime Coronation Street slot, the TV advert will also appear as multiple slots in the rest of the UK, on Sky, ITV, Channel 4, YouTube, on catch up channels and social media platforms. It is hoped that consumers will soon become fluent in Mowi lingo and inspired to eat MOWI salmon.

The TV ad, created by Scottish creative agency, The Lane Agency, showcases the versatility of MOWI branded Scottish salmon and leaves viewers in no doubt about the pristine environment where the salmon is raised.

The Scoop caught up with Marketing Manager, Jo Nola: "Following a successful retail introduction of the MOWI range in March, it's really exciting to be moving to our next phase of marketing support where we increase the awareness and desire for MOWI salmon. We have learnt from other markets like Poland and France who have already successfully launched the MOWI brand and are putting our own special twist on the advertising for the UK audience.

"The idea behind 'MOWI lingo' is to introduce consumers to excellent salmon and of course the word 'MOWI' so we make a very deliberate play on lots of words in the film and have a lot of fun with 'hungri' people eating 'tasti' salmon with 'happi' faces. In just

30 seconds, we show just how delicious and versatile MOWI salmon is. You see it being flame grilled, pan fried, stir fried, barbecued, served with pasta, served in a salad or eaten on a bagel. Focus group testing revealed that consumers felt uplifted after watching it and, importantly, in the mood to eat salmon!"

The advertising is just one element of the multimillion-pound marketing campaign behind the launch of the MOWI brand in the UK, all designed to drive awareness and desire for MOWI and grow category sales.

James Cowan, Head of Sales for Mowi Consumer Products UK, is pleased with how the MOWI brand is performing: "We understand from Sainsbury's that since the launch, the overall category at Sainsbury's has grown ahead of the marketplace so it is great that MOWI has played its part in that. We want to bring more consumers into the seafood aisles and get them picking up the fabulous products made at Rosyth from the best salmon in Scotland."

A big thank you from Jo: "Thank you to our feed and farming colleagues in the west and all the team in Rosyth for getting us to this point. A big thank you to Rosie and the team at Maclean's Nose and Laga Bay for helping us film the ad, we hope you enjoy the final cut."

<https://www.youtube.com/watch?v=HAfV72yovfU>



MOWI HEALTHI



MOWI TASTI



MOWI QUALITI

# Largest salmon pens in Scotland planned for Western Isles

Mowi Scotland will seek permissions to install 200 metre circumference sea pens at its most exposed salmon site off the Western Isles, as storm event simulations show better performance of larger, high-specification high-density polyethylene pens in big storm events.

In response to three salmon escape incidents from its Hellisay farm over the past four years, Mowi Scotland's multidisciplinary team will deploy the most robust infrastructure available to protect the health and safety of its employees and fish.

Ben Hadfield, COO Farming Scotland, Ireland & Faroes, says: "We received an enforcement notice from Marine Scotland, which I thought was fair given the incidents at this site, and whilst we are pleased with the exceptional water quality and good biological performance of our fish in the Hellisay site, we are obviously disappointed with our containment record. Mowi has a clear target of zero fish escapes, and we are determined to meet this target even when challenged with

extreme weather conditions. We also have a well-resourced and talented team, who are accomplished at solving such challenges."

Investigations into past escape events have identified a failure in infrastructure (damage to pen structure and/or netting) during severe storms. In response, Mowi has established a multidisciplinary team consisting of its most experienced farm managers from the Faroes, Ireland, Norway and Scotland and a range of consultancy services such as marine engineers and wave climate analysts to provide its recommendations on what is required to ensure the farm defends against a 'one in 200 year' storm event.

The installation of Hellisay in 2012 preceded a 2018 Scottish Government report that recommended aquaculture companies look to high-energy locations with deep water in exposed areas with strong currents, to grow production in a sustainable way.

## Hellisay Atlantic Salmon escape events reported to Marine Scotland:

November 2018 – 24,752

October 2019 – 23,970

February 2021 – 19,686

Mr Hadfield adds: "Mowi is a leader in farming high-energy locations that present increasingly challenging and beneficial sea conditions. We must however continue to work on our aim of zero escapes at all farming locations."

## Mowi graduates start next chapter

Graduates, Connie Fairbairn, Shannon Graham and Hilary Turnbull have completed their training programme and secured permanent roles. The Scoop caught up with the terrific trio.

**Connie** "I have enjoyed my time on the graduate programme and am very happy to now be placed permanently. I hope to continue progressing towards a farm manager position and learn from all members of staff at Mowi."

**Shannon** "The graduate programme provided me with the opportunity to gain experience across all aspects of the aquaculture industry. I am looking forward to being based at Lochailort Hatchery in my permanent position as Assistant Manager and being part of the successful production of our fish."

**Hilary** "A highlight for me has been the sheer kindness and support I have received from every farm or site I have worked at. This welcoming atmosphere allowed me to get the most from every site and manager I worked with. The graduate programme has given me the confidence to progress within Mowi and I'm excited for this next chapter, taking on a Health Manager role in the Western Isles."

Congratulations Connie, Shannon and Hilary! To read more about their story, click <https://mowiscotland.co.uk/2021/05/03/graduates-join-mowi-scotland-in-permanent-roles/>



## Promotion news

Congratulations to Connie Pattillo and Donnie MacKay on their much deserved promotions. Connie has been promoted to Farm Manager at Greshornish and Donnie has been promoted to Farm Manager at Erisort. Connie was also named up-and-coming woman of the year under 30 by Women in Scottish Aquaculture (WiSA). Speaking about her promotion, Connie said: "I am excited to take on the role as Farm manager at Greshornish. I am looking forward to the new challenge and working with the guys on site. Combining their experience and knowledge with mine should lead to a successful cycle."

Donnie has been with us for over 20 years. He started at Gorsten as a Farm Technician, then four years ago he moved to the Western Isles to take up a position as Assistant Manager. Now, he has been promoted to Farm Manager. Donnie said: "After moving to the Western Isles four years ago, I am delighted to be appointed and promoted to Erisort Farm Manager and look forward to the next cycle."



Connie Fairbairn



Shannon Graham



Hilary Turnbull

# Mowi farm life captured on camera

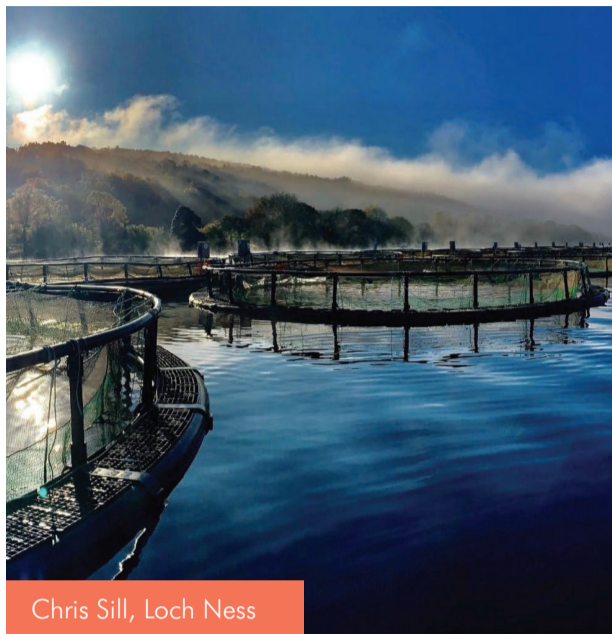
The Scoop is delighted to reveal the winners of the Mowi Farm Life competition, which challenged staff in Scotland and Ireland to capture life around our farms in photographic or video form.

After a shortlist voted for by staff the judging panel chose two winners.

Winner for submitting the most unique entry was Kevin Mathers of Loch Linnhe with his 360° photo captured by drone.

Winner for the most artistic submission was Chris Sill from Loch Ness who captured the majesty of Loch Ness in the early morning.

The quality of entries was superb and the competition will be run again later this year. The Scoop will feature some of the entries in our regular photo of the month slot throughout the year. Visit the Mowi Scotland YouTube channel to watch the video entries.



Chris Sill, Loch Ness



Kevin Mathers, Loch Linnhe



A stag at Glenfinnan by Simon Shaw



Shetland ponies sharing lunch at Hellisay



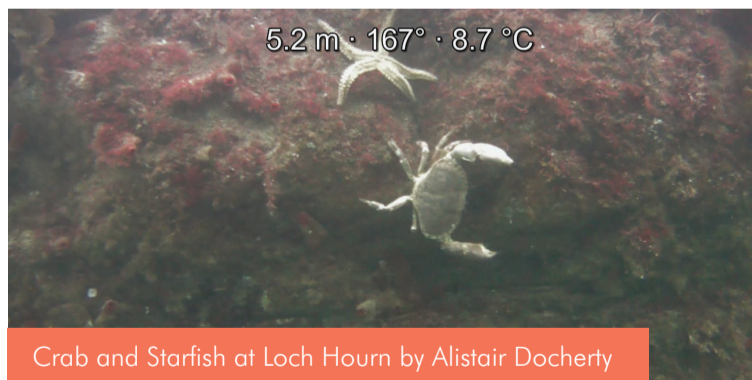
Sea squirts at Loch Hourn by Alistair Docherty



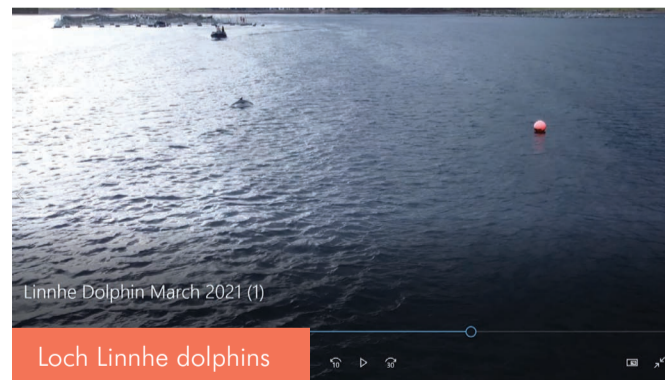
Wild ducks at Loch Ness by Chris Sill



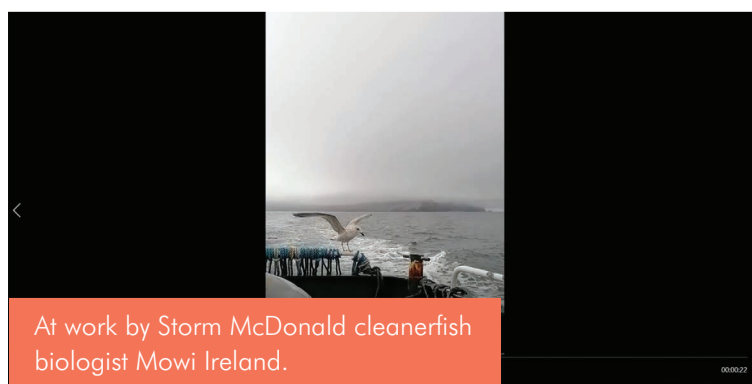
"Mallaig catch of the day" – a painting by Pawel Cymbalista



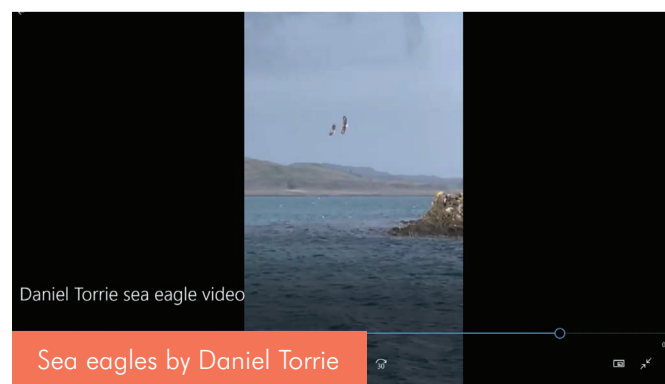
Crab and Starfish at Loch Hourn by Alistair Docherty



Loch Linnhe dolphins



At work by Storm McDonald cleanerfish biologist Mowi Ireland.



Sea eagles by Daniel Torrie



Red squirrel at Loch Ness by Chris Sill

## Mowi in the News

### World's biggest thermolicer set to join Mowi Scotland

Fish Farming Expert featured the launch of the 35-metre Camilla Eslea into the water at Groningen in The Netherlands by boatbuilder Nauplius Workboats. Built for Scottish company Inverlussa Marine Services, it will join our fleet this summer. Read more here <https://www.fishfarmingexpert.com/article/fish-farming-vessel-set-to-make-a-splash-on-the-internet/>

COO, Ben Hadfield, challenged claims made by Compassion in World Farming (CIWF) and anti-fish farm activists about welfare breaches at five Scottish farms run by different producers. <https://www.fishfarmingexpert.com/article/mowi-scotland-chief-hits-back-at-insulting-fish-welfare-allegations/>

As the tourism season gets underway, the Scottish Salmon Producers Organisation (SSPO), has launched a campaign to help swimmers and watersports enthusiasts to stay safe in water close to salmon farms.



## Countdown to first throw up of Mowi league

Not long to wait until the first fixtures in the Mowi league get under way. As a supporter of shinty and the Camanachd Association for 35 years, we are as excited as the fans to see the game resume.

### Mowi Children and Young Person Development Fund

This year, recognising the central role of shinty in bringing many of our rural communities together and the struggle felt by so many young people during lockdown, we've increased our support with the Mowi Children and Young Person Development Fund.

This fund will support shinty clubs in their development and is focused on enhancing opportunities for children and young people up to the age of 18. It is hoped that it will increase opportunities and participation at accredited or accrediting member clubs by providing a maximum grant award of £500.

Contact training has been allowed for youths since April 5th and The Scoop caught up with members of the Inverness Shinty Club to find out how children, their parents and their coach were feeling about being able to start training again. This is what they told us.

For one boy: "The best part about being back was seeing everyone again, playing shinty and earning a drive thru on the way home as a treat!"

A parent told us: "It's just shinty isn't it? Kids playing, enjoying themselves and having fun."

For the coach: "As a coach I would say it's a double-edged sword. On one side you have the responsibility surrounding the start of training, completing the COVID protocols, everyone following the guidelines, wondering if anyone will attend. But, on the other side after the first session is completed, all the doubts are proven to be unfounded, the kids have been full of energy and the session is full of laughter and smiles. That's what it's all about!"

### 2021 Mowi League Structure

The Camanachd Association has revealed the Mowi League Structure for 2021. It comprises abbreviated leagues of six teams and has been designed to provide clubs with the opportunity to

play as many games as possible in the restricted calendar, playing 10 league matches and reducing the amount of travelling involved.

Derek Keir, Camanachd Association CEO, told The Scoop: "Mowi Scotland's continued support of shinty has made the planning and preparation of the 2021 Mowi League Structure all the more possible to ensure we continue to provide opportunities in every shinty community across Scotland. The structure proposed will allow all of our clubs and members to return to the game they love and to do so in a regionalised competition. We at the Camanachd Association have been heartened by the progress that many clubs are making in their return to training in line with COVID guidance. We look forward with hope and plan cautiously for a safe return to shinty and ensuring that opportunities will be safe and fun for all."

Here's to a great season!



U17s Mowi London Shield Winners, Skye Camanachd



U14s Mowi North League Champions, Beaulieu

## Meet Innes MacDonald

### What do you do at Mowi?

I am a farm technician in the Lochboisdale area. I am involved in all aspects of raising our salmon. I take water samples to identify plankton/jellyfish in the water, I feed the fish and take good care of them.

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

I like that no two days are the same and I get to meet a range of people from different cultures.

### What do you think would surprise people the most about aquaculture?

The amount you have to know. It is a massive industry. Although you can start in this role without a specific qualification, there is a huge spectrum of knowledge required.

### What advice would you give someone wishing to make a career in aquaculture?

Go in with an open mind and try to do as many different jobs as possible to expand your knowledge.

### Who would be your ideal dinner guest and what salmon dish would you make them?

Tyson Fury and I would get my mum to make us salmon burgers with sweet potato fries.

