

# THE SCOOP

**MOWI**<sup>®</sup>



Mowi salmon bearing Royal Crest



## Royal Warrant of Appointment extended

**We are extremely proud and honoured that the Royal Warrant of Appointment for our Scottish Salmon has been extended for a further five years until 2027.**

The Royal Warrant of Appointment was established in the 15th century by the Lord Chamberlain. It meant that approved merchants who had supplied specific goods and services to the Royal Household for at least five years had the right to use the Royal Arms in connection with their business. Holders of the Royal Warrant were also allowed to use the Royal Arms on

their product and packaging and to display the designated crest on their premises.

Commenting on the extension, Georgina Wright, Head of Sales, said: "It is an honour that Mowi Scotland is the only supplier of fresh salmon to Her Majesty. The Royal Warrant, clear from the Royal Crest on our boxes

of salmon that are sold all over the world, is recognised and held in high regard globally and lends even greater provenance to the Mowi story."

Mowi Scotland has held the Royal Warrant since 1990.

## Awards success

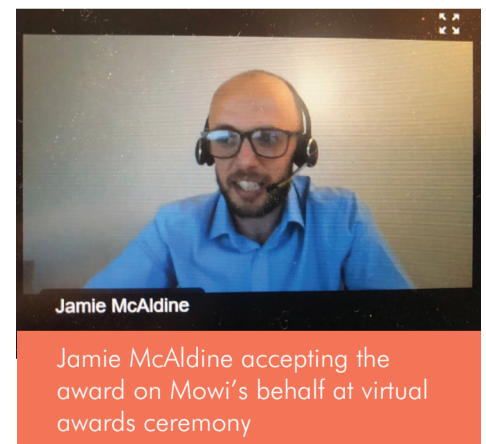
**We were delighted to win the Benromach Award for Excellence in International Business at the Scottish Council for Development and Industry (SCDI) Highlands and Islands Awards in June.**

In the most turbulent of years which presented the Scottish salmon industry with challenges posed by COVID-19, in which restaurants across the globe shut down, combined with the logistical challenges in a post Brexit world, Mowi was able to overcome these challenges and still deliver growth both in terms of volumes and customers in emerging markets.

The judges were particularly impressed with Mowi's approach to Brexit which saw Mowi Scotland form a cross

functional Brexit working group which was effective in minimising negative impact on exports to the EU. Mowi Scotland was in fact the first truck of Scottish seafood that entered and cleared customs into the EU on the night of Saturday 2nd January 2021 – an achievement which was singled out on the night when Mowi was given the award.

Mowi Scotland was also awarded bronze in the category of outstanding supporter of coastal communities for its continued support of shinty and the Camanachd Association.



**scdi** Scottish Council for Development and Industry

**HIGHLANDS & ISLANDS BUSINESS EXCELLENCE AWARDS 21**  
**WINNERS**  
**scdi** Scottish Council for Development and Industry

# Bright ideas at Rosyth

**Staff at Consumer Products UK are being encouraged to share their 'bright ideas' for improving systems and processes at Rosyth. Posters about the scheme, which is incentivised, have been put up around the factory and staff simply need to write down their 'bright idea' which will then be considered by the Operational Excellence (OPEX) team. The member of staff behind an idea that is taken forward and implemented will receive a voucher.**

The initiative was the bright idea of Daniel Sheerin, OPEX Manager, who told The Scoop: "We've got a great team on the factory floor here who know their job and their working environment inside out and backwards. On any given day, they might encounter an issue and think 'I don't know why we don't just...' and that's what the Bright Ideas scheme is all about. We want to hear the end of that sentence. Often, a relatively small issue can snowball if isn't addressed so through this scheme, we want to hear from our staff doing the job and involve them in coming up with a solution."

So far, there has been a positive response to the initiative. Daniel shared Wendy Mason's bright idea, which was the suggestion of installing a

mirror behind the filleting machines. This would highlight if there was a jam with the machine much earlier than we currently discover it, often when it is too late and we have a number of damaged fish on the production line. Thanks to Wendy's suggestion, a reflective strip has been ordered and will be placed on the wall behind the machine in the next few weeks. This simple solution could actually result in a significant cost saving over the course of a year as it will significantly reduce the amount of damaged fish that have to be discarded.

More bright ideas have been received from Robert Klara, Lauren Jones and David Johnstone. Their proposals will be followed up and The Scoop will report back.



# MOWI salmon is a hit on lifestyle channels

**If you haven't started following MOWI Salmon UK on our social channels yet, then you're missing out! Pinterest and Instagram especially are performing extremely well for the recently launched MOWI brand range.**

Pinterest is attracting 200,000 views a month and recipe pins are being saved on average 800 times a month. The most popular recipe is salmon linguine with white wine, chilli and olive oil – click here if you haven't tried it already: <https://mowisalmon.co.uk/recipes/salmon-linguini-with-white-wine-chilli-olive-oil/>

Over on Instagram, our campaigns are reaching

over a million accounts a week, boosted by some strategic partnerships with relevant influencers including Sophie's Healthy Kitchen, Dem the Pesc, Social Bitches, Miss Rachel Phipps and Georgia Eats.

Speaking about the ongoing campaign for MOWI Salmon UK, Jo Nola, Marketing Manager, told The Scoop: "We knew from the outset that we

needed to position salmon as a healthy lifestyle choice and make it easy for consumers to choose salmon. By working with relevant influencers and providing regular fresh and healthy recipe ideas, we are definitely inspiring people to choose high quality salmon like MOWI."

Don't forget to help spread the word by following MOWI Salmon UK on Instagram, Facebook and Pinterest.



Salmon Linguini

# Mowi Academy and you!

**We are investing in the digitalisation of training and using Mowi Academy as a platform to store training records and alert staff when they need refresher training. New features are also being rolled out.**

## **Mobiles at the ready**

You can now upload your training certificates directly from your mobile phone. Enter the expiry date and the system will send an alert to you and your manager when they are close to becoming overdue.

## **Personal training overview**

Once you have uploaded certificates for all courses, each time you log in you will see an overview of your own training. This will help you track your own personal development and stay up to date with your training courses.

## **Farm Managers' Dashboard**

Farm Managers now have a Management Dashboard to view all the training records at their site. This provides a useful overview of training

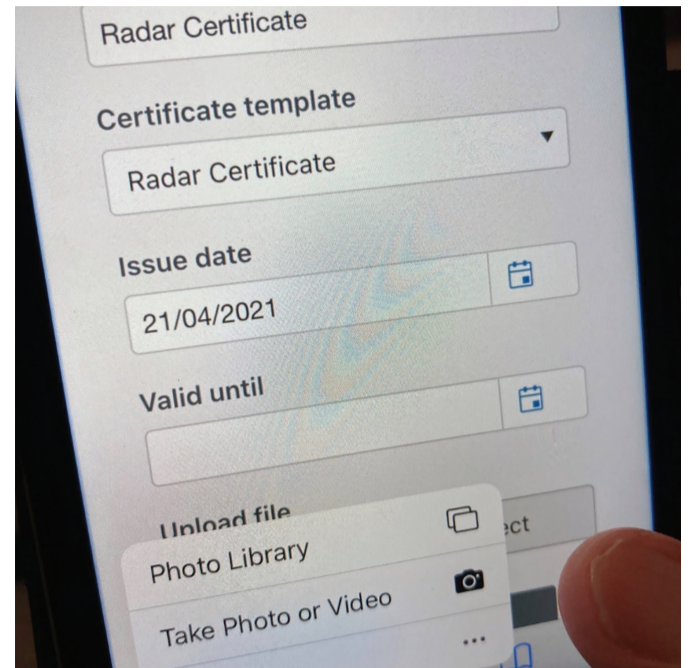
compliance, enables them to schedule time for training, and it will make it easier to evidence training records during external audits. This function will be rolled out to other departments.

## **Training**

Training sessions have been conducted via Microsoft Teams, if you require more information, please contact Donald Waring.

## **Coming soon**

Donald Waring, Learning and Development Manager, told The Scoop: "There's lots happening on this platform this year. Look out for Mowi Academy 2.0, updates on Rosyth, our hatcheries, farm contractors, Kyleakin and Ocean Matters. If you have comments or suggestions we'd love to hear from you."



## **Public safety campaign during summer**

**As readers will be aware, the Scottish Salmon Producers Organisation (SSPO) has released an information campaign to help everybody to stay safe in water close to salmon farms.**

This campaign has been welcomed by our Head of Health and Safety, Stephen O'Neill: "This is a really good initiative by the SSPO and I would encourage all staff to take the opportunity to educate members of the public about staying safe around fish farms."

Here is some guidance from Stephen:

- Fish farms use boats, normally with twin outboard engines. Members of the public should be aware they need to be outside the buoys to ensure they are not in harm's way. As a guiding principle, anyone not involved in the fish farm should stay 25m from the farm for their own safety.
- Power boats create a wake which can travel producing a wave. The operator will reduce speed on approach to other pleasure craft to minimise this, but wild swimmers need to be particularly aware of this.
- It can be hard to see in the water, particularly on dark, overcast and rainy days so for their own safety, we would advise wild swimmers to keep away from vessels and fish farm operations.
- Fish farms have a lot of associated sub structure including chains and ropes. By keeping outside the buoys this will ensure that others do not come in contact with these.

# Pawel tackles Paddy

**Huge congratulations to our very own Pawel Cymbalista who completed the infamous Paddy Buckley Round in May. The Paddy Buckley Round, also known as the “Welsh Classical Round”, is a long distance fell running challenge in Snowdonia, Wales. The route is a circuit of just over 100km long, taking in some 47 summits.**

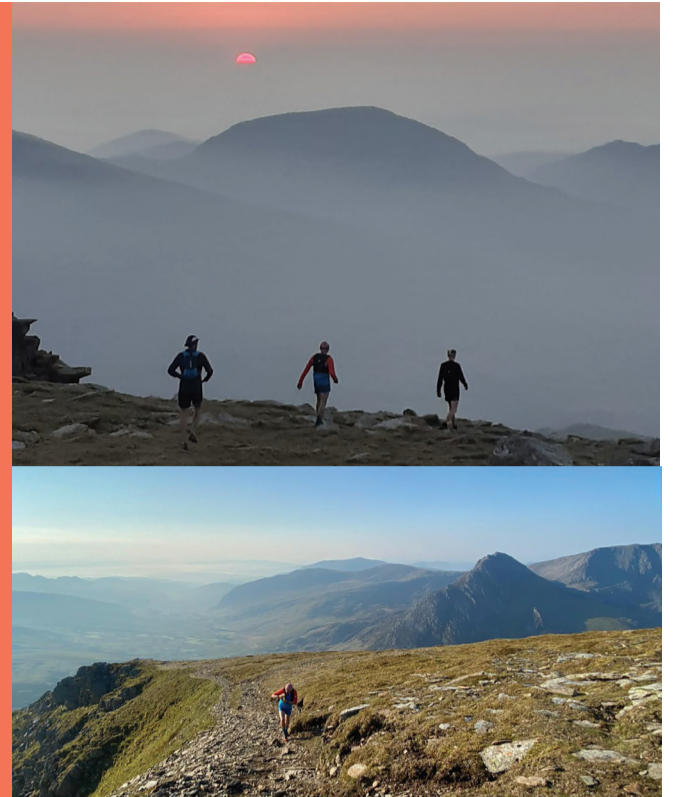
We were pleased to give Pawel a van and a fuel card to assist him in this superhuman challenge which saw him scale 47 hills in an incredible 22 hours and 48 minutes.

There were many highs and lows along the way both physically and emotionally. But the amazing efforts of his support team, two boxes of vegetable OXO cubes, three bars of Snickers and Mars as well as sheer grit and determination saw Pawel succeed in his ambition.

Speaking about the experience, Pawel told The Scoop: “We pushed so hard that we finished in 22

hours 48 minutes! That was so hard but so good! I was overwhelmed. I couldn't believe I finished in such a good time! We were so tired and happy. This wouldn't have been possible if it wasn't for the amazing team we had on the hills navigating, carrying our food and gear and supporting on the road. I will be entirely grateful to every single one of them until the end of my life! It wouldn't be possible without their hard work and commitment!”

Well done, Pawel! To read more about his experience and see more photos from spectacular Snowdonia, Pawel has created his own blog: <https://go1further.wordpress.com/chapter-paddy-buckley-round/>



## In the community

### Snowdrop Trail

We are delighted to support a new charity run in West Fife, set to take place next year. The Valleyfield Snowfield 5K Train Run is planned for next spring and will raise money for the West Fife Woodlands Charity and Shiresmill Therapy Riding Centre. Find out more here <https://www.entrycentral.com/valleyfield-snowdrop-run>

### Football fever

When Euro 2020 draws to a close, we ask you to get behind our very own Mateusz Kulbacki from Blar Mhor, who has been signed for another season as goalkeeper at Fort William FC. We are thrilled to sponsor him again.



Mateusz Kulbacki

### Carradale's new shop welcomes first customers

Congratulations to the Carradale Community Trust (CCT) which welcomed its first customers into the community shop and post office. The only grocery store and post office in East Kintyre, it is a significant milestone in the East Kintyre Local Development Plan. We are proud to have supported this initiative which will make such a difference to local people. <https://www.campbeltowncourier.co.uk/2021/06/17/carradales-permanent-shop-welcomes-first-customers/>

## Meet Thomas Chisholm

### What do you do at Mowi?

I am on the verge of finishing an apprenticeship in engineering and currently working within the freshwater engineering department.

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

I enjoy the variety, no two days are the same because my job is to maintain a range of different equipment across several sites. I like being out on the loch sites because the views are brilliant on good days. I'm also lucky to work with a really good team.

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

I think most people would be surprised at what a massive operation it is to get food on people's plates! People don't realise how many jobs and different types of careers the fish farming industry creates and accommodates.

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

I'd say don't be afraid to apply and if you are lucky to get a job, then make the most of it. Be honest and take all the opportunities you can to learn. Don't be afraid to ask questions.

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

TV chef Rick Stein but obviously I would leave the cooking to him!



## A word from Donald Waring, Learning and Development Manager

Tommy Chisholm was hired as an engineering apprentice to allow him to learn the key technical skills required at various sites. During his apprenticeship Tommy worked in our workshop but also at a number of farm sites.

As part of his apprenticeship, Tommy undertook his engineering vocational qualification in partnership with UHI Inverness to ensure he cemented his practical knowledge as well as learning the engineering theories and procedures. Well done to Tommy on getting his qualification and completing this despite Covid restrictions! Onwards and upwards for you!