



Scottish Salmon  
PRODUCERS ORGANISATION

# Scottish Salmon **A Better Future For Us All**



Our sector ambition is to become world-leading in the provision of healthy, tasty, nutritious food, produced in the most responsible and sustainable way.



Cooke Aquaculture Scotland



Grieg Seafood



Loch Duart



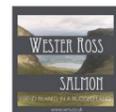
Mowi



The Scottish Salmon Company



Scottish Sea Farms



Wester Ross Salmon



AquaGen



Hendrix Genetics



Migdale Transport

# Scottish Salmon

## A Better Future For Us All

Scottish salmon farming stands at a momentous point.

What began a little over 50 years ago as a simple crofting sideline has grown into a billion-pound-a-year national success story, with a proven track record of investment, innovation and tremendous ingenuity.

Ahead of us stands the opportunity to be a key contributor to Scotland's target of net zero greenhouse gas emissions by 2045 – and aid the country's post-Covid recovery and renewal.

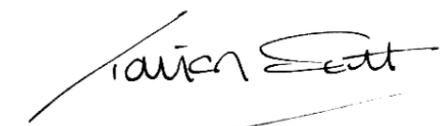
It's an opportunity we're keen to seize; an opportunity that, if approached holistically, has the potential to deliver real and measurable benefits,

not just for our planet and prosperity, but for fish welfare, our people and our local communities too.

This Sustainability Charter sets out how we intend to realise those benefits, with five key pledges and 41 different actions.

Many of these actions are designed deliberately to test and stretch us. As such, we by no means have all the answers – yet. What we do have however, is an exceptional workforce and supply chain with the determination to deliver.

I look forward to reporting on our collective progress over coming months and years.

**Tavish Scott**

Chief Executive  
Scottish Salmon Producers Organisation  
November 2020

# Scottish Salmon Sustainability Charter

When it comes to providing tasty, nutritious meals in an environmentally friendly way, Scotland's salmon farmers are well placed to deliver.

We have a lower carbon footprint than most other farming sectors, use less freshwater and produce more edible meat for every tonne of feed used.

We've also been investing on a multi-million pound scale to minimise our use of veterinary medicines, reduce any impact on the seabed, work within regulatory limits on what the marine environment can naturally sustain and safeguard other freshwater and marine life.

However, we recognise there's more that can and must be done.

Fortunate enough to work and live in some of the country's most beautiful locations, we're inspired on a daily basis to play our part in ensuring they stay that way for generations to come.

We know that achieving it will involve sizeable changes over the longer term, such as transitioning to greener energies, diverting potential waste into valuable by-products and reducing our use of plastics.

Equally, we know that because of our size and reach, even small changes delivered in the short-term can make a positive difference; changes such as coordinating our efforts to

collect marine debris, adopting more eco-friendly building approaches and installing electric vehicle charging points for shared use.

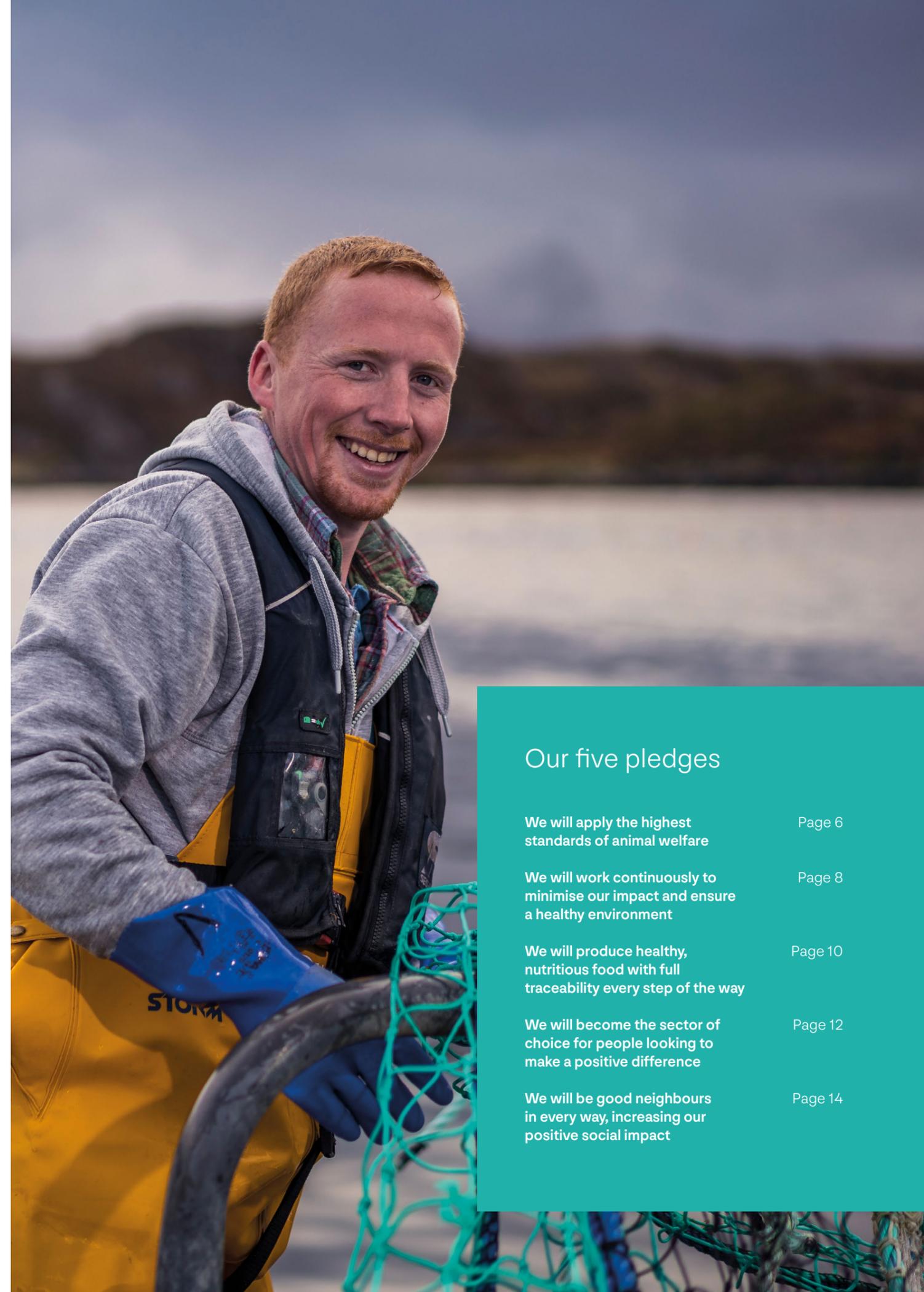
Perhaps most importantly of all, we know that, to maximise our impact, sustainability needs to underpin everything we do: from the way we care for our fish and protect our local environment, to sourcing responsibly, developing our people, and listening to our communities.

So this is our strategic vision; our statement of intent. It's been shaped by a series of events and workshops involving 144 different voices: young and old, farmer and supplier, private and public sector, regulator and innovator, government and non-profit non-governmental organisation.

Each perspective has been, and will continue to be, as valuable as the next. Because a commitment of this size and scale isn't one that we will deliver alone. It will take the vision, belief, knowledge, expertise, passion, energy, tenacity, resources and might of many.

But that collective effort starts here and it starts now.

We hope you'll join us for the journey.



## Our five pledges

- We will apply the highest standards of animal welfare Page 6
- We will work continuously to minimise our impact and ensure a healthy environment Page 8
- We will produce healthy, nutritious food with full traceability every step of the way Page 10
- We will become the sector of choice for people looking to make a positive difference Page 12
- We will be good neighbours in every way, increasing our positive social impact Page 14

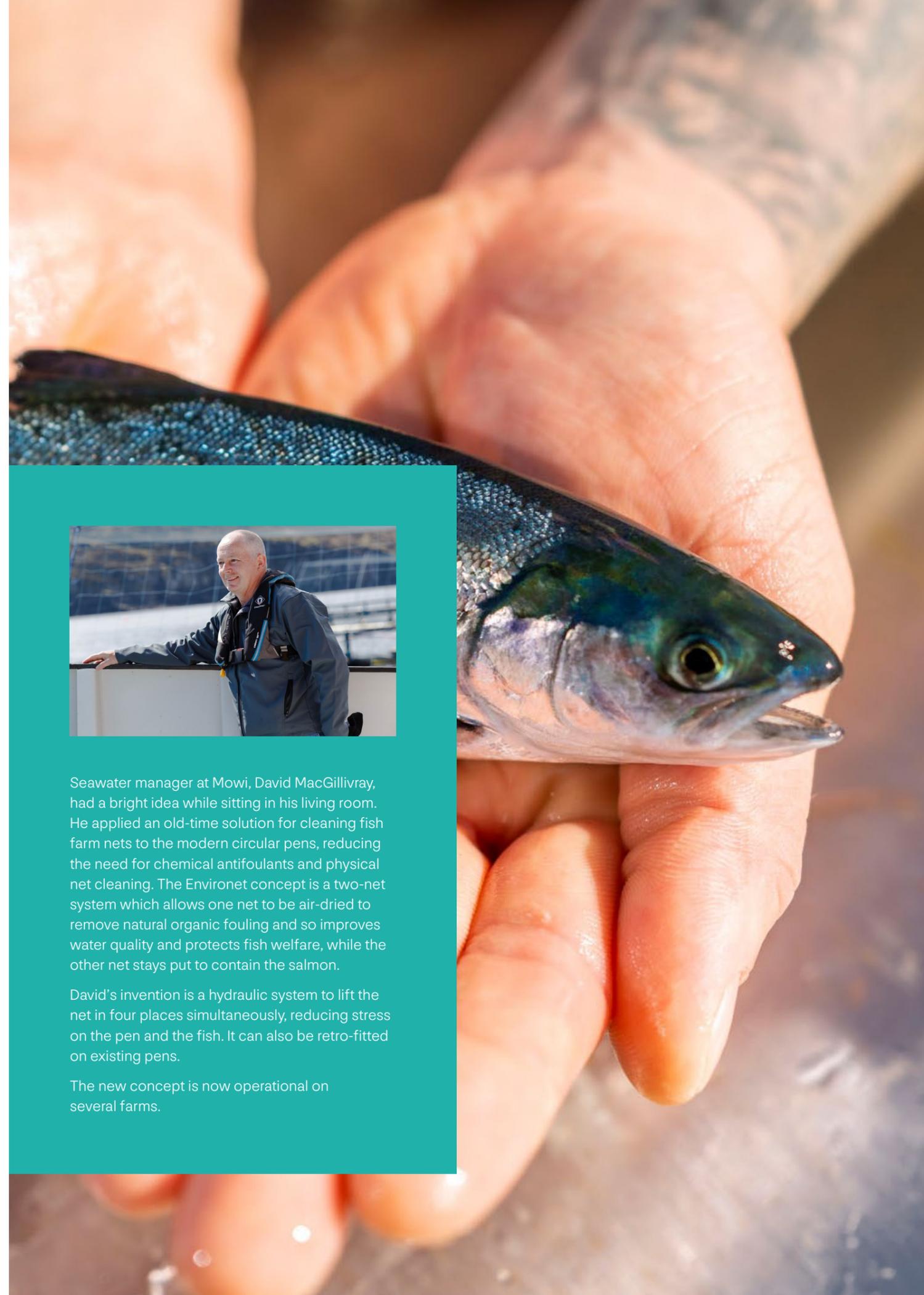
## Pledge 1: animal welfare

# We will apply the highest standards of **animal welfare.**

As farmers, everything revolves around good biology. This means high standards of fish health and welfare throughout a lifecycle, a principle we will continue to be guided by. We feel a similar duty of care towards other wildlife and will work with key stakeholders to take collective responsibility.

### Our actions:

- Develop, in partnership with government, independently validated ways to monitor and measure the welfare of our farmed fish
- Establish a 'living a good life' standard for the fish in our care, adding to the high welfare standards already in place at our farms and facilities
- Advance our work to ensure farms are capable of withstanding local marine conditions, keeping all farmed fish securely within sea pens
- Work with government and other users of Scotland's waters to introduce and apply best practice guidance for managing all animal welfare issues: farmed and wild
- Deliver continual improvement in farmed fish welfare by working with government, stakeholders and the supply chain to:
  - Commission research to better understand the potential impacts of climate change on salmon farming
  - Improve the range of, and access to, prescribed veterinary medicines for our fish
  - Continue our investment in recirculating aquaculture systems, well-boats and farm infrastructure



Seawater manager at Mowi, David MacGillivray, had a bright idea while sitting in his living room. He applied an old-time solution for cleaning fish farm nets to the modern circular pens, reducing the need for chemical antifoulants and physical net cleaning. The Environet concept is a two-net system which allows one net to be air-dried to remove natural organic fouling and so improves water quality and protects fish welfare, while the other net stays put to contain the salmon.

David's invention is a hydraulic system to lift the net in four places simultaneously, reducing stress on the pen and the fish. It can also be retro-fitted on existing pens.

The new concept is now operational on several farms.

# We will work continuously to minimise our impact and ensure a **healthy environment.**

Raising healthy fish relies on a healthy habitat, so it's in all our interests to protect the environment: from adopting greener energies and working towards zero waste, to achieving net zero greenhouse gas emissions in our own operations before 2045.

## Our actions:

- Work towards 100 per cent renewable energy use, collaborating on the research, development and delivery of ways to power our farms, facilities and modes of transport
- Introduce electric vehicle charging points to enable more drivers – staff, suppliers and the local community – to transition to renewable energy
- Pursue ways to divert potential waste, be it organic matter from freshwater hatcheries or obsolete farm infrastructure, into valuable by-products
- Work with public and private sector partners to establish a circular economy for organic waste
- Obtain 100 per cent of our feed ingredients from sustainable sources
- Work towards using 100 per cent reusable, recyclable or biodegradable packaging
- Future-proof our freshwater hatcheries to be able to withstand projected drought conditions brought about by climate change
- Develop new water treatment technologies, backed by innovative regulation, to help in our use of veterinary medicine
- Explore the potential of new technologies to capture fish waste from marine farms
- Take every step possible to avoid marine debris from our farms and recover any items promptly regardless of their origin



At its Barcaldine hatchery near Oban, Scottish Sea Farms has been using environmentally friendly technologies to transform nutrient rich fish waste into fertiliser for agricultural land. The waste is tested by the Scottish Agricultural College to be certified safe for agricultural use before being spread onto the land to enrich the soil and aid crop development.

The company's freshwater team is now working on identifying technologies to remove the remaining water content from the sludge to produce dry pellets. This would reduce the volume of waste material and the road miles needed to transport it to farms. For land farmers, dry pellets would offer an even more nutritional natural fertiliser alternative that's easy to handle.

# We will produce **healthy, nutritious food** with full traceability every step of the way.

Scottish salmon is recognised the world over for its premium quality, taste and health benefits. We want to go a step further, offering today's more socially and environmentally-conscious consumers full traceability so that they can continue to enjoy Scottish salmon with confidence.

## Our actions:

- Establish a clear mechanism for demonstrating the traceability of our fish to fork, in collaboration with our suppliers, logistics partners and customers
- Demand and deliver full traceability of the raw materials used in our fish feed
- Commission up-to-date, evidence-based research into the nutritional values of Scottish farmed salmon
- Educate and inform consumers of the strong Scottish provenance of our farmed salmon and the benefits in terms of taste, texture and dietary goodness
- Work with the Scottish and UK governments and organisations promoting healthy eating to raise awareness of the importance of Omega-3 fatty acids
- Partner government and the wider seafood sector to increase the consumption of seafood across the UK, including supporting our most socially disadvantaged communities
- Support the increased provision of salmon in care homes, schools, hospitals, prisons and staff restaurants, enabling more people to enjoy a healthier diet



For his latest project Grantley Hall in Yorkshire, chef Shaun Rankin sources most of his ingredients locally, but he looks to Scotland for his salmon. For him, this Scottish product (much like the other local produce he loves) is "all about the locality, it's all about the people, the stories and their passions behind it."

He says: "Now being able to farm salmon and have the ability to have salmon available to tables worldwide is a really important thing because it's a really good source of protein, it's very healthy for you."

Once you've got a good bit of salmon, the options for serving it are endless."

## Pledge 4: our people

# We will become the sector of choice for people looking to make a positive difference.

People make a sector and we are blessed to have all manner of talented, caring individuals working within ours. We encourage an inclusive, diverse culture, empowering employees through learning and development and investing in their physical and mental wellbeing.

### Our actions:

- Establish a clear sector code on diversity, equality, inclusiveness, ethics and continual personal development, with real and measurable targets
- Work with government, local authorities and other key partners to expand the range and availability of recognised sector-relevant qualifications, increasing opportunities for employment, personal growth and career progression
- Develop and deliver a collaborative mentoring programme across the core areas of the sector
- Create young farmers' forums to share knowledge, support friendships and develop our future leaders
- Partner the Scottish Government and the Scottish Aquaculture Innovation Centre to identify and introduce demonstration and innovation sites where novel approaches and technologies can be trialled, modelled and shared
- Increase provision of high quality, affordable housing in remote communities in partnership with government, local authorities and other key partners, incorporating greener approaches wherever possible



"It's a cliché but my colleagues are like my extended family – everybody looks out for each other and there is such a great team spirit."

"The sector has seen a huge amount of progress since I started working in aquaculture 22 years ago. Although it's not work when you love your job. My only regret is I wish I'd started sooner."

"I'm 73 now, and I could have retired years ago. But every day I get to work with amazing people put my skills to use in a sector like no other."

"I just love it, I love the thrill of working for a company that is doing so well, sending beautiful salmon all over the world, especially the organic salmon we raise in Orkney."

"We need to shout out more about how good it is. Young people getting a job in aquaculture really have won the lottery."

Ken Laird, Maintenance Assistant, Cooke Aquaculture Scotland

# We will be **good neighbours** in every way, increasing our positive social impact.

We're proud of the part we play in helping our communities thrive: from job creation and modern apprenticeships to skills development and support for good causes. But we believe we have more to give – by widening our networks, listening to local needs, and sharing our resources and insights for the greater good.

## Our actions:

- Review and refresh our Community Engagement Charter to provide an up-to-date commitment to local residents, businesses and interest groups
- Establish, in consultation with the Scottish Government, a structured community funding model, ensuring that our local areas benefit from us being there
- Partner the Scottish Government and local authorities on the safe hosting of public electric vehicle charging points
- Support the delivery of marine wildlife surveys, in partnership with VisitScotland, NatureScot, Marine Scotland and others.
- Publish our farms' wildlife observations for the benefit of all: from interest groups and researchers, to local tour operators
- Champion the widening of local working groups to include wild fisheries and other stakeholders to share knowledge and identify opportunities for collaboration
- Deliver practical solutions to relocating existing farms, should it be scientifically evidenced as necessary for the conservation of wild salmon
- Develop, with the support of the Scottish Government, a wild salmon monitoring programme to provide evidence-based conservation measures
- Ensure all mandatory aquaculture reporting can be quickly and easily accessed online by all
- Create an immersive visitor experience centre that tells the story of Scottish salmon farming



Using waste to collect waste: that is the forward-looking green project being pioneered by Scottish Salmon Company in the Western Isles.

The initiative diverts material which would otherwise go to landfill – including fish waste – into an anaerobic digester. This then provides biogas which goes to the council's combined heat and power plant to be turned into electricity.

The electricity is used to make hydrogen and oxygen through an electrolyser, with the hydrogen being used to power a hybrid bin lorry, to operate in Lewis and Harris – collecting waste.

The project, by the Outer Hebrides Local Energy Hub, was the winner of the Partnership Scotland Award at the 2019 SEPA Vibes and the Community Initiative Award at the 2020 Aquaculture Awards.

It is being delivered by the Scottish Salmon Company in partnership with Pure Energy Centre, Community Energy Scotland and Comhairle nan Eilean Siar and funded by the Scottish Government Local Energy Challenge Fund.

# Lasting change will only happen with a truly **sector-wide endeavour.**

That is why our first action, on setting out our Sustainability Charter, was to ask the opinion of some of those whose support we will rely on the most. Here's what they said.

"We very much welcome and endorse this vision for the industry; it is bold, ambitious and promotes a sustainable aspiration towards supporting the local communities it serves. The industry is a key employer in rural areas and with the impact of Coronavirus (COVID-19) and threats from Brexit, we are pleased that the sector can continue to bring benefits to and nurture these fragile rural areas. The sustainable growth of the aquaculture industry is an important part of the Blue Economy model that we are driving forward; and we welcome the industry's commitment to continued research and innovation which will enable sustainable growth while maintaining the right balance across Scotland's economic, environmental and social responsibilities."



**Fergus Ewing**  
Cabinet Secretary for Rural Economy and Tourism



**Roseanna Cunningham**  
Cabinet Secretary for Environment, Climate Change and Land Reform

"Marks and Spencer very much welcomes this Sustainability Charter. Our farmed Scottish salmon is industry leading in many areas and we support and applaud Scottish farmers in challenging themselves to continue to drive improvements in the areas that our customers care about – welfare, environment, nutritious locally produced food and healthy communities."



**Steve McLean**  
Head of Agriculture & Fisheries Sourcing  
M&S Food Group

"Farmed salmon is a star player in our nation's food and drink sector. These commitments to world leading standards of operation can cement Scotland's position as a global leader in sustainable food production. Everyone must now work together to realise this enormous potential."



**James Withers**  
Chief Executive  
Scotland Food & Drink



"With COP26 coming to Glasgow next year, the sustainability of food sources and supply chains has seldom been more relevant – and the salmon sector has an incredibly important role to play as a low-carbon source of high quality protein. We have been working with salmon-producing companies across the country to drive enhanced efficiency, fish health and wellbeing, and technological innovation as they make great strides towards playing their part in supporting Scotland's ambitious climate change mitigation goals. It is great to see the salmon sector capture that spirit in this charter and highlight the world-leading, technology-focussed contribution the salmon sector is making to the Scottish economy, as well as the impactful role Scotland is playing in shaping global salmon production and, in turn, sustainable food systems that help feed the world."



**Heather Jones**  
Chief Executive  
Scottish Aquaculture Innovation Centre



"Scottish salmon producers are setting the benchmark internationally with this hugely ambitious vision. With improved, proportionate and enabling regulation, fully supported by government, Scottish aquaculture now presents an almost unmatched opportunity to take a lead in the re-building of a greener fairer economy in Scotland. All stakeholders should now back this vision unequivocally and not let this world class green growth opportunity, pass us by."



**Stewart Graham**  
Group Managing Director  
Gael Force Group



# Scotland's salmon sector stands on the cusp of **something truly great.**

By setting out a clear Sustainability Charter, we have the opportunity to build on the good work undertaken by individuals and businesses to date by channelling our collective focus, efforts and resources into one shared goal – playing our part in Scotland's drive to become a net-zero society by 2045.

In the process, we can also advance animal welfare, preserve our stunning seascapes and landscapes, encourage more people to choose healthy options, enhance local livelihoods and help Scotland's remote and rural communities to flourish.

The Charter itself, of course, is just the start. There is much work to be done now to establish a baseline, to put in place short, medium and long-term targets and agree how and when to measure the progress made.

But we're ready to rise to the challenge.



Share our interest in a sustainable Scotland?  
Connect with us at:



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@SSPOsays



@lovescottishsalmon



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