



Finest salmon from Wester Ross

Hand reared on responsible fishmeal

Outstanding heritage

Established in 1977, Wester Ross is proud to be Scotland's oldest independent salmon farmer. Our traditional salmon farming business is operated by its owners with many years of hands-on experience.

We are now a fully integrated salmon farming company with all stages of the production process, from fry to the finest hand-processed fillets.

Our salmon are raised in harmony with the environment; in freshwater from the Scottish Highlands and the clear Atlantic waters of Scotland's northwest coast. All our activities are devised to minimize environmental impact.

Our philosophy

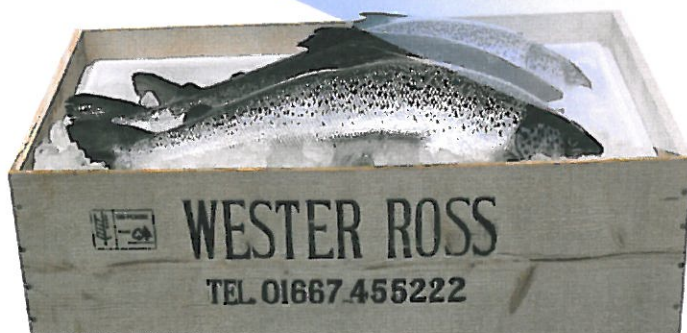
Traditional, labour intensive fish farming methods in harmony with the natural environment combined with responsible fishmeal are our main ingredients for producing the finest salmon with a natural taste.

Hand reared with passion

For 2 ½–3 years, our dedicated farmers use labour intensive methods to ensure only healthy and happy fish are produced by Wester Ross. We are the only salmon farm in Scotland feeding fish entirely by hand and using a passive grading method to ensure salmon do not leave water between smolt intake and final harvest, a period of up to 2 years. Careful handling methods ensure our salmon has minimal stress and therefore tastes better.

Our salmon can swim freely, in the prevailing current; over their lifetime they swim the equivalent of many thousands of miles, as they would in the wild.

Significantly lower stocking density, using humane harvesting methods, regular fallowing of farm sites, well-trained staff and respect for the environment are only a few reasons why Wester Ross salmon is accredited to the well-recognised RSPCA Freedom Food label. The welfare and health of the fish has a direct impact on its taste, texture and quality.





Carefully selected responsible feed produces salmon with natural taste



Wester Ross salmon are fed a customized feed incorporating high quality fishmeal made from fish landed in the northeast Atlantic, the feeding grounds of wild salmon. This special fishmeal is a co-product arising from the preparation of fish for human consumption, assuring the most responsible use of a natural resource.

This unique, well balanced diet, has been developed by Skretting exclusively for Wester Ross.

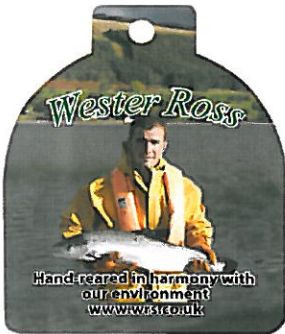
Wester Ross - the brand behind the freshness

Our farms and processing facilities are located within a short distance which allows us to process fish on the day of harvest and maximize freshness and shelf life for our customers.

Deliveries around the world can be with our customers within 48 hours from the harvest.

Wester Ross salmon are gill tagged, promoting both the Wester Ross brand and Freedom Food standard. Neatly packed fish are well presented in the branded box with enough ice for their final destination.

Our long term customers have bought Wester Ross salmon for generations. We ensure our products meet the stringent requirements of top smokers and discerning caterers throughout the world.



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