

News from Wester Ross

Sea Trout are competing in final of the great British Menu

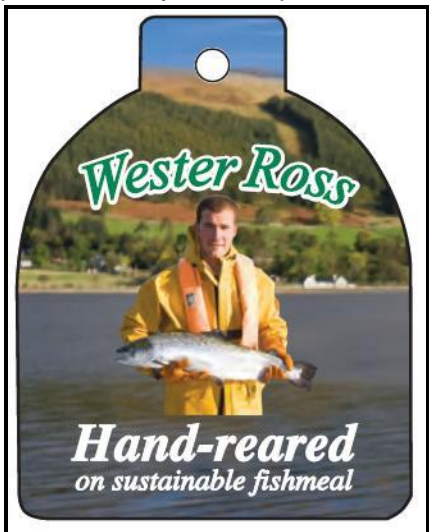
One of our enthusiastic distributors in the North of England has supplied a celebrity chef with some of our Sea Trout; the fish had to be supplied from a Monday Harvest for delivery to London early next day, so a combination of special boat trips and van collections in the middle of the Highlands were necessary to ensure delivery within 24 hours of being harvested from our Corry site

Sea Trout harvests started on 14th March 2011, and will continue until May 2011; they've been growing reasonably well, but a lot slower than our salmon stock, after the same period at sea Salmon are 1.5 kg, compared with 1 kg for sea trout This is a small trial, so all feedback on the likely future demand is useful in assisting our decision about future intakes of Sea Trout.



Promotion Material

Gill tags are being updated to promote our strongest sales messages; we'll start using these new tags in the next few weeks. Please request any additional promotional flyers, if required.



Successful grant application

Wester Ross Fisheries Ltd. have been successful in their recent grant application to HIE to support upgrading of existing seawater infrastructure and expansion of production capacity.

"this support from HIE is greatly appreciated, and represents a strong vote of confidence in the management and staff of a well-established fish farming business, offering strong growth potential" Ltd. Gilpin Bradley

The financial support from HIE will allow the installation of a second steel pen group at Ardesie, increasing our production capacity by 25 % and improving continuity of supply to our key customers based in the Highlands and Islands who rely heavily on our production 52 weeks of the year. This increased activity will have a further positive economic benefit to the Ullapool area by securing current employment levels, creating additional employment opportunities and generating more work for local suppliers.

New smolts arrive from Loch Ness - S1 intake at Ardmair



We recently transferred 116,000 salmon smolts, average weight 77grams from Loch Ness to our Ardmair seawater site **so our salmon will experience swimming with the Loch Ness Monster one week and our friendly dolphins this summer !** The smolts were transferred by road from Loch Ness to Ullapool, before being loaded on to the wellboat. MV Gripfisk for delivery to the Ardmair site. You'll notice a small local fishing boat lifting prawn creels very close to our pen group; recently another local fishermen advised that very good catches of prawns (langoustine) are being found around our pens.

The largest of these salmon will be harvested in July 2012, and the slowest growing salmon being harvested by February 2013.