

News from Wester Ross



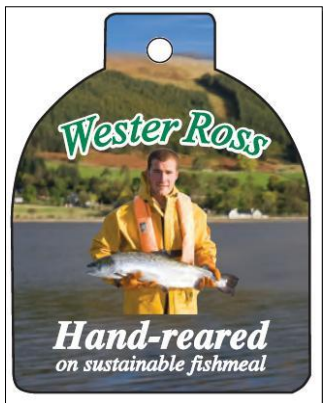
Wester Ross wins Stewardship Award

We're always aiming to improve our operations to reduce and improve the ecosystem in which they function. Wester Ross have an Environmental Policy, accredited to ISO14001 standard which outlines their approach on environmental issues, this is the key document that drives all of their operations. Going beyond requirements they are proudly accredited by the RSPCA; meeting the stringent Freedom Food welfare standards, which covers stocking densities, husbandry, feeding, water quality, predation management and environmental impact. "winning this award in a highly competitive category is strong recognition from the esteemed judging panel of our commitment to environmental responsibility throughout all our activities"



Gilpin Bradley receiving award from Lesley Sinclair, Xodus Ltd.

Wester Ross are experiencing strong demand from all established markets, local, UK and export trade; our unique niche promoting "Hand Reared on Sustainable Fishmeal" is proving popular, demonstrating that our customers appreciate that Wester Ross are taking their environmental responsibility seriously.



Sea Trout reached finals of the Great British Menu

Lisa Allen, head Chef at Michelin starred Northcote, Clitheroe represented NW England in the final. Fish course was whole salt baked sea trout, received a 10 from Prue Leith.



Customer Survey Completed

We've had a very good response from customers, and a very clear message was received; 62% of respondents rated taste no.1, while 35 % rated a sustainable diet as most important, **so we simply have to keep growing good Scottish Salmon which taste the best, and feed a sustainable diet !** Our commitment to growing to the RSPCA Freedom Food welfare standard will be reinforced, given the very high level of consumer recognition.

Transfers to Ardesseie completed

Once again the able crew on the Viktoria Viking handled our valuable growing stock with care and successfully delivered 4 loads to Ardesseie , sites A and B



Viktoria Viking transferring 2.5 kg. Stock to Ardesseie pens in Little Loch Broom.

New style of lifejackets being issued

We're now issuing an improved Aspli lifejacket, which has buoyancy and an auto inflate mechanism; to try and reduce risk of someone who has been injured not being able to stay afloat, in the event of an accident.



Andrew Richards (lifejacket model)

Fund raising for WaterAid

Sue Evans (freshwater) was a member of team of 4 from the Ullapool Hillwalking Club who climbed Canisp (ft. High) on Saturday 11 June to raise a total of more than £2500 for Water Aid



Training successes



Adam Eddington, Support team successfully gained his Class 2 HGV Licence – so he's now officially a qualified "trucker".

Ian Brophy, Elphin Hatchery and Roddy Paul, Ardesseie Sea Site have gained the First Aid at Work qualification

Who's eating out Salmon ?

A reception was held at the Scottish Parliament on 14th June, where they all received a goodie bag containing some Maple Cured Hot Smoked Salmon, prepared by Ullapool Smokehouse; already we've received some comments on how much they enjoyed Ullapool Smokehouse's delicious Maple Cured Hot Smoked Salmon.