LOCH DUART
UNRIVALLED SCOTTISH SALMON

At Loch Duart, welfare is our top priority. We were the first salmon farm accredited by the RSPCA assured scheme and continue to lead the industry in innovative fish care methods.

Our salmon reflects our commitment to ethical fish farming and environmental protection. Customers receive premium product, and we're unique in using social media and videos for educating about these distinctions. Please find below key differences when compared to standard farmed salmon.

- ✓ **Genetics**: With our decades-old broodstock programme, we proudly farm our own strain of Scottish Atlantic Salmon. Our fish's lineage can be traced back to the wild fish still inhabiting Scottish waters, and scientific testing confirms that our salmon is genetically indistinguishable from wild salmon. This makes Loch Duart Salmon the closest to wild salmon available in the market. As a result, our salmon offers a more authentic taste and a firmer texture, reminiscent of how salmon used to be. Furthermore, our Loch Duart strain exhibits remarkable resilience to environmental changes, setting them apart from standard farmed salmon. Unlike other producers who use generic industry eggs from Nordic origin, bred for rapid weight gain and higher fat content, we are committed to farming 100% Loch Duart genetics ensuring 100% Scottish salmon.

- ✓ **New! Blue Impact Feed:** We've invested in a new feed formulation called Blue Impact that is now even more sustainable. By sourcing our fish meal and oil from MSC approved trimmings from the UK fish processing industry we've been able to create a Loch Duart salmon feed that has…

  - 45% less carbon emission than standard farmed salmon.
  - 75% of ingredients are from circular and restorative sources (Standard farmed salmon 25%).
  - A Foraged Fish Dependency Ratio of below 0.7 (Standard farmed salmon 1.5). It takes less than 0.7kg of foraged/wild fish to produce the kg equivalent of Loch Duart salmon. Meaning that Loch Duart salmon now produce more fish that they take out of the ocean, protecting he worlds scarce resources.
  - Double the Omega-3 than standard farmed salmon. (Loch Duart - 1.5 EPA + DHA ($g.100g^{-1}$ flesh). (Standard farmed salmon - 0.6 EPA + DHA ($g.100g^{-1}$ flesh).

- ✓ **Low Impact Farming:** We've also taken significant steps towards sustainability by introducing a hybrid feed storage barge at sea, leading to a 60% reduction in diesel consumption at one site. Due to the project's success, we are in the process of installing four more hybrid-powered systems. By supporting Loch Duart, you contribute to the reduction of carbon emissions and the preservation of the world's scarce resources.

- ✓ **Pioneering Fish Welfare**: At Loch Duart, we prioritise quality over quantity by rearing fewer fish at a very small scale with low stocking densities (up to 99% water to 1% fish). Our all-natural approach to salmon farming means we do not use antibiotics or harmful chemicals. Instead, we rely on nature's support, incorporating cleaner fish, freshwater treatments, and water oxygenation to create a healthier environment for our salmon. Unlike larger producers, we are committed to using only these natural methods on all our farms, avoiding chemical and mechanical treatments.

- ✓ **The Last remaining independent Scottish salmon farm**: Committed to animal welfare over profit, our non-multinational, independently owned farm reinvests all earnings to enhance our business and improve welfare and environmental standards. By choosing Loch Duart salmon, you support over 160 jobs in Scotland's Highlands and Islands and contribute to the rural regional economy.

- ✓ **Ikejime Quality Approved:** We were the first salmon farm in the world and remain the only Scottish Ikejime approved salmon farm. Ikejime is a set of Japanese techniques used to humanely harvest the fish quickly whilst preserving the natural eating qualities of the fish.