



*21<sup>st</sup> April 2008*

## ***A SCOTTISH SUCCESS STORY HEADS TO THE HEBRIDES***

Loch Duart Ltd, an award-winning Scottish salmon farming company based in Sutherland, is buying sites in the Hebrides to keep pace with demand for its salmon. When founded in 1999 Loch Duart Ltd took over some of the oldest farming sites in Scotland. The company had a clear vision of how the farm would be run: using the best welfare and environmental methods to produce salmon which tasted outstandingly good. Nine years later, this unique provenance has opened niche markets around the world and Loch Duart's salmon is served by name on the menus of many famous chefs including Gordon Ramsay and Rick Stein and is found on menus all over the world.

In the Hebrides Loch Duart has found sites which suit its unique farming methods. Looking for a 30% further production to meet demand, Loch Duart has expanded into an area rejected by other salmon farming companies as having sites which are too small. "Our sales have grown worldwide and we have been under pressure for some time to find suitable farming sites which meet our rigorous standards. I am delighted to announce that we are starting farming in Uist and our smolt are already in the water. Uist is ideal for us because there is good clean water, sheltered sites and a good, vibrant community with experienced and enthusiastic staff available. We look forward to producing our usual high quality salmon and welcoming our new team into the fold. This is a hugely exciting moment for our company and we hope to continue to develop in the area." said Nick Joy, Managing Director.

Key features of Loch Duart's different farming methods will be extended to the new sites. These are, amongst others:

- Full-year fallows – as in traditional rotational land farming
- No antifouling treatments on nets or moorings
- No antibiotics
- Fish feed from sustainable sources
- Environmental Management System (ISO 14001)
- RSPCA Freedom Food approved welfare standards
- Respect for the salmon, the environment and the local community

Markets for Loch Duart salmon have been found in high quality retail and restaurant outlets throughout the world, with customer loyalty based on quality and the environmental and fish welfare policies of the company. "A massive factor in that success has been producing salmon that tastes very close to wild salmon," adds Andrew Bing, Sales Director.

“Consumers are increasingly looking for ‘provenance’ in all farmed food”, added Andrew Bing, “Our markets have been developed by finding customers who are prepared to pay a bit more for their salmon. The combined production from these sites still forms a tiny fraction of European market demand and allows us to sell on a very personal level. A considerable number of our customers have been to our farm, been out to sea to see the salmon and have got to know the staff. They like the way that the salmon are reared and like the way that Loch Duart salmon tastes.”

Nick Joy, Managing Director said “We are proud to be able to take this step; it is a measure of our faith in our salmon, our staff, our customers and salmon farming in general. We are delighted to have Alan Anderson, with many years experience of farming in the Hebrides, managing our Hebridean operations. His local knowledge and proven ability will be a huge asset to us.”

### **Editorial Notes**

- Loch Duart Ltd is an independent Scottish owned salmon farm based in Sutherland. Producing 3,600 tonnes per year, it employs 65 people. The salmon are sold mainly to Europe, to leading restaurants and stores. For further information, go to the Loch Duart website at [www.lochduart.com](http://www.lochduart.com).
- The ISO 14001 Environmental Management System reflects the fact that all organisations undertake activities that have an impact on the environment. It is awarded to organisations that demonstrate effective environmental management, compliance with legislation and total commitment to continuous improvement.
- Freedom Food is the RSPCA’s farm assurance scheme and is a non-profit making charity. The aim of the scheme is simple – to improve the lives of as many farm animals as possible. Loch Duart was the first salmon farmer approved under the Freedom Food scheme.
- Loch Duart Ltd won the Gold Award for Best Food in the “Taste of Britain Awards 2005” run by The Daily Telegraph.
- In 2005 Loch Duart was awarded the national winner of ‘Vision in Business for the Environment’ (VIBES) award. This Scotland-wide award “is presented to companies demonstrating exceptional environmental performance”.
- Loch Duart salmon is served by name in top London restaurants such as Fortnum & Mason Restaurants, Gordon Ramsay’s Claridge’s and Maze restaurants, Feng Sushi, Moshi Moshi and in leading independent fishmongers in France.

Contact Details:

Nick Joy, Managing Director

Loch Duart Ltd

Badcall Salmon House

Scourie

Sutherland IV27 4TH

Tel: + 44 (0)1971 502451

Fax: + 44 (0)1971 502208

Website: [www.lochduart.com](http://www.lochduart.com)

[Enter Site](#)