



## **Sustainable feed for sustainable farmed salmon**

The resulting bespoke feed solution is inevitably more expensive than conventional salmon feeds, however Loch Duart and their customers believe that this is the way forward to a sustainable system for producing salmon diets. The feed is carefully produced and wrapped in distinct packaging, designed to help promote the Loch Duart brand and emphasise the key message; “As close to the salmon’s natural diet as possible – for healthier, better-tasting fish”.

One of the key areas of focus is on the sustainability of marine fisheries, an issue which has led to the involvement of Dawn Bache (Mariculture Officer at the Marine Conservation Society) who said, “The issue of feed sustainability is one of the most important and urgent factors to address in fish farming. MCS hopes Loch Duart have shown the way for the rest of the industry to follow in tackling long term feed sustainability”