



PRESS RELEASE

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Loch Duart to extend protection of its award-winning salmon into North America

Forensic analysis ensures salmon farmer can verify traceability of its fish for North American supply chain

Loch Duart announces that it is making significant further investment to ensure the traceability of its world-renowned salmon as it takes the food fraud fight to North America.

The North West Scotland based salmon farming business has been working in the UK with forensic food analysis experts, [Oritain](#), for two years, deploying their pioneering ability to trace fresh salmon samples back to the individual farm and waters where the fish were raised. Now Loch Duart is to expand its use of Oritain's scientific traceability to ensure that when diners in North America are promised genuine Loch Duart salmon, that's what they are served.

Loch Duart has been raising its award-winning salmon in the same, low-impact, environmentally sensitive way for decades. Their low-energy sites in sheltered locations, facilitate natural approaches including the successful use of cleaner fish and minimal fish handling. They also have bespoke, high-marine content fish feed, unique to Loch Duart, which helps to give their salmon its sought-after taste and texture.

Andy Bing, Loch Duart's Sales Director, said:

"At Loch Duart we're proud of our 20-year legacy, rearing extraordinary salmon, asked for by name around the world. Oritain can forensically identify the exact location of any fresh salmon sample they test and this has proven to be a highly effective deterrent for food fraudsters in the UK since we started working with Oritain in 2017. That's why we're now extending the availability of this analysis into North America.

"It's another way we can reassure our customers in the US and Canada, that we are actively protecting the Loch Duart brand. Now, when diners choose our delicious tasting Loch Duart salmon, we can prove its unique origins."

A global leader in using forensic science to determine food, fibre and pharmaceutical provenance, Oritain protects the reputations of its customers by forensically tracing the actual products, not packaging or labels. Their approach proves that 'nature gives everything specific markers that are unique to its origin'.

Food fraud is currently estimated to cost the global food industry up to \$50bn, posing a real problem for chefs, restaurants and diners.

Award winning Scottish chef, Mark Greenaway, who runs his [Grazing](#) restaurant in Edinburgh, said:

"The ability to guarantee provenance is absolutely vital for creating our menus at Grazing. Having the confidence that when I serve Scottish salmon it can be traced back to the very waters in which it was raised is essential. I have a particular interest in the world-class array of Scottish produce that is available to chefs, so the traceability that Loch Duart provides shows just how much they value their brand and how much they care that chefs and their diners get exactly what they pay for."

An ambassador for Scotland Food and Drink, Mark also works closely with Seafood Scotland, which provides support to the Scottish seafood industry at home and across the world.

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Notes to editors:

Loch Duart Ltd is an independent Scottish salmon farm based in North West Scotland. Producing more than 5,000 tonnes per year, it employs 115 people in the Hebrides and Sutherland. The salmon is supplied to leading hotels, restaurants and retailers at home and abroad.

Loch Duart's unique farming methods include low density farming, a unique rotational fallowing system, swim-throughs and feed from sustainable sources to ensure lean, fit fish.

Loch Duart's industry leading innovations include:

- The first fish farm in the world to achieve RSPCA Freedom Food approval.
- Loch Duart's unique strategy of long term rotational fallowing optimised for each sea site according to conditions and fish numbers.
- In 2004, specifying sustainably sourced marine ingredients from traceable, identifiable lots for its salmon feed.
- Inventing a drum filter which can filter sea water down to 100 micron to collect any parasites and their eggs in the heavy water flows taken from the pens.
- In 2015 securing a source of Icelandic fishmeal to enhance the sustainability and quality criteria of Loch Duart's salmon feed.

- Practising 'environmental enrichment' in their fresh water operations to stimulate the young salmon and improve welfare.

For more information on Loch Duart Salmon visit www.lochduart.com

For more information on Oritain visit www.oritain.com

About Oritain: www.oritain.com

- Oritain is a global leader in using forensic science to determine food, fibre and pharmaceutical provenance. It exists to protect the reputations of its customers by identifying and mitigating well-known risks in the supply chain.
- The Oritain difference is they trace the actual products, not packaging or labels. Packaging has proven unreliable and is very susceptible to counterfeiting. By testing actual products, Oritain can offer a robust solution for businesses. The method is underpinned by over 30 years of scientific literature and is widely accepted around the world.
- Oritain is a private company with offices in Dunedin, Sydney and London. They boast leaders in the fields of chemistry and statistics who ensure delivery of innovative, effective and robust solutions.
- Founded in 2008, Oritain works with some of the finest producers to protect their brands from fraud in markets all around the world.