



Wester Ross

Founded in 1977, Wester Ross Fisheries is the oldest independent salmon farm in Scotland, rearing salmon from fry stage, through the grower stage, to harvesting and primary processing. The salmon are farmed in three seawater sites: Loch Kannaird, Loch Broom and Little Loch Broom.

Wester Ross Fisheries has been certified by the RSPCA since the beginning of the Freedom Food program. The farm was one of the first farms to pass the certification audit. Directors Gilpin Bradley and Hugh Richards are members of the RSPCA working group for both freshwater and saltwater practices.

Innovation

Utilizing Wrasse to control sea lice allows Wester Ross to raise healthy, cleaner fish without having to resort to medicinal or artificial solutions that can affect the salmon themselves.

Whole fish available year-round. Wester Ross supplies year-round with its' Wester Ross and Highland Blue Brands, to best serve chefs and smokers with fish that is as consistent in sizing as possible. There will be slight fluctuations, but generally speaking, Wester Ross strives to produce 4-8kg fish for the first part of the year and 3-6 kg fish the second part of the year.

Additional Certifications

- Best Aquaculture Practice (BAP)
- Global GAP
- Code of Good Practice
- Friend of the Sea
- Klbd - Kosher Certification
- Protected Geographical Indication
- ISO Cert
- Haccp approved

Taste Notes

This is a premium salmon! Using superior all-natural feeds, organic fish meal, resulting in a firm dense fillet, rich in natural flavors. Bright flesh and moderate levels of fat, lend to this salmon being used in all raw, sushi, sashimi / crudo, cooked, and smoked preparations. It's beautiful.

A HIGHER STANDARD

Local Ecosystem

Our sites are monitored on a continual basis for environmental impact, with formal measuring of seabed impact taking place on an annual basis. Activity level set to ensure any impact is fully reversible. Local fishermen are even enjoying the benefits of our activity as the areas close to the salmon pens providing ideal sheltered areas for wild fish and shellfish stock enhancement. Hence, when the sites are moved, the fishermen experience good catches. We have worked closely with many river owners to enhance the Wild Salmon stocks in local rivers. By providing a year round supply of consistent quality Scottish Salmon, we are reducing the demand for the scarce Wild Salmon where stocks are depleting.

Hand-rearing

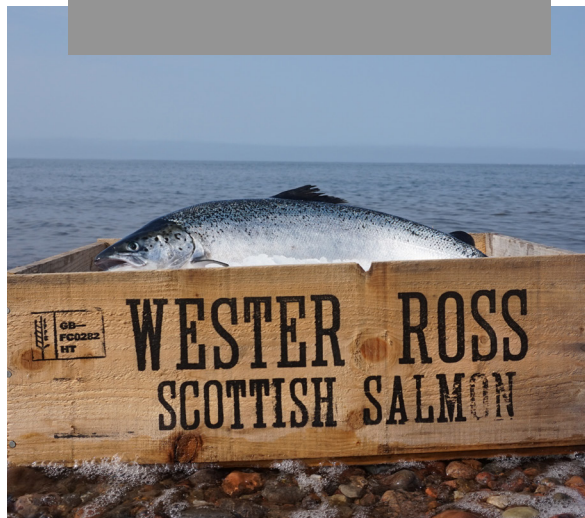
Hand rearing means being hands-on in every detail and not ever relying on machines or cameras to know how the fish are doing. A truly artisanal process, wild at heart, today's farmers are the second generation grand children of the original farmers, continuing their legacy and ultimately yielding the perfect salmon.

Hand Feeding

Hand-feeding has been a central practice at the farm since the beginning. Wester Ross salmon farmers are meticulous with their fish and the environment. They also have one of the world's best "Fish in : Fish Out" (less than 1:1 FIFO), greatly reducing dependency on wild fish stocks. | Hand-feeding results in stronger, tastier fish, and a cleaner environment, delivering best results. | It allows farmers to respond in real time to how much the fish are eating, producing the best results, while reducing feed waste and accumulation of feed on the seafloor. | Wester Ross salmon are strong, lean, firm fish, perfect for white table cloth, retail, sushi, and smoked markets.

Careful Harvest

Careful, humane harvesting methods in accordance with RSPCA Freedom Foods guidelines avoid stress to the fish and ensure the best quality salmon.



Wheeler Seafood is the exclusive agent.

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BRINGING A WORLD OF ARTISAN SEAFOOD TO NORTH AMERICA

