**Award Category:** Business Development  
**Award Nominee:** The Scottish Salmon Company  
**Contact:** Su Cox, The Scottish Salmon Company, 0131 718 8500, su.cox@scottishsalmon.com

We pride ourselves on producing Scotland’s finest salmon and the concept of ‘Scotland’s finest’ is central to everything we do. It ensures we produce the best salmon, building long-term partnerships and driving business sustainability.

The focus over the past few years has been to invest and ensure sustainable business growth by:

- Achieving consistent year round volumes – crucial for cash flow, logistics and processing, developing customer relationships
- Establishing long term partnership arrangements with top level retail and foodservice outlets
- Growing focus on export
- Investing in NPD – Unique pre-rigor fillets and cuts, with a focus on quality and freshness, essential for securing long-term customers

Salmon is Scotland’s largest food export and the second largest food export in the UK. The Scottish Salmon Producers’ Organisation estimates that salmon constitutes approximately 40% of the total value of Scottish food exports.

We now sell to 23 countries and exports make up 43% of our overall revenues. Our top three markets currently are Europe, the US, and the Far East. With customers in Japan, China and more recently Thailand, the Far East is an area of steady growth and we plan to double our exports in this region in the next three years. We continue to increase exports through trade exhibitions and showcasing events, as well as partnering Scottish Development International (SDI) and Scotland Food & Drink.

Last year SSC was awarded the prestigious Label Rouge which certifies that our product meets exceptionally high quality, husbandry, feed and traceability standards. This recognition has allowed us to further penetrate the French market and develop markets outside Europe.
Since our channel to market is B2B, product innovation is a key differentiator. For example, although other companies offer pre-rigor fillets, they do not offer this combined with pin bone removal. This technique allows us to supply the freshest fish possible, delivering to Europe within 24 hours. This added-value processing is carried out at our plants in the Hebrides, providing jobs in traditionally challenging employment markets.

Gill tags on all of our whole salmon allow customers to trace the farm and location through a QR code. This is a crucial USP in countries such as China where supply chain integrity is key.

Innovation is at the heart of the company ethos. As part of our ongoing commitment to environmental stewardship we are piloting our Integrated Multi-Trophic Aquaculture project which introduces farming of different aquaculture crops, such as seaweed, mussels and scallops, alongside salmon pens to form a self-contained eco-system. We hope this project will enable diversification of our product range, allowing us to provide customers with top quality shellfish in addition to premium salmon.

As industry leaders, we are constantly striving for innovation in our approach to market growth, in enhancing our supply chain, and in developing long-lasting customer relations. Our ability to innovate and adapt according to market requirements are clear points of differentiation from our competitors, giving us an export advantage for future business growth. We have a clear development strategy and are driven to continue to grow the business, all the while ensuring we produce the highest quality Scottish salmon.
Gill tags on salmon produced by The Scottish Salmon Company, including the Label Rouge logo.

Salmon provided by The Scottish Salmon Company is prepared during the ‘Golden Fish’ competition at the Sirha Exhibition in Lyon.