

## A star is born on South Uist: RSPCA Assured spotlights Mowi salmon farmer

Friday 1 December 2023

**RSPCA Assured, the RSPCA's ethical food label and assurance scheme, launched a new video today, showcasing the work of one of the scheme's salmon farmers, Donald McDonald, manager at one of Mowi's salmon farms.**



A crew from [Bristol Productions](#), commissioned by [RSPCA Assured](#), arrived earlier this year on the beautiful island of South Uist in the Western Isles to shadow RSPCA Assured farmer Donald and his team.

The aim of the film is to showcase the outstanding work that RSPCA Assured members, like Donald, are doing to help improve farmed salmon welfare.

The production company, used to working for organisations as diverse as the UN, the BBC, the Fairtrade Foundation, arrived to find the Scottish islands bathed in glorious summer sunshine – ideal conditions for shooting a video of a salmon farm.

But they also found a new star in farm manager Donald, who took to the filming process like a pro, eloquently bringing to life the day-to-day work on an RSPCA Assured salmon farm.

Donald said: “We welcomed the film crew as my team and I were very keen to show off how we run our salmon farm. The welfare of our salmon is absolutely central to everything we do. We are focused on providing a good, safe growing environment that the fish are happy in. You can

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# RSPCA Assured news



tell they aren't stressed as you watch them swimming naturally and leaping the way salmon do in the wild. I hope that the film gets this across."

Ernie, Regional Assessment Manager at RSPCA Assured for Scotland, said: "We are very proud of our salmon farming members and Donald is a wonderful representative. Our members work hard, often in challenging conditions outside of their control, to ensure the welfare of their fish, adhering to no less than 500 RSPCA welfare standards, which cover everything from hatchery to slaughter.

"This short film will hopefully be widely viewed by industry and consumers alike and go some way to helping people understand the extra mile RSPCA Assured members go for their animals."

Watch RSPCA Assured's mini-documentary with Donald McDonald [here](#).

## ENDS

### Notes to Editors:

- \*FAO Global Aquaculture Production Statistics

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