

SCOTTISH FARMED SALMON IS AS HEALTHY AND DELICIOUS AS EVER - AND THAT'S OFFICIAL

- Oil-rich fish like salmon contain oils with high levels of beneficial Omega-3 fatty acids
- Over 5,000 scientific studies have identified the health benefits of regular consumption of farmed salmon
- Inclusion of oil-rich fish in diets has a beneficial effect on infant development and bone health and on a range of diseases and ailments, including a reduction in coronary heart disease and lowering of cholesterol levels
- The Food Standards Agency continues to recommend that consumers eat one portion of oil-rich fish a week
- PCB and dioxin levels in Scottish farmed salmon are significantly lower than thresholds set by international watchdogs, including the Food Standards Agency in the UK, despite scaremongering claims in a recent US report
- Members of Scottish Quality Salmon only source the highest quality raw materials - fishmeal and fish oils used in feed - with full traceability throughout the production and marketing chain
- You can continue to enjoy Scottish Quality Salmon with confidence, recognising that it not only tastes good, but is good for your health

EAT & ENJOY!



BAD SCIENCE IS BAD FOR YOUR HEALTH

The recent American scientific study which criticised farmed salmon was flawed in its analysis and conclusions

What the experts say:

Sir John Krebs, chairman of the Food Standards Agency:

"The recent US survey did not reveal anything new. To get things in context, if you were to accept [their] risk assessment, people would not only avoid farmed salmon but also, for no good reason, many other common foods.

"Dioxins are present in many foods because they accumulate in fat and oil and they are widespread in the environment. Levels are going down because their production as a by-product of heavy industry is diminishing. Since 1997 average adult intake of dioxins from food has halved."

Professor Hugh Pennington, Scottish advisory committee to the Food Standards Agency:

"The dioxins in farmed salmon have been known for some time but the consequences of them are

overblown in this report. They can be found in other foodstuffs, such as milk, but that does not mean the quantities of dioxins are harmful.

"I think the health benefits of eating oily fish like farmed Scottish salmon greatly outweigh the risks."

Charles Santerre, Ph.D, Associate Professor, Foods and Nutrition at Purdue University and a consultant to the salmon farming industry in the US:

"I think it's unconscionable to direct pregnant women away from farmed salmon. Omega-3 fatty acids found in salmon are important for brain development, and there's preliminary evidence that they reduce the risk of preterm births and slightly increase a child's cognitive abilities. The PCB levels in farmed salmon are all below the level

determined by the US Food and Drug Administration (FDA) to be safe for sale in supermarkets."

Phil Guzelian, Professor of Medicine and Head, Section of Medical Toxicology at the University of Colorado Health Sciences Center:

"The data show quite convincingly, as has been known for some time, that regardless of whether the salmon are farm bred or caught wild, the amounts of these chemicals are small indeed, being about 100 times lower than the safe amounts recommended by the US FDA's health-based risk assessments. In view of the lack of an evidence-based determination that these chlorinated chemicals at such low doses are toxic to humans at all, the report provides reassurance to the public to consider, without misgivings, the reported health benefits of including salmon in the diet."

