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Dear Kay Bartlett,

Following the press coverage of Chris Packham's high-profile support for our campaign last week, we were glad to see a formal response from Wagamama. Chris Packham joins us in penning this new letter, responding directly to the points you raised.

We are relieved to hear that you will be moving away from sourcing Norwegian salmon, given the industry's clear reliance on fishmeal and fish oil sourced from West Africa and other vulnerable fisheries. However, your proposed position to instead source farmed salmon from Scotland does not address our concerns, or those of the over 100,000 people who signed our petition. We regret that we still have not had any response from you to these concerns.

We have set out our ongoing concerns in regards to your public position below.

**"Wagamama claimed that their salmon comes from Norwegian and Scottish suppliers that do not use feed from West Africa."**

Please could you provide a list of the Norwegian and Scottish companies that you have been sourcing from. We found in our [Blue Empire report](#) that the four big feed producers, MOWI, Skretting, Cargill and BioMar supply close to 100% of the feed used in Norwegian salmon farming. All of them source fish oil from West Africa. [A recent investigation from the Financial Times](#) also shows satellite footage of an oil tanker leaving West Africa and docking in Norway at a MOWI feed factory.

**"By the end of 2024, Wagamama will only use Scottish salmon from RSPCA-approved sites."**

The vast majority of Scottish salmon farming is RSPCA- approved, yet there are many

welfare and wider issues still endemic to Scottish salmon farming. As set out by WildFish in its report, [Responsibly Farmed?](#), the RSPCA Assured standard, which claims to be welfare-led, sets no maximum mortality threshold limit; despite mortality being a recognised indicator for welfare performance. Consequently, Scottish farms reporting as many as [74% of its fish dying in a single month](#) are still covered by the RSPCA Assured scheme. The number of fish deaths on Scottish salmon farms has increased dramatically in recent years, doubling between 2021 and 2022, and hitting a record high in 2023 of 16.5million farmed salmon dying prematurely on the farms. Very high disease and mortality rates are raising wide concerns that certification schemes are failing to ensure salmon farms meet minimum standards that the public would expect; [these concerns have also been raised by Chris Packham](#), co-signatory of this letter and President of the RSPCA.

**"Industry body Salmon Scotland said that no Scottish sites use feed sourced from West African fisheries."**

Whilst there is no evidence that Scotland is using feed sourced from West Africa, although this may be worth clarification as [Salmon Scotland](#) removed the claim that they do not source from West Africa from their website and with [last year's anchoveta industry closure](#) there will have been a knock on effect on supply, the system of producing fish feed from wild fish remains deeply inefficient and creates a 'food-feed competition'. Annually [one-fifth](#) of total marine catch is used to create FMFO, the bulk of which goes towards creating FMFO for the aquaculture industry. The bulk of the fish used to make this FMFO is perfectly edible. So, regardless of whether Wagamama is using FMFO from West Africa, it is still contributing to this extractive and wasteful supply chain. [For example, in some instances wild fish is being caught in Norway to feed farmed salmon, which is still contributing to extinction and loss of livelihoods in local communities.](#) In addition, as many of the companies operating in Scotland from whom you are likely to be sourcing salmon also operate in Norway, as corporations they continue to create demand for unsustainably fished FMFO from West Africa and other locations.

**"The FMFO fisheries that are used by salmon farming companies Wagamama buys from are accredited by GlobalGAP, the world's leading standard for seafood farmed with care."**

Pointing to GlobalGAP as a way to demonstrate Wagamama is adhering to high standards is problematic, as GlobalGAP fails to address the 'food-feed' competition. This standard currently only requires 60% of FMFO contained within certified feed to be from approved 'sustainable' sources, opening the door to outright harmful supply chains. Recording the origin of FMFO is only required 'where possible', allowing for untraceable and damaging sourcing. Further, any contribution to overall demand for FMFO, regardless of certification, where total demand already outstrips what can be sustainably supplied, contributes to overfishing and food insecurity.

**"Wagamama states that they regularly ensure that their suppliers adhere to their strict sourcing policy, as well as conducting routine audits and site visits to verify compliance, traceability and transparency."**

The sourcing policy described is not a strict one, as we described in our original letter, and involves Wagamama in ongoing environmental and social harm. In October 2023, we delivered a series of letters to your sourcing and marketing teams, including yourself, with [an analysis of your marine standards](#). As we pointed out at the time, the sourcing policies you mention are not strict, and by relying on them rather than addressing your reliance on a highly damaging food product on your menus involves Wagamama in ongoing environmental and social harm.

In light of your reluctance to engage with us directly, we have recently written to the Apollo Management Group in order to escalate our concerns. We still welcome the opportunity to engage with you on this issue and discuss our response further. We would also like to highlight that Feedback are currently in the process of researching an assessment of food service and hospitality brands public positions on climate, nature and health issues, scheduled for publication in the autumn. We welcome your engagement to ensure this report can reflect Wagamama's position as accurately as possible.

Your Sincerely,



**Chris Packham,  
Wildlife TV Presenter & Conservationist**



**Jessica Sinclair Taylor  
Deputy Director,  
Feedback**



**Rachel Mulrenan  
Director,  
WildFish Scotland**