CATANESE CLASSICS

Wester Ross Salmon



Wester Ross EST 1977



Artisanal - "a process that combines the time honored traditional methods of the past with the innovations of today to produce an exceptional result…"

Wester Ross is unique in its artisan approach to salmon farming. An artisan is one who works with low levels of mechanisation, often by hand, using traditional skills and natural methods, to produce something of exceptional quality and provenance. At Wester Ross, we focus on the traditional way of operating, yet we don't ignore the benefits of science and innovation. We draw upon both to optimise our welfare and our operations; with the aim of producing an exceptional salmon. Our core driving principles evidence our sustained committment to doing this; there is no compromise.

Product Highlights:

- Local ecosystem that is monitored continually for environmental impact.
- Hand-reared in every detail, never relying on machines or cameras to know how the fish are doing.
- Careful, humane harvesting methods in accordance with the RSPCA Freedom Foods guidelines.
- One of the world's best Fish in, Fish Out—less than 1:1.
- Hand-feeding of the fish for best results while reducing feed waste and accumulation of feed on the seafloor.





Wester Ross Heritage:

Wester Ross Salmon draws on generations of farming expertise and time-honored rearing practices to produce premium, artisan salmon with a reputation built on exceptional husbandry and welfare.

The farms are RSPCA assured, medicine-free, and staffed by an on-site marine biologist, with very low stocking densities and minimal handling ensuring a slowly grown, naturally healthy fish free of antibiotics, growth promoters, or GMOs.

Salmon is processed at the company's own Glasgow and Fort William facilities and shipped within 24 hours of leaving the water in Scotland's Western Highlands. Five seawater farm sites provide year-round supply continuity, though sizing fluctuations, fallow periods, and high demand.



The Fishermen

Since 1977 Wester Ross farmers have reared their salmon from fry to adult using old fashioned labor intensive techniques. More than 40 years of hand wrought experience go into every fish that comes to your table. While there are no shortcuts for the farmers of Wester Ross, there is also an eye toward innovation to improve the quality and welfare of Wester Ross salmon. The Wester Ross dedication to their core premium brand values, and the commitment to animal welfare, strong environmental ethics and sustainable practices has not changed.





Innovation

Wester Ross raises salmon at very low densities, minimizing unnecessary handling, hand feeding, and relying on natural health solutions rather than medicine. Fish are observed daily by the farmers who care for them, and grown slowly to market size at a natural rate — producing a firmer, more humane fish that resembles its wild cousins in texture and appearance. That commitment extends to feed innovation: Wester Ross fish are fed a marine fishmeal developed specifically to mimic a wild diet, made from trimmings of fish already caught for human consumption, so the operation doesn't draw down local wild fish populations.

- Very low stocking densities, minimal handling, and hand feeding for the majority of time at sea
- Natural health solutions used instead of medicine
- Salmon grown slowly at a natural rate for firmer texture and more humane welfare
- Daily hands-on care and observation by dedicated farmers
- Hand selected and individually tagged for quality and traceability
- Custom marine fishmeal feed mimics a wild diet, sourced from fish trimmings to protect wild fish stocks

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