



Dear Applicant,

## THE WESTER ROSS SALMON EDUCATION TRUST

*funding for the future; investing in the next generation*

As the managing director of Wester Ross Fisheries Ltd. I am delighted that you are considering applying for assistance through our charitable trust. *The Wester Ross Salmon Education Trust* has been established to provide formal funding to help pupils of Ullapool High School achieve their full career potential, whether that be academic, through college or university study; or vocational, through an apprenticeship or work experience opportunity.

You can apply if you are a senior pupil or have left Ullapool High School within the last two years. The full qualifying criteria are detailed in the *Guidance Notes for Applicants*.

Wester Ross Fisheries Ltd. is a unique company with a heritage rooted in Ullapool and Wester Ross. We are committed to sustainable aquaculture with respect for the environment and responsible stewardship. Our all natural management and traditional operating procedures embody our strong brand values and core guiding principles. We know from decades of experience that premium quality can be achieved with low impact responsible farming and the preservation of time honoured practices.

Wester Ross Fisheries Ltd. was the last independent salmon farm in Scotland until July 2022, when MOWI Scotland Ltd. purchased our business, in a transaction that preserved Wester Ross Salmon as a ring fenced brand; taking forward our company ethos, values and practices.

Wester Ross continues to remain under the management of David Robinson and myself and it's business as usual for the whole Wester Ross team. It is of tremendous significance that Wester Ross is to remain a ring fenced brand because it indicates the value that MOWI place upon the principles and practices that mark us out as different. At the point of sale, we felt it was appropriate to dedicate some of the sale proceeds to seed fund this charitable education trust. Its establishment is a demonstration of our commitment to invest in the next generation to take forward our ethics, by supporting those from Ullapool High School who wish to pursue a career in aquaculture; sustainable lifestyle; environmental studies; or STEM subjects.

Wester Ross is a leading local employer and has always been supportive of the local community and of its young people. I was a pupil at Ullapool High School myself, along with my two sisters and brother and the town enjoys a geographical opportunity that has undoubtedly inspired generations past and present, to pursue careers at sea and on land.

I and the team at Wester Ross look forward to watching the next generation thrive, in a landscape where jobs and careers are constantly evolving. I wish you every success with your application and with your future, wherever it may lead.

With warm regards,

Gilpin Bradley  
Managing Director  
Wester Ross Fisheries Ltd.

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