

**WildFish**

**Impact Report 2025**



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# CEO Foreword

**This report sets out who we are, how we work and what we achieved last year to stem the continuing assault on wild fish and their habitats. The immediate threat to our rivers and their fish has arguably never been greater.**

WildFish campaigns fearlessly for wild fish with dedication, raw passion and urgency. The UK's endangered Atlantic salmon is a keystone species whose needs embrace all that we do. A river fit for Atlantic salmon is a river fit for everything, including us. We have collected evidence, worked on policy and sought enforcement through the law. We acted where the government and its regulators – wedded to growth at any price – failed.

We will not allow nature's wild diversity to be canalised into sterile, public amenity water theme parks as the recent White Paper, A New Vision For Water, threatens. I am optimistic that our campaigning – with your vital support – will encourage environmental common sense to prevail. There is a growing awareness in the public – though not so much in government – of the importance of nature for its own sake, and we will strive, with others, to foster this.

We remain an uncompromised and unconflicted force for wild fish and their habitats. We do not take government hand-outs, polluters or "fish farmers" money. We are only constrained by the funds you provide in delivering our mandate. Our commitment to our cause is total.

**Nick Measham,**  
CEO



## Our achievements last year included:



Challenging housing development **without adequate water or sewage provision**

Our central role in getting the Office for Environmental Protection to **make clear the law on sewage is enforced** to end illegal discharges of raw sewage.



**Off The Table growing internationally** – we and our partners successfully launched in **North America**.



**Challenging wetlands** being used to remove phosphate from sewage

Preventing Southern Water getting permission to use **a drought order to drain the Test** at the expense of chalk stream salmon



Our River Avon invertebrate report provides more **up-to-date evidence** than the Environment Agency's of the river's distress.



**“The pressure on the environment and habitat for wild fish is intense. Because fish are largely unseen, the detrimental impact of this pressure is often overlooked by the public. Now that pollution levels have reached a point where it is affecting people’s enjoyment of rivers, lakes and the seas, awareness of the problem is increasing. This is a longstanding issue that has been known for decades.**

**Corporations such as water companies and salmon farms exist primarily for profit. When the most profitable solution is to over-abstract and pollute, they must be held accountable. When a government regulatory authority such as the Environment Agency consistently fails to do so, organisations like Wildfish are essential to raise public awareness of these activities and hold corporations and agencies to account.**

**Wildfish is performing an essential role in challenging the activities of corporations and government agencies that are having such a disastrous impact on wild fish and the environment.**

**Wildfish do an incredible job and require our maximum support.”**

**Ross Brawn** OBE HonFI IMechE

# Our unique proposition

**Our mission is to protect wild fish and their habitats. Our work is wide-ranging, but it is always focused on the main requirements for thriving populations of wild fish which are, or should be, a mainstay of biodiversity.**

## Why protect wild fish

Sustainable wild fish populations and their habitats matter. In fact, they matter a lot. Wild fish and their waters are vital to the biodiversity which sustains our world and fish are powerful indicators of ecosystem wellbeing.

Yet fish – especially in fresh and coastal waters – are under massive threats. Biodiversity in these ecosystems is declining faster than anywhere else.

## What wild fish want

Protecting them is not straight-forward. Water gets everywhere, which is another way of saying, wild fish and their habitats face a multitude of challenges. Take the Atlantic salmon, a “keystone” species with a remarkable life cycle. It travels from birth and young life in rivers, to oceans where it grows to maturity, and then back again to

create the next generation. This amazing fish encounters almost every pressure imaginable throughout this process and defines for us what fish need to thrive:

1. **Healthy water and habitats** – no pollution
2. **Lots of water** – reduced abstraction
3. **Freedom of passage** – eliminating unnecessary barriers

## How we deliver

We have a clear process: we use science, evidence and law to campaign for wild fish and their habitats. We focus on the trinity of

pollution, abstraction and barriers. Through our SmartRivers’ monitoring we provide detailed information to help inform physical interventions by others and challenge the EA to act on local pressures.

## What we have achieved in 2025

Wild fish populations continue to shrink. This means our work remains relevant and urgent. This report sets out our achievements over the last year. We hope you can see what your support has enabled us to do in our efforts to stop the rot.

## What we worked on in 2025

		Abstraction	Pollution	Barriers
<b>SmartRivers</b>		●	●	●
<b>Resources &amp; Pollution</b>	No Capacity, No Development	●	●	
	Pesticides		●	
	Chalk Streams	●	●	●
	Constructed Wetlands		●	
<b>Salmon Farming</b>			●	●

**Table 1.** Our work address the three challenges stopping fish and their habitats from getting what they need: healthy water, lots of water and freedom of passage.



**'For us the SmartRivers quality control system means that whilst we are no experts, we feel our data is robust and can be used for real things.'**

**Cecilia Young, Severn Rivers Trust (Rea Brook catchment) group lead.**



Provided

6,300+

hours of training to 400+ volunteers



10

years of data on the Avon

SmartRivers



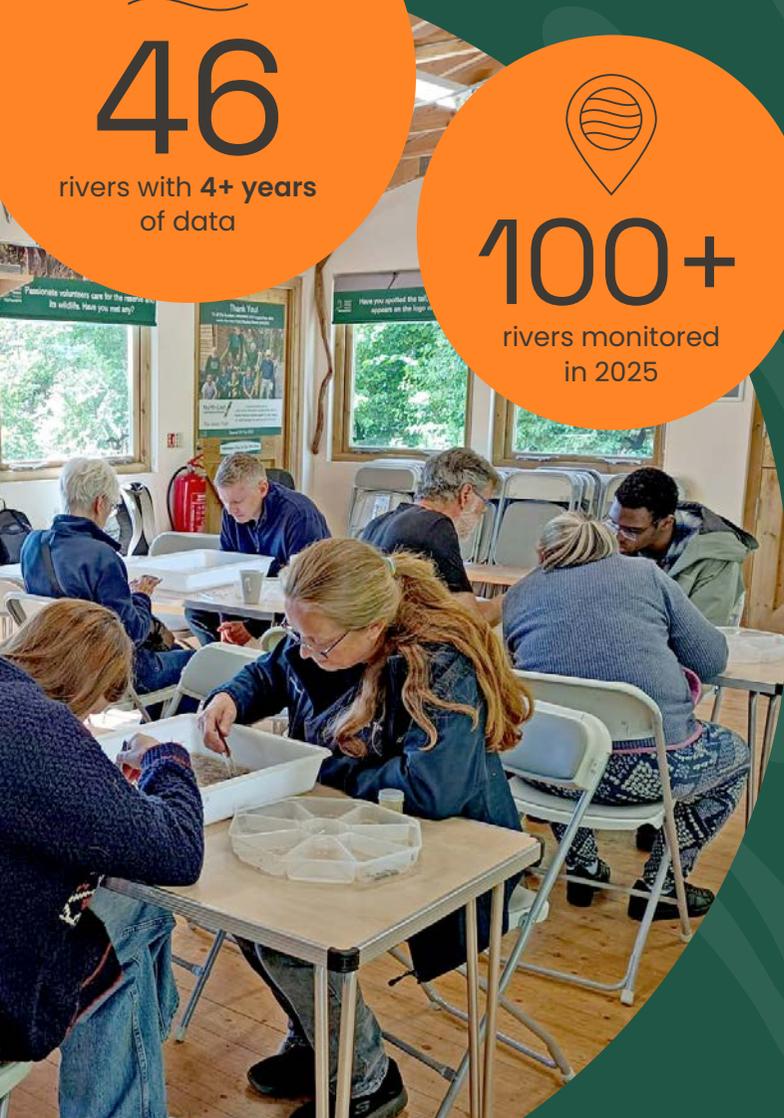
46

rivers with 4+ years of data



100+

rivers monitored in 2025



11

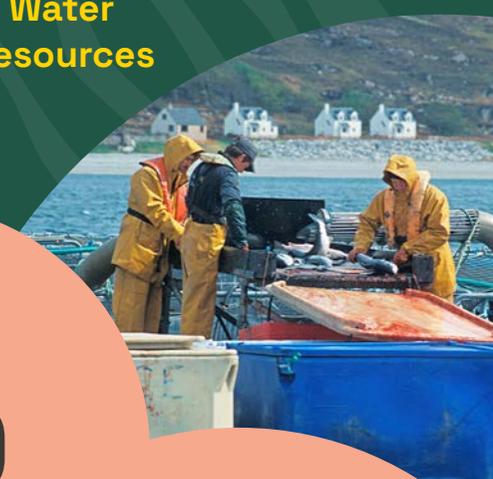
responses to water resources consultations



43

cases and legal actions

Water Resources



Over

250

chefs in the UK and around the world have now joined the Off The Table campaign

Salmon Farming



1,800+

members of the public signed a Christmas pledge not to eat farmed salmon

# A year in numbers

Across all of our campaigns WildFish supporters took over **4000 advocacy actions**, writing to MPs and responding to consultations, including **over 1100 responses** to the Independent Water Commission consultation.

We published **six major reports** on abstraction, water resources and our SmartRivers data, and salmon farming.

# SmartRivers

Freshwater ecosystems are complex. To guide effective decision-making, they require a monitoring regime that's both dynamic and reliable. SmartRivers delivers exactly that – focusing on long-term goals while staying adaptable to change. We are working to fill the monitoring gap in UK rivers through high quality citizen science.

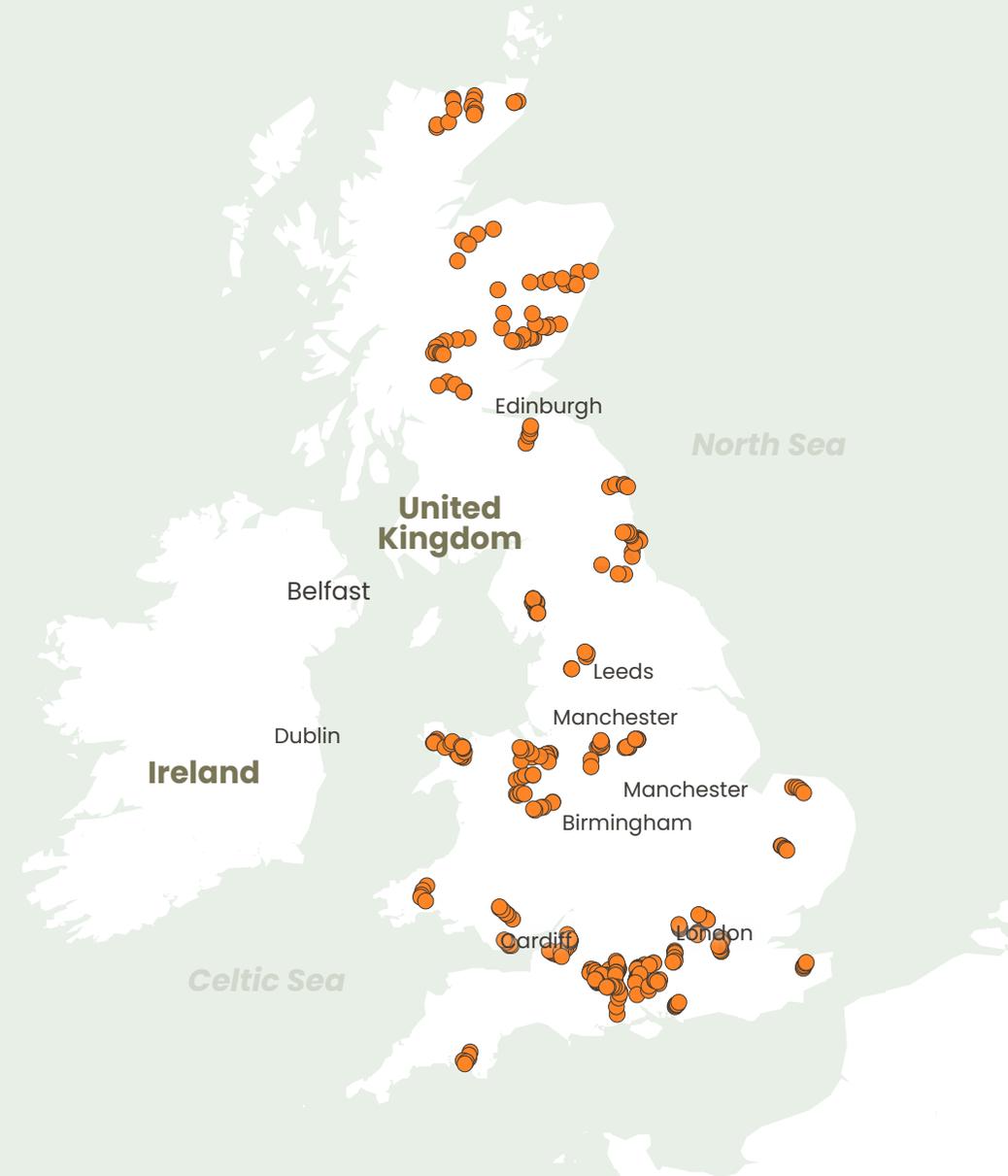
SmartRivers groups design their monitoring networks based on local insight and community concerns. These sites are ground-truthed through our professional benchmarking process. After multiple years of monitoring, we review the findings and return to the group's original objectives, asking:

- Are we closer to answering the key questions?
- Should we zoom in on a particular issue?
- Is it time to expand monitoring to additional areas of the catchment?
- Can the findings be used in one of our wider WildFish workstreams?

**4**  
years

We have at least 4 years worth of high-resolution ecological data (invertebrate community profiles and water quality scorecards) on 46 rivers.

## 'Building long-term data sets and relationships to drive action'





Continuous re-evaluation and personalised guidance are just some of the ways we work with SmartRivers groups to drive meaningful impact. Below are examples from this year of how some of our longer term relationships have developed:



### Welsh Dee Trust

The Welsh Dee Trust volunteers have used SmartRivers monitoring since 2021. Focussing on three key tributaries (the River Alyn, River Ceiriog, and Aldford Brook), they have adapted their approach over time to fit their conservation efforts. This year they are adding a new site to complement a project in the Aldford Brook catchment. There, professional SmartRivers sample analysis is providing ecological grounding to citizen science chemical testing.



### Chilterns Conservation Board

The Chilterns Conservation Board group has been conducting SmartRivers monitoring in the River Chess for four years. This year, they expanded their network by adding a new river (the Hamble Brook), which is currently undergoing significant restoration. The monitoring provides a baseline for this restoration work while also offering an opportunity to learn more about the winterbourne community. As chalk streams, both rivers support rare and ecologically valuable habitats, making this monitoring particularly important.



### Tay Catchment Salmon Alliance

After enrolling in 2021, this group has applied SmartRivers monitoring in 8 different rivers. This year they have focused monitoring efforts on the River Lyon and have linked water chemistry testing.



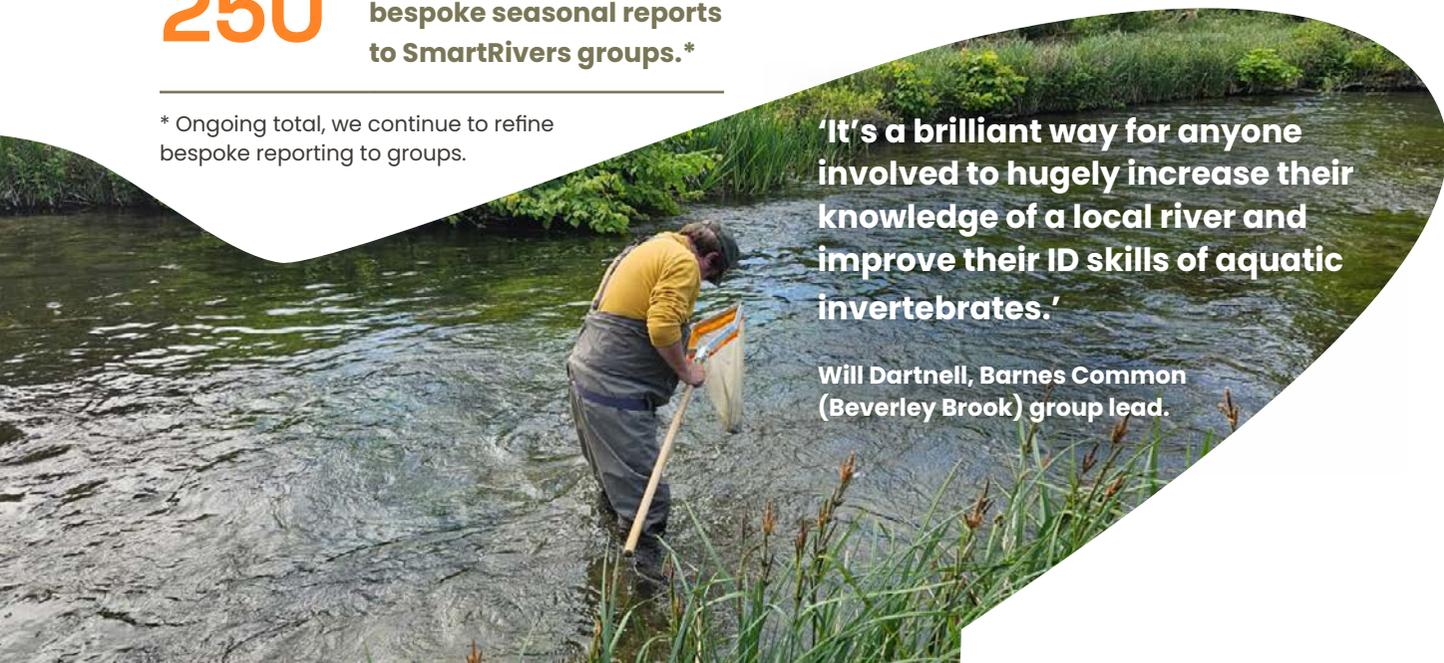
### Whitewater Valley Conservation Society

The Whitewater Valley Conservation Society group had concerns over the deteriorating state of their chalk stream, particularly regarding sediment pollution and abstraction near the source. In 2017, they commissioned three years of professional invertebrate monitoring to improve their understanding of water quality. This year, they got in touch to restart the monitoring and investigate whether conditions have changed since their original survey.

**250**

**We've sent over 250 bespoke seasonal reports to SmartRivers groups.\***

\* Ongoing total, we continue to refine bespoke reporting to groups.



**'It's a brilliant way for anyone involved to hugely increase their knowledge of a local river and improve their ID skills of aquatic invertebrates.'**

**Will Dartnell, Barnes Common (Beverley Brook) group lead.**

## SmartRivers evolution in 2025

### New processes and expertise

2025 has been a pivotal year for SmartRivers, from internal expansion to support the project to the development of new processes to strengthen volunteer engagement.

We have been actively piloting other techniques to expand the monitoring tools available to SmartRivers groups. SmartRivers already stands out for its methodological rigour, but these pilot projects could result in some exciting and pioneering science for our network.

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**6,300**

**We've delivered over 6,300 in-person volunteer training hours through SmartRivers.**

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### New learning opportunities for our network

- **Online taxonomy training** sessions
- **New in-person training day** to assist groups through their first independent round of sample sorting and ID.
- **Bespoke quality control taxonomy** resource development and feedback delivered to groups online.



**'We're providing the highest standard of support and resources for our volunteer community.'**



**“Time and again politicians have failed to deliver a meaningful plan to protect our rivers and waterways from pollutants like sewage despite promising to do just that. No wonder the public are angry! Wildfish is leading the charge to persuade this government to get it right and match public concern for the environment with action.”**

**Matthew Wright**

# Water Resources and Pollution

**Wild fish need their waters plentiful, free flowing and clean. In 2025 we focused particularly on the problem of over-abstraction: making sure there is enough water in our rivers. This intersects with our ongoing efforts to tackle pollution and to bring about clean and healthy waters for fish.**

It has not been straightforward. The last twelve months saw deeply concerning proposals to change regulations, notably in the Cunliffe Review of the Water Industry, as well as ill-considered housing developments that would connect to water infrastructure that is already over its capacity.

## Why does it matter

Rivers in the UK are facing a crisis. The combined effects of pollution from many varied sources, barriers and obstructions to connected habitats, increasing abstraction of water, and climate change are placing enormous pressure on our freshwater habitats. **Over 460,000 sewage spills were recorded in 2023.** Currently, in England, **14 billion litres of water are abstracted daily from rivers.** The government has projected a **5-billion-litre a day shortfall by 2050.** Nearly a quarter of English rivers are at

serious risk from unsustainable water abstraction. Our freshwater ecosystems are remarkably resilient when given the chance to recover, but cannot withstand such a sustained onslaught.

## No Capacity, No Development

The focal point for this strand of our work has been the launch of our *No Capacity, No development* campaign. It began in February when we published our **No Capacity, No Development report**. In essence the problem is this: regulation of water and sewage is deeply misaligned with the planning system. New developments can be granted planning permission with no proper consideration of whether the available water resource and sewerage infrastructure can support them without negatively impacting the environment. Water companies are not statutory consultees on planning applications and therefore they cannot refuse to connect new developments to already overstretched infrastructure.

## The many threats to our rivers



We wrote to 35 Local Planning Authorities (LPA) that have chalk streams in their areas to ask whether and when they consult with water companies about capacity during the planning process. We received 26 substantive responses, and the results were shockingly inconsistent between different LPAs. The degree to which they do consult with water companies is patchy and varies widely; some consider capacity a material consideration, but others do not. Because water companies are not statutory consultees, engagement remains discretionary.

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**35**

**We wrote to 35 Local Planning Authorities (LPA) that have chalk streams in their areas...**

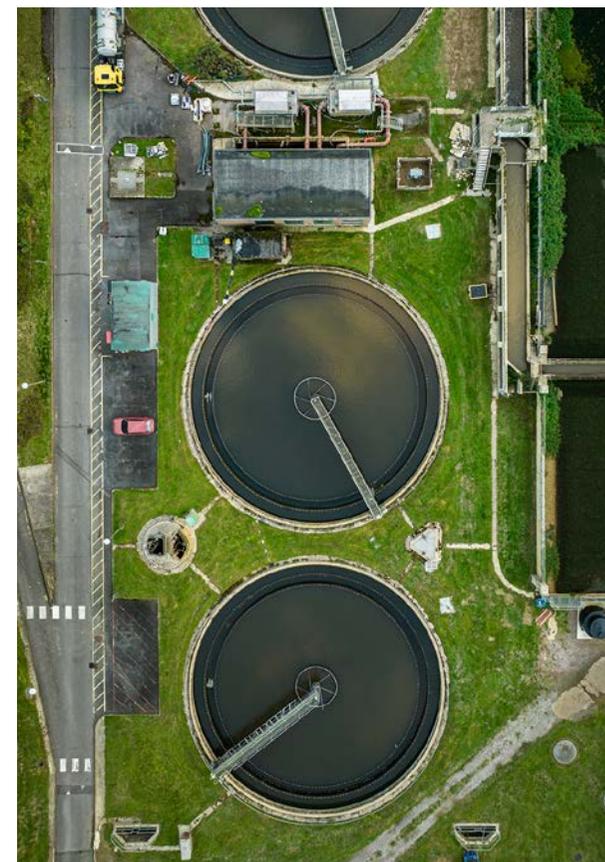
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The suggestions that we make in the report, and for which we broadly campaign, are to update national policy to require: capacity assessments; making water companies

statutory consultees; allowing water companies to refuse to connect when there is not capacity; and having developers to fund the infrastructure upgrades needed to build the necessary capacity. Indeed, our campaigning has already had some successes, with the Government now promising in their Water White Paper to introduce more joined-up planning for water resources and sewage and to make water companies statutory consultees for planning applications.

Our *No Capacity, No Development* campaign also had swift application when, in May of 2025, we launched a judicial review challenge to the Buckinghamshire Council. They approved planning conditions for a housing estate when there was clearly no capacity in Anglian Water's poorly performing sewage works. Anglian Water is bound to let the development connect to their pipes, no matter how badly their sewage works are performing, and the local river, the Great Ouse, is bound to suffer. This case was quite technical, and frustratingly,

the Judge decided to dismiss our judicial review challenge at the hearing in November. We are now considering whether to appeal. The essence of this case remains that the Council should not build houses when there is no capacity to deal with the sewage they will create.



**'...the Council should not build houses when there is no capacity to deal with the sewage they will create.'**

## The Cunliffe Review

This year has been marked by the Water Commission's call for evidence and subsequent review overseen by Sir John Cunliffe. We submitted **a response** in March. While the report makes some sensible suggestions – such as taking a more strategic approach to water and sewage – the outcomes were disappointing. The review's remit was far too broad, including areas beyond the water industry's scope. It proposes merging OFWAT, the Drinking Water Inspectorate, and relevant Environment Agency (EA) and Natural England functions, and doing the same in Wales, to create 'super-regulators', but the boundaries remain unclear, leaving gaps where regulation and enforcement could fall through. We were particularly concerned by suggestions to dilute the Water Framework Directive (WFD). The WFD currently assesses rivers by their physical, chemical, and ecological health. The report proposes weakening this by adding public health concerns – potentially conflicting with existing targets – and by removing the one-out-all-out principle that scores waterbodies by their weakest element. We have argued repeatedly that existing law, if properly implemented and

enforced, would achieve far more than the legislative upheaval that continually defers action. We do not have time to wait.

The overall message appears to defer action while moving the goalposts on monitoring and regulation. We will, as always, continue to oppose unnecessary changes that do nothing to help the environment.

**'We also asked for a more joined up approach to water resources, sewage and planning development...'**

There are, however, some positive outcomes: our proposed recommendation for ending Operator Self-Monitoring has gained traction and will be made law. We also asked for a more joined up approach to water resources, sewage and planning development, and the Government has said it will, to some degree, be taking this forwards. Water companies will also now be made statutory consultees for planning applications. All of these successes feature in the government's White Paper ("A New Vision for Water", January 2026).

## Office for Environmental Protection

In December the Office for Environmental Protection (OEP) published a report on the regulation of Combined Sewer Overflows (CSOs) which is another step in the long process of investigating whether the EA, Defra and Ofwat have complied with their legal duties in response to a complaint WildFish made two years ago. This follows our extensive work, beginning in 2022, to get the law on sewage enforced and to end illegal discharges. The OEP has recognised our central role in making these changes possible.



## Abstraction Report

This year began with one of the driest springs since records began. Much of England is already chronically water stressed, and yet we continue to abstract 14 billion litres of water a day. WildFish published an in-depth **report** in June on the state of abstraction in the UK.

We believe that we must have publicly available, real-time measurements of the volume of water being abstracted from rivers, we must end abstraction on chalk streams, and have proper enforcement of long term plans to reduce overall abstraction. Our research also makes it clear that there needs to be a thorough review of abstraction licences.

The report makes some proposals for change in the system and for better enforcement and regulation using existing laws. It has been read widely and we are optimistic that it will have an impact in drawing attention to the problems faced by rivers from both the public and government bodies.

## River Chess Abstraction License

In September 2024, WildFish discovered that the abstraction license for the River Chess – a globally rare chalk stream – had been restarted, supposedly to manage flood risks, under a Section 20 agreement between the EA and the water company, Thames Water. We asked the EA for the environmental assessment, which they prepared after we contacted them, but which proved to be entirely inadequate.

After we followed up with the Agency, they revoked the abstraction licence for Chesham Pumping station, and are working on a more general proposal. We are still investigating whether the EA is using the same method for flood control on other chalk streams!

## River Test Drought Order

Later in the year we also challenged Southern Water's (SW) Drought Order application on the River Test. This would have increased the volume of water that SW could abstract during periods of low flow to increase public supply. During the one-day hearing, in which WildFish was the sole objector, our own lawyers argued that the assessments of environmental damage and compensation were inadequate. Southern Water withdrew their application shortly after the hearing.





## Chalk streams

The new government has claimed that “Restoring chalk streams is fundamental to this government’s ambitious programme to clean up our rivers, lakes and seas for good.” In July we wrote to the Secretary of State for the Environment to ask him to consider designating all chalk streams in England Special Areas of Conservation (SACs). Currently only a handful of chalk stream sites are SACs, though chalk streams are as globally rare and ecologically important as a coral reef or a rain forest, and over 85% are found in England. However, despite

the Chalk Stream Restoration Strategy’s goal of enhanced protections for all chalk streams, the response we received argued that the current protections are sufficient. They proposed that the WFD provides enough protection, though as we pointed out above, the Cunliffe Review has recommended watering down the protection this affords, and our own SmartRivers data has shown clearly that even existing WFD assessments are not fit for purpose to protect chalk streams.

In 2025 SmartRivers provided monitoring comparable to the EA’s own monitoring for 24 chalk streams. Of these, 20 chalk

streams now have three or more years worth of data. On the river Avon, flowing through Wiltshire and Hampshire, we now have ten years of data from 2015 to 2024. This year we published our report, **A Decade of Decline**, detailing the results of that monitoring. It showed significant declines in invertebrate communities, particularly of our riverflies, which are a sensitive group of sentinel species. Abundance dropped dramatically. However, according to the Water Framework Directive (WFD), the sites we monitored all still got a ‘high’ score, and did not reflect the clear downwards trend we observed in river health.

## Pesticide Records

Chemical pressure frequently appears as a major stress on aquatic invertebrate populations in our SmartRivers data. In February 2024 we requested copies of farmers' pesticide use records from the Health and Safety Executive (HSE) for a small sub-catchment of the Welsh Dee, to try to determine what was causing the significant chemical pressure detected there by SmartRivers volunteers. The HSE refused. We believe that we should be able to find out which chemicals are being put into rivers, and therefore that farmers' pesticide records should be subject to Freedom of Information (FOI) requests. And so our battle for transparency began.

Whenever any of these chemicals, referred to as Plant Protection Products (PPPs), are used the substance and volume must be recorded. These substances are controlled for a reason. They are biologically active compounds, many of which are capable of great harm when they leach into rivers, lakes and streams. Though the HSE does not hold those records itself, it can request to inspect them at any time, and these records are considered to be held on behalf of the HSE. When we asked to see them, the HSE said it does not routinely request these records and

does not hold them so it was unreasonable for us to request the records. We disagreed and so did the Information Commissioner.

Most recently the HSE has appealed the Information commissioner's decision on this case and another similar case in Carmarthenshire. We have been supporting the Information Commissioner as respondents to the appeals. The two cases will be heard together in the new year. If we are successful, this will establish a national precedent: that we have a right to know about what is happening in our rivers.

## Constructed wetlands

We have challenged the use of wetlands to remove phosphate from sewage. Constructed wetlands, artificial wetlands built to clean waste water that contains high levels of pollutants, particularly phosphate which contributes to the eutrophication of aquatic habitats, are being proposed and implemented widely. But the evidence suggests that they are not an adequate solution. The extent to which wetlands remove phosphates is highly variable, and depends on many factors including retention time, wetland design and how fast the wetland plants are growing. We have therefore challenged their use.



A brown trout is swimming in clear water over a rocky riverbed. The water is shallow and clear, revealing the rocks and some aquatic plants. The trout is positioned in the lower right quadrant of the image, facing towards the right. The background is filled with the texture of the riverbed and the ripples of the water.

**"2025 proves yet again where would we be without WildFish. Following on from its work in the High Court, WildFish's OEP complaint alone underwrites the Government's need to change its game. It was a hugely successful year across the board, and I am looking forward to WildFish's impact in 2026."**

**Feargal Sharkey OBE**

# Salmon Farming

## What is it

WildFish has consistently been a leading voice among wild fish conservationists calling for the closure of all open net salmon farms. We work on every level to oppose the spread of this “ecocidal” industry. This year our work has spanned from opposing individual planning applications with local community groups, to national legal challenges around certification of farmed salmon, and launching our Off The Table campaign with partners in the USA.

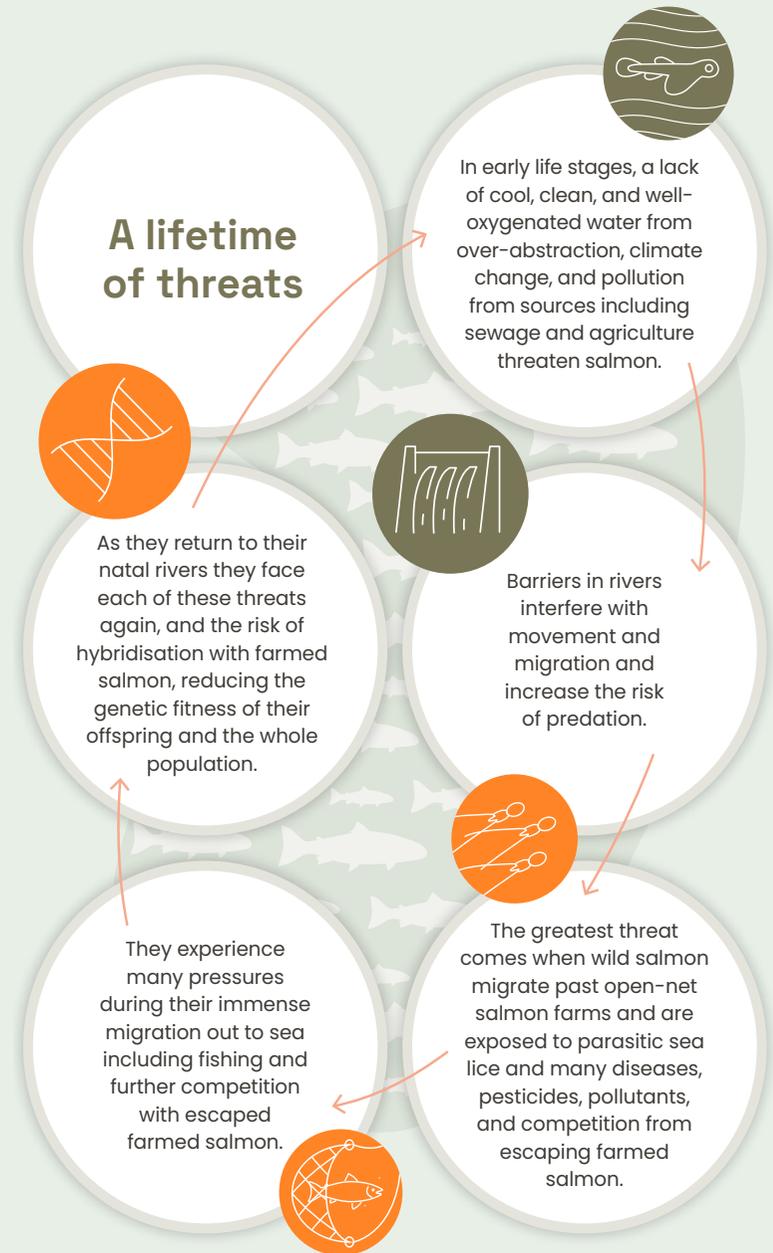


## Why does it matter

The Atlantic salmon is endangered in Great Britain, and the population continues to decline. The number of Atlantic salmon in England fell to its lowest on record in 2024, and 90% of salmon rivers are categorised as at risk or probably at risk across the UK. One of the major causes of these declines in Scotland is the presence of industrial salmon farming. This year, we compiled the most up-to-date evidence in a **literature review**, and it is clear that where salmon farms exist, wild salmon populations suffer.

**90%** of salmon rivers are categorised as at risk or probably at risk.

The conditions on salmon farms continue to worsen. The government’s annual fish farm production survey revealed that in 2024 nearly a third of all farmed salmon died prematurely, the worst survival rate in over thirty years, and the worst since records began. In 2023, an estimated 17.4 million farmed salmon died before they could be harvested – a fourfold increase since 2018, and the mortality rates on some farms reached as high as 86.8%.



## Reality Gap report

In February we published **The Reality Gap**, a report exploring the differences between how the Scottish salmon farming industry presents itself and the truth beneath the surface. Using sophisticated marketing techniques, misleading certification schemes and celebrity endorsements, the industry creates an image of a sustainable product tied deeply to Scotland's natural heritage. Despite this, none of the seven companies operating salmon farms in Scotland are Scottish-owned. There is a stark gap between the picture that is painted in salmon farm marketing materials and the operational realities.

**'...none of the seven companies operating salmon farms in Scotland are Scottish.'**

## Cost Benefit Analysis Report

At the end of the year, in collaboration with the Scottish Inshore Fisheries Trust (SIFT), we commissioned research from independent analysts on the economic claims made by the Scottish salmon farming industry. Using

Skye and Lochalsh as a case study, though likely indicative of broader trends in Scotland, **this report** shows that the economic benefits of salmon farming to coastal communities in Scotland are often overstated, and the costs understated. The farms are owned and operated by vast multinational corporations, and yet they benefit from public subsidies, tax breaks and weak, minimally enforced regulations. The environmental costs of operations fall not to these companies, but squarely on the shoulders of Scottish coastal communities and the environment they depend upon.

## Industry Appeals against SEPA

In 2015 WildFish, then Salmon & Trout Conservation, called on the Scottish Government through a formal petition to improve and strengthen their legislative and regulatory control of marine fish farms. Over ten years in the making, in 2025 SEPA announced that they would introduce variations to fish farm licenses, at last acknowledging that their system wasn't working. The new regulations around the number of adult female lice allowed on farms are totally inadequate, and barely even

scratch the surface of the changes needed to reduce the environmental harms of this industry. But more importantly, in response, hundreds of fish farmers have appealed the new regulations en masse, effectively delaying their introduction indefinitely.

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**86.8%** mortality rates on some farms reached as high as 86.8%

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The proposed regulations cannot be enacted until every one of the 210 complaints have been processed. WildFish lawyers have submitted detailed representations against these appeals, but this has once again highlighted why WildFish must use every available tool to approach the problem of industrial salmon farming.





## Soil Association



One of the most absurd examples of “greenwashing” for the salmon industry is the Soil Association Certification’s approval of labelling for organic salmon. The Soil Association is responsible for organic certification in the UK. However, we believe that industrial farming of salmon in no way aligns with the principles of organic farming, and that it is not meaningfully different from conventional Scottish farmed salmon. In 2024, along with 30 other community groups and NGOs, we co-signed an open letter to the Soil Association asking them to stop this ‘greenwashing’. They have not stopped.

This year we won a major victory when we asked to see the Soil Association’s secret inspection reports of the salmon farms they are certifying in Scotland. They refused, but when we complained to the Information Commissioner, he ruled that the inspection records must be made available. The Soil Association appealed this decision in November and we participated as respondents, providing evidence at the hearing. We were successful in maintaining that these records should be public. Nothing can begin to undo the damage of this greenwashing until they drop the scheme entirely, but in the meantime, we firmly

believe that these inspection reports for so-called organic salmon farms will reveal many of the same problems that plague the rest of the salmon farming industry.

**‘Nothing can begin to undo the damage of this greenwashing...’**

## RSPCA Assured



Equally misleading and troubling, is the welfare certification scheme RSPCA Assured. It is the mostly widely applied certification

for Scottish salmon, which is perhaps unsurprising, as the standards are so relaxed as to be almost meaningless. In fact, Loch Duart, the only salmon farming company in Scotland that does not have any RSPCA Assured certified farms operating in Scotland, stated when they left that “The scheme no longer holds the same significance that it once did”. There are no limits to the rate of mortality on the farms, and in 2024 significant welfare breaches on RSPCA Assured farms made the news, enough for vice-presidents Brian May, Chris Packham and Caroline Lucas to step down. We continue to challenge the greenwashing that is rife across the industry.

## Protected Geographical Index

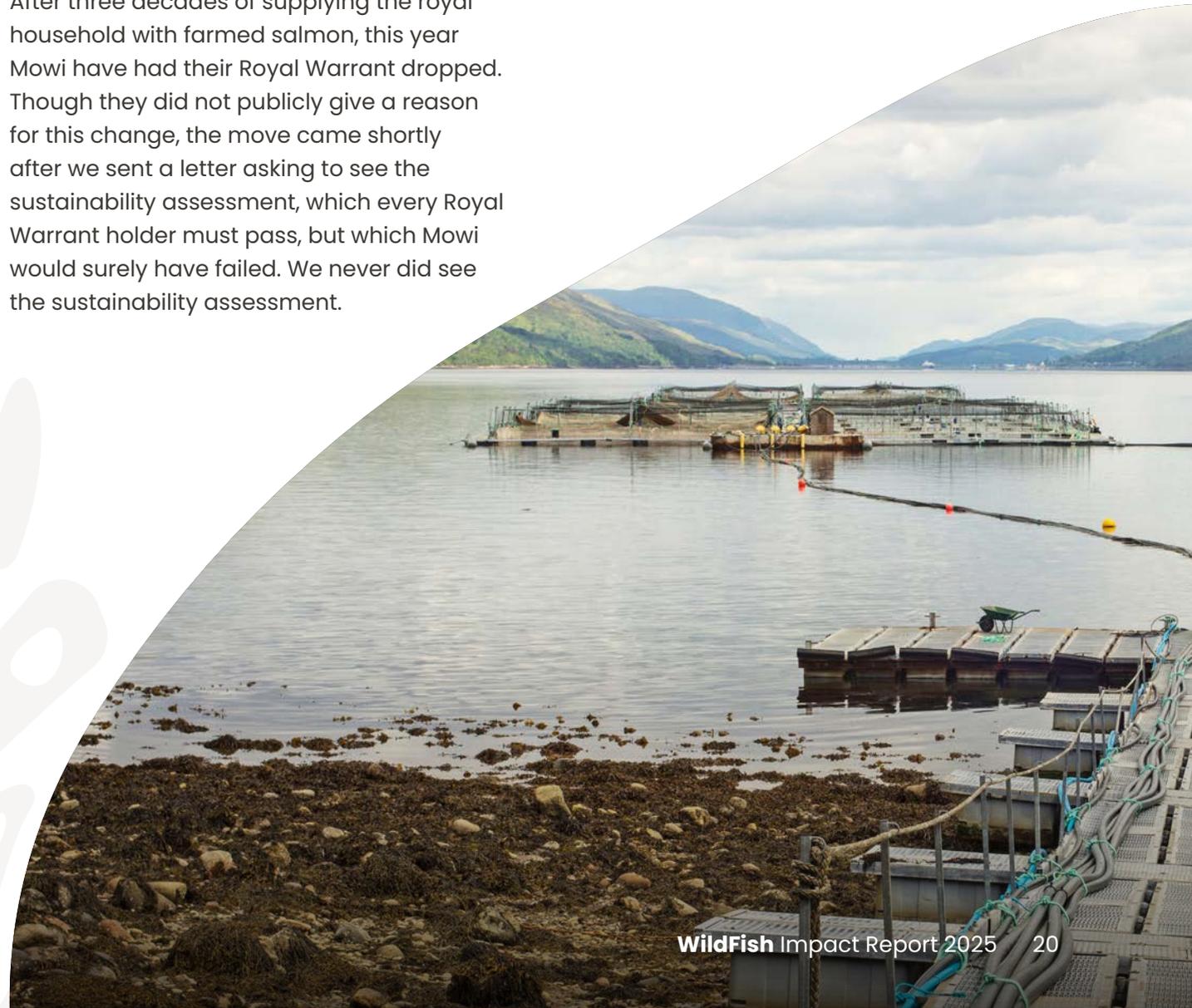
Along with our wider work on certification, we have also spent the last several years challenging the Protected Geographical Indication (PGI) that currently applies to Scottish salmon. At the start of the year we lost our first appeal to prevent the PGI being altered from Scottish farmed salmon to Scottish salmon. Despite evidence to the contrary, the industry successfully argued that the average consumer would know that salmon is farmed. However, shortly afterwards in an unrelated “cartel case” between supermarkets and the salmon farming industry, the Competition Appeals Tribunal reached an interim decision that there is likely no significant difference between Scottish and Norwegian farmed salmon, which we have argued undermines the case for Scottish salmon to have PGI status.

We applied to DEFRA to cancel the Scottish salmon PGI, which they refused in October because WildFish apparently do not have a “legitimate interest” (if not us, who possibly could?), but we have appealed this too, and are expecting a hearing at some point in 2026.

**‘After three decades of supplying the royal household with farmed salmon, this year Mowi have had their Royal Warrant dropped.’**

## Royal Warrant

After three decades of supplying the royal household with farmed salmon, this year Mowi have had their Royal Warrant dropped. Though they did not publicly give a reason for this change, the move came shortly after we sent a letter asking to see the sustainability assessment, which every Royal Warrant holder must pass, but which Mowi would surely have failed. We never did see the sustainability assessment.



# Off The Table

**To curb the environmental damage of farmed salmon, WildFish recognised that policy and legal work alone would not be enough – we must also address consumer demand. In 2022, we launched Off The Table, a movement of chefs, restaurants, and food lovers committed to removing farmed salmon from their tables and sharing why this matters.**

By the end of 2025, our network had grown to over 250 chefs across the UK and ten other countries spanning four continents, supported by more than 60 organisations worldwide. There is an appetite for action wherever the environmental harms of salmon farming are evident.

**Why chefs matter:** Chefs are tastemakers who influence what we consider exciting and even normal to eat. By changing what appears on restaurant menus, we can shift broader conversations about sustainability and food. Their commitment to ingredient quality and their influence over supply chains make them uniquely powerful advocates for change.

## 2025 Highlights

A defining moment came with the autumn launch of Off The Table USA in two pilot cities. This campaign was developed in collaboration with Cox Enterprises. This partnership brought expertise and resources to the campaign and attracted high-profile American chefs including Alice Waters, significantly raising the movement's international profile.

A chef-led panel event explored the current awareness of the harms of salmon farming in the hospitality industry. These chef-led conversations are essential to maintaining the authenticity and momentum of the campaign.

Our annual Christmas mobilisation campaign, timed to coincide with salmon's traditional place on holiday tables, saw over 1,800 members of the public pledge not to buy, serve, or eat farmed salmon. This consumer-facing work complements our chef partnerships, creating multiple pressure points for change.

## Strategic Impact

Off The Table works in tandem with our policy and regulatory efforts. While we push for stronger enforcement and better practices through legal channels, we recognise that without reducing demand for farmed salmon, we face an uphill battle against an enormously profitable and expanding global industry. By addressing both supply-side regulation and demand-side behaviour, we create a comprehensive strategy for protecting wild fish populations and marine ecosystems.

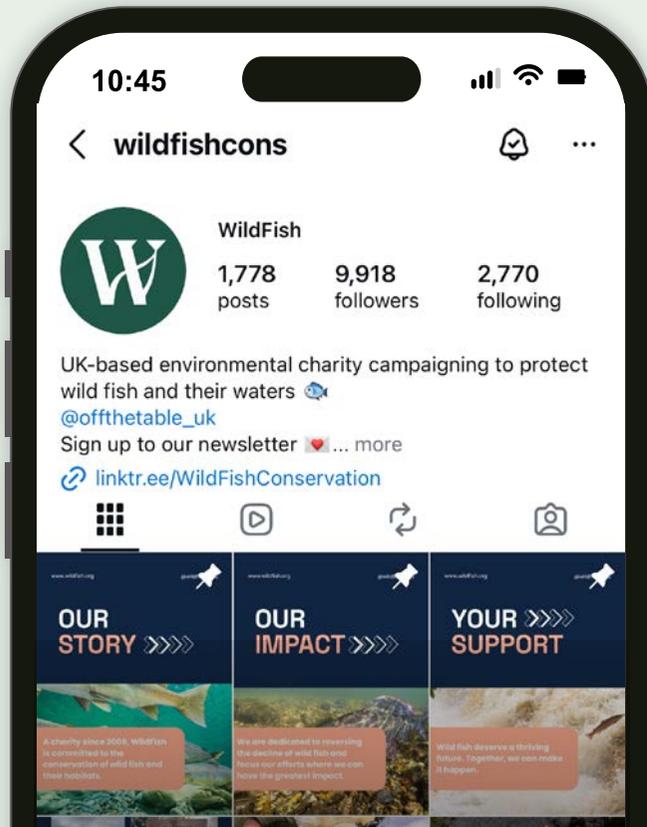


# Communications

In 2025, our communications kept wild fish at the heart of the conversation and at the forefront of public awareness. From exposing threats like habitat loss to championing actionable solutions, we made wild fish conservation a top priority for individuals, communities and decision makers alike. Through robust science, legal action, impactful advocacy and consistent engagement, we highlighted both the resilience of wild fish and the urgent need to better protect them and their habitats.

Our expanding supporter base was invaluable in mobilising meaningful action. In 2025 our communications:

- Secured **over 1,000 supporter responses** to the government’s consultation on biocides. Using an email-to-target action we demanded change to how this group of chemicals is approved.
- Generated **1165 email-to-target responses** to the Independent Water Commission’s consultation influencing the recommendations made to the Government for regulation of the water sector.
- Raised awareness of important local freshwater issues including a decade of decline on the River Avon which was covered by **51 national and local media outlets**.
- Reduced demand for farmed salmon** – which threatens wild fish through disease and parasites transmission, pollution and genetic introgression – by encouraging over **1,800 supporters** to pledge not to eat farmed salmon.



 <p>Total media coverage</p> <p><b>243</b></p> <p>pieces (including the BBC, The Guardian, Financial Times, Daily Mail, The Telegraph).</p>	 <p>Email database</p> <p><b>11,374</b></p>	 <p>Website visits</p> <p><b>62,000</b></p>	 <p>Total online community</p> <p><b>44,518</b></p>	 <p>Total advocacy actions</p> <p><b>4,034</b></p>
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## Meet the team



**Ingrid Burt**  
Accounts and  
Auction Manager



**Dr. Luis Moliner  
Cachazo**  
Freshwater Ecologist



**Louie Chadwick**  
Off The Table  
Campaign Assistant



**Tanglewest Douglas**  
Fundraising and  
Development Manager



**Dr. Janina Gray**  
Head of Science and  
Policy, Deputy CEO



**Dr. Sam Green**  
Senior Freshwater  
Ecologist



**Sondhya Gupta**  
Off The Table  
Campaign Manager



**Lauren Harley**  
SmartRivers  
Project Manager



**Paul Healey**  
Press Coordinator



**Nick Measham**  
CEO



**Dr. Justin Neal**  
Solicitor



**Daniel Nixon**  
Campaigns Researcher



**Immy O'Keeffe**  
Communications  
Manager

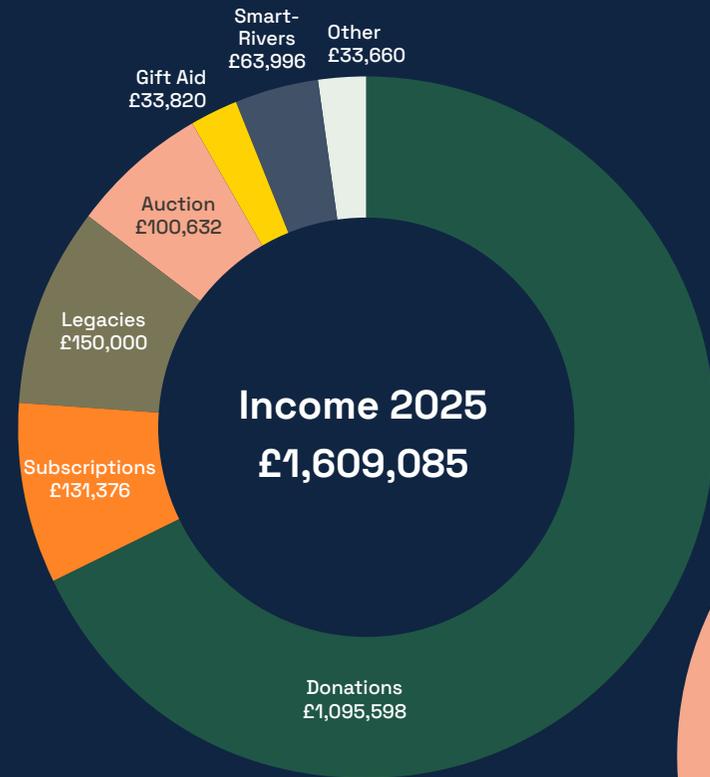


**Kim Sargeant**  
Operations  
Manager

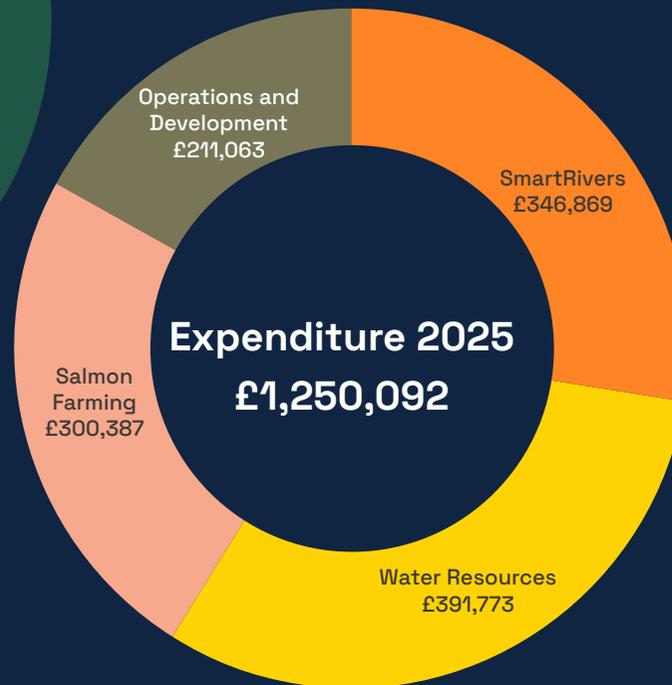


**Nick Underdown**  
Scotland Director

# Our funding: where it comes from and where it goes



WildFish is completely independent. We take no polluter funding or any other funding which would compromise our work.



We are extremely grateful to all of our donors. All matter, from the smallest individual to the largest organisation, some of which include:



## WildFish operating principles

We strive to create a welcoming, diverse, inclusive, and adaptive environment. Staff, contractors, and volunteers are encouraged and supported to achieve their best. Our aim is for WildFish to be truly representative of all sections of society and our supporter base.

WildFish is unreservedly committed to being an equal-opportunity employer. This commitment includes organisation-wide training about our rights and responsibilities in equality, diversity, and inclusion. We help all staff and volunteers to conduct themselves in a way that encourages the organisation to provide equal opportunities in employment – to prevent bullying, harassment, victimisation, and unlawful discrimination.

We have completed the SEEDS Development Programme with Full Colour and the Wildlife and Countryside Link, creating a practical framework for organisational change in WildFish's policy and culture.

Our vision statement aligns with our strategy: "By December 2029, WildFish will have the foundations in place to build an inclusive and equitable workspace. Embedding within our culture, the understanding of barriers to inclusion and the steps needed to remove them. Started in January 2025, our goal is to continue to create a fair workplace for all."

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PO Box 2412  
Salisbury SP2 2QN

### Registered address:

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North Wing, Ground Floor  
Newbury Road  
Andover SP10 4DU

### Charity information:

Wildfish Conservation is a registered charity:  
England & Wales No. 1123285, Scotland No. SCO41584  
WildFish is a company registered in England and Wales: No. 5051506  
VAT number: 564 4723 28

### Contact us:

[info@wildfish.org](mailto:info@wildfish.org)

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