

Edwin James
Inquiry Secretary (Pan Fish/Marine Harvest Inquiry)
Competition Commission
Victoria House
Southampton Row
London WC1B 4AD

19 July 2006

Dear Sir

Anticipated Acquisition by Pan Fish ASA of Marine Harvest NV

I understand that the OFT inquiry into the proposed merger between Marine Harvest and Pan Fish has been referred to yourselves.

My company, YO! Sushi, is the largest provider of sushi in the UK in the restaurant trade. We have been instrumental in encouraging sales of sushi in the UK since 1996 and we believe this has resulted in better eating patterns, perhaps diverting some consumers away from less healthy fast-foods. We buy around 200 tons of farmed Scottish salmon per annum and this quantity is likely to grow given our significant expansion plans.

I visited one of Marine Harvest's salmon farms and factories in March of this year very soon after the takeover bid and it was clear to me at the time that this would be bad news for the end consumer. My suspicions proved correct and since those merger talks our costs for raw salmon have increased by almost 50 per cent to unprecedented levels.

I note that on 8 July, Alte Eide, Chief Executive of Pan Fish was quoted in the FT as saying that if consumers find salmon too expensive they have plenty of alternatives. First of all, why should he be thinking that salmon could be more expensive if he is claiming that the proposed merger and consequent shrinkage of the supply base will not have an effect on salmon prices?

Secondly, I question his contention. Our best selling fish, also happens to be our lowest cost fish, namely farmed Scottish salmon. We have always supported the Scottish industry by selecting Scottish farmed salmon, exclusively, as we believe that with sushi, where fish is eaten raw, freshness is of critical importance and thus using a UK sourced product is bound to be fresher than an imported product. We could not suddenly switch to another variety of salmon nor indeed to another variety of fish without having a major impact on our customer offering. Salmon is our most popular line and is synonymous with sushi and sashimi.

We believe that if by allowing the merger to go through results in higher salmon prices, this will significantly affect our significant expansion plans both in the UK and overseas and we therefore recommend you resist it. There is no doubt that the merger will result in higher prices, as has been seen in the last few months since the bid was made.

Yours faithfully

Robin Rowland
CEO YO! Sushi

CC: Bob Cotton, Chief Executive - British Hospitality Association