



From luxury fish to staple seafood: tracing the making of the Scottish farmed salmon market - Approved

Information Regarding this Research Project

Are you conducting a research project?  
(for more information on research projects please see our [ethics pages](#))

- ☒ Yes ☐ No

Does your research only involve animals?  
☐ Yes ☒ No

- Are you undertaking this research as/are you filling this form out as:
- ☒ Academic/Research Staff
  - ☐ Non Academic Staff
  - ☐ Staff Undertaking a Programme of Study
  - ☐ PhD or DCLinPsy student
  - ☐ Undergraduate, Masters, Master by Research, MPhil or other taught postgraduate programme

Which Faculty are you in?

Lancaster University Management School

Which department are you in?

Marketing

Will your project require NHS REC approval? (If you are not sure please read the guidance in the information button)

- ☐ Yes ☒ No

Do you need Health Research Authority (HRA) approval? (Please read the guidance in the information button)

- ☐ Yes ☒ No

Have you already obtained, or will you be applying for ethical approval, from another institution outside of Lancaster University? (For example, an external institution such as: another University's Research Ethics Committee, the NHS or an institution abroad (eg an IRB in the USA)? Please select one of the following:

- ☒ No, I do not need ethical approval from an external institution.  
☐ Yes, I have already received ethical approval from an external institution.  
☐ Yes, I will be applying for ethical approval from an external institution after I have received confirmation of ethical approval from my Faculty Research Ethics Committee (FREC) at Lancaster University, if the FREC grants approval.

Is this an amendment to a project previously approved by Lancaster University?

- ☐ Yes ☒ No

Are you seeking Approval in Principle for a research grant application?

- ☐ Yes ☒ No

Will your research involve any of the following? (Multiple selections are possible, please see i icon for details)

- ☒ Human Participants  
☐ Data relating to humans (Secondary/Pre-existing data only)  
☐ Data collection from online sources such as social media platforms, discussion forums, online chat-rooms  
☐ Human Tissue  
☐ None of the above

## Project Information

Please confirm/amend the title of this project.

From luxury fish to staple seafood: tracing the making of the Scottish farmed salmon market

Estimated Project Start Date

01/03/2023

Estimated End Date

31/12/2023

Is this a funded Project?

☒ Yes

☐ No

## Funding Information

Funding information

What is the ACP Reference?

A000000

What is the Agresso ID?

MKA6683

Please note

Your ACP reference number can be found on your grant application, it will start with an A and be followed by 6 numbers, e.g. A123456 Your Agresso ID is your grant code for expenditure allocated by post-award, e.g. EAA7001.

What is the funding organisation?

Lancaster University Management School

What is your external grant reference? (if you do not have one, please enter "N/A")

N/A

## Research Site(s) Information

Will you be recruiting participants from research sites outside of Lancaster University? (E.g. Schools, workplaces, etc; please read the guidance in the information button for more information)

☒ Yes

☐ No

Please provide the number, type and location of external research sites that you are using (please see help text for details).

- A) University in the UK (Stirling)
- B) NGO in the UK (Feedback)
- C) Approximately 15 members of various businesses involved in salmon farming in Scotland and England

Applicant Details

Are you the named Principal Investigator at Lancaster University?

☒ Yes

☐ No

Please check your contact details are correct. You can update these fields via the personal details section located in the top right of the screen. Click on your name and email address in the top right to access "Personal details". For more details on how to do this, please read the guidance in the information button.

First Name

Josiane

Surname

Fernandes

Department

Marketing

Faculty

Management School

Email

j.fernandes@lancaster.ac.uk

Principal Investigator

You have stated that you are the Principal Investigator for this project.

First Name

Josiane

Surname

Fernandes

Department

Marketing

Email

j.fernandes@lancaster.ac.uk

### Additional Team Members

Other than those already added, please select which type of team members will be working on this project:

- ☐ I am not working with any other team members.
- ☒ Staff
- ☐ Student
- ☐ External

Search for the names of all other internal staff here:

First Name

James

Surname

Robinson

Department

Lancaster Environment Centre

Faculty

Faculty of Science and Technology

Email

james.robinson@lancaster.ac.uk

## Details about the participants

As you are conducting research with Human Participants/Tissue you will need to answer the following questions before your application can be reviewed.

If you have any queries about this please contact your [Ethics Officer](#) before proceeding.

What's the minimum number of participants needed for this project?

5

What's the maximum number of expected participants?

20

Do you intend to recruit participants from online sources such as social media platforms, discussion forums, or online chat rooms?

☐ Yes

☒ No

Will you get written consent and give a participant information sheet with a written description of your research to all potential participants?

☒ Yes

☐ No

☐ I don't know

Will any participants be asked to take part in the study without their consent or knowledge at the time or will deception of any sort be involved?

☐ Yes

☒ No

☐ I don't know

Is your research with any vulnerable groups?

(Vulnerable group as defined by Lancaster University Guidelines)

☐ Yes ☒ No ☐ I don't know

Is your research with any adults (aged 18 or older)?

☒ Yes ☐ No

Is your research data collected with completely anonymous adult (aged 18 or older) participants, with no contact details or other uniquely identifying information (e.g. date of birth) being recorded?

☒ Yes ☐ No

Is your research with adult participants (aged 18 years, or older) in private interactions (for example, one to one interviews, online questionnaires)?

☒ Yes ☐ No

Is your research with any young people (under 18 years old)?

☐ Yes ☒ No ☐ I don't know

Does your research involve discussion of personally sensitive subjects which the participant might not be willing to otherwise talk about in public (e.g. medical conditions)?

☐ Yes ☒ No ☐ I don't know

Could the study induce psychological stress or anxiety, or produce humiliation or cause harm or negative consequences beyond the risks encountered in a participant's usual, everyday life?

☐ Yes ☒ No ☐ I don't know

Is there a risk that the nature of the research topic might lead to disclosures from the participant concerning either:

- Their own or others involvement in illegal activities
- Other activities that represent a threat to themselves or others (e.g. sexual activity, drug use, or professional misconduct)?

☐ Yes ☒ No ☐ I don't know

Does the study involve any of the following:

- Physically intrusive procedures including touching or attaching equipment to participants
- Administration of substances
- Ultrasound or sources of non-ionising radiation (e.g. lasers)
- Sources of ionising radiation, (e.g. X-rays)
- Collection or use of samples of Human Tissue (e.g. Saliva, skin cells, blood etc.)

☒ Yes ☒ No ☐ I don't know

## Details about Participant relationships

Do you have a current or prior relationship with potential participants? For example, teaching or assessing students or managing or influencing staff (this list is not exhaustive).

☒ Yes ☐ No ☐ I don't know

Will you ensure that the prior relationship does not cause the participant to feel/perceive pressure to participate, and will you explain that their decision whether to participate or not will have no effect on their learning, assessment, treatment, or rights?

☒ Yes ☐ No ☐ I don't know

If you need written permission from a senior manager in an organisation where research will take place (e.g. school, business) will you gain this in advance of undertaking your research?

☒ Yes ☐ No ☐ I don't know ☐ N/A

Will you be using a gatekeeper to access participants?

☐ Yes ☐ No ☒ I don't know if I will be using a gatekeeper

Will participants be subjected to any undue incentives to participate?

☐ Yes ☒ No ☐ I don't know

Will you ensure that there is no perceived pressure to participate?

☒ Yes ☐ No ☐ I don't know



## Participant data

Will you be using video recording or photography as part of your research or publication of results?

- ☒ Yes ☐ No

Will you be using audio recording as part of your research?

- ☒ Yes ☐ No

Will you be using audio recordings in outputs (e.g. giving a presentation in a conference, using it for teaching)?

- ☐ Yes ☒ No

Will you be using portable devices to record participants (e.g. audio, video recorders, mobile phone, etc)?

- ☐ No
- ☐ Yes, and all portable devices will be encrypted as per the Lancaster University ISS standards, in particular where they are used for recording identifiable data
- ☒ Yes, but these cannot be encrypted because they do not have encryption functionality. Therefore I confirm that any identifiable data (including audio and video recordings of participants) will be deleted from the recording device(s) as quickly as possible (e.g. when it has been transferred to a secure medium, such as a password protected and encrypted laptop or stored in OneDrive) and that the device will be stored securely in the meantime

Will you be using other portable storage devices in particular for identifiable data (e.g. laptop, USB drive, etc)? (Please read the help text)

- ☐ No
- ☒ Yes, and they will be encrypted as per the Lancaster University ISS standards in particular where they are used for recording identifiable data

Will anybody external to the research team be transcribing the research data?

- ☒ Yes ☐ No

Confirm that you will sign a confidentiality agreement and/or 3rd party data transfer contract which is compliant with GDPR.

- ☒ I confirm that I will sign a confidentiality agreement and/or 3rd party data transfer contract which is compliant with GDPR.

## General Queries

9 June 2025

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Does the funder or any organisations involved in the research have a vested interest in specific research outcomes that would affect the independence of the research?

- ☐ Yes ☒ No ☐ I don't know

Does any member of the research team, or their families and friends, have any links to the funder or organisations involved in the research?

- ☒ Yes ☐ No ☐ I don't know

Can the research results be freely disseminated?

- ☒ Yes ☐ No ☐ I don't know

Will you use data from potentially illicit, illegal, or unethical sources (e.g. pornography, related to terrorism, dark web, leaked information)?

- ☐ Yes ☒ No ☐ I don't know

Will you be gathering/working with any special category personal data?

- ☐ Yes ☒ No ☐ I don't know

Are there any other ethical considerations which haven't been covered?

- ☐ Yes ☒ No ☐ I don't know

## REC Review Details

Based on the answers you have given so far you will need to answer some additional questions to allow reviewers to assess your application.

It is recommended that you do not proceed until you have completed **all of the previous questions**.

Please confirm that you have finished answering the previous questions and are happy to proceed.

- ☒ I confirm that I have answered all of the previous questions, and am happy to proceed with the application.

## Questions for REC Review

## Summarise your research protocol in lay terms (indicative maximum length 150 words).

Note: The summary of the protocol should concisely but clearly tell the Ethics Committee (in simple terms and in a way which would be understandable to a general audience) what you are broadly planning to do in your study. Your study will be reviewed by colleagues from different disciplines who will not be familiar with your specific field of research and it may also be reviewed by the lay members of the Research Ethics Committee; therefore avoid jargon and use simple terms. A helpful format may include a sentence or two about the background/ "problem" the research is addressing, why it is important, followed by a description of the basic design and target population. Think of it as a snapshot of your study.

This project will explore the historical development, current operation, and future plans and potential trajectories of the Scottish farmed salmon market. This research will provide insights for market interventions that promote sustainable forms of salmon farming and ensure that market expansion operates within a seafood system that benefits stakeholders, consumers, and the environment. This project addresses UN SDG 12 (Responsible Consumption and Production) and tackles Grand Challenges through interdisciplinary research (business, marketing, food, sustainability, and environmental sciences). To meet these aims, data will be collected from semi-structured key informants working in or connected with this market such as marine biologists researching salmon, businesses, and activists. Archival data, news, photographs taken by the researchers, and industry reports will also form the data set.

## State the Aims and Objectives of the project in Lay persons' language.

This research will make theoretical and practical contributions for researchers, industry stakeholders and policymakers to think about how a transition to more sustainable market practices can be devised. Specifically, it aims at answering the following question: how can farmed salmon be part of a sustainable food system?

## Participant Information

Please explain the number of participants you intend to include in your study and explain your rationale in detail (eg who will be recruited, how, where from; and expected availability of participants). If your study contains multiple parts eg interviews, focus groups, online questionnaires) please clearly explain the numbers and recruitment details for each of these cohorts (see help text).

Up to 20 participants will be involved in this research. These participants will be expected to participate in semi-structured interviews. Who will be recruited: marine biologists researching salmon, businesses (managers and other employees working in farmed salmon and retail), and activists; How: the second author (Dr James Robinson) has an extensive network of contacts in the salmon industry, being involved in it for years. Dr Robinson will contact few potential participants via email and we will snowball from these initial contacts. Cold-calling will also be employed (sending emails to businesses through their webpages asking for participants); Where from: UK university (Stirling), businesses in the salmon industry (Mowi, Scottish Sea Farms, Bakkafrost Scotland; retailers stocking these products such as Marks & Spencer), and members of the NGO Feedback based in London; Expected availability of participants: participants are expected to be available for about 1 hour for semi-structured interviews, taking place in March and April, either in person or online.

## Participant Relationships

You have selected that you do not know if you will be using a gatekeeper to access your participants. Please provide details below on how you will be accessing your participants and what measures are in place to prevent any undue pressure on the participants.

Gatekeepers may be encountered as we contact private businesses. We are aiming to interview people working in businesses in different positions, and these might need authorisation from superiors to agree to interviews. Participants will be given a consent form and asked if they are willingly taking part in the study, and are comfortable doing so. Additionally, we will not request any sensitive or confidential information from participants to avoid potential issues with businesses. Our goal is to understand the workings of the market from the participants' perspective and experience working in the industry, and how they see the current and future position of the market.

## Participant Data

Explain what you will video or photograph as part of your project, why it is appropriate and how it will be used.

- (1) why photography/video-recording is needed: to record images of the salmon farms
- (2) why it is appropriate: to illustrate the case at conferences and when sharing research results through other channels (e.g. papers and online publications)
- (3) how you will use it for your study, for example will images of your participants be used in any outputs such as publications: images of participants will not be used at any point. Our interest is in registering the salmon farms and processes involved in farming.

How will you gain consent for the use of video/photography?

If on private grounds, we will request consent from the adequate party (e.g., farm owner) including:

- (1) why we need to photograph/video-record processes
- (2) what we will analyse from this data
- (3) how we will store the images
- (4) whether the videos/photographs will only be used for our analysis
- (5) if they eventually be published or made available to other researchers or for other purposes such as teaching.

The possibility of taking and subsequently storing photographs and videos is included in the consent form.

State your video/photography storage, retention and deletion plans and the reasons why.

Photographs will be taken with mobile devices. No photographs or videos will be recorded showing participants. Images and videos will be moved to an encrypted folder at the university's cloud service, complying with the university's IT security policy and data protection law.

What would you do if a participant chose to make use of their GDPR right "of being forgotten" or "right to erasure"? Could you remove their data/video/picture from publication? (please see help text).

Neither videos nor pictures of participants will be requested, nor used at any point. If a participant requests the removal of their interview data, the university can argue this is needed for archiving purposes in the public interest and for the sake of scientific research. Additionally, while quotes from interviews may be used in publications, these will not be able to be traced to any particular participant. We have outlined in our PIS that once we have started our analysis, it could be impossible to remove an individual's data and so the right to erasure may no longer apply.

Will you take all reasonable steps to protect the anonymity of the participants involved in this project?

☒ Yes ☐ No

Explain what steps you will take to protect anonymity.

The interviews will be stored in an encrypted folder in Lancaster University's OneDrive and only the two lead researchers will have access to its content. Where a transcription service will be used, this will involve a confidentiality agreement with the transcriber. In the case of publications, no personal data that could identify individual participants will be used.

## Information about the Research

What are your dissemination plans? E.g publishing in PhD thesis, publishing in academic journal, presenting in a conference (talk or poster).

The dissemination plan involves:

- 1) Publishing in academic journals
- 2) Presenting at conferences
- 3) Presentation of the results to suitable actors within the industry and other stakeholders (e.g., Feedback Global - the sustainable food NGO, policy-makers)
- 4) Article in the Conversation summarising research for a lay audience;
- 5) Reports.

## General Queries

You have stated that at least one member of the research team has links to the funder or organisations involved in this project. Please explain the relationship and how you will mitigate or manage this conflict of interest.

The principal investigator is employed by the funder, Lancaster University Management School. This relationship does not create any conflict of interest in the present research. Researchers will contact independent organisations to participate. The University is funding the research with the aim of encouraging and supporting the development of relevant research, not defining any particular scope or agenda.

The co-investigator has previously worked with a few stakeholders we aim at interviewing (e.g., marine biologists researching salmon). To mitigate possible conflicts of interest, the PI rather than the Co-I will carry out these interviews. Additionally, the aim of the research is to gather accounts from multiple actors in the industry so a comprehensive understanding of the industry can be achieved. As such, while we anticipate some participants have a similar perspective to the Co-I, they will be a few among many views from participants not previously known in the data pool, ensuring reliability and balance. Finally, starting with possible contributions already known is a common practice in qualitative research, allowing for a process of snowballing to other unknown participants.

## Data Storage

How long will you retain the research data?

Data will be kept according to University guidelines for a minimum of 10 years after the end of the study.

How long and where will you store any personal and/or sensitive data?

This data will be encrypted and stored at Lancaster University's One Drive. Personal and/or sensitive data will be destroyed after the completion of the project and all studies are published. Considering the revision times typically involved in publishing in social sciences journals, we anticipate this will be towards the end of 2025.

Please explain when and how you will anonymise data and delete any identifiable record?

Data will be anonymised by removing personal identifiers (name, age, employment) after data collection has finished (May 2023).

## Project Documentation\*

### ***Important Notice about uploaded documents:***

When your application has been reviewed if you are asked to make any changes to your uploaded documents please highlight the changes on the updated document(s) using the highlighter so that they are easy to see.

Please confirm that you have read and applied, where appropriate, the guidance on completing the Participant Information Sheet, Consent Form, and other related documents and that you followed the guidance in the help button for a quality check of these documents. For information and guidance, please use the relevant link below:

[FST Ethics Webpage](#)

[FHM Ethics Webpage](#)

[FASS-LUMS Ethics Webpage](#)

[REAMS Webpage](#)

☒ I confirm that I have followed the guidance.

In addition to completing this form you must submit all supporting materials.

Please indicate which of the following documents are appropriate for your project:

- ☐ Research Proposal (DClinPsy)
- ☐ Advertising materials (posters, emails)
- ☒ Letters/emails of invitation to participate
- ☒ Consent forms
- ☒ Participant information sheet(s)
- ☒ Interview question guides
- ☐ Focus group scripts
- ☐ Questionnaires, surveys, demographic sheets
- ☐ Workshop guide(s)
- ☐ Debrief sheet(s)
- ☒ Transcription (confidentiality) agreement
- ☐ Other
- ☐ None of the above.

Please upload the documents in the correct sections below:

Please ensure these are the latest version of the documents to prevent the application being returned for corrections you have already made.

Please upload all consent forms to be used in this project.

Documents					
Type	Document Name	File Name	Version Date	Version	Size
Consent Form	Consent-Form_JF_JR	Consent-Form_JF_JR.docx	01/02/2023	1	54.9 KB
Consent Form	Verbal-Consent-Protocolv2022_JF	Verbal-Consent-Protocolv2022_JF.docx	01/02/2023	1	19.3 KB

Please upload all Participant Information Sheets:

Documents					
Type	Document Name	File Name	Version Date	Version	Size
Participant Information Sheet	Participant-Information-Sheet_JF_JR	Participant-Information-Sheet_JF_JR.docx	01/02/2023	1	41.5 KB

Please upload all letter and emails to participate here:

Documents					
Type	Document Name	File Name	Version Date	Version	Size
Letters/emails of invitation to Participate	Salmon Interview Invitation	Salmon Interview Invitation.docx	01/02/2023	1	615.1 KB

Please upload all different Interview Question Guides.

Documents					
Type	Document Name	File Name	Version Date	Version	Size
Interview question guide	Salmon Markets - interview template	Salmon Markets - interview template.docx	01/02/2023	1	18.3 KB

Please upload a copy of your Transcription (confidentiality) agreement

Documents					
Type	Document Name	File Name	Version Date	Version	Size
Transcription (confidentiality) agreement	Confidentiality-Agreement-for-the-transcription-of-Qualitative-Data_JF_JR	Confidentiality-Agreement-for-the-transcription-of-Qualitative-Data_JF_JR.docx	01/02/2023	1	59.3 KB

## Declaration

### \*Please Note\*

Research Services monitors projects entered into the online system, and may select projects for quality control.

All research at Lancaster university must comply with the LU data storage and governance guidance as well as the General Data Protection Regulation (GDPR) and the UK Data Protection Act 2018. ([Data Protection Guidance webpage](#))

- ☒ I confirm that I have read and will comply with the LU Data Storage and Governance guidance and that my data use and storage plans comply with the General data Protection Regulation (GDPR) and the UK Data Protection Act 2018.

Have you that you have undertaken a health and safety risk assessment for your project through your departmental process? ([Health and Safety Guidance](#))

- ☒ I have undertaken a health and safety assesment for your project through my departmental process, and where required will follow the appropriate guidance for the control and management of any foreseeable risks.



Please read the terms and conditions below:

- You have read and will abide by [Lancaster University's Code of Practice](#) and will ensure that all staff and students involved in the project will also abide by it.
- If appropriate a confidentiality agreement will be used.
- You will complete a data management plan with the Library if appropriate. [Guidance from Library](#).
- You will provide your contact details, as well as those of either your supervisor (for students) or an appropriate person for complaints (such as HoD) to any participants with whom you interact, so they know whom to contact in case of questions or complaints?
- That University policy will be followed for secure storage of identifiable data on all portable devices and if necessary you will seek [guidance from ISS](#).
- That you have completed the ISS Information Security training and passed the assessment.
- That you will abide by Lancaster University's lone working policy for field work if appropriate.
- On behalf of the institution you accept responsibility for the project in relation to promoting good research practice and the prevention of misconduct (including plagiarism and fabrication or misrepresentation of results).
- To the best of your knowledge the information you have provided is correct at the time of submission.
- If anything changes in your research project you will submit an amendment.

**Applicant Only: To complete and submit this application please click "Sign" below:**

**Signed:** This form was signed by Dr Josiane Fernandes (j.fernandes@lancaster.ac.uk) on 06/02/2023 10:58