

## Atlantic Salmon

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**Pernod Ricard**  
**United Kingdom**  
**2020 > Ongoing**  
**#conservation**



### Objective

To help increase the population of Atlantic salmon and raise awareness of their importance to the local economy.

### Description

Chivas Brothers is increasing the number of conservation initiatives intended to preserve the natural ecosystems near its operational sites as part of the company's 2020 sustainability plan. As part of this, they began a three-year project in partnership with the Spey Fishery Board in 2020 to help increase Atlantic Salmon numbers in the catchment and raise awareness of their importance to the local environment and economy.

With the help of local team members, they have planted Atlantic Salmon eggs into the gravel beds of the Lour Burn, a tributary of the River Spey which runs alongside our Aberlour distillery, to help repopulate salmon in the local river.

### Partners

**Spey Fishery Board**

### Results

A total of 20,000 Atlantic Salmon eggs have been planted.

## Website

[https://www.linkedin.com/posts/chivas-brothers\\_sustainablescootch-activity-6760580790603550720-zjYg/](https://www.linkedin.com/posts/chivas-brothers_sustainablescootch-activity-6760580790603550720-zjYg/)

## Downloads

## Photo gallery

