From farm to fork:
ASC's certification Programme

Inger Melander, Commercial Marketing Manager, ASC
March 21st 2018

ASC - Aquaculture Stewardship Council

- Independent, not-for-profit certification & labelling program
- Established in 2010: WWF & IDH
- Global, market-based & voluntary
- Based on science & transparency
- Work with industry, NGOs and all others who want to participate

ASC's Vision:

A world where aquaculture plays a major role in supplying food and social benefits for mankind whilst minimising negative impacts on the environment

The ASC Standards

Tilapia

Pangasius

Salmon

Bivalves

Trout

Shrimp

Seriola & Cobia

Abalone

ASC/MSC Seaweed Standard (Dec 2017)

9 Farm Standards – 12 species groups

7 Principles - Addressing the key impacts on Environment, Social & Community

Performance indicators setting ‘thresholds’

Disclosure of monitoring data

Stakeholder consultation

Multi-stakeholder “Aquaculture Dialogues”

Continuous improvement: 3-5 year cycle (ISEAL)

Environmental principles

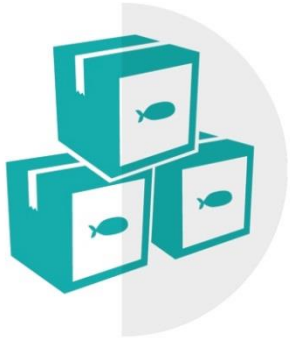
- Legal compliance
- Preservation of the natural environment & biodiversity
- Preservation of water resources & water quality
- Preservation of species diversity & wild populations
- Use of feed & other resources sourced responsibly
- Good animal health & husbandry

ASC Programme

“Consumer trust requires info about origin & credible label”

Source: BEUC, 2012

Farm certification



Chain of Custody Certification
Shared platform with MSC

Product approval

ASC Farm Certification Process

Valid from: 2017

Farmer signs contract with **ASC** qualified **independent** certifier

30 days

Audit announced on ASC's website allowing for **stakeholder input**

On-site audit takes place

± 3 days

Audit report drafted

30 days

Draft audit report posted for **public feedback** on the ASC website

15 days

Certifier decides if **farm complies** with the ASC requirements

20 days

ASC certification issued if compliance is confirmed

Time in total: ~ 4 months

Note: All days displayed are working days

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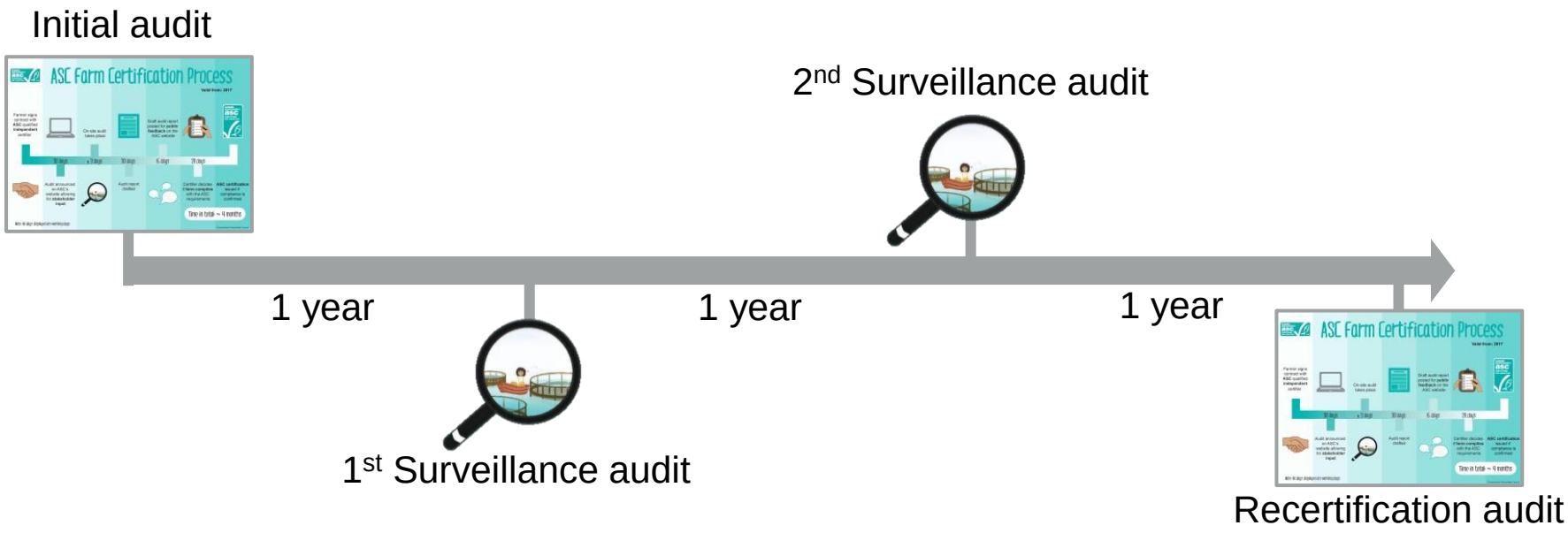
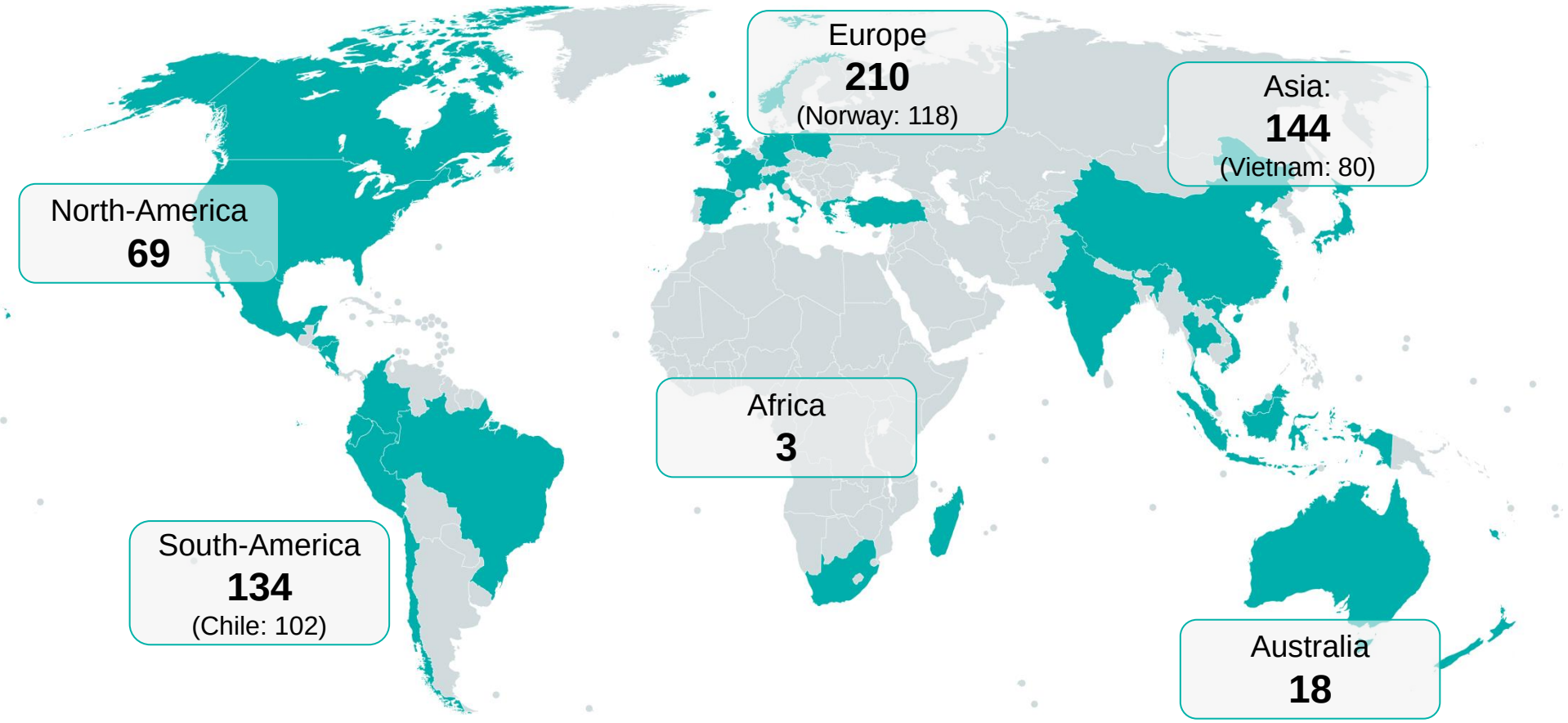
And then…



- All performance indicators are mandatory
- Entirely independent from ASC
- All audit reports are publically available on website
- Stakeholder consultation during assessments

Status

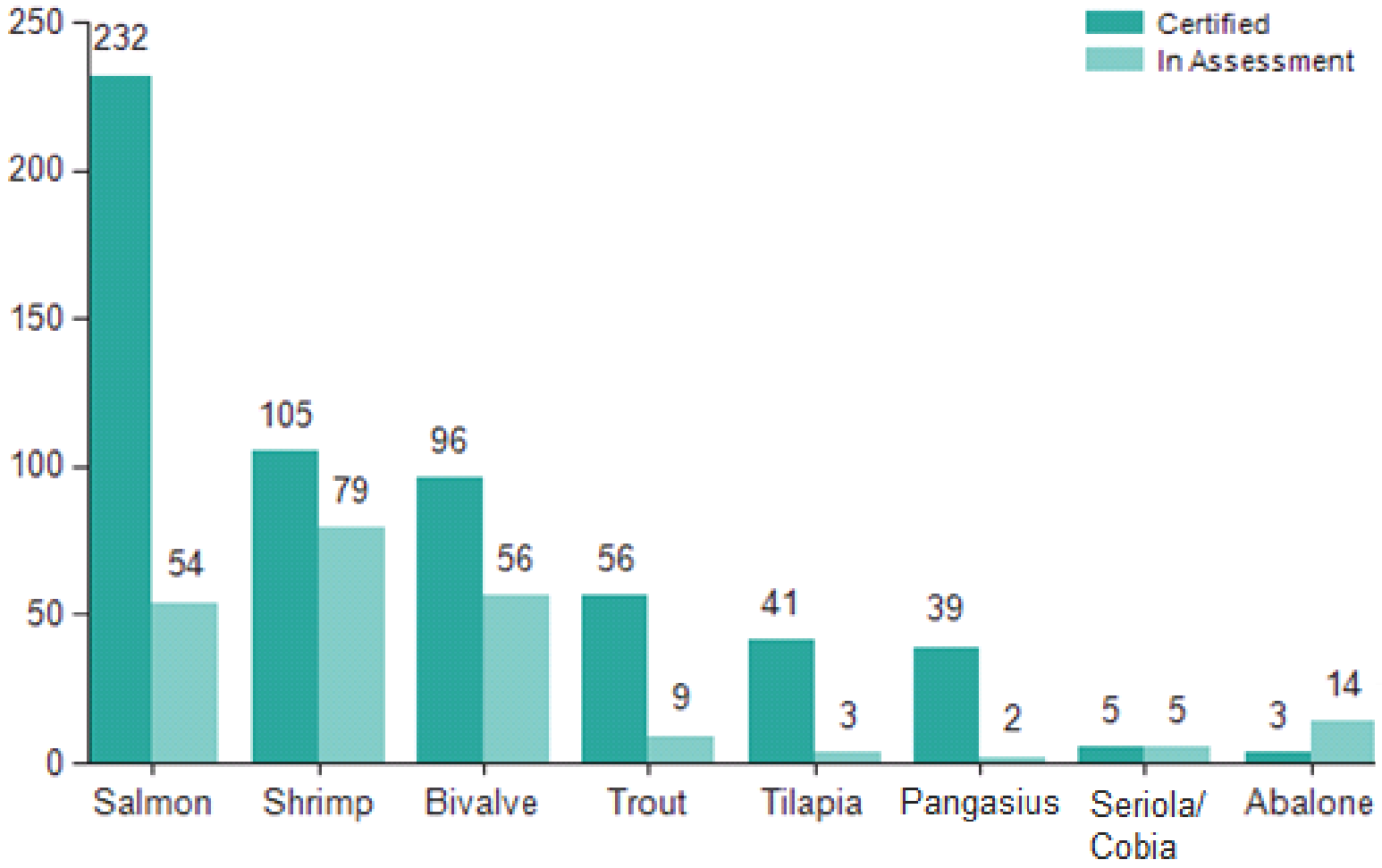
Certified farms – February 1st 2018



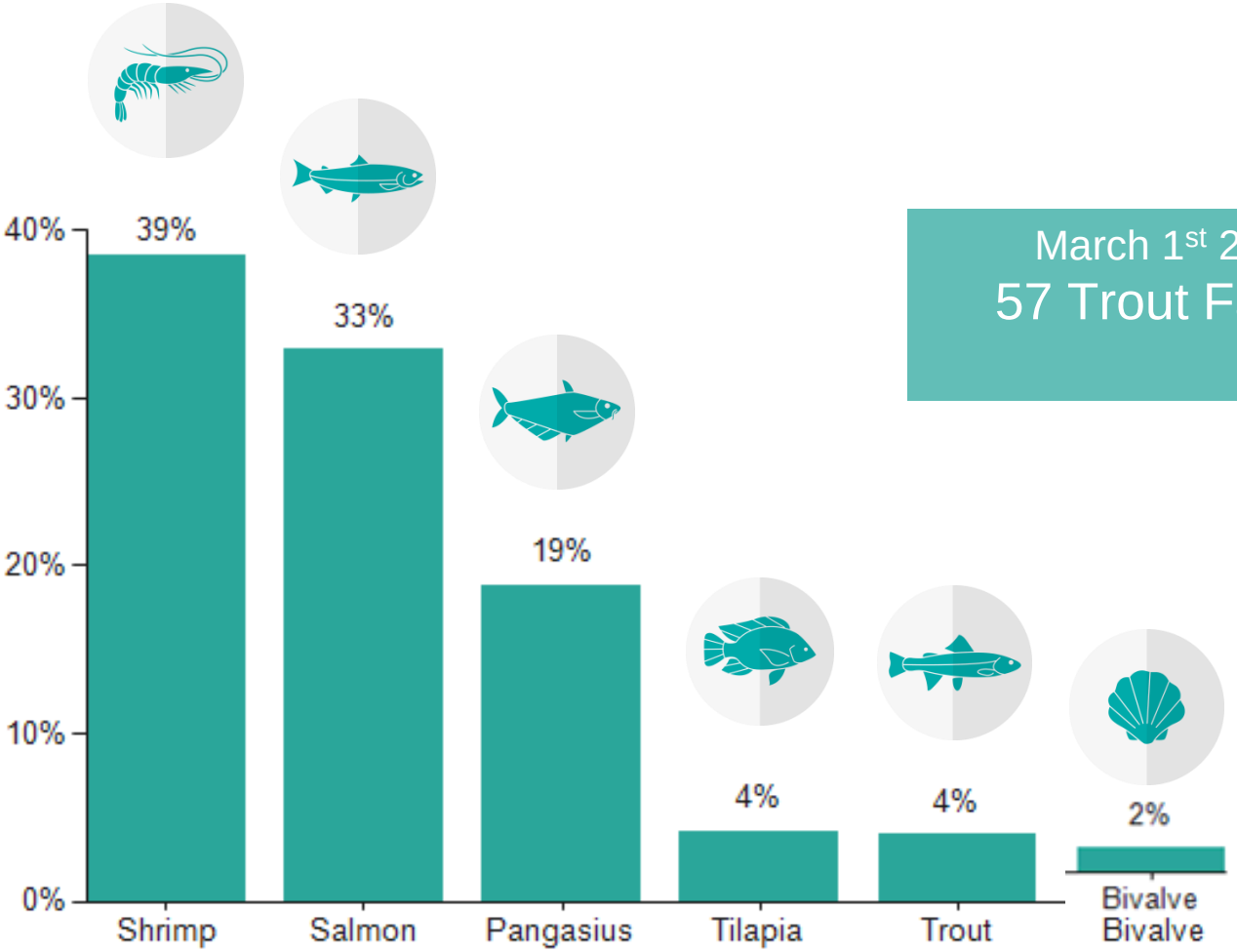
596 certified farms

37 countries

Farms in programme – February 1st 2018

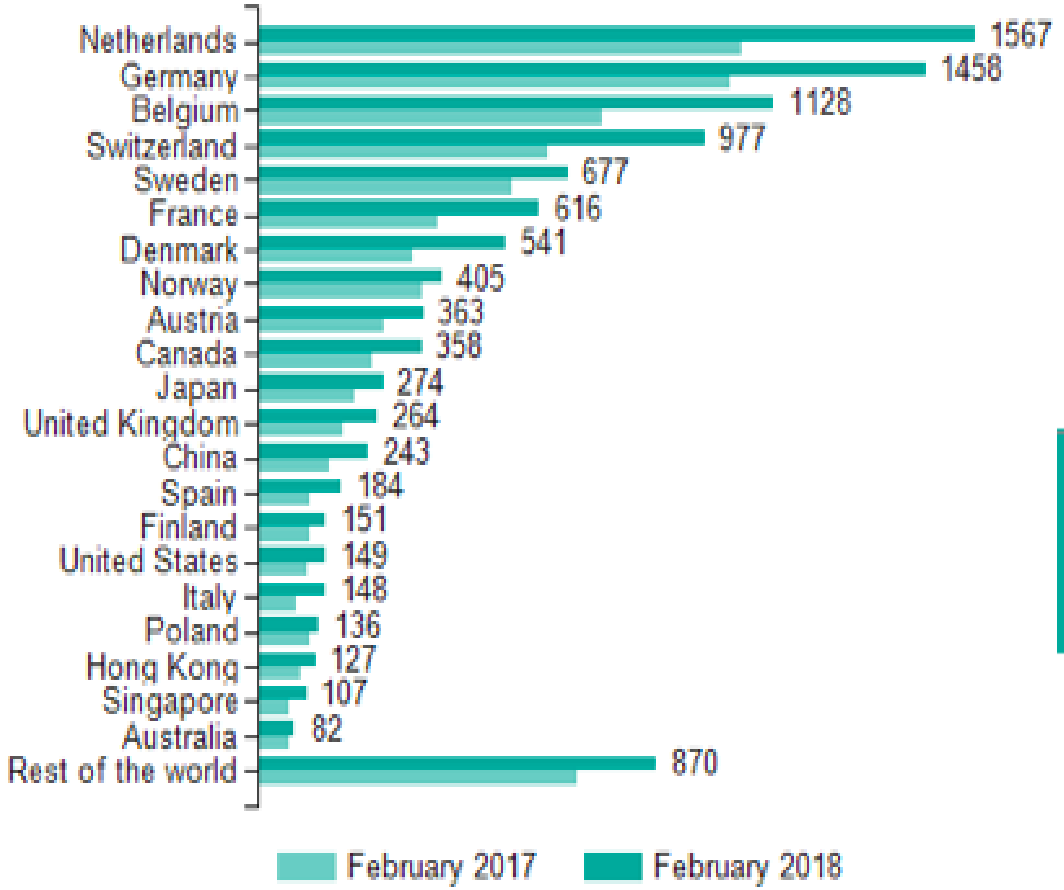


% share of ASC products per species
February 1st 2018



March 1st 2018
57 Trout Farms

ASC approved ecolabelled products by distribution country – February 1st 2018



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Approved Prodcts

How the ASC adds value

- Credible claim, trusted ASC logo
- Rigorous third party verification
- Key impacts of farming
- Transparency: audit reports
- Consultation during farm assessment
- Traceability of products (CoC)
- Global benchmark
- Positive marketing & story-telling
- Reassurance consumer trust
- Impact

WWF
the sustainable trade initiative
Founding partners
Queens
Escal
MIGROS
GSI GLOBAL SALMON INITIATIVE
Loblaws
FRIEDRICHS
ERSTE HANSEATISCHE FEINFISCH-MANUFACTUR
LIDL
COLRUYT GROUP
Rio2016
JUMBO
Heiploeg
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Ocean Basket
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