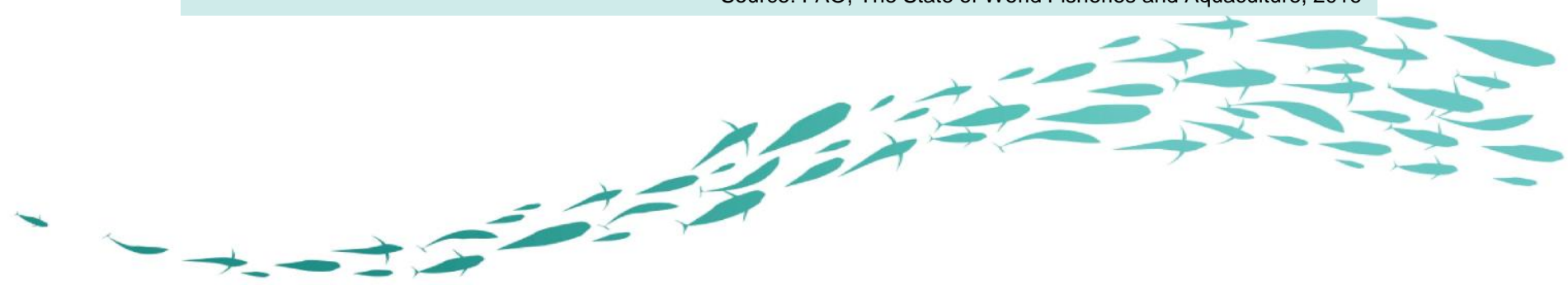
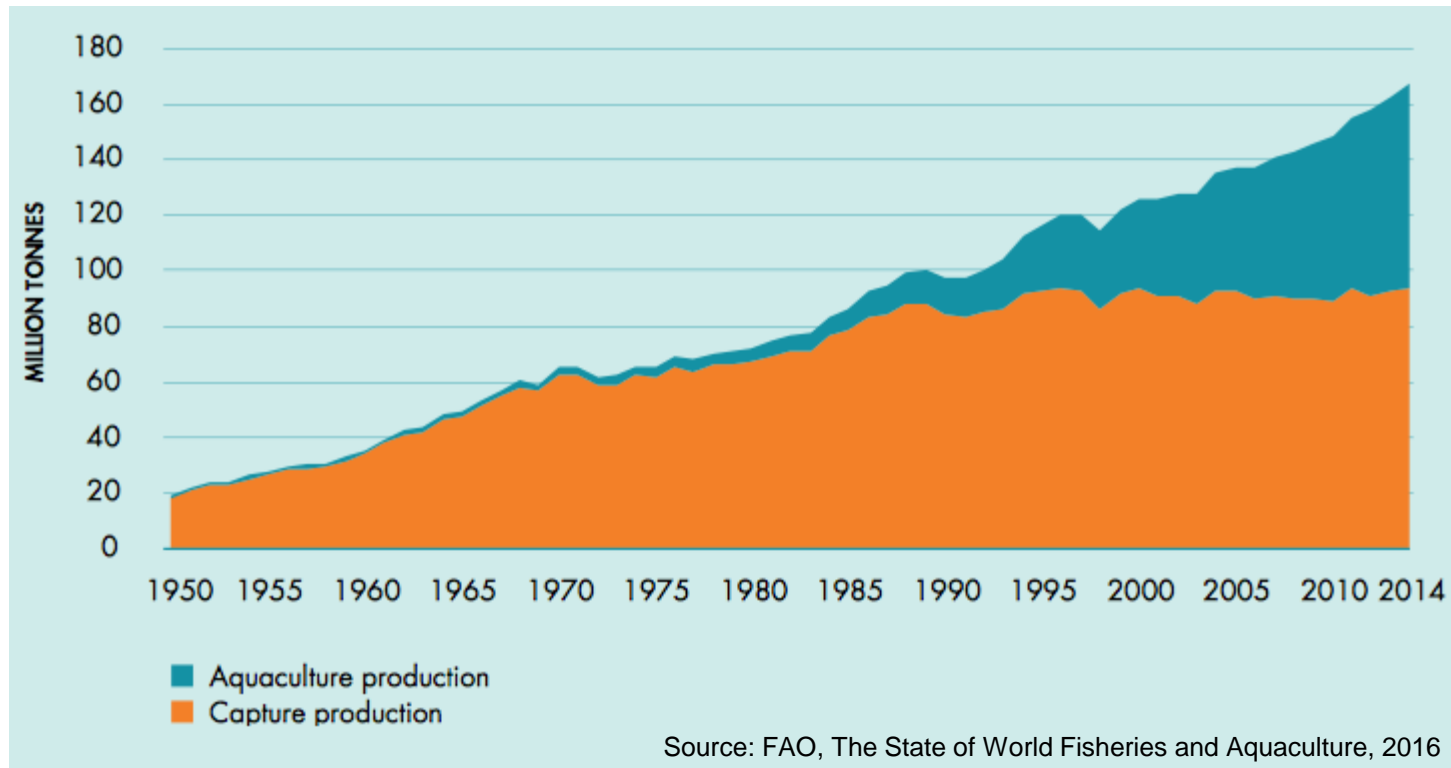


The ASC certification and labelling programme

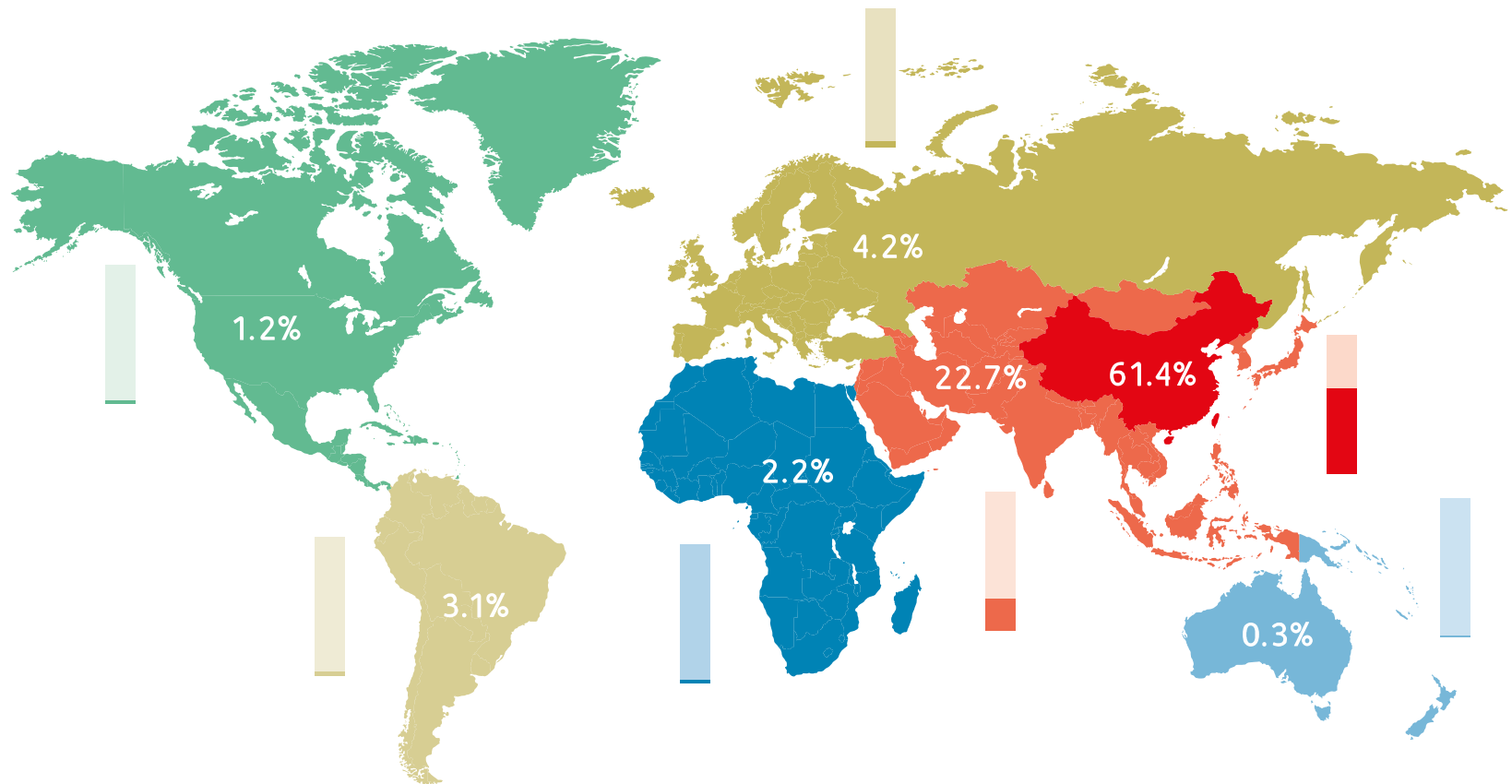
February 2017

Barbara Janker, Commercial
Manager

Why do we need certification for aquaculture?



Why do we need certification for aquaculture?



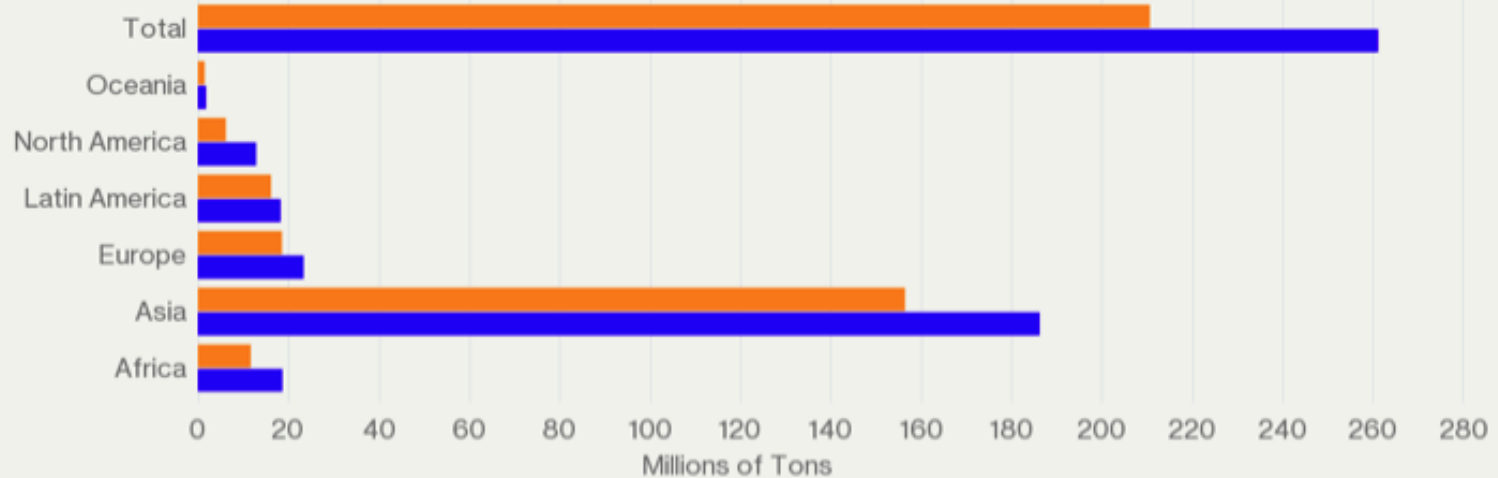
Outlook into the future



Global Fish Shortages by 2030

Demand set to outstrip supplies in all regions

Supply Demand



Source: United Nations' Food and Agriculture Organization.

Bloomberg



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

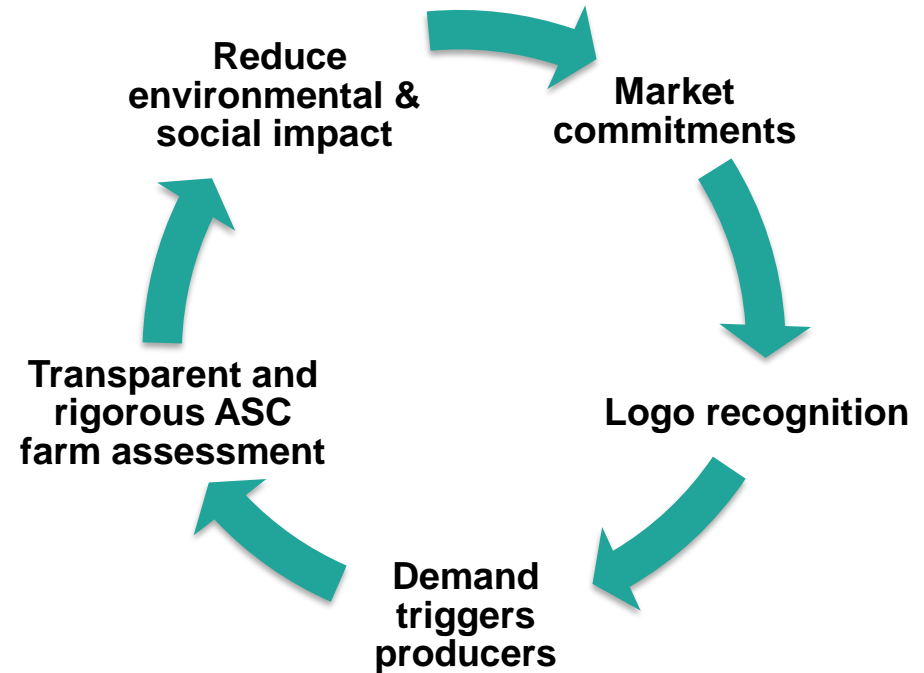


Who is ASC and how do we work?



- ✓ Independent, not-for-profit certification & labelling program
- ✓ Established in 2010 by WWF & IDH
- ✓ Global & voluntary
- ✓ Work collaboratively with industry, NGOs and all others who want to participate
- ✓ Using market mechanisms to transform the industry towards sustainability

ASC's Theory of Change



The ASC Farm Standards

Multi-stakeholder Dialogues: > 2,000 participants

8 species-specific standards for 12 species groups

7 Principles:
Environmental, Social & Community

Indicators setting 'thresholds'

Transparency & Disclosure of monitoring data

Continuous improvement



Tilapia



Salmon



Shrimp



Abalone



Pangasius



Trout



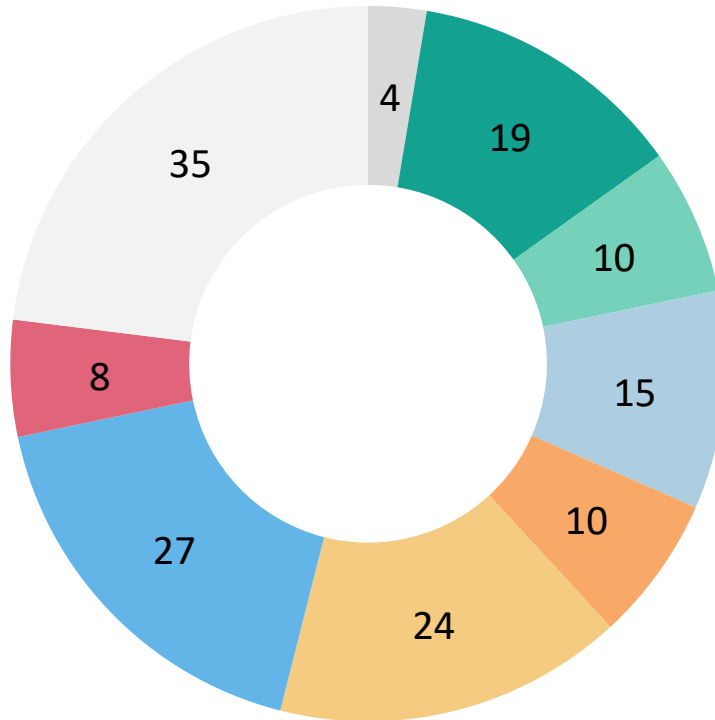
Seriola &
Cobia



Bivalves -
Mussels,
Oysters,
Clams &
Scallops



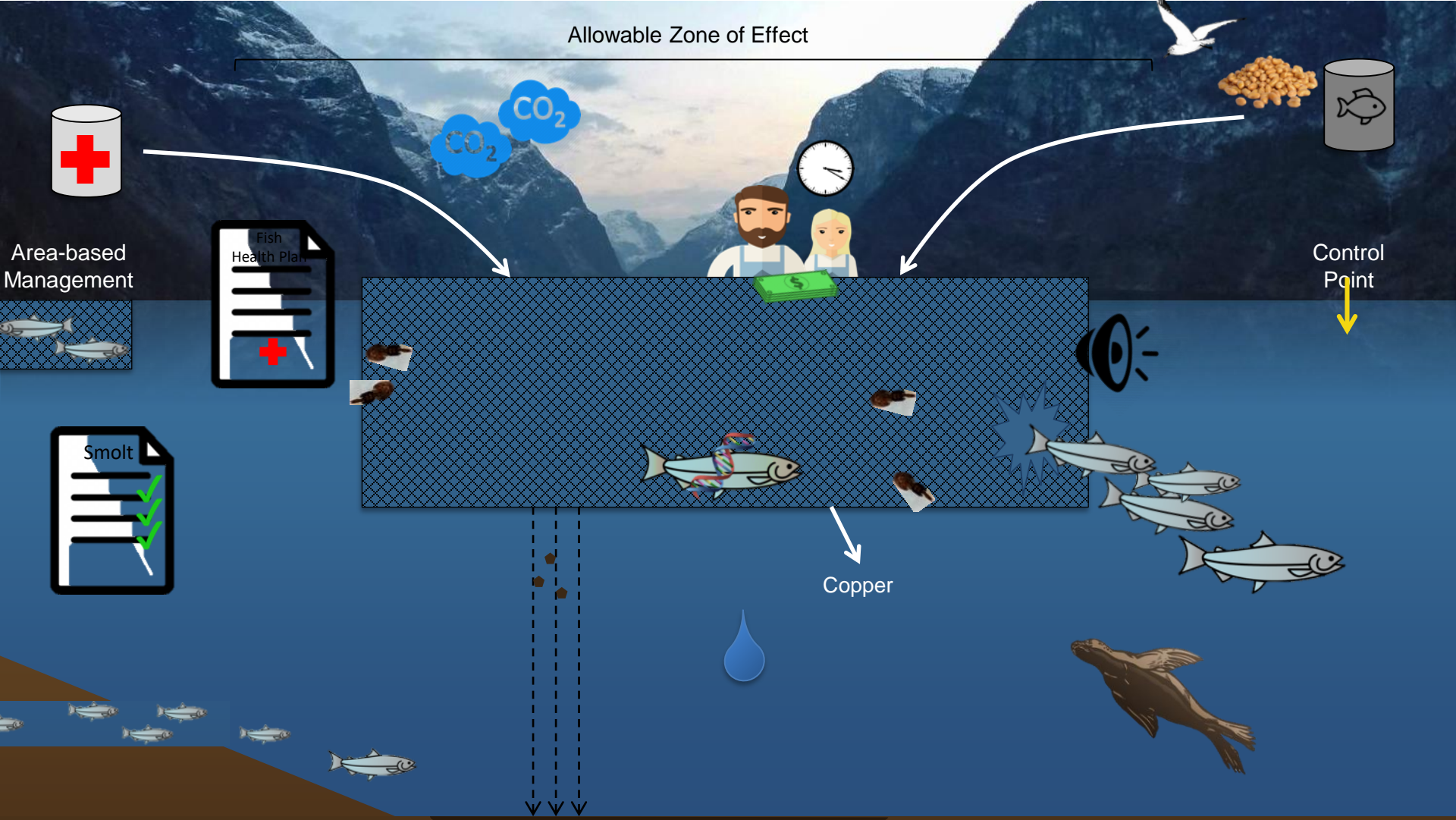
The ASC salmon standard: 152 indicators covering environmental & social impacts



- Legal compliance
- Preservation of the natural environment & biodiversity
- Preservation of water resources & water quality
- Preservation of species diversity & wild populations
- Use of feed & sources of feed
- Good animal health & husbandry
- Be a good employer
- Be a good neighbour
- Smolt production



What the ASC Salmon Standard covers





ASC Farm Certification Process

Valid from: 2017

- Farm certificate: 3 years valid
- Annual surveillance audit

Farmer signs contract with ASC qualified independent certifier



On-site audit takes place



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



30 days

± 3 days

30 days

15 days

20 days



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



Audit report drafted



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

ASC certification issued if compliance is confirmed

Time in total: ~ 4 months

Note: All days displayed are working days

Traceability through physical segregation



“Consumer trust requires info about origin & credible label”

Source: BEUC, 2012



ASC Farm Standards



Chain of Custody Certification
Shared platform with MSC



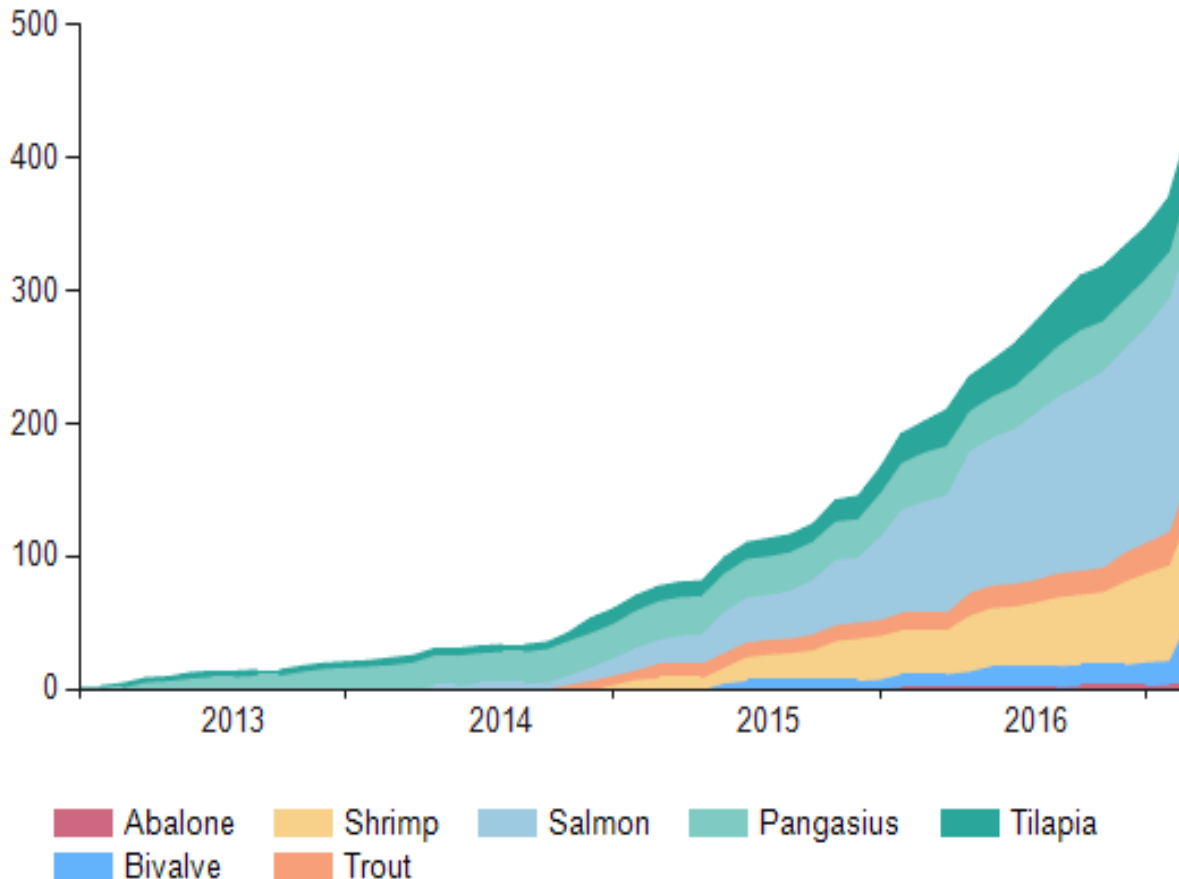
Product approval
Serviced by MSC





What is the status?

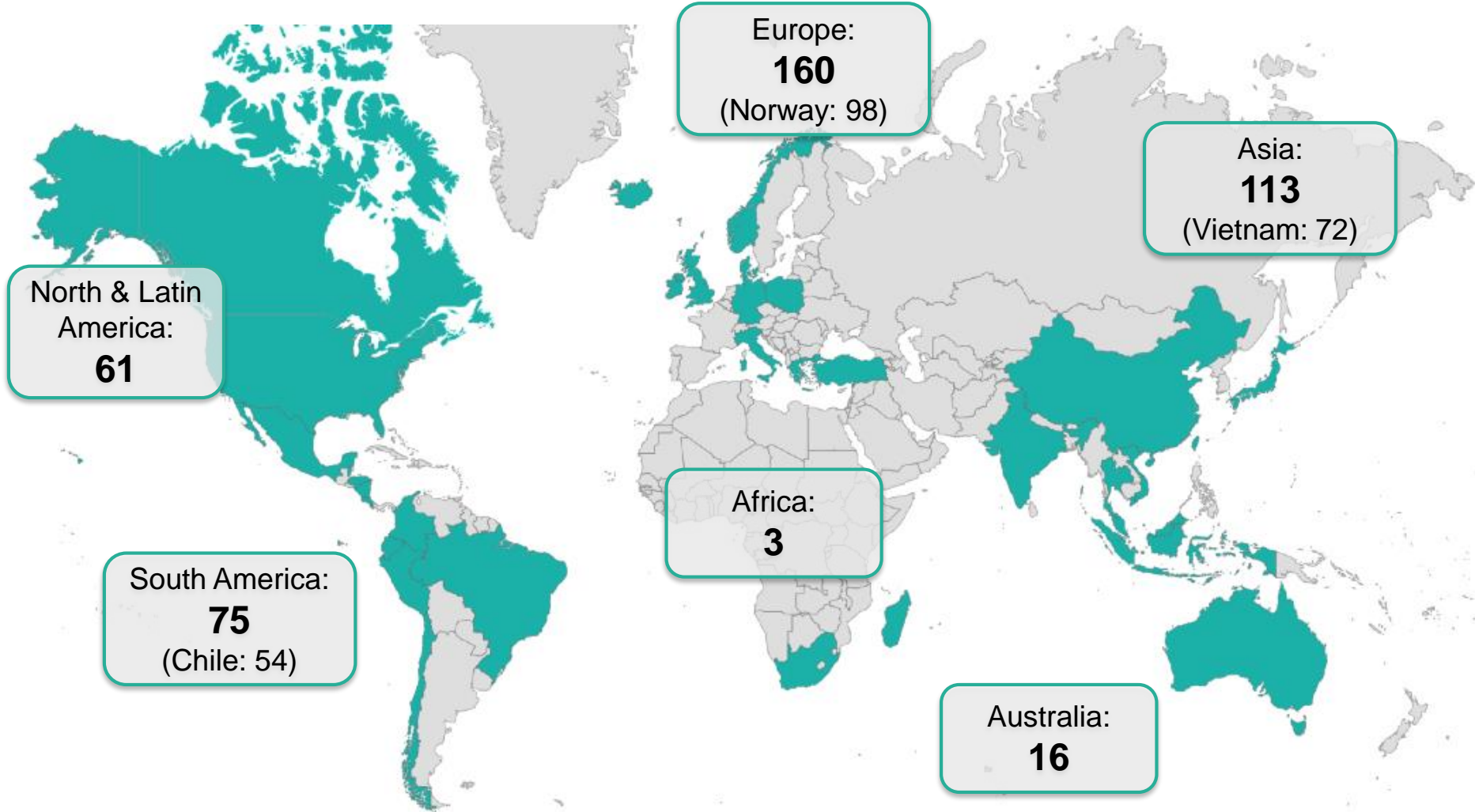
Currently 428 farms certified, producing almost 1,1 mio tons of raw material



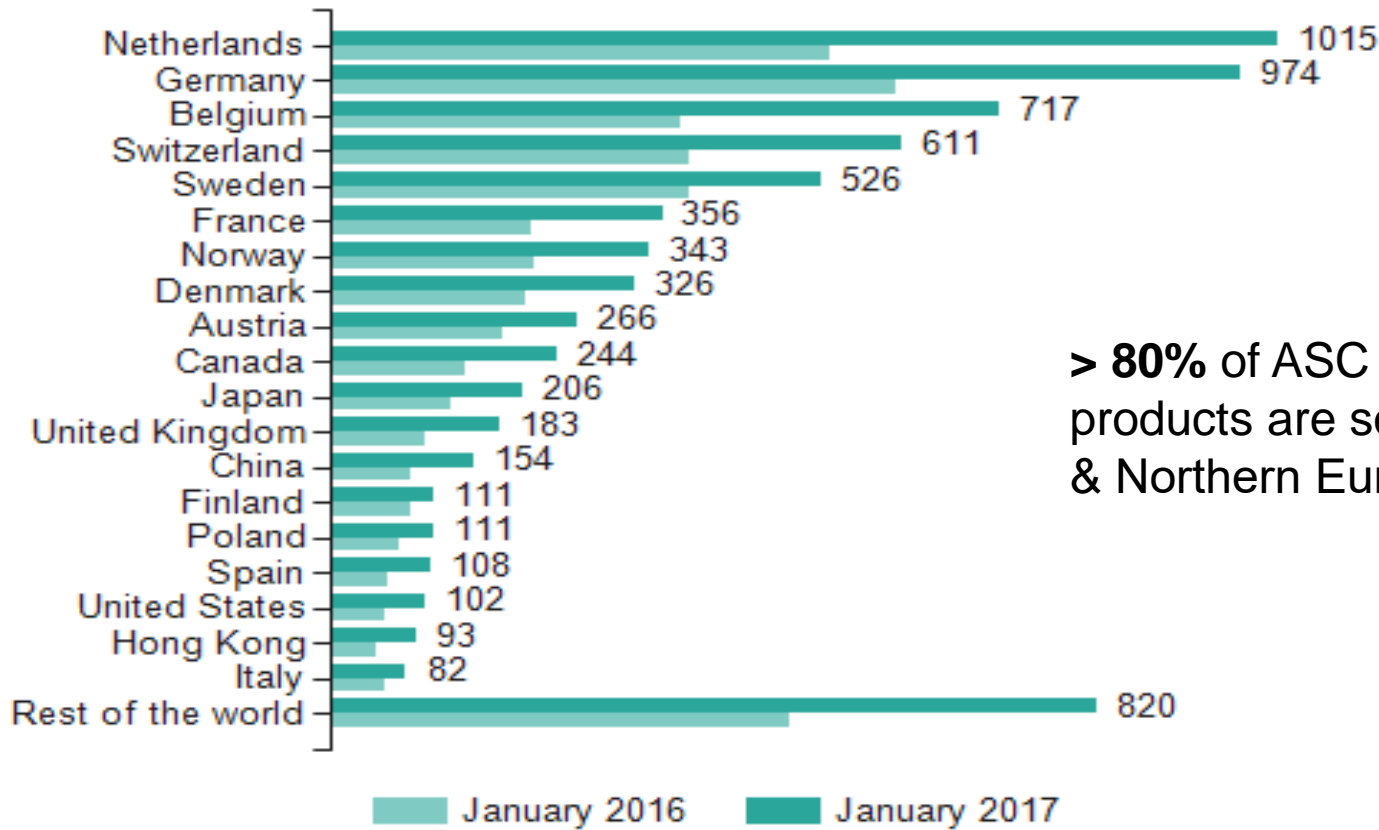
February 2017:

- ✓ 428 certified farms (14 in France)
- ✓ 1.097.201 mt – 3-4% of global volume
- ✓ 37 countries
- ✓ Salmon and shrimp growing fast
- ✓ >80 farms currently in assessment (4 in Spain and 2 in France)

Certified farms are spread around the world

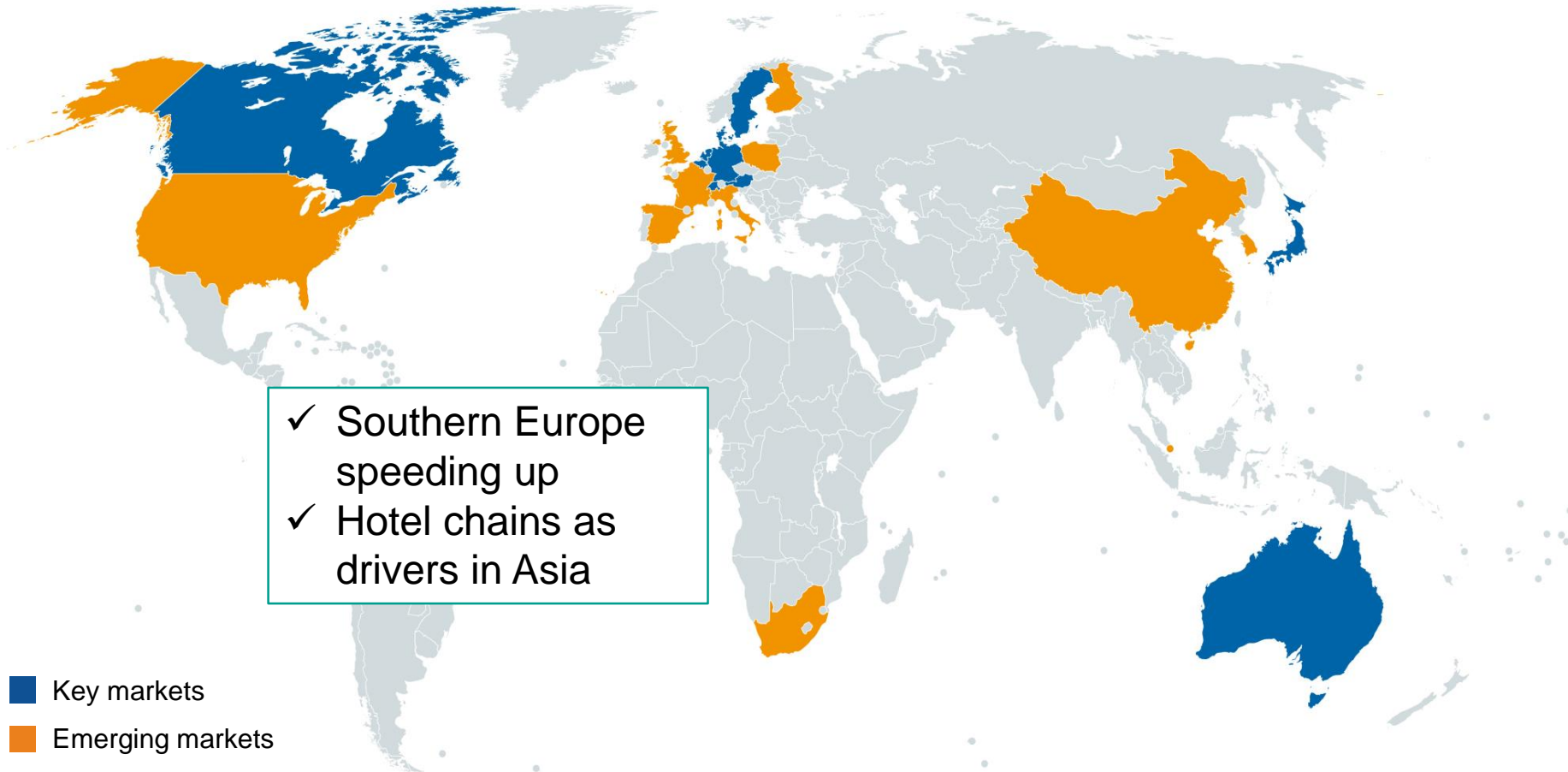


And what about the market side?



> **80%** of ASC labeled products are sold in Central & Northern Europe, but ...

... but there are new markets emerging

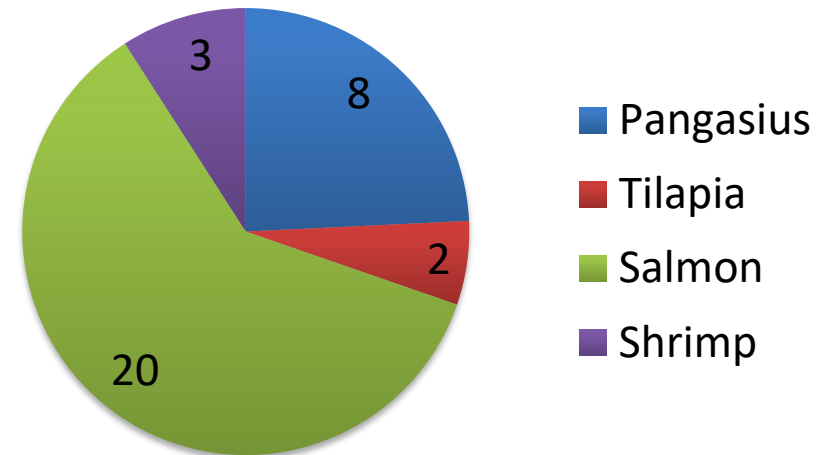




ASC in Portugal



- ✓ Currently 33 products in the market
- ✓ Retail is leading the way (only 4 products in food service)
- ✓ Global commitments & international companies first to have ASC products (IKEA, Aldi, Lidl)
- ✓ **Species:** Salmon, pangasius (3 new products in 2017)



Examples of partners in France committing to ASC



Carrefour: First retailer selling ASC salmon at fresh fish counter; target of 50% sustainable seafood by 2020



Escal: supports responsible aquaculture through range of ASC labelled products; other brands committed as well (bofrost, Costa, Petit Navire)





DU 20 AU 26 FEVRIER 2017

SEMAINE DE LA PÊCHE RESPONSABLE

LE
BON CHOIX
MAINTENANT
POUR DU
POISSON
ENCORE LONGTEMPS



What change does it bring on the ground?

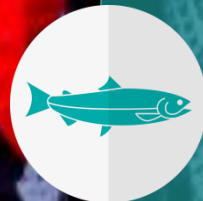
- As an ISEAL member focus and proof of positive impact required
- Currently setting-up monitoring & evaluation framework
- First independent business case study conducted by external consultant – in finalisation





“Our commitment to achieve ASC certification for all our sites has been a driver for innovation, for example in sea lice management, benthic monitoring and limitations of copper treated nets. ASC certification has provided greater credibility for our products.”

Alf-Helge Aarskog, CEO,
Marine Harvest



Preview: First results

ASC certified farms compared to non-certified farms:



- Significantly lower use of chemicals
- Lower stocking density
- Less feed used
- Higher survival rates
- Better wages for workers
- Less energy used



Programme developments ahead:

- 1) Standard for Feed
- 2) Aligned core standard
- 3) New species: e.g. seabass/ bream
- 4) Quality Assurance & integrity of programme
- 5) Increase awareness of ASC



Focus areas in our communications

- New website in spring 2017
- Communications assets like info graphics, animated videos – to be used by our partners
- Expanding social media activity (Facebook, Twitter)
- Joint marketing / communications activities with partners





Thank you!

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www.asc-aqua.org



Aquaculture Stewardship Council



@ASC_aqua