

Add value to sustainable seafood with the Marine Stewardship Council (MSC)



MSC – the best environmental choice in seafood www.msc.org



The MSC is a market-driven initiative. Critical to its success is engaging retailers, the foodservice sector and their suppliers to access consumer markets. Businesses need to ensure that the seafood they supply to customers today will continue to be available in the future.

| What is the MSC? | Why is the MSC's work so vital? | How can fisheries demonstrate sustainability? | What does the MSC eco-label mean? |
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| <p>The MSC is an independent, non-profit organisation that promotes sustainable fisheries by using an eco-label to identify seafood products certified to its environmental standard. The MSC encourages fisheries to participate in a voluntary certification programme and works with commercial partners to develop both markets and brand awareness for certified products. The certification programme is applicable to wild capture fisheries of all sizes around the world.</p> | <p>Today consumers are aware that overfishing is one of the world's most pressing environmental issues. It has a detrimental effect on local economies as well as on the target fish stocks and ecosystems. Research repeatedly shows that consumers are increasingly spending on ethical and environmental products and services, which highlights the business importance of such investment. 44% of European consumers surveyed are willing to pay more for environmentally and socially responsible products (MORI/CSR Europe, 2000). In a bid to reverse the decline of fish stocks the MSC offers a unique way of ensuring sustainable fisheries for the future. The MSC rewards well managed fisheries with the distinctive blue fish-tick logo that allows consumers to make the best environmental choice in seafood and helps address increasing labelling requirements throughout the world.</p> | <p>Independent certification bodies assess fisheries to the MSC's Standard. This ensures robust and unbiased outcomes. The MSC certification process for well managed and sustainable fisheries is extremely thorough and can take up to two years to complete. The MSC's Principles and Criteria for Sustainable Fishing (the MSC Standard) covers three main areas:</p> <ol style="list-style-type: none"> 1. The status of the fish stock in question. 2. The impact of fishing on the marine eco-system. 3. The performance of fishery management. | <p>The MSC eco-label is an important marketing tool that empowers consumers to make informed purchasing decisions. This creates market-based incentives for the fishing industry to make real changes in fisheries sustainability and management. Certified fisheries are continuously improving beyond the high levels achieved at certification. Such improvements include investments in management systems; reduction in bycatch; responsible catch controls and improved stakeholder interaction among others.</p> <p>As more and more seafood products become certified to the MSC Standard retailers and consumers throughout the world are demanding the MSC eco-label. The vision is to build a brand that adds value to seafood products and protects seafood businesses and supplies. Any company wishing to use the MSC eco-label needs to meet the MSC Chain of Custody traceability standard.</p> |

“Every week at Sainsbury’s we have 10.5 million customers and one thing that they are all interested in, is ‘where does my food come from?’” Alison Austin OBE, Senior Manager, Quality and Innovation, J Sainsbury, UK

“Retailers need to take responsibility. By working with the MSC and selling products with the MSC logo Migros hope to raise awareness of the problems associated with overfishing and encourage people to join us to solve them.” Fausta Borsani, Ethical and Environmental Projects, Migros, Switzerland

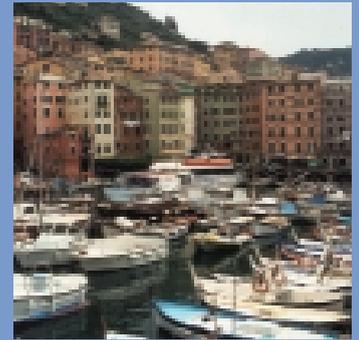
“The MSC has had a big impact on our business. Sealord has seen an increase in hoki sales since the MSC certification. It is important to tell a good story about fish. Today, everybody talks about sustainability and the fact that we can say to our customers that our hoki is certified to the MSC environmental standard is extremely important.” Tommy Schneider, Marketing Manager, Sealord, UK



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What is Chain of Custody certification?

The Chain of Custody Standard is the MSC’s traceability mechanism to ensure separation of certified product from non-certified product within the supply chain. The object of Chain of Custody certification is to provide a high level of confidence that products carrying the MSC logo originate from an MSC certified fishery. Any organisation wishing to apply the MSC eco-label to a seafood product must source fish from certified suppliers and obtain chain of custody certification. This applies to each step in the supply chain including processors, wholesalers, restaurants and fish counters (See back page for further information).

Business benefits

- Improved traceability
- An insurance policy which offers stability of supply
- Improvements in fisheries management
- Improved relationships between industry, processors, retailers and conservation groups
- Access to existing and future customers wanting to buy sustainable products
- Long-term economic stability including lower price volatility and potential higher prices for fish and fish products
- Unique selling point
- Improved corporate social responsibility (CSR) recognition for investors, staff and customers
- Major promotional and PR opportunities
- Opportunity to be a part of one of the world’s most exciting environmental success stories

Benefits to your consumers

- Empowerment to purchase responsibly
- Ease of identifying the ‘best environmental choice in seafood’
- ‘Feel good’ factor in helping to secure future fish supplies
- Opportunity to be informed about the issues of overfishing and the solutions orientated approach offered by the MSC

How to get involved?

- Ensure that your suppliers are certified for Chain of Custody or select a certified supplier (list of certified suppliers available on www.msc.org/html/content_561.htm)
- Ensure that you have systems in place for separation and tracking of certified fish
- Contact an MSC accredited certifier (list available on www.msc.org/html/content_501.htm) or ask your existing auditors to become MSC-accredited so that they can include MSC’s chain of custody requirements in their current audits
- Complete the Chain of Custody Certification



Chain of Custody

The Chain of Custody standard is the MSC's traceability mechanism. It is designed to provide a high level of confidence that products carrying the MSC logo originate from an MSC certified fishery, while not imposing unreasonable compliance costs on the industry.

Fish from a certified fishery is segregated and identified on landing.

▶ Fish sold in a wholesale market must be identified with the originating fishery.

▶ Certified fish must be separated and identified during storage and transportation

▶ Certified fish must be processed separately (physically or temporally) from other fish to maintain full traceability and Chain of Custody.

▶ MSC logo is applied:
■ On consumer ready packaging by processors.
■ On or near fish on fish counter by retail staff.
■ On menus, etc in restaurants and food service outlets.

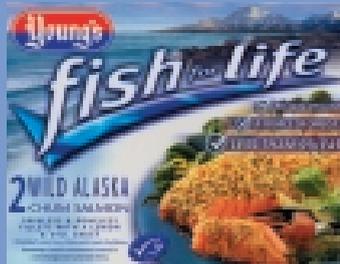
Chain of Custody applies to each step in the supply chain.

Using the logo

The logo in use

Companies wishing to use the MSC logo on product packaging, price lists or menus are required to enter into a logo licence agreement with the MSC's trading company (MSCI). The cost for the logo is based on product sales. The licensing procedure ensures that logo use is consistent with the MSC's guidelines and regulations. If you need to apply for a logo licence you should:

- Contact MSCI on the number below.
- Sign a logo licence agreement.
- Add the logo to your packaging/menu.
- Promote labelled product to customers.



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