

Driving change in aquaculture



Michiel Fransen
ASC Standards & Certification Coordinator
24 May 2016

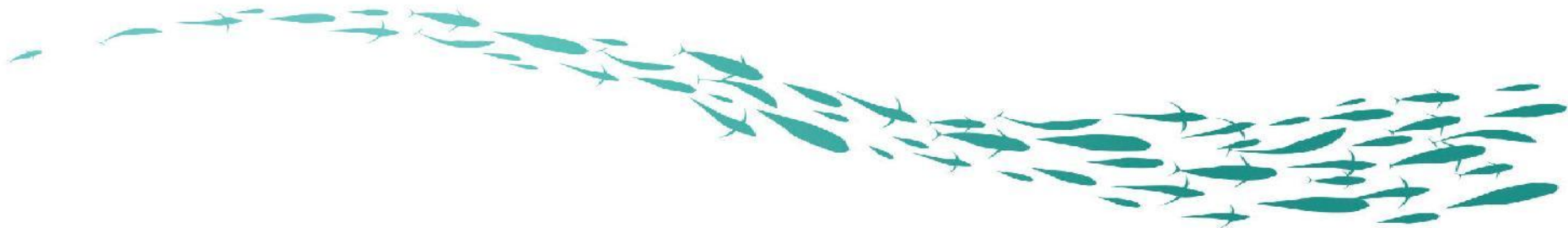
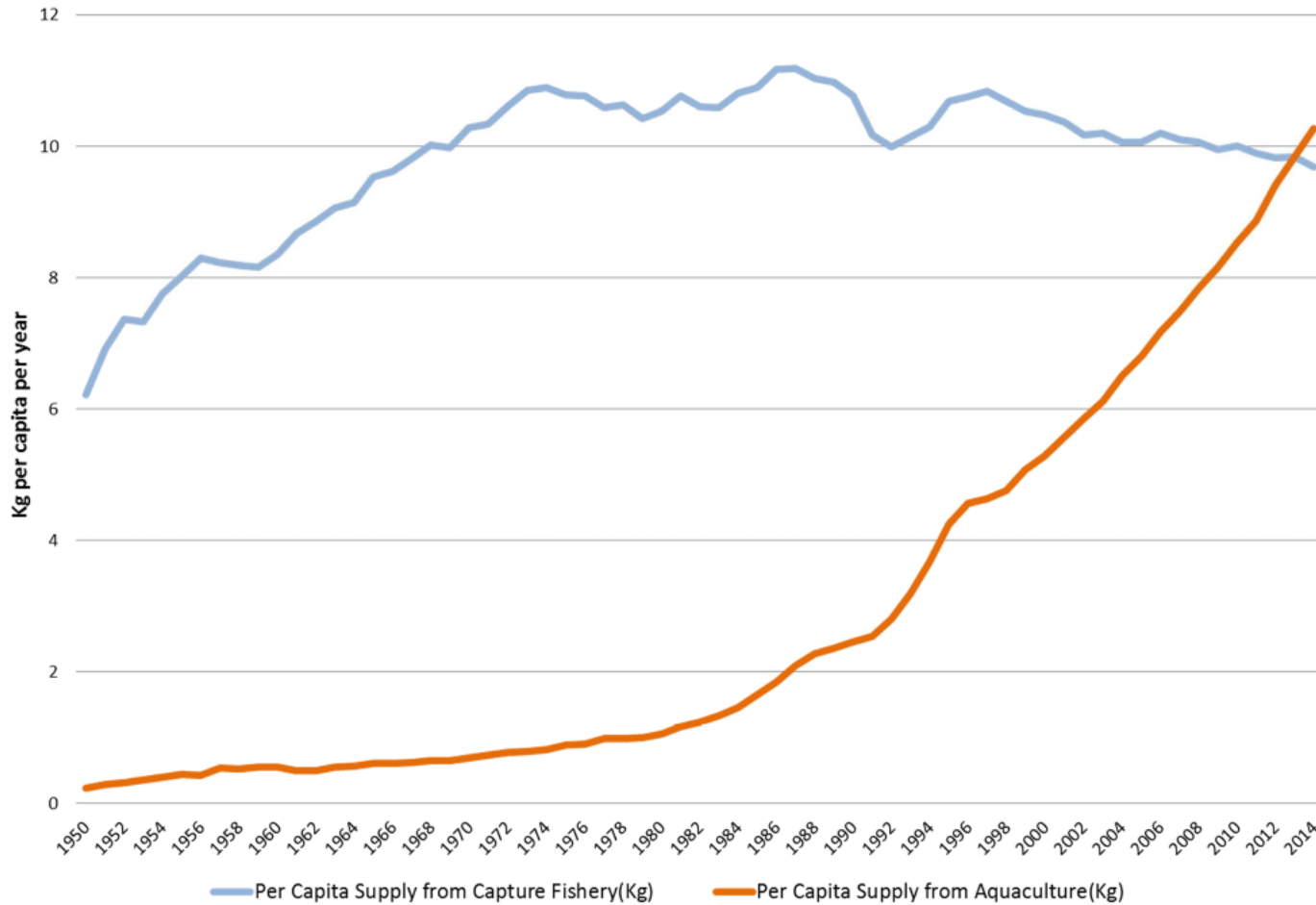
Our Mission:


To help transform aquaculture towards environmental sustainability and social responsibility using efficient market mechanisms that create value across the chain.



Per capita fish supply for human consumption

1950 to 2014



An underwater photograph showing two divers in silhouette against a backdrop of a large, dense school of fish. The divers are positioned on either side of a vertical rope or net structure. The water is clear and blue, with light filtering through from above.

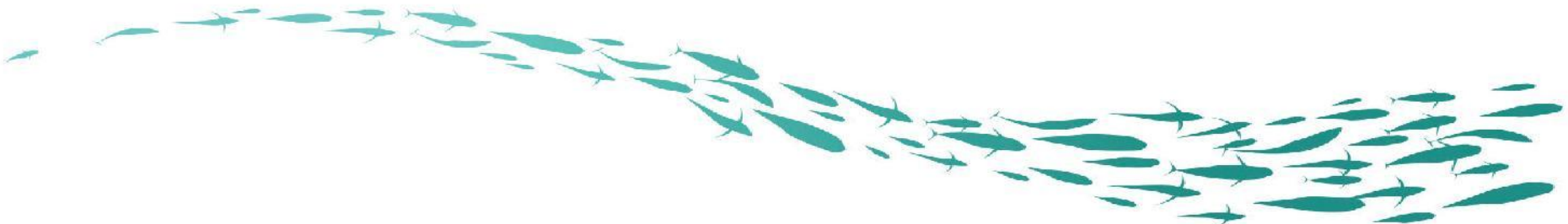
To maintain the present level of consumption, aquaculture will need to produce an additional 40 million tonnes of seafood worldwide per year by 2030

The Food and Agriculture Organization of the United Nations

ASC Aquaculture Stewardship Council



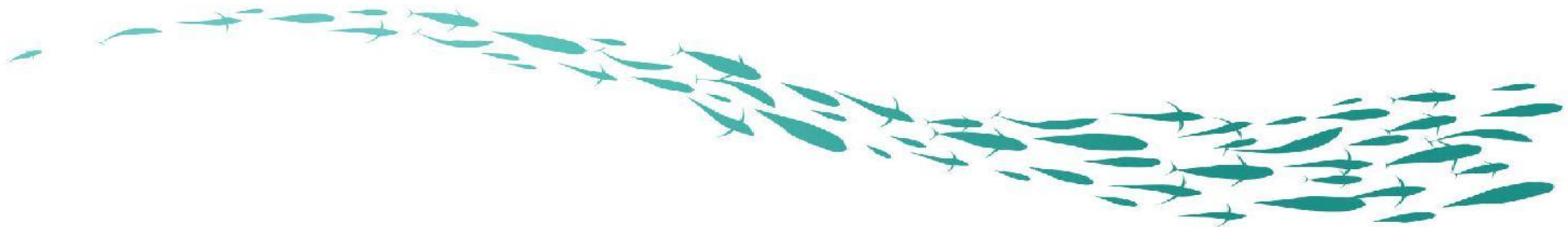
- Independent, not-for-profit certification & labelling program
- Established in 2010: WWF & IDH
- Global, market-based & voluntary
- Based on science & transparency
- Work with industry, NGOs and all others who want to participate



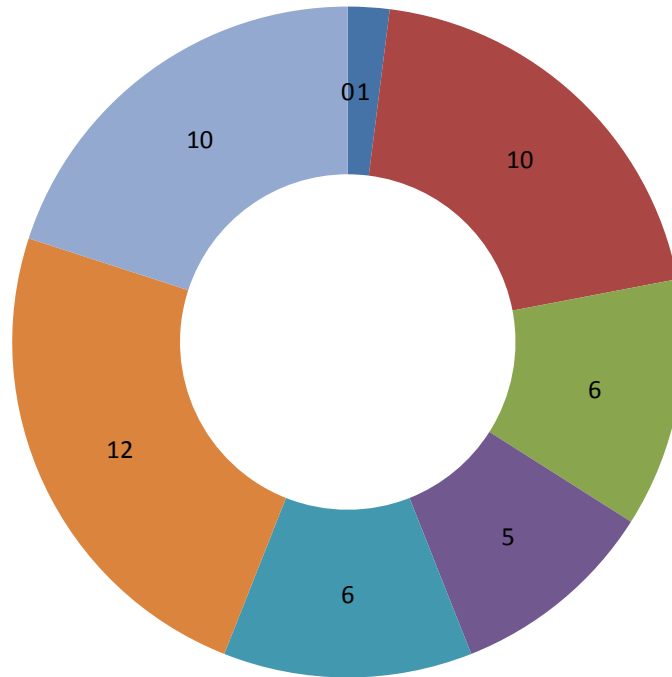
ASC Farm Standards - an overview



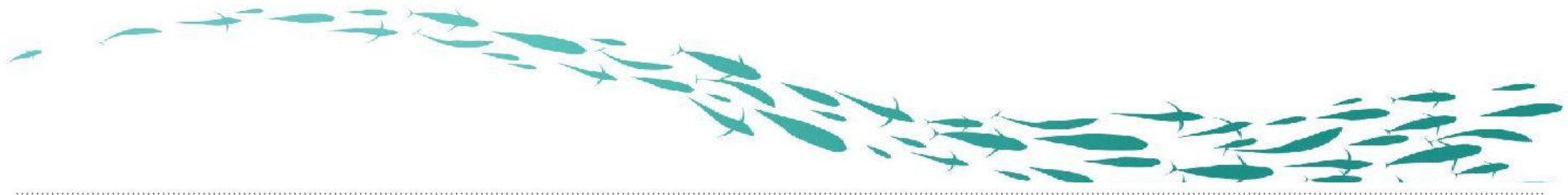
- 7 Standards operational, 10 farmed species:
- Scope: Environmental & Social - key impacts per species
- Performance Indicators setting 'thresholds'
- Multi-stakeholder "Aquaculture Dialogues":
 - > 2,000 participants, NGOs & industry
- Accountability through transparency
- Continuous improvement: 3-5 year cycle (ISEAL)



ASC Farm Standards - Bivalves



- 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



Checks and balances



- Rules for standard development
- Rules for governance
- Rules for certification and accreditation requirements
- Guidance for M&E and impact



- Manages certification program
- Owner ASC Standards
- Standard development & revision
- Owns ASC-logo



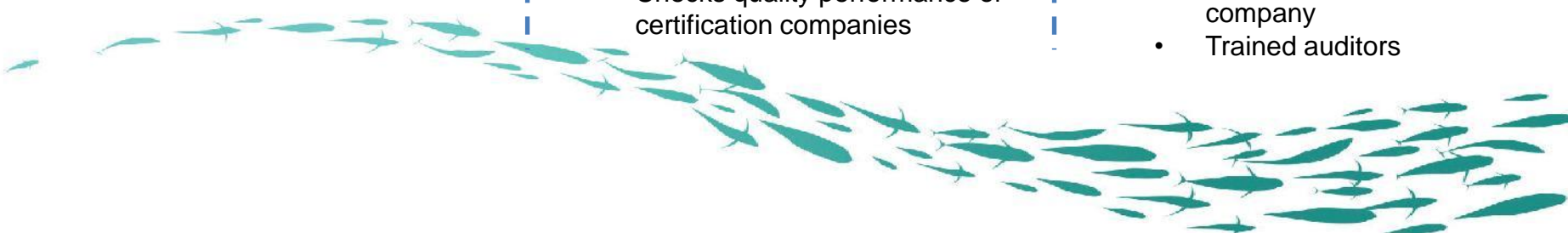
- 'Accredits' certification companies
- Checks quality performance of certification companies



- Voluntarily chooses ASC certification
- Hires certification company



- Qualified certification company
- Trained auditors



ASC Traceability



ASC Farm Standards

Incl. reg's on feed & juveniles



✓ CoC-certified



✓ CoC-certified



Product approval

Serviced by MSC

Chain of Custody Certification

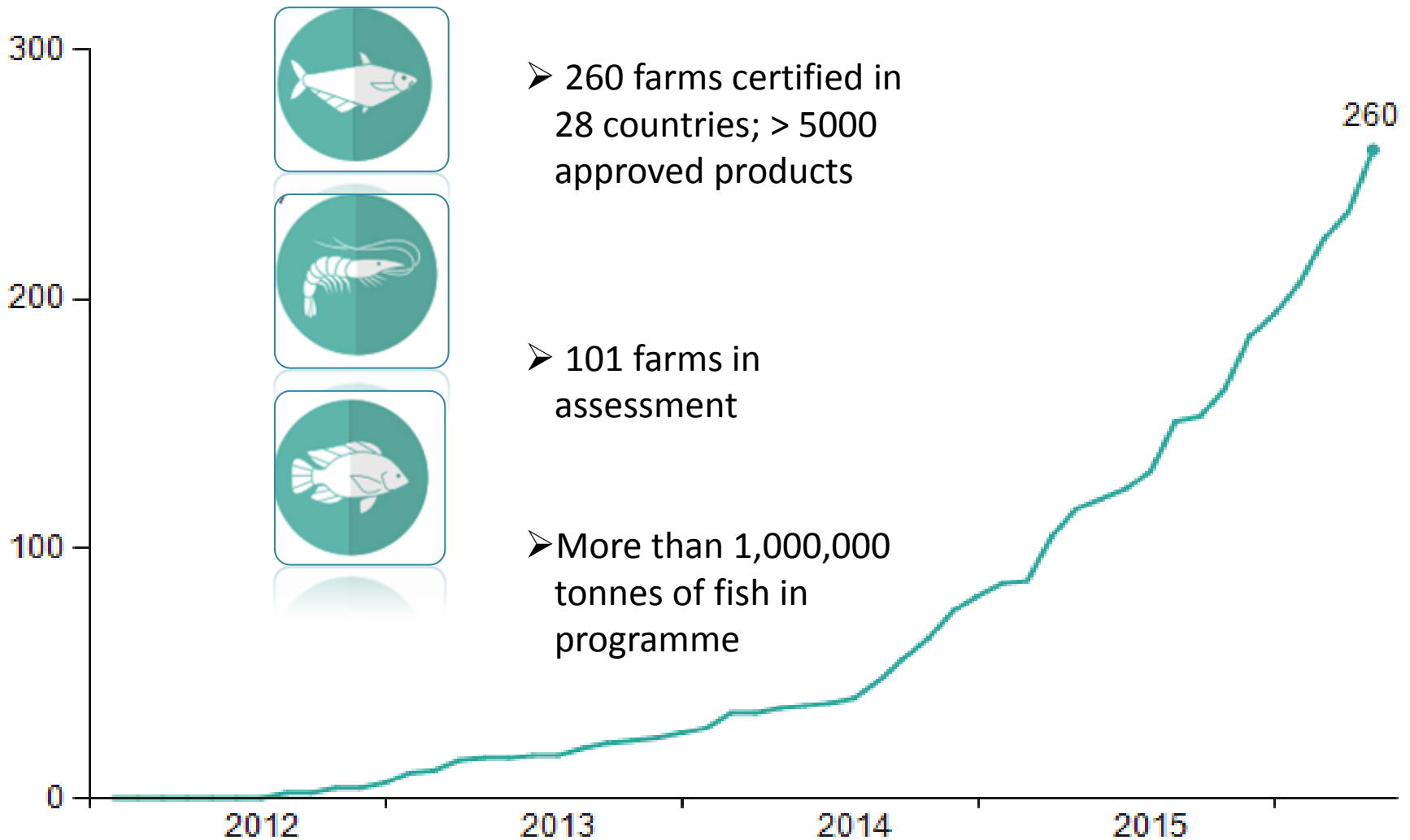
Shared platform with MSC



Growing market presence



From dialogue to market...

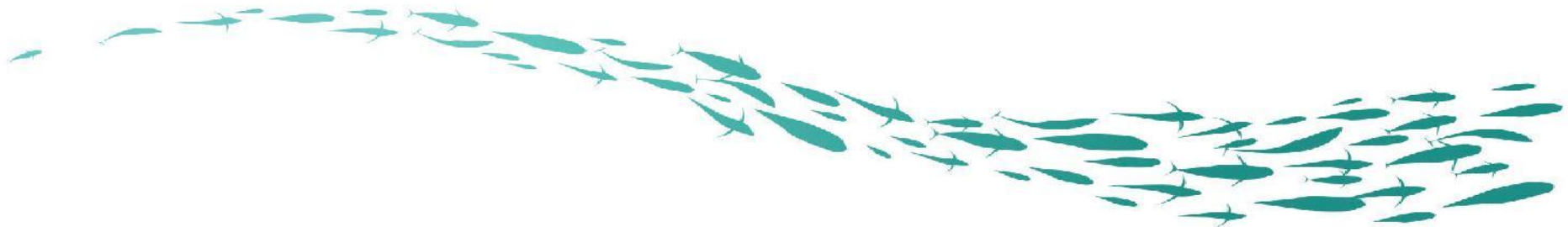


ASC Shellfish farms in UK

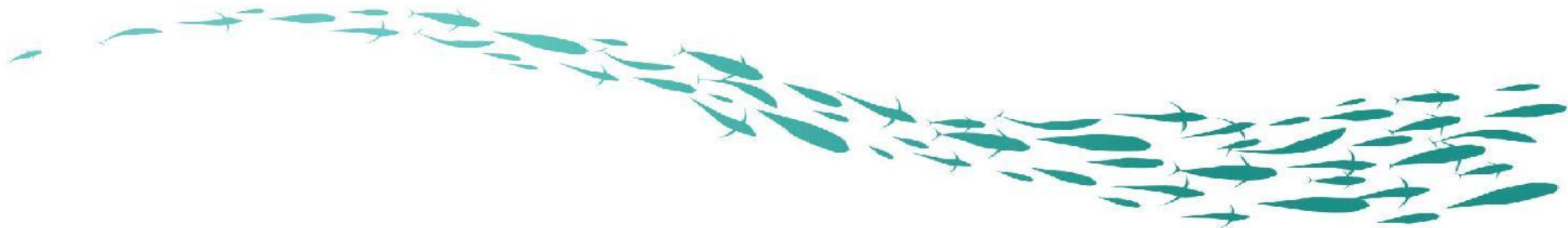
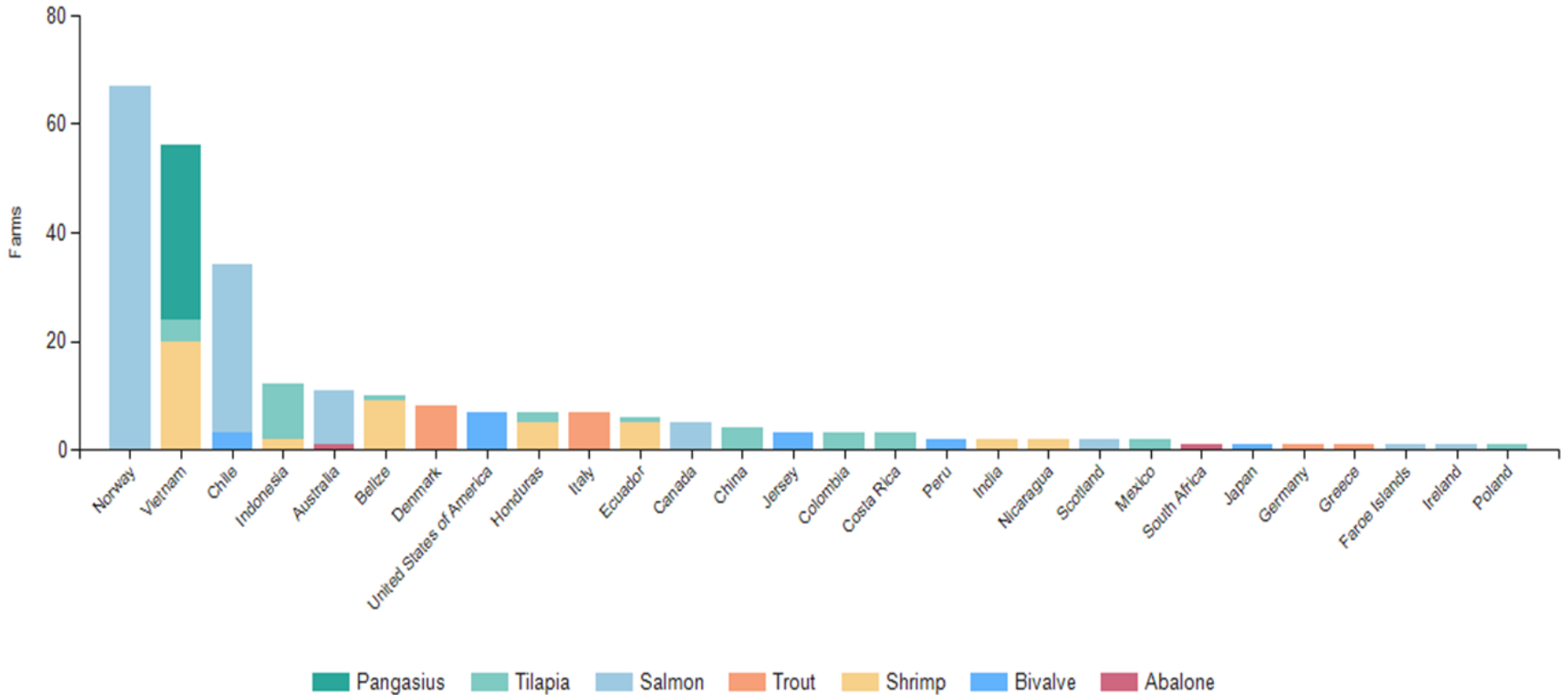


- Jersey Oyster Company (18/03/2015)
- Jersey Sea Farms (18/04/2015)
- Seymour Oyster Company (18/04/2015)

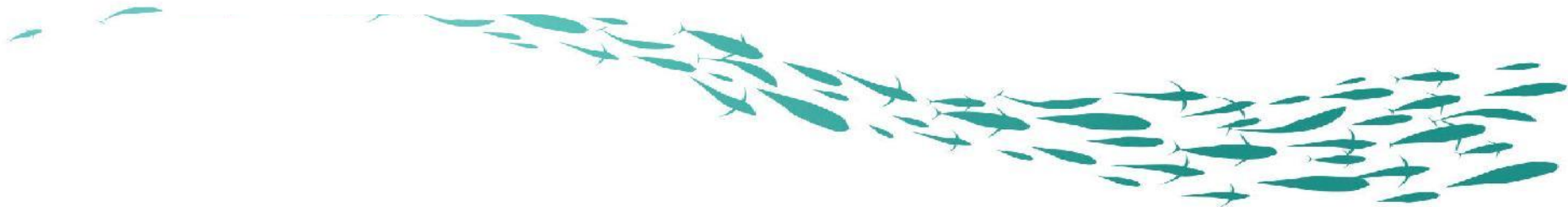
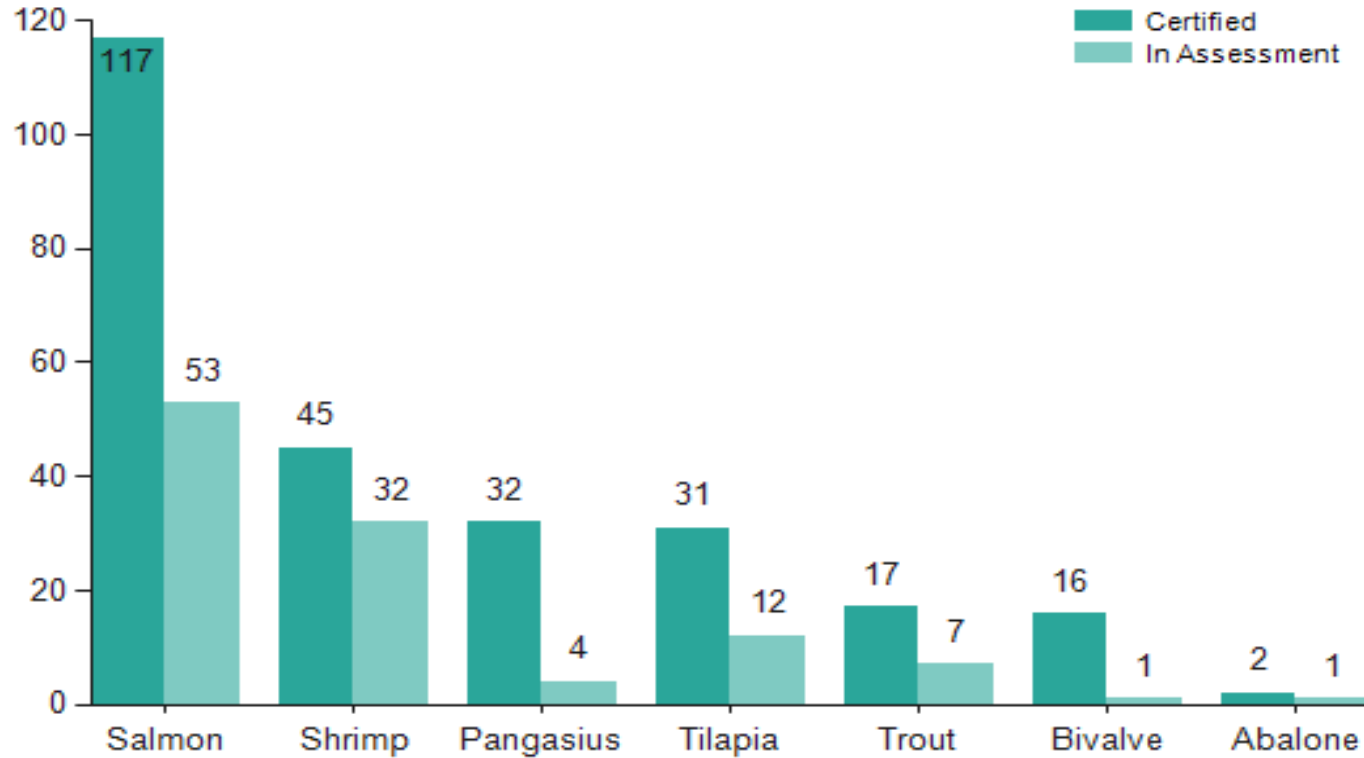
- Also in: Peru, Chile, Japan & USA
 - In assessment: China, Chile & USA



Certified farms – 5 May '16



Certified farms – 5 May '16





33.00

28.00

34.00

45.00

48.00

32.00

Fresh ASC Salmon
Special \$26.00

Fresh Barramundi
\$38.00

RESPONSIBLY SOURCED SEAFOOD

COLES BRAND SEAFOOD
RESPONSIBLY SOURCED
A BETTER CHOICE FOR OUR OCEANS



Fresh Baby Barramundi
\$26.00 per kg
Responsibly Sourced - Farmed
PRODUCT OF AUSTRALIA



Fresh ASC Whole Salmon
\$21.00 per kg
Responsibly Sourced - Farmed
PRODUCT OF AUSTRALIA



Fresh Flathead
\$17.00 per kg
Responsibly Sourced - Farmed
PRODUCT OF AUSTRALIA

パンガシウス (白身魚)

欧米で人気の白身魚です。
くせがなく、やわらかな食感が
特長。環境に配慮した責任ある
養殖としてasc認証されています。

のエコラベル

asc
海をまもって
育てたさかな

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91円
98円

Impacts





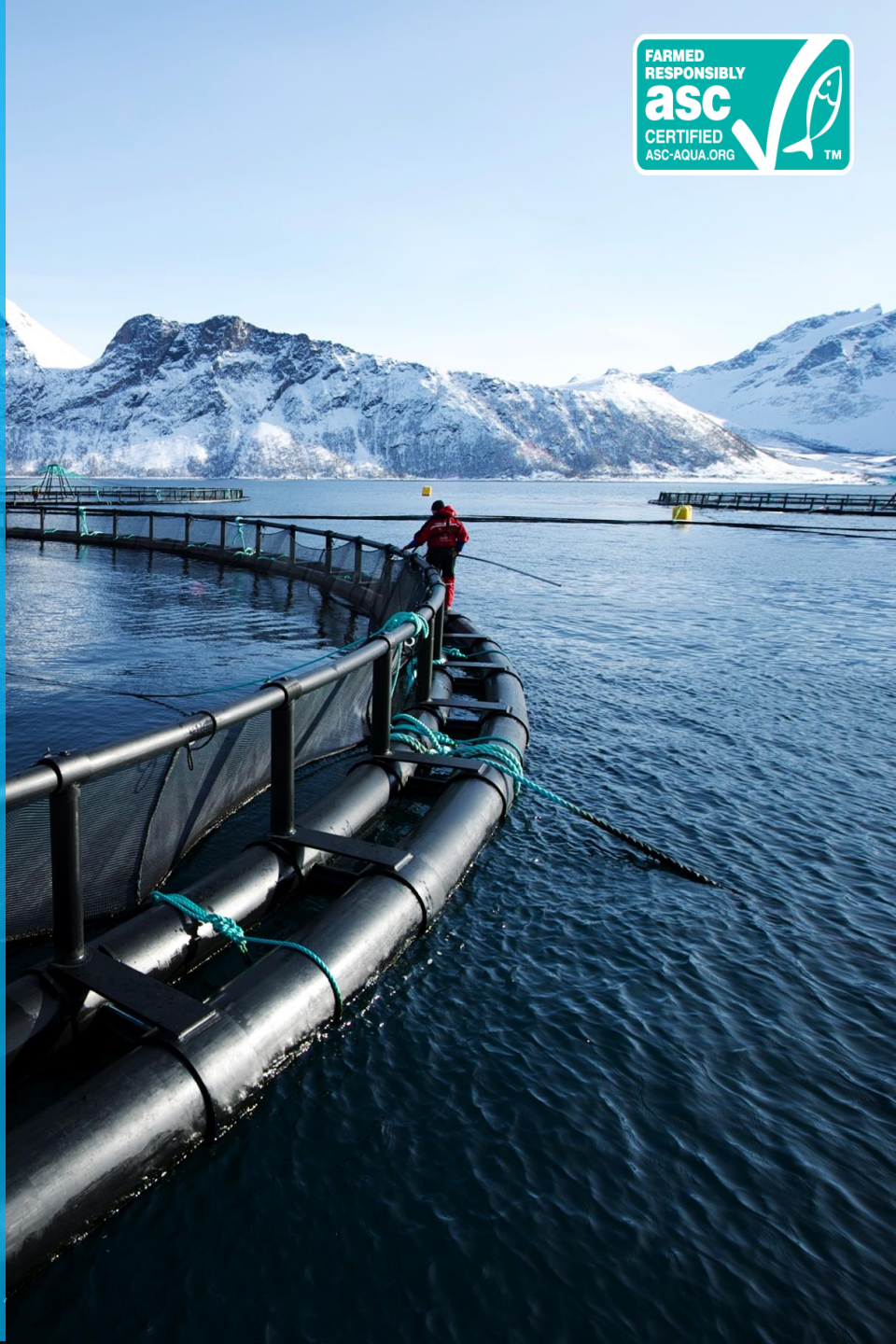
“What sets ASC apart is the transparency and the high level of stakeholder engagement. To achieve ASC certification, a company has to pay close attention to its impact on habitats, wildlife, water quality, the health of the fish as well as the local communities ”

Linda Sams, Head of Sustainability,
Tassal



“We carried out more extensive benthic surveys... We set up regular local meetings in the communities and we now have closer contact with them... We replaced all of our copper treated nets. ASC certification makes us accountable, we take responsibility and it makes us confident.”

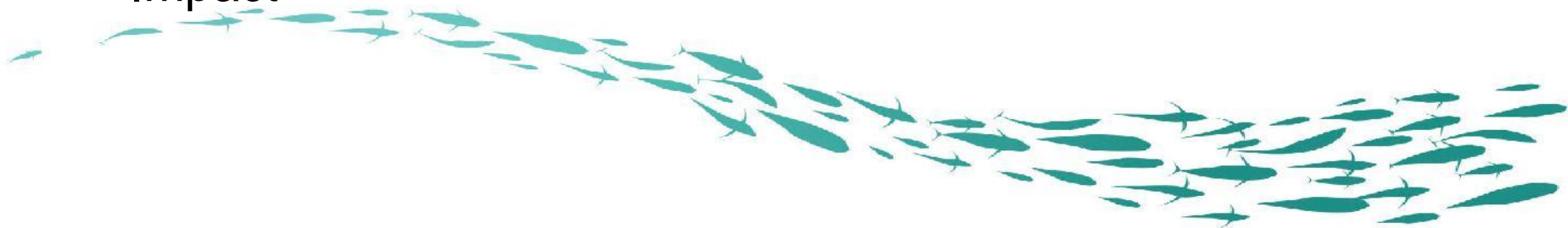
Anne Hilde Midttveit, Quality,
Environment & CSR, Lerøy Seafood
Group



Why choose for ASC?



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





Thank you!

Michiel.fransen@asc-aqua.org

+31 6 47 103 247



www.asc-aqua.org



Aquaculture Stewardship Council



@ASC_aqua