



Aquaculture  
Stewardship  
Council



International Trout Day, Gdansk, 10 October 2014

## ASC trout standard certification

Esther Luiten, ASC commercial manager



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## Outline of presentation

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- ✓ The ASC: who are we, why & how
  - ✓ How does a ASC farm certification work?
  - ✓ The ASC trout standard
  - ✓ Farms in program - status
  - ✓ Market uptake ASC labelled products - status
  - ✓ How the ASC adds value
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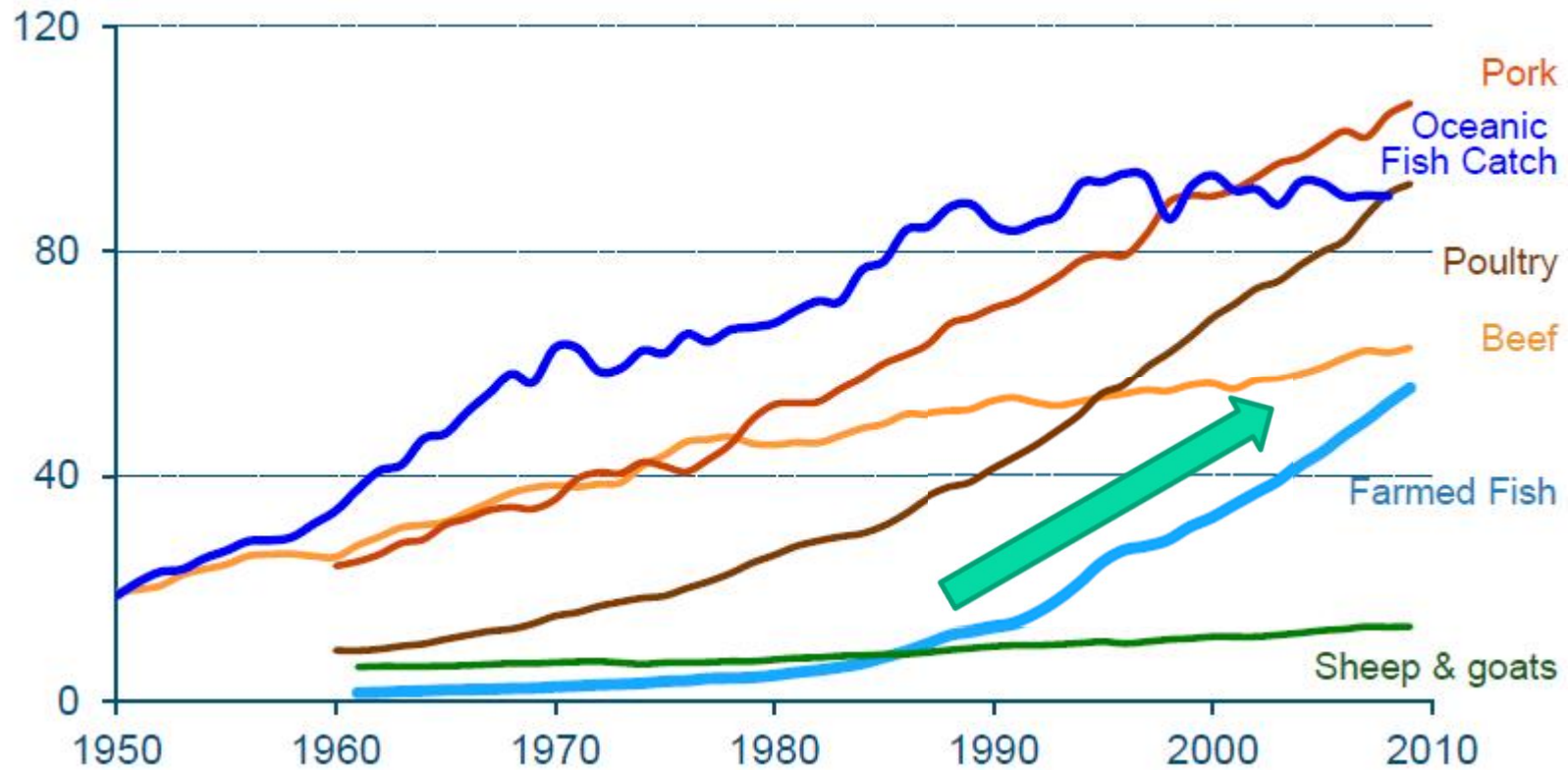
# The Aquaculture Stewardship Council



- **Independent**, not-for-profit certification & labelling program
- Established 2010 by WWF and IDH
- Created to work with industry, government, NGOs and all who want to participate
- Global, **market-based** & **voluntary**
- Objectives:
  - Recognise and reward responsible fish farming
  - Support purchasing of certified farmed seafood
  - Transform seafood markets towards sustainability



# Why do we need responsible aquaculture?



Source: Earth Policy Institute UN (FAO statistics), 2011

## Why do we need aquaculture certification?



- Brings a credible claim on social & environmental issues
- Independent, rigorous verification
- Independent governance
- Global recognition
- Security of supply
- Product integrity and traceability
- Reassurance of consumers trust
- Positive marketing

# ASC Vision & Mission



## What ASC wants to achieve

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

## How ASC will achieve it

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



# The Aquaculture Stewardship Council

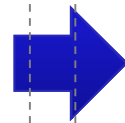


“Consumer trust requires info about origin & credible label”

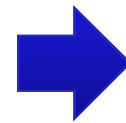
Source: BEUC, 2012



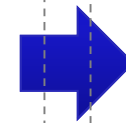
ASC Farm standards



✓ CoC-certified



✓ CoC-certified



Chain of Custody Certification

Shared platform with MSC



Product approval

Serviced by MSC

# ASC Farm Standards



- “Aquaculture Dialogues”: > 2,000 participants, NGOs & industry
- 7 Standards, 10 farmed species:
- 7 Principles: Environmental & Social impacts
- Metric-based Performance Indicators:
  - Science based
  - Best Management Practices in industry
  - Setting measurable limits e.g. effluents etc.
- All Performance Indicators are mandatory
- Accountability through transparency
  - e.g. p-SIA, B-EIA and monitoring data
- Continuous improvement: 3-5 year cycle



# Environmental Principles



- 1) Legal compliance
- 2) Preservation of the natural environment & biodiversity
- 3) Preservation of water resources & water quality
- 4) Preservation of species diversity & wild populations
- 5) Use of feed & other resources sourced responsibly
- 6) Good Animal health & husbandry

## Social & Community Principle



*Assessed by qualified & trained social auditors*



7<sup>th</sup> Principle based on ILO conventions, e.g.:

- ✓ Prevent child- and forced labour
- ✓ No discrimination
- ✓ Promote health & safety regulations of workers
- ✓ Wages, working hours & living
- ✓ Freedom of association & rights for collective bargaining
- ✓ Community relations & interactions

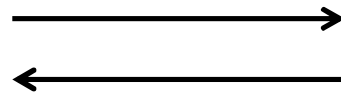
# How does an ASC farm certification work?



Independent 3<sup>rd</sup> party certification program:



Farm




Certification company (CAB)



**ASC**  Aquaculture Stewardship Council  
Manages standards  
Specifies rules



**ASI**  Controls performance  
CABs

Inclusive & transparent 5-step farm assessment process:

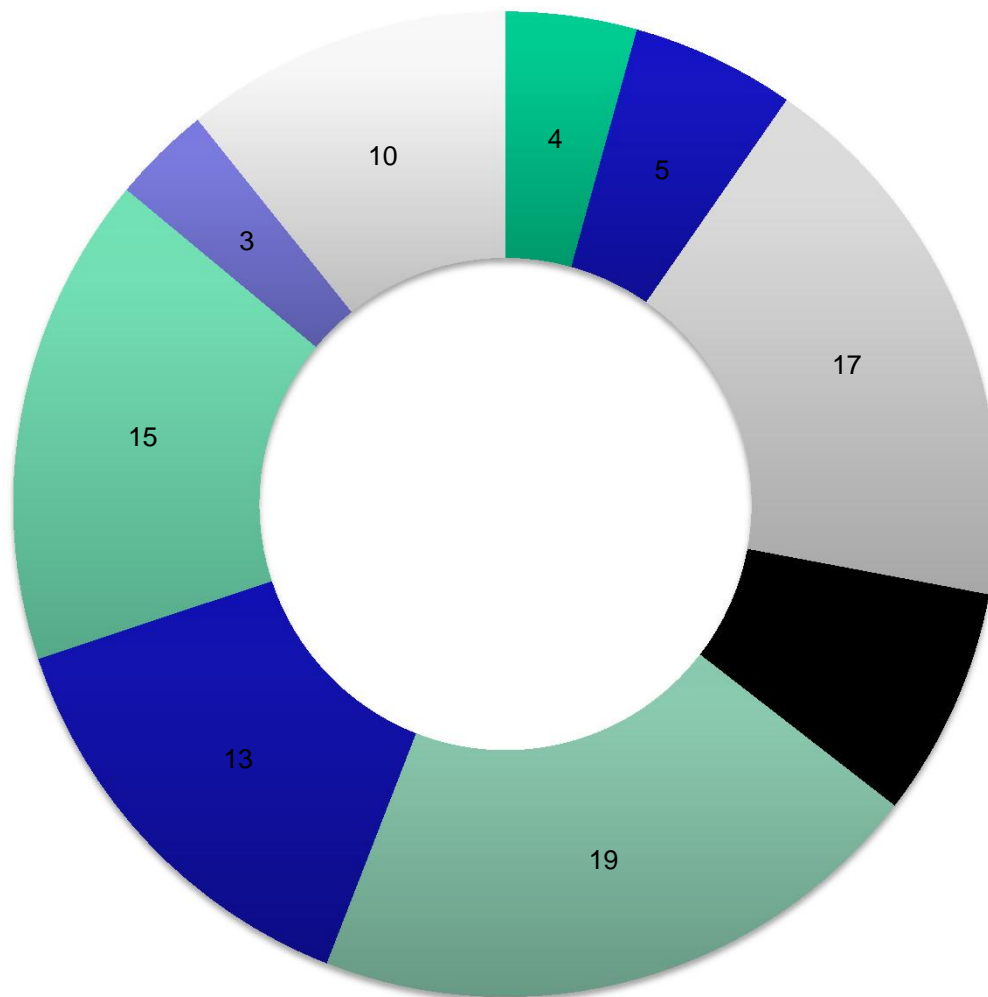


- Takes about 3 months
- Certificate: 3 years
- Annual surveillance audit

# ASC Trout standard



- 93 Performance Indicators:



- 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
- Fingerlings and eggs

# ASC Trout standard



Impact	ASC Performance Indicators (PI), examples:
Impact on nature	<ul style="list-style-type: none"> <li>- Public available analysis of habitat and ecosystems (EIA)</li> <li>- Not allowed in Protected Areas and natural wetlands</li> <li>- Benthic survey (land-based)</li> </ul>
Water use and pollution	<ul style="list-style-type: none"> <li>- Cap on water use (abstraction)</li> <li>- Publicly available 'assimilative capacity assessment': acceptable loading of P (cage farms) &amp; mandatory water quality monitoring</li> <li>- Stable trophic quality &amp; minimum percent of oxygen saturation (cage)</li> <li>- Cap on P release (land-based systems) &amp; mandatory water quality monitoring</li> <li>- Reduce organic matter disposal and sediment (land-based systems)</li> </ul>
Escapes & genetic diversity	<ul style="list-style-type: none"> <li>- Public announcement unexpected losses</li> <li>- No transgenic trout</li> </ul>
Feed	<ul style="list-style-type: none"> <li>- Marine ingredients from certified sources</li> <li>- Responsible sourcing of non-marine ingredients</li> <li>- Disclosure of transgenic plant material</li> </ul>
Disease and parasite transfer	<ul style="list-style-type: none"> <li>- Inspected Health Plan &amp; Treatment Plan &amp; set maximum density</li> <li>- Restrictions on medicines &amp; anti-biotics</li> </ul>
Social impacts	<ul style="list-style-type: none"> <li>- Workers: wages, discrimination, labor contracts (incl. sub-contracting)</li> <li>- Community engagement: complaints resolution</li> </ul>

# ASC certified farms (1 October 2014)



**94 farms**  
**13 countries**



**47 farms certified, > 195.000 t**



**17 farms certified, > 18.500 t**



**25 farms certified, > 110.000 t**



**1 farm certified**



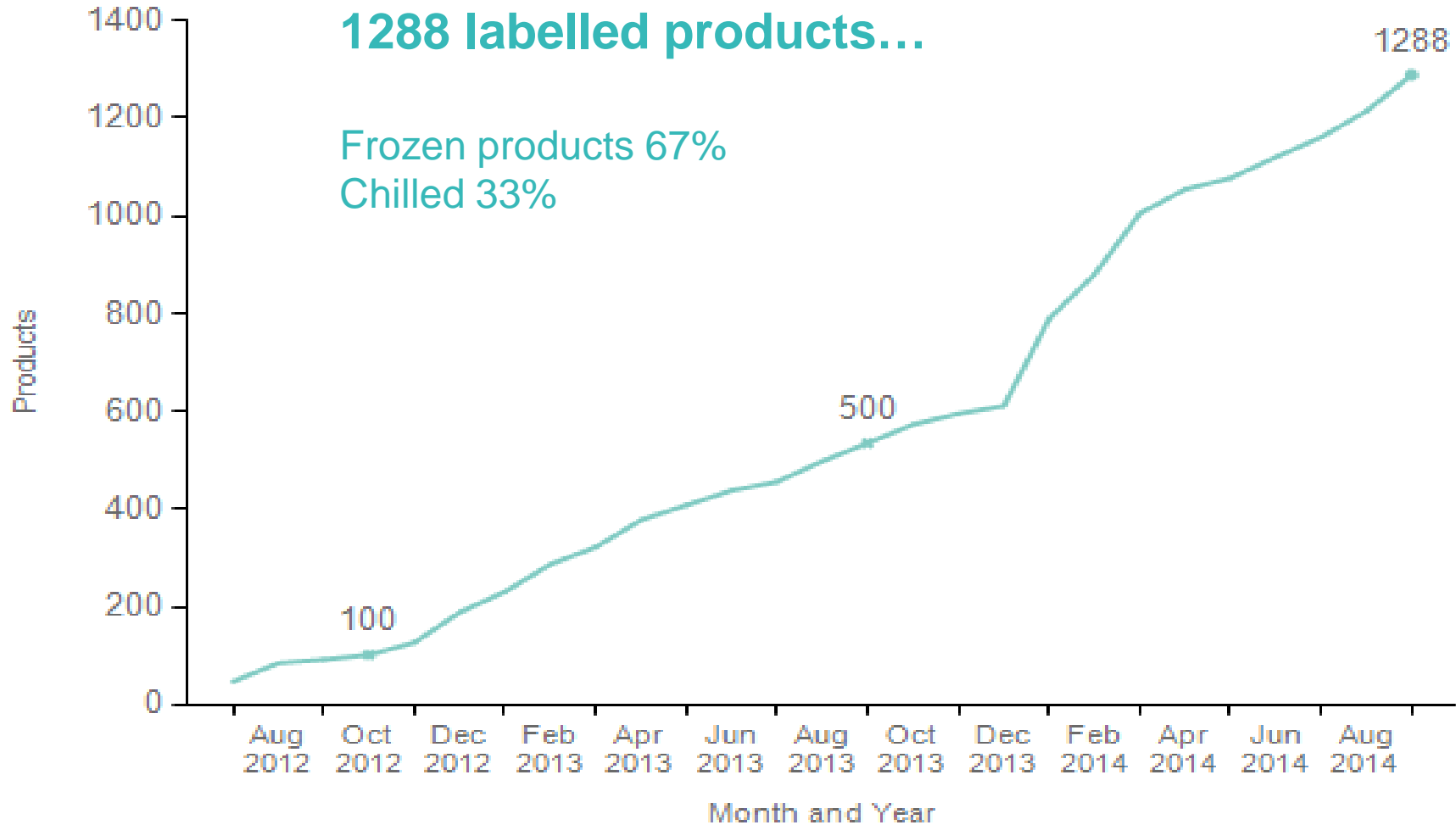
**3 farms certified, > 7.000 t**

## Farms in ASC programme (1 October 2014)

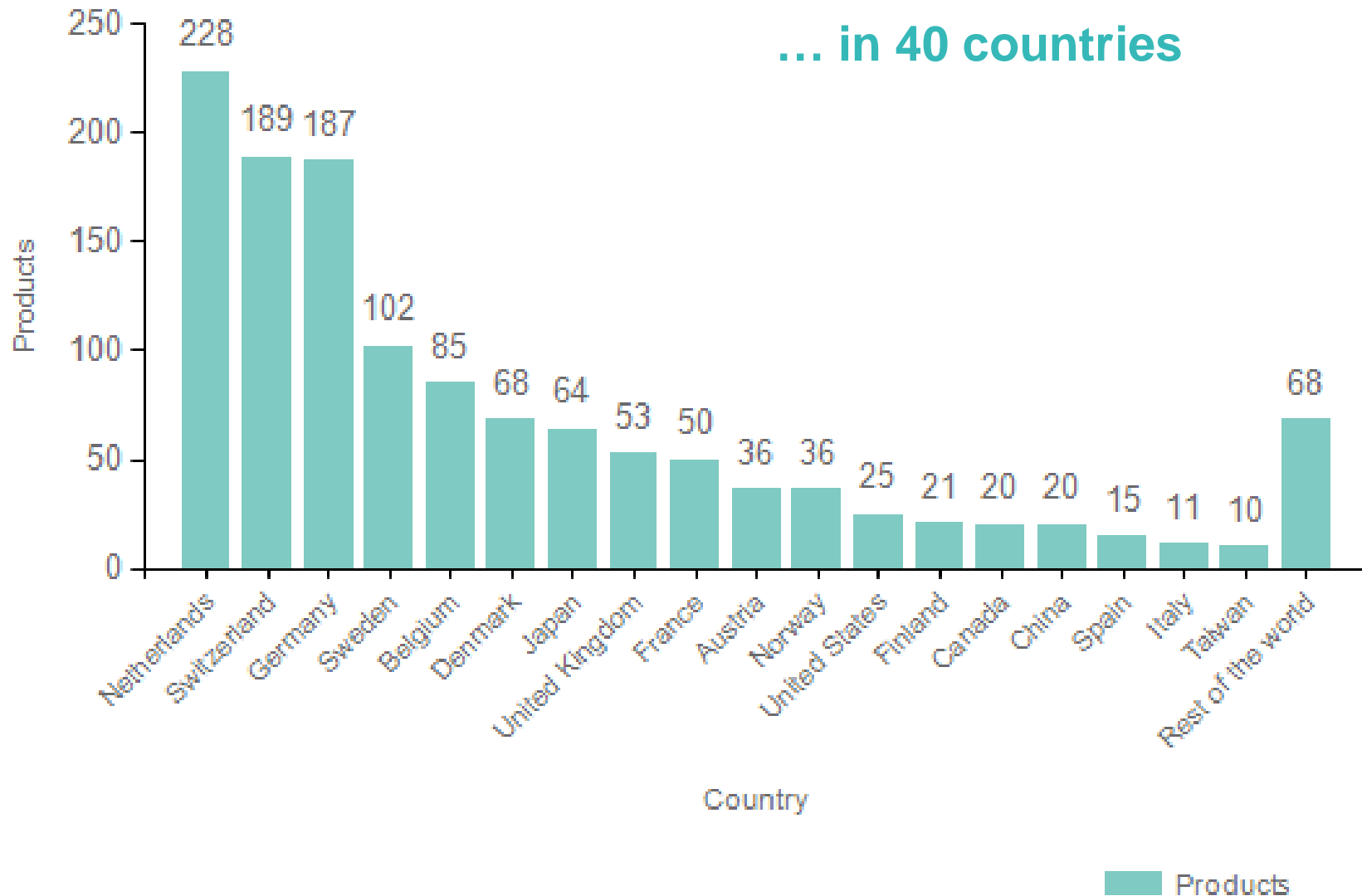


	Farms certified	Farms in assessment	Auditor capacity	<i>Products in market*</i>
<b>1 Tilapia</b>	<b>25</b>	<b>4</b>	2 (2)	√
<b>2 Pangasius</b>	<b>47</b>	<b>4</b>	3 (2)	√
<b>3 Salmon</b>	<b>17</b>	<b>17</b>	5 (1)	√
<b>4 Abalone</b>	-	-	(-)	?
<b>5 Bivalves</b>	-	<b>8</b>	(2)	Q3/4 2014
<b>6 Trout</b>	<b>1</b>	<b>8</b>	1 (1)	√
<b>7 Shrimp</b>	<b>3</b>	<b>18</b>	1 (2)	Q3/4 2014
<b>Total</b>	<b>94</b>	<b>58</b>		

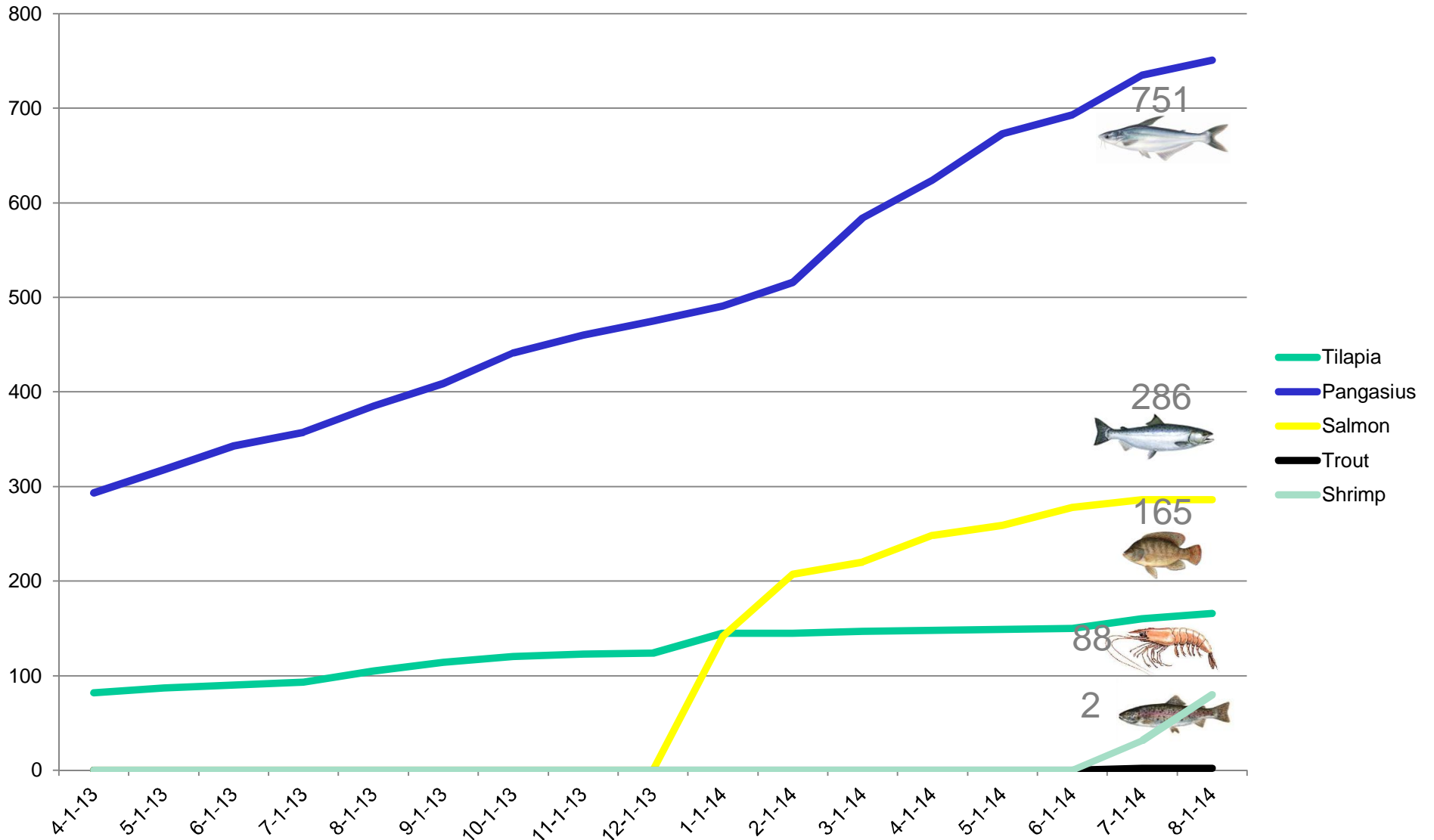
# ASC market uptake (1 October 2014)



# ASC market uptake (1 October 2014)



# ASC approved products (1 October 2014)



# ASC Market commitments



## duurzaamheid

[home / activiteiten / duurzaamheid / CBL duurzaamheidsagenda / duurzame vis](#)

### duurzame vis

Voor de verduurzaming van het visassortiment heeft het CBL in 2008 het actieplan 'Vis Beter' opgesteld. Hierin spraken de supermarkten af om het assortiment wildgevangen verse en diepvries vis te verduurzamen. Dit betekent onder andere dat alle gevangen vis per 2011 moest voldoen aan de normen van MSC (Marine Stewardship Council) of gelijkwaardig. Ongeveer 85% van het aanbod vers gevangen vis is nu MSC gecertificeerd (of gelijkwaardig). Nog niet alle vissoorten zijn voldoende MSC gecertificeerd verkrijgbaar. Een aantal visserijen werkt momenteel aan het behalen van het MSC-certificaat.

In december 2011 maakten alle supermarkten ook afspraken voor het certificeren van kweekvis. Kweekvissoorten als zalm, pangasius en tilapia en garnalen zijn populair bij de consument en worden veel gekocht in de supermarkt. Het streven is dat in 2016 alle kweekvis in de supermarkt voldoet aan de duurzaamheidsstandaard Aquaculture Stewardship Council (ASC) of gelijkwaardig.



*Dutch Retail Association (CBL): “100% ASC certified farmed seafood by 2016”*

# ASC Market commitments



## Food

We serve and sell food to 261 million customers a year through our store restaurants and Swedish Food Markets.

### Our approach includes:

- Using more sustainable ingredients, which includes purchasing ingredients that have been certified to recognised standards and applying animal welfare standards
- Reducing the carbon footprint of our food business
- Tackling food waste (page 33)
- Working with food suppliers to implement our IWAY standards (page 81).

### Coffee and tea

All coffee sold and served at IKEA has been UTZ Certified since 2008 – UTZ Certified is an independent organisation that recognises coffee, tea and chocolate that have been grown sustainably and is one of the leading sustainability standards for these commodities.

One out of our four chocolate tablets is UTZ certified. We aim for 100% UTZ Certified chocolate and tea by FY15. Packaging for UTZ Certified products includes a code that enables customers to trace the origins of a certified product back to the plantation on which it was grown.

### Salmon

Salmon is an important product for IKEA. In FY12, we continued to participate in the WWF Salmon Aquaculture Dialogue to support development of sustainability

standards for the farmed salmon industry, and the final standard has now been published by the [Aquaculture Stewardship Council \(ASC\)](#). Our goal is for all salmon products to come from ASC-certified sources by 2015. We are currently assessing our suppliers against the new standards.

### Animal welfare

We have worked with Compassion in World Farming (CIWF), an independent NGO, for many years to improve animal welfare standards. In FY12, we worked with CIWF to develop welfare standards for pigs and laying hens. During FY12, we also worked with the non-profit Global Animal Partnership to adapt standards developed for the US market for global use. However, this process is taking longer than we anticipated and is not currently a viable alternative to implementing our own welfare standards.

We approved our new global animal welfare policy in FY12. It sets out our commitment to the humane and respectful treatment of animals used in our food and other products. We are integrating the policy into our purchasing requirements. Currently it is a challenge to source some animal products in line with this policy. In these areas, we will continue to engage with suppliers and other stakeholders to improve standards so that all the animal products we buy meet the policy requirements.

RESOURCE AND ENERGY EFFICIENCY

*IKEA: “100% ASC certified salmon by 2015”*

# ASC Market commitments



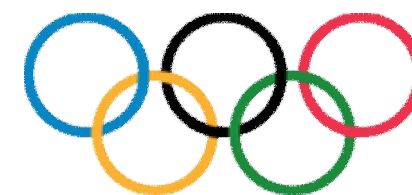
AEON: "Increase ASC labelled products to 6 species by 2016"

## ASC Market commitments



## Rio 2016 Olympics commit to MSC, ASC

Only sustainably certified seafood served at 2016 Olympic Games in Brazil.



IntraFish Media

Published: 03.12.2013 15:26 Updated:  
03.12.2013 14:09

The Rio 2016 organizing committee for the Olympic and Paralympic Games signed an agreement to promote Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) certified seafood at the 2016 Rio Games.



*Rio 2016: “Source and promote (locally) produced ASC certified seafood”*

## Producers: what is in it for you?



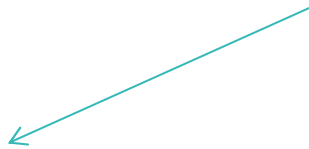
- Meeting buying preferences of (existing) markets
- New markets
- Strengthening preferred supplier status
- Efficiencies and savings
- Product and market innovation
- Independent, rigorous and transparent evaluation of farm performance
- Traceability
- Leadership in shaping the future of aquaculture



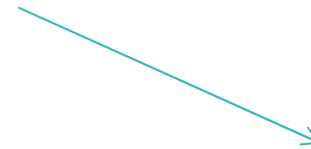
## Producers: how to start?



- 1) Download ASC Trout pre-audit checklist (sorry, in English):  
[http://www.asc-aqua.org/upload/ASC\\_Audit%20Preparation%20Checklist\\_Trout\\_v1.1.pdf](http://www.asc-aqua.org/upload/ASC_Audit%20Preparation%20Checklist_Trout_v1.1.pdf)
- 2) Do an (internal) check how you perform against standard?
- 3) Discuss with your colleagues in Poland?

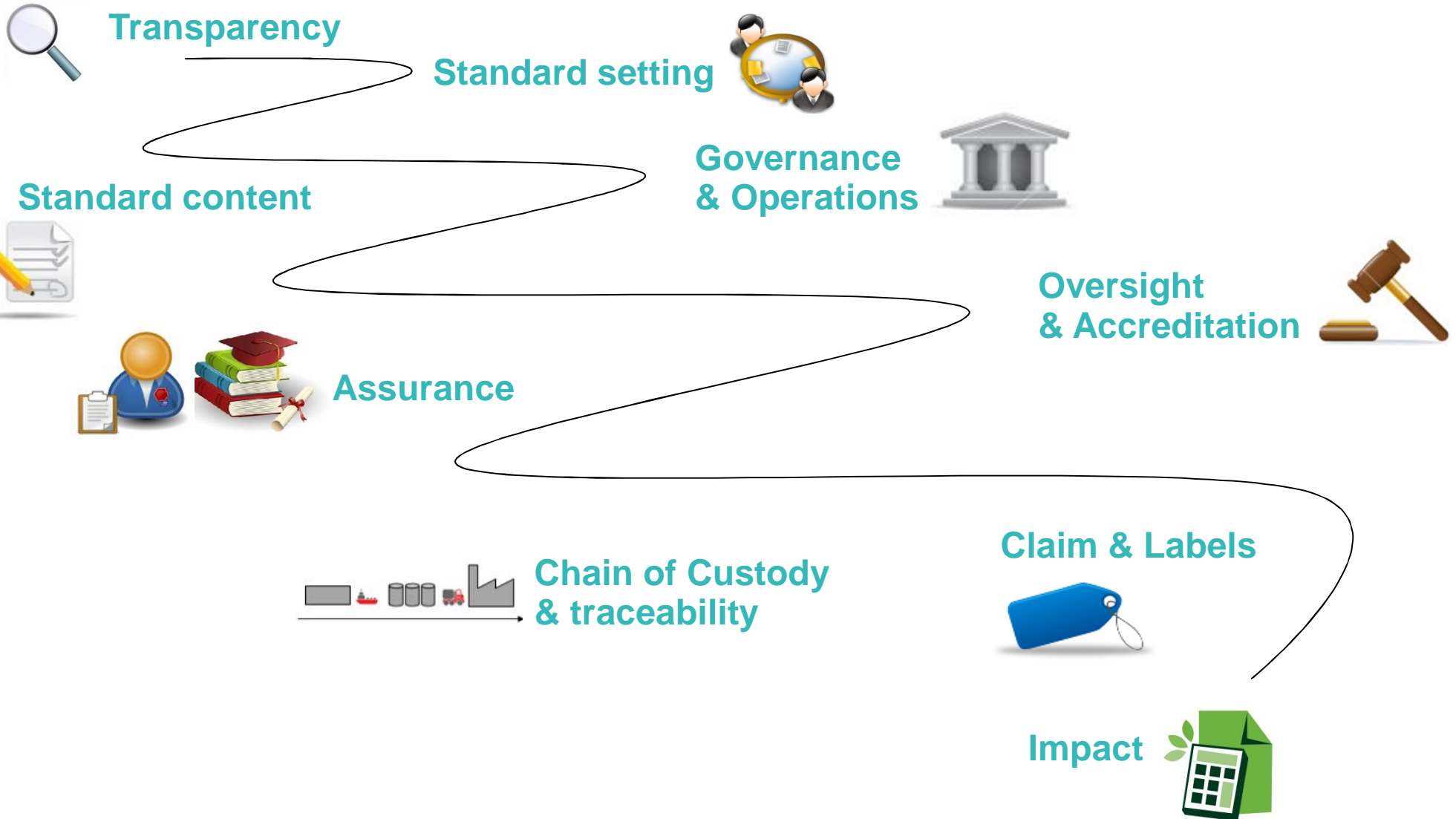


- 4) Look for a certification company
- 5) Sign a contract
- 6) 5-step farm assessment can start!



- 4) Discuss with your key clients
- 5) Cooperate with colleagues on challenges?
- 6) Sort out *compliance gaps*
- 7) Do another check?

# ASC's Credibility: more than its standards



# ASC Supporters



 **WWF** *for a living planet*<sup>®</sup>

 **ioh**  
the sustainable trade initiative

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Founding partners



WOOLWORTHS





## Thank you! Questions?



[www.asc-aqua.org](http://www.asc-aqua.org)



e-Newsletter & Certification Update & e-alerts



Aquaculture Stewardship Council



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## Cost of certification?



For what?	Cost	How much?
Farms	a) Cost of complying to the ASC Farm Standard	Highly depending on performance of farm
	a) Cost of certification (invoice certification company)	Depending on contract (guestimate) €5.000 to €10.000
Companies CoC	a) Implementation costs CoC	-
	b) Cost of certification CoC (invoice certification company)	Dependent on size & complexity (guestimate) €1.000 to €10.000
Use of ASC-logo	<i>Only company who "puts the ASC-logo on the product" - Charged only 1x</i>	
	a) Annual fee (staffled, value sold)	< \$200.000,- : \$ 250,- 200-500,- k\$ : \$ 1.000,- > \$500.000,- : \$ 2.000.-
	b) Royalty fee	0.5% wholesale price

## ASC Group Certification (2015)



- Producing sector characterized by variety in size
- ASC aims to be accessible for all farms
- Need for group certification methodology

- Defining methodology
- Pilot-testing & Public Consultation
- Go live in 2015

