

# ASC Sustainability Certifications in Aquaculture

Aquaculture Flanders - Networking event 2017  
Marketing and Sales symposium  
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Leuven

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# About ASC

- Aquaculture Stewardship Council
- Manage global standards for responsible aquaculture
- Independent – not for profit organization
- Founded in 2009 by WWF – World Wildlife Fund and IDH – The Sustainable Trade Initiative

# ASC Goal

- Define environmentally and socially responsible production
- Reduce key negative impacts from fish farming
- Economically viable and within of achievability for the industry
- Having enough producers strive to achieve the requirements
- Periodically updated focusing on best performers

*Bringing continuous improvement and actual changes*

# ASC Vision and Mission

## The Vision

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

## The Mission

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

# ASC Components

1. Aquaculture Farm Standards
2. Independent 3<sup>rd</sup> party Audits by accredited Conformity Assessment Bodies (CAB) certified by Accreditation Services International GmbH (ASI)
3. MSC Chain of Custody Certification and the ASC logo

# Payments to ASC only linked to use of ASC logo

ASC sets the standard but do not assess fish farms. Certificates are issued by an independent conformity assessment body (CAB).

All fees for the audit process are agreed with the CAB and paid directly to the auditors.

ASC only receives income from certificate holders in the form of a percentage of total sales of certified product sold with the ASC logo. The use of the logo is optional and it is not a requirement of becoming ASC certified.

# ASC standards

The current eight ASC standards cover 12 species:

1. Tilapia (2009)
2. Abalone (2010)
3. Bivalves (clams, mussels, oyster, scallop) (2010)
4. Pangasius (2010)
5. Salmon (2012)
6. Freshwater trout (2013)
7. Shrimp (2014)
8. Seriola and cobia (2016)

# ASC standards in development driven by market demand

Draft standards available for the following species:

1. Sea Bass
2. Sea Bream
3. Meagre
4. Flatfish
5. Tropical Marine Finfish



# ASC Salmon standard

Principle 1: Comply with all applicable national laws and local regulations

Principle 2: Conserve natural habitat, local biodiversity and ecosystem function

Principle 3: Protect the health and genetic integrity of wild populations

Principle 4: Use the resources in an environmentally efficient and responsible manner

Principle 5: Manage disease and parasites in an environmentally responsible manner

Principle 6: Develop and operate farms in a socially responsible manner

Principle 7: Be a good neighbor and conscientious citizen

# Principle 1 – Comply with laws and regulations

- Compliance with local and national regulations and requirements on land and water use
- Compliance with all tax laws
- Compliance with all relevant and local labor laws and regulations
- Compliance with regulations and permits concerning water quality impacts

# Principle 2 – Conserve biodiversity / ecosystem

- Benthic impacts

  - Redox potential or sulphide levels in sediment within limits

  - Faunal index score indicating good to high quality

- Water quality

  - Responsible farming can only take place in water bodies that are classified as 'good' or 'very good' (e.g. by the EU Water Framework Directive).

  - Dissolved oxygen, phosphorous and biochemical oxygen demand (BOD)

- Nutrient release from production (Percentage of fines in the feed)

- Minimize impact on biodiversity and nearby ecosystems (birds, marine mammals)

- Interaction with wildlife, including predators (Lethal incidents minimized and made publicly available)

# Principle 3 – Protect health and genetic integrity of wild populations

- Participation in Area-based Management (ABM) scheme for managing disease and resistance to treatments (coordination of stocking, following, therapeutic treatments and information sharing)
- Collaboration with NGOs, academics and governments
- Minimize sea lice load
- Minimize number of escapees

# Principle 4 – Efficient and responsible use of resources

- Traceability of raw materials in feed
- Minimize the use of wild fish as ingredient for feed and full traceability back to a responsibly managed source
- Source of marine raw materials (FishSource score requirements)
- Soya or soya-derived ingredients certified and traceable
- Proper and responsible treatment of waste
- Energy use assessment and green house gas assessment
- Chemical inputs (Cu, cleaning agents, biocides)

# Principle 5 – Management of diseases / parasites

- Minimize disease outbreaks and cooperation with other farmers operating in the same area
- A Fish Health Management Plan detailing steps for biosecurity management must be developed under supervision of a veterinarian and implemented on the farm
- Site visits by veterinarian
- Dead fish removal and post-mortem analysis
- Mortality reduction program
- Documented use of chemicals and therapeutants (only use medicines under very strict conditions)
- Biosecurity management (Single year class at site)

# Principle 6 – Social responsibility

- Labor concerns (access to trade unions, free to form organizations)
- No child labor
- Anti-discrimination policies and procedures
- Work environment, health and safety
- Wages (contracts, transparency and minimum requirements)
- Working hours, education, training etc.

# Principle 7 – Good neighbor and citizen

- Community engagement and information sharing



# Farm operators gain from

- Improved quality control and farm management
- Better knowledge
  - Harmful algal blooms
  - Sea lices
  - Benthic control
- Increased collaboration between farmers

# ASC – view from certified salmon farm

- „ASC will develop the same way as MSC“
- Increased demand from market
- No premium involved

# ASC – view from certified processing and distribution company

- „ASC will develop the same way as MSC“
- Need both ASC and MSC
- Increased demand from market for ASC
  - Ikea, LIDL, many other supermarkets and restaurants
- ASC certified raw material – additional costs on average 1 EUR/kg
- The premium involved is less than 1 EUR/kg

# IKEA makes responsibly produced seafood available to over 600 million customers

## Published on

Tuesday, 22 September 2015

[◀ Previous post](#)[Next post ▶](#)

**IKEA today announces that seafood sold and served in its stores comes from sustainable and responsible sources. The IKEA commitment to ASC and MSC certified seafood marks the next step towards a wider offer of healthier and more sustainable food. With more than 23 different certified species across**

Guardian sustainable business sustainable food

# Ikea shows off its new ethical stance ... on seafood

Swedish furniture chain's move to only sell certified seafood at its restaurants and food markets hailed as a 'gamechanger' by campaigners



This article is 2 years old

1357 6

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Tuesday 22 September 2015 10.04 BST



Ikea's food business was worth more than £1bn in 2015, with seafood generating £160m. Photograph: Ikea

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MSC and ASC welcome Lidl to discuss the power of partnerships



## MSC and ASC welcome Lidl to discuss the power of partnerships

Apr 26, 2017

Brussels, 26 April 2016 – The Marine Stewardship Council (MSC) and the Aquaculture Stewardship Council (ASC) today hosted their annual Seafood Futures Forum at Seafood Expo Global in Brussels. 2017 marks the 20th year of the MSC and the ASC's 7<sup>th</sup> and the forum provided an opportunity for both to reflect on how safeguarding seafood for future generations relies on the power of partnerships between retailers, brands, producers and NGOs.

Judith Kontny, international corporate social responsibility manager at Lidl, delivered the keynote speech at the forum. Lidl was one of the first large retailers to build sustainability into its procurement process and continues to reach new heights in sustainable and responsibly sourced seafood. For example, as of January 2017, Lidl Germany only sells MSC certified products in their permanent, own-brand, fresh and frozen fish range. Lidl Germany also extended their ambition to include farmed seafood and will only sell products certified by either ASC or certified organic by January 2018. In her speech, Kontny explained that delivering on its commitments had required brokering new partnerships and that challenges remained in meeting consumer demand.

*"We want to make sure that the products we sell are available in the long term and this is why their origins are so important. In the years that Lidl has worked with the MSC and ASC, we have witnessed more and more fisheries and producers achieving certification, but delivering our commitment still presents challenges. For example, we are eager for more certified species, notably octopus and squid, and we believe more effort is needed*

MSC email updates

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<https://www.ad.nl/economie/duurzame-vis-van-visionspioniers-blijkt-onverkoopbaar~a45912ff/10852>

▲ Geert, Mark and Frank (Vlnr) are losing customers. © Koen Verheijden

## Sustainable fish from Brabant fish pioneers appears unsold

Little fish is cultivated as sustainable as Claresse from the Brabant Son. Nevertheless, the fish pioneers do not succeed in getting a quality mark: too small and unknown. Fish without a quality mark will no longer enter the supermarkets.



## Half capacity



**Our Claresse is grown at least as responsible as the Norwegian salmon or Vietnamese pangasius that are in the supermarket with the ASC stamp.**

- Frank Foolen, Brabant Fish

In each of the thirty water basins fit ten thousand fish, says Frank Foolen of Brabant Fish. But ten of the bins are not currently filled. The fish slaughterhouse, in the back barn, is still not half-capacity. The question for Claresse (a kind of catfish) is against Sabbath Foolen (25), who runs the company with his parents and brothers Mark (30) and Geert (23). "Fish breeding has never been easy. But today it is very difficult. Supermarkets demand the ASC certificate for sustainable fish farming, and we do not get that. While our Claresse is grown at least as responsible as the Norwegian salmon or Vietnamese pangasius that are in the supermarket with the ASC stamp. "

# Other standards

Organic labels / e.g. Naturland

AquaGAP

Best Aquaculture Practices (BAP)

The Friends of the Sea (FOS)

Forever Fish (Marks & Spencer)

Whole Food Market

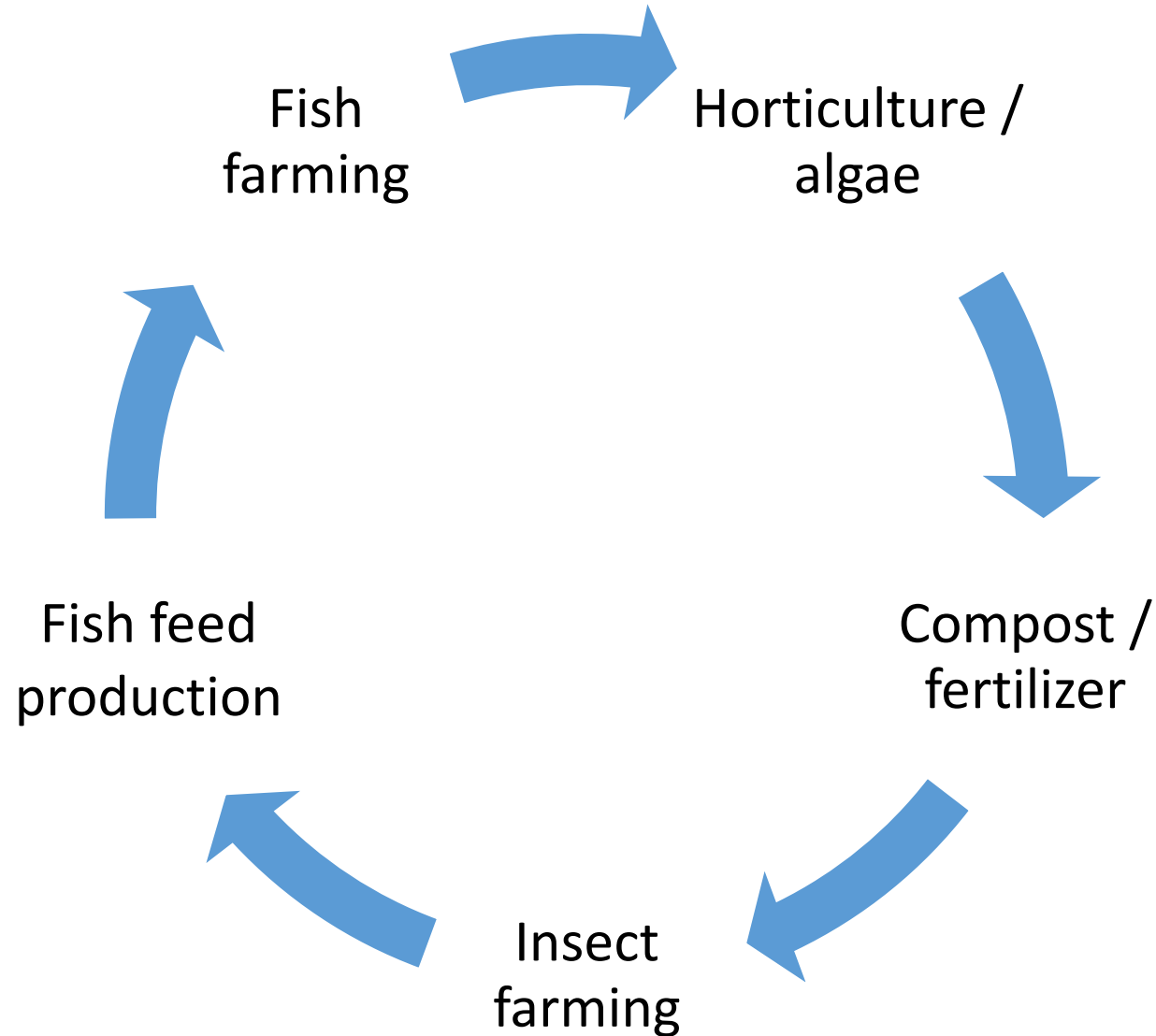
Waitrose

And a lot more, see for example:

<http://chooserighttoday.org/labels/>



# Trend toward circular systems mimicking nature?



Thank you for your attention

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