



ASC logo user guide

non-consumer facing (NCF) use

April 2021

Welcome

Who is this guide for?

This guide sets out the basic rules for farmers and processors on how to display the ASC logo on non-consumer facing (NCF) packaging.

'Non-consumer' in this context means products sourced from an ASC certified producer that is packaged in bulk, sold as ingredient and not directly to general consumers.



We're here to help you: please contact the Licensing Team

Show your customers that your seafood comes from a certified responsible source by using the ASC logo - a trusted and recognised indicator of responsible aquaculture.



Four easy steps to successfully using the ASC logo on non-consumer facing (NCF) and bulk packaging



Step 1

Add the ASC logo to your label

Email MSCi to ask for a licence agreement. When you have signed the agreement, the Licencing Team will send you a copy of the ASC logo for you to use on your label.

@ Email MSCi to request a licence



Step 2

Get your label approved

Look at the design guidance on page 5 to see how to put the ASC logo on your label. When you have designed your artwork please send colour proofs in PDF of the label bearing the ASC logo to the Licencing Team before you print. They will check that the logo has been used correctly and will reply to you within three working days.

You will also need to complete a Product Approval Form which you will receive from the Licencing Team.



Step 3

Printing the label

AFTER your non-consumer facing (NCF) label is approved you are then free to print and use it.



Step 4

Reporting

You must follow the reporting rules given on page 8 of this guidance.



See Rules and reporting section for more information

Use of the logo on non-consumer facing (NCF) packaging

Size of logo and colours

Please follow the [ASC Logo User Guide](#) for more detail on colours and size of the logo. Please make sure that the three elements of the logo listed in the [ASC Logo User Guide](#) are present on your non-consumer facing (NCF) packaging and that the format and colours are respected.

Please note that the minimum size requirements for the non-consumer facing (NCF) logo on bulk packaging are 20mm (height) for the horizontal logo and 28mm (width) for the vertical logo.

If absolutely necessary, the logo can be printed in black and white. Please refer to page 5 (Examples of correct logo use).

Chain of Custody (CoC code)

The label should always display the Chain of Custody code (CoC code) of the processor of the seafood at the time of placing the product into its packaging. It must follow the format of ASC-C-xxxxx. It should be readable.

Claims

Your label must include one of the following ASC Claim versions:

- 1 Thank you for choosing a product that has met the ASC's global standard for responsibly farmed seafood. Together we can help transform aquaculture towards environmental sustainability and social responsibility. **www.asc-aqua.org**
- 2 This product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. **www.asc-aqua.org**
- 3 The [insert seafood species] in this product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. **www.asc-aqua.org**
- 4 This product has met the ASC's global standard for responsibly farmed seafood. **www.asc-aqua.org**
- 5 ASC certified as responsibly farmed. **www.asc-aqua.org**

Examples of correct logo use on label

1 Integrated or on label:

	<p>TOORED KREKETID, KOORITUD, KÜLMUTATUD JA GLASUURITUD.</p> <p>FARMED RESPONSIBLY asc CERTIFIED ASC-AQUA.ORG</p> <p>This product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. www.asc-aqua.org ASC number: ASC-C-00426</p> <p>IQF RAW SHRIMP PEELED DEVEINED FROZEN & GLAZED</p> <p>26/30 302604</p>
<p>NETOKAAL=SULATATUD TOOTE KAAL. NETT WEIGHT=DRAINED WEIGHT•NETTO GEWICHT =ABTROPFGEWICHT:</p> <p>TOOTMISKUUPÄEV=KÜLMUTAMISE AEG. PRODUCTION DATE=FROZEN ON•PRODUKTIONS DATUM=EINFRIER DATUM</p> <p>PARIM ENNE KÜLMUTATULT -18°C JUURES. AT -18°C BEST BEFORE END•BEI -18°C MINDESTENS HALTBAR BIS ENDE:</p> <p>TOODETUD•PRODUCED IN•HERGESTELLT IN:</p> <p>KASVATATUD • CULTIVATED IN•GEZÜCHTET IN:</p>	<p>20 X 400G</p> <p>DD/MM/YYYY</p> <p>YYYY</p> <p>VIETNAM – DL 850 VIETNAM LITOPENAEUS VANNAMEI</p>
<p>BRUTOKAAL. GROSS WEIGHT•FÜLLGEWICHT:</p>	<p>20 X 500G</p>
<p>TURUSTAJA/RESELLER • Kapten Grant OÜ, Kesk tee 25, jüri, Rae vald, Estonia.</p>	<p>VN/850/V/XXX 7cm</p>  <p>4 740687 002039</p>



<p>ASC FROZEN RAW PEELED DEVEINED VANNAMEI SHRIMP</p> <p>Sea water farmed in Vietnam (<i>Litopenaeus vannamei</i>)</p> <p>FARMED RESPONSIBLY asc CERTIFIED ASC-AQUA.ORG</p> <p>This product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. www.asc-aqua.org ASC-C-01188</p> <p>PACKED BY: THONG THUAN CAM RANH SEAFOOD JOINT STOCK COMPANY EU APPROVAL No.: DL 373</p> <p>PRODUCT OF VIET NAM</p>	
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2 Printed during production either directly on the carton or label:

If your printer is able to do so, you may print the logo during the production and packaging processes directly onto the label in black and white, together with the CoC code, first frozen date, batch code and the ASC claim.

This does not have to be high resolution or high-quality print.

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Diepvries - Surgelé - Tiefgefroren - Frozen
Pangasius ASC, filet, gratino, SDX
Pangasius ASC, filet, gratino, SDX
Pangasius ASC, filet, gratino, SDX
Pangasius ASC, Filet, gratino, SDX
Pangasius hypophthalmus

Na ontdooiing niet terug invriezen - Ne pas recongeler après décongélation
 Nach dem Auftauen nicht wieder einfrieren - Do not refreeze once defrosted

LOTNR.: 12123456789

NGR: 71 % Pangasius, Emmentaler Käse, pflanzliche Öle, bloem, halfgedroogde tomaten, gemiddeld tarwezetmeel, voedingszuren (citroenzuur, E332), zout, dextrose, kruiden, weipoeder, rijsmiddelen (E450, E500(i)), specerijen, verdikkingsmiddel (xanthaangom). Bevat de allergenen: gluten, tarwe, vis, melk (inclusief lactose).

NGR: 71 % Pangasius, fromage d'Emmentaler, huile végétale, farine, tomates mi-séchées, amidon de blé modifié, acidifiants (acide citrique, E332), sel, dextrose, herbes, poudre de lactosérum, poudres à lever (E450, E500(i)), épices, épaississant (gomme xanthane). Contient les allergènes: gluten, blé, poisson, lait (y compris le lactose).

NGR: 71 % Pangasius, Emmentaler cheese, vegetable oil, flour, semi dried tomatoes, modified wheat starch, acids (citric acid, E332), salt, dextrose, herbs, whey powder, raising agents (E450, E500(i)), spices, thickener (xanthan gum). Contains the allergens: gluten, wheat, fish, milk (including lactose).

ZUT: 71 % Pangasius, Emmentaler Käse, Pflanzenöl, Mehl, semi Getrocknete Tomaten, Modifizierte Weizenstärke, Säuerungsmittel (Zitronensäure, E332), Salz, Dextrose, Kräuter, Molkenpulver, Backtriebmittel (E450, E500(i)), Gewürze, Verdickungsmittel (Xantha). Enthält die Allergene: Gluten, Weizen, Fisch, Milch (einschließlich Laktose).



ASC-C-00024

Dit product komt uit een kweekrij die onafhankelijk gecertificeerd is volgens de ASC standaard voor verantwoord gekweekte vis, schaal- en schelpdieren www.asc-aqua.org

Ce produit provient d'une ferme aquacole qui a répondu au référentiel ASC pour une aquaculture responsable. www.asc-aqua.org

This product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. www.asc-aqua.org

Dieses Produkt stammt aus einer Aquakultur, die unabhängig nach den Richtlinien des ASC für eine verantwortungsvolle Zucht zertifiziert wurde. www.asc-aqua.org

EEHHEID / UNITE: **1 x 5 kg**
 UNIT / EINHEIT: **150g**

SORTERING / TRIAGE: **150g**
 SIZE / TISCHAUSSCHNEID: **150g**

NETTOGEWICHT: **5**
 POIDS NET: **5**
 NET WEIGHT: **5**
 NETTOGEWICHT: **5**
 POIDS NET EGOUTTÉ: **5**
 NET DRAINED WEIGHT: **5**
 NETTO ABTROPFGESICHT: **5**

OORSPRONG: BELGIË
 ORIGINE: BELGIQUE
 ORIGIN: BELGIUM
 HERKUNFT: BELGIEN

PRODUCTIEDATUM: **03/12/12**
 DATE DE PRODUCTION: **03/12/12**
 PRODUCTIONSdatum: **03/12/12**

BLJ -18°C TEN MINSTE HOUDBAAR TOT EINDE: **12/2013**
 A -18°C A CONSOMMER DE PREFERENCE AVANT FIN: **12/2013**
 AT -18°C BEST BEFORE END: **12/2013**
 BEI -18°C MINDESTENS HALTBAR BIS ENDE: **12/2013**

Bewaring - Conservation - Lagerung - Storage
 Koelkast - Réfrigérateur 24 uur - Heures
 Kuhschrank - Refrigerator 24 Stunden - Hours
 - 1 Week - Semaine - Woche - Week
 - 1 Monat - Mois - Monat - Month
 *** Zie houdbaarheidsdatum - siehe Mindesthaltbarkeit
 voir date limite de consommation - see best before

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Rules and reporting

Rules

These rules apply for licence holders that have signed Annex 3 of the licence agreement.

You must follow carefully the first three steps on page 3 of the guidance (step 1- adding the ASC logo to your label, step 2- getting your label approved and step 3- printing the label).

You must then follow the final step below to report the product sold.

Reporting

It is mandatory that the Logo Licence Agreement (LLA) holder report in the Turn Over Declaration (the template that MSCi use to register the data) the amount of product that has been sold as certified – **both consumer facing and non-consumer facing (NCF)**.

ASCi and or MSCi will send you a request to send this information **every three months**.

A failure to report this information or misreporting of information may result in a fine or a suspension.

Fees

The use of the ASC logo on non-consumer facing (NCF) packing does not currently carry any royalty fees.



Contact us

Please consider the environment before printing

All information correct as of April 2021.

All images and illustrations are copyright of the ASC unless otherwise stated.

Registered Charity number: 34389683. Registered Company number: 08172832

Find out more:

www.asc-aqua.org/our-logo
ecolabel@msc.org

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Council 2021