

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.





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





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 II 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.



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:

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

Fees

Examples of correct logo use on label

1 Integrated or on label:



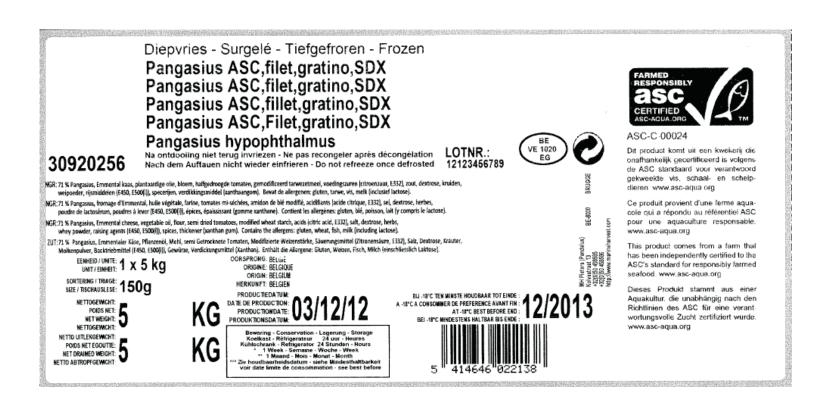




2 Printed during production either directly on the carton or label:

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.



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.



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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