



ASC Logo / Claim User Guide

Feed Mills

V1

February 2023



Salmon farm, Chile

Welcome

The ASC have released a Standard and Certification Requirements for environmentally sustainable and socially responsible feed. This guide sets out the rules on how to use the ASC logo and /or claims for **compliant feed products** and **promotional or other communication materials** by ASC certified feed companies. This guide also provides requirements for **sales documentation** if relating to ASC compliant feed.

Logo and claim use on labels for compliant feed products and references on sales documentation must be in order so that ASC certified farms can identify that they are sourcing ASC compliant feed.

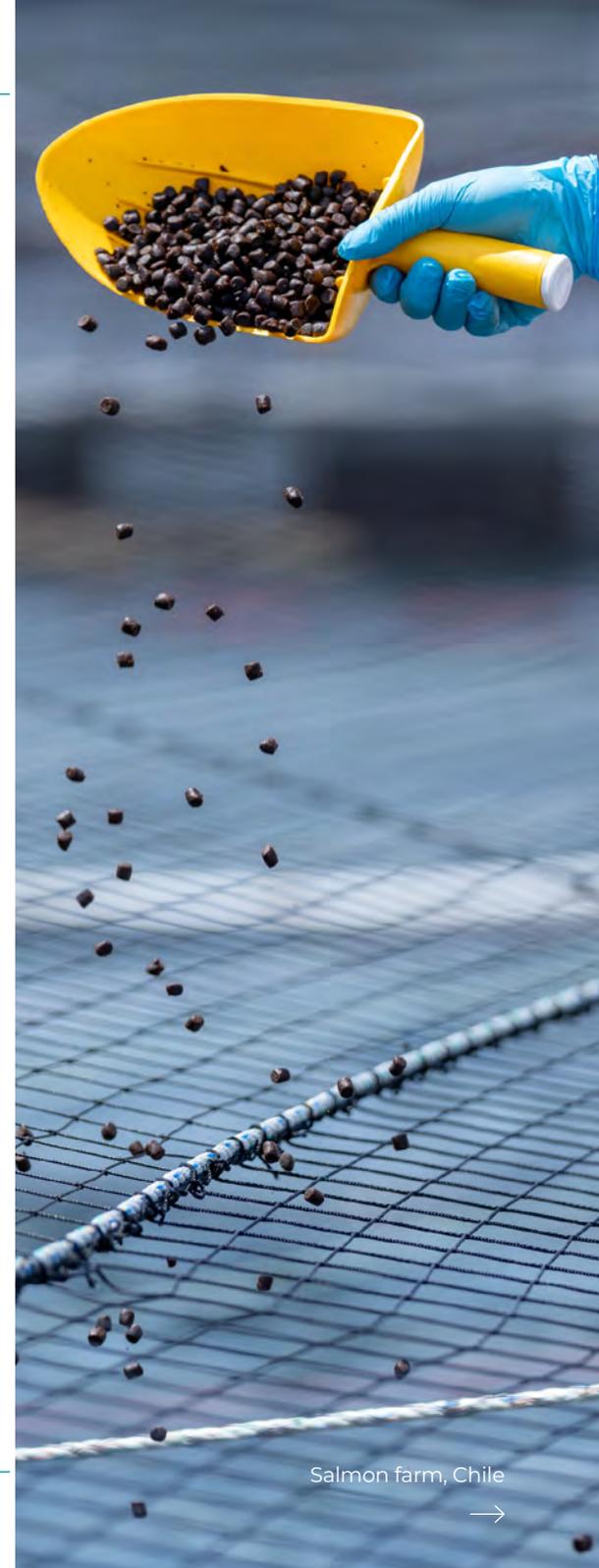
Feed producing companies must have at least one ASC certified feed mill in order to use the ASC logo on communications and marketing materials.

Feed producing companies who have an ASC feed certificate must sign a feed license agreement. Only one licence agreement is required by each feed producing company irrespective of the number of certified mills. The agreement will apply to all ASC certified feed mills. There are licensing fees involved (see p.11).

The ASC owns the trademark of the logo, the abbreviation “ASC” and its name “Aquaculture Stewardship Council” and reserves all rights in relation to these trademarks.

Only organisations that are eligible to sign a licence agreement and have entered into and signed a licence agreement with ASCI may use or display the ASC logo and claim in accordance with the licence agreement. Unauthorised display is prohibited and will be treated as a trademark infringement. If you are unsure whether you are, or will, be eligible to sign a licence agreement, please get in touch with us.

Questions or further information:
logo@asc-aqua.org



Salmon farm, Chile

Logo and claim use on ASC compliant feed products

Certified feed companies producing ASC compliant feed need to meet requirements anchored in the ASC Feed Standard and Requirements for the Unit of Certification (RUoC) on labels for feed products. Compliant feed can be produced under the ASC Segregation Production Model and the ASC Mass Balance Production Model. The physical identification (labels, barcodes, etc) of ASC compliant feed products must contain the following:

ASC Feed Production Model	Logo	Site ID number	Claim	Distinct Feed name
Mass Balance				N/A
Segregation				

More details on requirements?

See the ASC Feed Standard, criterion 3.3.

See the Certification Requirements for Unit of Certification (RUoC), clauses 4.6.1, 4.6.2, 21.2 and 28.5

Do you have a licence to use the ASC logo or claim?

All feed companies with at least one certified feed mill must sign a formal agreement with ASCI prior to using the ASC logo, ASC claims or other ASC trademarks

Email to request a licence: logo@asc-aqua.org

ASC Elements for Labels of Compliant Feed Products

1. The ASC logo



The ASC logo comprises of six features, which may not be separated from each other or altered in any way:

- A. The letters ASC, the abbreviation of the Aquaculture Stewardship Council
- B. The ASC's website address
- C. The fish icon
- D. The checkmark
- E. The white keyline which outlines the logo

F. The letters TM indicate that this logo is a trademark

The ASC logo can only be used on labels of feeds produced under the ASC Segregation Production Model. This is optional.

The ASC logo must not be used on feeds produced under the ASC Mass Balance Production Model.

The black and white version of the ASC logo can be used on feed labels and feed related documentation.

2. The ASC Site Identification number (Site ID)

The feed site ASC Site ID will be supplied by your certifier and has the format SXXXXXXXX.

Labels of ASC compliant feed must carry the ASC Site ID of the certified producing feed mill. It must be readable and placed below the feed claim text.

3. ASC claims

Labels of compliant feed products must carry the relevant ASC approved claim which is relevant to the production model, either:

- ASC compliant feed produced under the Segregation Production Model. www.asc-aqua.org
- ASC compliant feed produced under the Mass Balance Production Model. www.asc-aqua.org

4. A unique name for feeds produced under the Segregation Production Model

Labels for feed produced under the Segregation Production Model must carry reference to a distinct feed name (as required under Indicator 3.3.2 of the Feed Standard and under clause 4.6.2 of the Requirements for Unit of Certification).

Formats and Colours

Formats

The ASC logo is available in two formats: horizontal (landscape) and vertical (portrait)

Horizontal



Vertical



Colour

The Teal version of the ASC logo is always preferred, however, if your packaging is black and white or the same Pantone green, you may use the solid monotone version

ASC teal

C: 78 M: 15 Y: 41 K: 1
R: 0 G: 156 B: 157
Hex: 009c9d
Pantone: 3272U

The white keyline which outlines the logo must always be displayed. No other colour may be used.



Incorrect logo usage

Always ensure that you use the logo files that are supplied to you by the Licensing team, do not attempt to change or create the ASC logo yourself.

✗ **Do not** remove the white keyline



✗ **Do not** change the colours of the ASC logo



✗ **Do not** distort the shape of the ASC logo



✗ **Do not** alter the design, lock-up or separate the elements of the ASC logo



✗ **Do not** use the ASC corporate logo



✗ **Do not** tilt the ASC logo



✗ **Do not** place items or text over the ASC logo



Make sure that the ASC logo and Aquaculture Stewardship Council's name are never displayed in a way that:

- Confuses stakeholders as to the association of the ASC with other brands or logos
- Suggests or implies that non compliant feed is ASC compliant
- Creates an association with feeds that are not from a feed mill certified to the ASC Feed Standard

Example of label for a feed product produced under the Segregation Production Model

ASC DISTINCT PRODUCT FEED NAME

Ut ipsapis nobit, aborepro et as dest, explabo.

Ut ipsapis
nobit, aborepro et as dest, explabo.

Protein, %	0
Fett, %	0
Trere, %	0
Aske, %	0
Fosfor, %	0
Kobber, pmm	0
Vitamina A	0
Vitamina D3	0
Vitamina E	0



asc
ASC-AQUA.ORG

ASC compliant feed produced under the
Segregation Production Model.
www.asc-aqua.org
ASC Site ID number: SXXXXXXX

Is ASC approval of feed labels required?

Yes – feed label templates must be submitted to ASC and approval received from ASC prior to use on product as per RUoC clause 21.4

Templates can be submitted for approval via MyASC platform.

What Site Identification number to use?

All labels for compliant feed products must contain the ASC Site Identification number (Site ID). This is a unique number for the certified feed mill.

This number is provided by your **certifier**.

This Site ID can also be found via the [Find a Feed mill tool](#) on the ASC website.

Example of label for a feed product produced under the Mass Balance Production Model

Ut ipsapis nobit, aborepro et as dest, explabo.

Ut ipsapis
nobit, aborepro et as dest, explabo.

Protein, %	0
Fett, %	0
Trere, %	0
Aske, %	0
Fosfor, %	0
Kobber, pmm	0
Vitaminia A	0
Vitaminia D3	0
Vitaminia E	0

ASC compliant feed produced under the
Mass Balance Production Model.

www.asc-aqua.org
ASC Site ID number: SXXXXXX

Is ASC approval of feed labels required?

Yes – feed label templates must be submitted to ASC and approval received from ASC prior to use on product as per RUoC clause 21.4

Templates can be submitted for approval via MyASC platform.

What Site Identification number to use?

All labels for compliant feed products must contain the ASC Site Identification number (Site ID). This is a unique number for the certified feed mill.

This number is provided by your **certifier**.

This Site ID can also be found via the [Find a Feed mill tool](#) on the ASC website.

Use of ASC logo on sales documentation

A feed producing company with an ASC certified feed mill is required to include the following information on sales documentation of ASC compliant feed (e.g. invoices, dispatch notes):

- ASC Site ID(s) (What is your Site ID? See page 4)
- Reference to the feed production model (produced under the ASC Segregation Production Model or the ASC Mass Balance Production Model) as per clause 4.6.1 in the Requirements for Unit of Certification
- Reference to ASC distinct feed name for feed produced under the ASC Segregation Production Model as per clause 4.6.2 in the Requirements for Unit of Certification
- ASC logo as an option

Is approval of sales documentation needed?

No, that is not needed.

Guidance for ASC logo use on promotional or communication materials

- The generic ASC logo can be used on **signage** of feed mills which are certified against the ASC Feed Standard
 - The ASC site ID must be displayed below the logo on signage
- Generic ASC logo can be used on **websites** of feed companies with at least one certified feed site / mill:
 - Any reference to ASC Feed certification and / or use of the ASC logo must include a link to statement of the following which is prominent on the website of the company:
 - Number of ASC certified feed mills per country, including a reference to the total number of feed mills in country (e.g. 2 of 3 feed mills in country are ASC certified)
 - ASC Site ID numbers with link to ASC Find a Feed mill tool (What is your Site ID? See page 4)
 - Which production models are used (Mass Balance, Segregation or both)
 - Generic ASC logo can be used through **online channels** of companies with at least one certified feed mill if a link is included to the company website (and requirements for website use of ASC logo are met)
- Generic ASC logo can be used on **corporate communications** and **promotional materials** of feed companies with at least one certified feed mill:
 - Any reference to ASC Feed certification and / or use of the ASC logo must include a statement of the number of feed mills certified and a link to the company website (as per the requirements above)

Is approval of ASC logo use on promotional or communication materials needed?

Yes, approval of use of ASC logo and claims on printed promotional material is required from ASC prior to printing.

Digital copy can be submitted for approval via MyASC platform.

Fee structure for ASC certified feed mills / sites

Once you've signed a feed license agreement, you are liable to pay fees on an annual basis (January – December)

- The fee is based on the volume of ASC compliant feed sold by each certified mill(s)
- Volumes sold under each ASC production model are to be reported as individual reporting lines

- The fee is tiered, referencing volumes sold for each mill
- A 25% discount will be applied to the licence fee for each certified mill when a minimum of 20% of total compliant feed sold in the reporting period is produced under the ASC Segregation Production Model

Licence Fee Based On ASC Compliant Feed Sales (Tonnes/Year)	From (Tonnes/Year)	To (Tonnes/Year)	ASC Licence Fee / Mill (£)	ASC Licence Fee / Mill (£) For Mills Where 20% Or More Of Sales Derive From Segregation Production Model (25% Discount)
Compliant Feed Sales (combined from both production models)	0	30,000	3,000	2,250
	30,001	50,000	6,000	4,500
	50,001	100,000	10,000	7,500
	100,001	200,000	15,000	11,250
	200,001	-	20,000	15,000

The 25% discount will be applied to licence fee when a minimum of 20% of the total ASC compliant volume sold in a reporting year is produced under the Segregation Production Model

Report your volumes of compliant feed sold

As per indicators 3.2.4 and 3.2.5 of the ASC Feed Standard, you will be requested to submit a completed volume declaration report on an annual basis. For each certified feed mill, you will report volumes sold under each individual ASC Production Model. Reports can be submitted via MyASC platform. Reports are to be submitted by end of January for the previous calendar year.

How does the invoicing work?

Invoices will be issued against the volume declarations report for each mill.

Licence fee calculation examples

	Example 1 (Mass Balance Production Model only)	Example 2 (Mass Balance and Segregation Production Models)	Example 3 (Mass Balance and Segregation Production Models)	Example 4 (Segregation Production Model only)
Volume Sold (tonnes) (produced under Mass Balance Production Model)	35,000	35,000	35,000	0
Volume Sold (tonnes) (produced under Segregation Production Model)	0	6,000	16,000	16,000
Total Volume Sold (tonnes) (both production models combined)	35,000	41,000	51,000	16,000
% Of Total Sold From Segregation Production Model	0	14.6%	31.4%	100
Segregation Model Production Discount Applies (Y/N)	N	N	Y	Y
Feedmill Volume Licence Fee Range (tonnes and £)	30,001-50,000t £6,000	30,001-50,000 £6,000	50,001-100,000 £10,000	0-30,000 £3,000
Licence Fee Due (£)	£6,000	£6,000	£7,500	£2,250



Please consider the environment before printing

All images are copyright of the ASC unless otherwise stated.

Registered Charity number: 34389683.

Registered Company number: 08172832

ASC

More information?

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www.asc-aqua.org

All information correct as of February 2023.