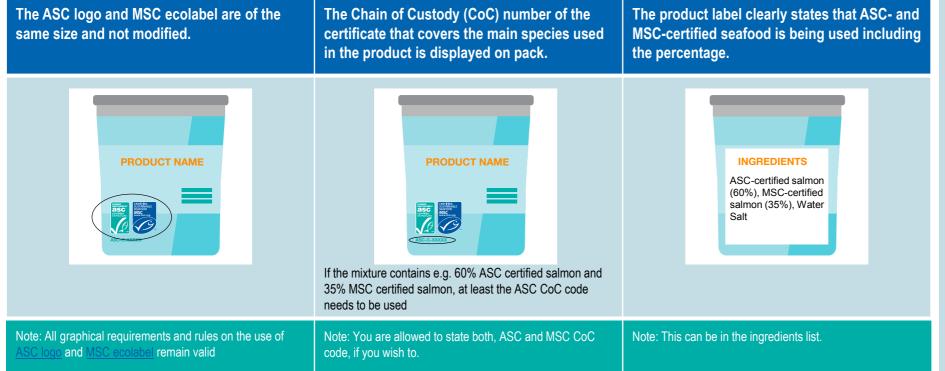
## ASC / MSC co-labelling rules

Any proportion of ASC and MSC certified seafood can be mixed in the same product with both labels being used at any stage in the supply chain, if:



## Good to know

- This rule doesn't affect the maximum allowance of <u>5%</u> non-certified seafood in the total seafood content.
   Guidance on percentage calculations can be found here.
- The standard fee structure applies. For consumer-facing products the royalty rate is split: 0,25% ASC and 0,25% MSC.

## ASC / MSC co-labelling rules

## Examples of mixtures and label use

85% MSC-certified cod 15% ASC-certified shrimp	65% ASC-certified salmon 35% MSC-certified salmon	85% MSC-certified cod 10% ASC-certified shrimp 5% non-certified shrimp	85% MSC-certified cod 10% non-certified shrimp 5% ASC-certified shrimp	95% ASC certified salmon 5% MSC certified salmon
<ul> <li>Use of ASC logo and MSC ecolabel</li> <li>MSC CoC code must be displayed on pack (optional to also display the ASC CoC code)</li> <li>ASC and MSC claim must be printed on pack</li> </ul>	<ul> <li>Use of ASC logo and MSC ecolabel</li> <li>ASC CoC code must be displayed on pack (optional to also display the MSC CoC code)</li> <li>ASC and MSC claim must be printed on pack</li> </ul>	<ul> <li>Use of ASC logo and MSC ecolabel</li> <li>MSC CoC code must be displayed on pack (optional to also display the ASC CoC code)</li> <li>ASC and MSC claim must be printed on pack</li> </ul>	The use of ASC logo and MSC ecolabel is <b>not allowed</b> since the noncertified seafood ingredients are >5%  See <a href="https://example.com/here/here/">here</a> for further instructions.	If the ASC- or MSC-certified seafood ingredients is 5% or less of the total seafood ingredients it is possible to  - Display both labels, both claims and at least the CoC code of the main species (in this case the ASC code)  - Show only the label, claim and CoC code that covers the main species (in this case the ASC logo, ASC claim and ASC CoC code)

Remember: The total certified seafood content (ASC + MSC) in co-labelled products must be at least 95% or more. See <a href="here">here</a> for additional information.