



ASC-MSC Seaweed Label User Guide

Label use guidelines – seaweed products

The ASC and MSC have released a joint standard for environmentally sustainable and socially responsible seaweed production. The ASC and MSC labels are assets that can be licenced for use to communicate an entity's participation in this program.

Label use on product must be to identify seaweed that has been purchased from an unbroken Chain of Custody (CoC) certified supply chain.

The participating organisation shall only use the MSC and/or ASC label if it has been granted approval to do so under the terms of the Seaweed Partnership Agreement.

Questions or further information: ecolabel@msc.org.

Seaweed products may use the ASC label, MSC label, or both (co-label), depending on the production category assigned in the operation's Public Certification Report, as shown below:

Seaweed production categories

Category	Production location and type	Linkages to wild stocks	User Guide
A	Harvest of natural populations	Wild stocks harvested	Use generic label (no words) and substitute any reference to seafood for seaweed
Bi	Cultivation at sea (including production systems which require some stages cultivated in land-based hatcheries followed by grow-out at sea)	Seed supplied from wild stocks	Joint label use (see details below)
Bii		Supply of seed from wild stocks NOT required or negligible	
Ci	Cultivation entirely in land-based systems	Seed supplied from wild stocks	Joint label use (see details below)
Cii		Supply of seed from wild stocks NOT required or negligible	Use generic label (no words) and substitute any reference to seafood for seaweed
Mixture	A mixture of any of the above categories (except Bii & Cii)	Any/all categories	Joint label use (see details below)
Unknown	Unable to claim source at time of product approval but seaweed has been purchased from an unbroken CoC certified supply chain	Any/all categories	No label use is allowed This is to avoid inadvertent mislabelling

Joint ASC and MSC label use

The ASC and MSC labels are for use primarily as a certification mark on certified products and packaging. They may also be used when talking about certified products and on items such as menus.

As a certification mark and trademark, strict rules govern the display of the ASC and MSC labels both on-product and off-product. To secure approval to use the label on packaging, all material must be submitted to the MSC licensing team for approval prior to printing via ecolabel@msc.org.

B2B use of the labels should follow this guide but there is no requirement to submit for product approval.

Co-branding and joint communications

In instances where the two labels are used together with other elements, such as a standard strapline or campaign graphic, a lock-up should be created to ensure use by partners is consistent.

For more information on using the labels off-pack – for example as part of marketing material – please request a copy of the ASC-MSC Seaweed Standard Branding Guidelines from ecolabel@msc.org.



Joint label use – application

Examples on the right show how to display the labels together. ASC is positioned on the left and MSC on the right, as the shapes work better in this orientation.

Labels must be fully legible on all products.

General rules on the use of the ASC logo and the MSC ecolabel are outlined in the:

ASC Logo user guide

<https://asc-aqua.org/business/our-label/>

MSC Ecolabel user guide

<https://www.msc.org/documents/logo-use/msc-ecolabel-user-guide>

Respect the space around labels

When each label is produced the clear space around it must be:

- at least 2mm for product specific text (such as species, weight, ingredients).
- at least 5mm for general design elements (such as brand names, logos) where either label could be associated with the host brand)

Joint ASC-MSC labels

Landscape



Portrait



Claim text in Helvetica or Ariel font. Use a minimum clear space of 2mm (or 10% of the height of the label for larger sizes).

Respect the space around labels as defined in ASC logo user guide and MSC ecolabel user guide.

Joint label use - application

Positioning

Use the version of joint labels deemed appropriate to suit the size and shape of the product or packaging. For instance, on the lid of a small can or jar, the portrait versions would work best.

The joint labels must go next to the part of the product that is considered the front, i.e. next to the brand and product name.

Size

Size is important and the labels should be equally proportioned next to each other.

MSC minimum sizing:

Horizontal - H 10mm W 26.1mm

Vertical - H 18.8mm W 14mm

ASC minimum sizing:

Horizontal - H 10mm W 20.7mm

Vertical - H 23.1mm W 14mm

The labels should be equally proportioned next to each other. Always make sure you scale the labels up or down proportionately.

Smaller packaging - if you are having difficulty incorporating our labels as specified in the guide please get in touch with the Licensing team via ecolabel@msc.org.



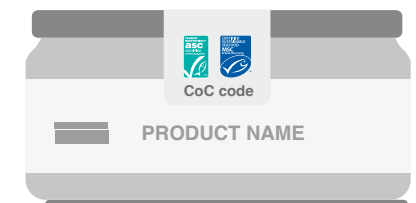
On wide labels - landscape label placement



On a lid - vertical label placement



On a narrow seal - vertical label placement



Certified ingredient percentage rule

Products with certified seaweed should meet the ingredient rule that 95% of the total seaweed content must be certified.

This rule is modelled on the ingredient rules implemented in the MSC seafood program and the ASC seafood program.

Non-certified seaweed ingredients

A product carrying the ASC and/or MSC labels may contain 5% non-certified seaweed in the total seaweed content.

You can calculate the percentage of non certified seaweed ingredients in a product by using the following formula:

$$\frac{\text{Total net weight of non certified seaweed ingredients}^*}{\text{Total weight of the combined certified and non certified seaweed ingredients in the finished product}^*}$$

*excluding water and added salt

When communicating the non-certified ingredient percentage rule, categories are: **MSC seafood**, **ASC seafood** and **ASC-MSC**.

Exceptional scenarios

1	Products with certified seafood (ASC and/or MSC) and <u>certified seaweed</u>	A) The total seafood ingredient content must reach 95% certified and; B) The total seaweed ingredient content must reach 95% certified
2	Products with certified seafood (ASC and/or MSC) and <u>uncertified seaweed</u>	Standard seafood rules apply. i.e. labelling is allowed with an accompanying seafood claim
3	Products with uncertified seafood and <u>certified seaweed</u>	No label use is acceptable but a seaweed only claim may be displayed on the back of pack

Which Chain of Custody (CoC) code to use

Seaweed will be represented by a CoC certificate with the following code format SWD-C-#####. The code will be provided by your certifier or supplier.

Products with certified seafood (ASC and/or MSC) and certified seaweed that meet the certified ingredient percentage rule may use the label/s in accordance with the usual co-labelling rules.

The Chain of Custody number of the certificate that covers the main species used in the product is displayed on pack. All CoC codes (ASC-MSC Seaweed, ASC and MSC) may be referenced on pack if desired.

For example, if the mixture contains 60% MSC certified salmon and 35% ASC certified salmon and 5% ASC-MSC certified seaweed, the MSC CoC code needs to be used. The ASC and ASC-MSC Seaweed codes can also be used if desired.

Which claims to use

A claim is required for any certified ingredient that makes up greater than 5% of a product. Claims that would be required to be on pack would be as follows:

Ingredients	Required claims	Where to find the claims
MSC + ASC-MSC Seaweed	1 MSC claim + 1 seaweed claim	MSC www.msc.org/for-business/use-the-blue-msc-label/guidelines
ASC + ASC-MSC Seaweed	1 ASC claim + 1 seaweed claim	ASC www.asc-aqua.org/our-logo/our-logo-claims/
ASC + MSC + ASC-MSC Seaweed	1 ASC and MSC combination claim + 1 seaweed claim	The ASC / MSC co-labelling rules contain combination claims on page 3

Certified seaweed claims

The ASC or MSC label should always be accompanied by a claim. It should be shown in the language(s) of the country where the product or material is sold or published and match the language used in the label.

If you require translation of a seaweed claim, please contact ecolabel@msc.org.

Certified seaweed claims

Option 1	Thank you for choosing seaweed that has met the ASC and MSC joint global standard for environmental sustainability and social responsibility. Together we can help ensure healthy oceans, lakes and rivers for the future. asc-aqua.org/seaweed
Option 2	The seaweed in this product has been independently certified to the ASC and MSC joint standard for responsible and sustainable practices. asc-aqua.org/seaweed
Option 3	Independently certified to ASC and MSC seaweed standard for socially responsible, environmentally sustainable practices. asc-aqua.org/seaweed
Option 4	Independently certified socially responsible, sustainable seaweed. asc-aqua.org/seaweed
Option 5	Independently certified seaweed. asc-aqua.org/seaweed

Fees

Companies that have signed a Seaweed Partnership Agreement have the licence to label all their certified seaweed product. Fees for use of ASC and MSC Intellectual Property are outlined in the ASC-MSC Seaweed Fee Structure.



For more information please email ecolabel@msc.org

ASC

HNK, Arthur van Schendelstraat 650
3511 MJ Utrecht
The Netherlands
T: +31 30 239 31 10
E: info@asc-aqua.org
W: www.asc-aqua.org

© Aquaculture Stewardship Council 2023

MSC

Marine House
1 Snow Hill
London EC1A 2DH
United Kingdom
T: +44 20 7246 8900
E: info@msc.org
W: www.msc.org

© Marine Stewardship Council 2023