

Policy - Dual labelling

Use of the ASC label on product artwork with the label of another certification scheme

Theory of Change

We are a globally recognised, ISEAL code compliant programme that uses market mechanisms to drive environmental and social improvements in seafood farming. Seafood consumers and buyers choosing products with the green ASC label reward farmers that have proven to care for people and the planet.

Policy Guidance

As a certification mark and trademark, the application of our ASC label is strictly governed by guidelines and licensing agreements. This ensures the ASC label keeps its integrity and value, key credentials for everybody using it.

We want to enable consumers to make an informed choice when choosing responsibly farmed fish and seafood.

We are setting high standards for ourselves, for our partners and expect the same from certification schemes that we partner with on consumer facing product artwork.

Guidelines

Consumer labels of other aquaculture certification schemes can only be shown alongside the ASC label if the scheme falls within the following categories:

1. ISEAL code compliant membership.
2. Use of a global accreditation body.
3. Anchored in government regulations.
4. Partnership Agreement on mutual labelling in place.

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The policy applies to consumer facing products and settings which include:

- a) product artwork of ASC labelled products, which are available to the final consumer in a retail environment,
- b) fresh fish counter identifiers,
- c) menu items in restaurants, catering or takeaway/takeout environments.

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