



Setting The
Standard for
Seafood



The Improver Programme by ASC

How can EVERY farm make a difference?

ASC is driving a positive impact with a different approach

By 2030, global markets will require approximately 20% of farmed seafood to be produced responsibly leaving 80% of the world's aquaculture production lacking strong market incentives or recognition for implementing responsible farming practices.

The Improver Programme by ASC extends the reach of commercial incentives and recognition for responsible seafood farming practices to farms that may be limited by fewer resources and to regions that lack the market demand for certification.

How does it work?

It supports farms that are not yet ready or eligible for ASC certification but are committed to improving their farming practices through an Aquaculture Improvement Project (AIP).

Farms belonging to an Improver Programme AIP are responsible for implementing improvements and receive support from a network of external parties.

This structure ensures participating farms have the technical and financial support they need to implement credible improvements and provides a pathway to better practices or future ASC certification.

*An Aquaculture Improvement Project is an initiative that implements changes to the way farms operate to mitigate negative social and environmental impacts.

The Improver Programme provides two pathways:

- **AIP to ASC Certification:** On successful completion of the AIP, the farms will have met the required ASC standard to proceed with certification.
- **AIP to Better Practices:** On successful completion, the farms will have implemented better practices against specific improvement areas as set out at the start of the AIP.

Who is involved

- **Farms:** The farms participating in an AIP.
- **Partners:** Companies, NGOs or donors involved in specific AIPs, sourcing from AIP farms, supporting an AIP or endorsing the Improver Programme.
- **Verifiers:** Individuals trained and qualified by ASC to independently verify progress against the improvement plan.
- **Implementers:** Individuals trained and qualified by ASC who provide technical support in an AIP.

Species scope



Shrimp:

All species under the genera: *Macrobrachium*, *Cherax*, *Procambarus*, *Astacus*, *Metapaneus* and *Penaeus*.



Tilapia:

All species in the genus *Oreochromis*

What makes it credible?

Time-Bound:

Improver Programme AIPs can run for a maximum of 3 years.

Structured:

AIPs begin with a gap analysis followed by a four-phased improvement plan.

Verified:

Progress against the improvement plan is independently verified.

Transparent:

Progress is published online and shared amongst supporting partners.

What are the benefits?

Farms:

- Gain recognition for credible farming improvements and opportunities for wider market access
- Improve farm productivity and reduce their environmental impact
- Benefit from training, tools and support with verification costs funded by ASC.

Partners:

- Demonstrate commitment to environmental sustainability and social responsibility.
- Access wider supply opportunities and influence positive change.
- Provide customers with credible, transparent assurance of responsible aquaculture practices.