

Non-ASC certified seafood ingredients

A product carrying the ASC logo may contain 5% non-certified seafood in the total seafood content.

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

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

**excluding water and added salt*

If your seafood product contains more than 5% non-ASC certified seafood:

- ✗ You cannot show the ASC logo on the packaging at all
- ✗ You may not use any text referring to the ASC on the front of the packaging
- ✓ Instead, please use the following ASC claim on the back of the packaging. It references the seafood ingredients which are actually certified:

ASC claim: The [insert seafood species] in this product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. www.asc-aqua.org

- ✓ Don't forget to display the ASC Chain of Custody code next to the claim.
- ✓ You need to specify in the ingredients section which seafood ingredient is certified. For example 'ASC certified Atlantic salmon' or 'Atlantic salmon – ASC certified'

Royalty fees are still applicable on consumer-facing products. Click [here](#) for more information on royalty fees.

