

CHANGE

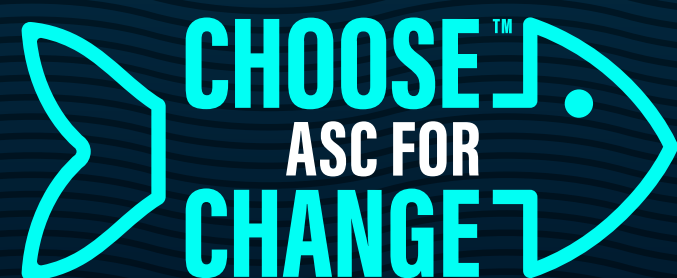
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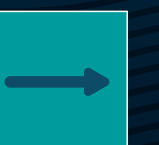
ASC-Certified Feed Mills: Licensing Guide

Choose ASC for Change

V1: January 2026



**Setting The
Standard for
Seafood**





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Welcome

The Aquaculture Stewardship Council (ASC) is committed to transforming seafood farming towards **environmental sustainability** and **social responsibility**, creating value across the chain using market mechanisms, improvement incentives and delivering value-added services from feed to farm to fork.

The ASC label has high awareness, high trust and is recognised for industry expertise in driving seafood sustainability globally. Choosing to use the ASC label means you are choosing to transform and raise seafood farming industry standards towards sustainability.

This guide sets out the rules for ASC-certified feed companies on how to use the ASC label and/or claims for **ASC-conforming feed products** and **promotional or communication materials**, as well as requirements for **sales documentation**.

Label and claim use on ASC-conforming feed products and references on sales documentation must be in order so that ASC-certified farms can identify that they are sourcing ASC-conforming feed.

Feed companies must have **at least one ASC-certified feed mill** and have **a licensing agreement in place to use the ASC label** on communications and marketing materials.





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The Strength of the ASC Label

The ASC label, the name "Aquaculture Stewardship Council" and the abbreviation "ASC" are **trademarks owned by ASC**.

The use of the ASC label is strictly governed, both on-product and off-product, via the guidelines listed in this document. This ensures the ASC label keeps its integrity and value, key credentials for everybody using it.

If you think that you have seen misuse of the ASC label, [please use the contact form to report it](#).

Licensing

Feed companies with ASC feed certification must sign a Licensing Agreement. Only one Licensing Agreement is required for each feed producing company per country, irrespective of the number of certified mills. The agreement will apply to all ASC-certified feed mills. There are [licensing fees](#) involved.

Only feed companies with a Licensing Agreement may use or display the ASC label and/or make a claim about selling ASC-conforming feed. Unauthorised display of the ASC label is prohibited and will be treated as a trademark infringement. Unauthorised claims about producing ASC-conforming feed will also be sanctioned.

If you are unsure whether you are, or will, be eligible to sign a Licensing Agreement, please get in touch: licensing@asc-aqua.org

What does the Licensing Team do?

The Licensing Team issues Licensing Agreements, approves licence holders' correct use of the ASC label and administers the reporting and licensing fee system.

It is the licence holder's responsibility to make any changes as requested by the Licensing Team.





ASC Label and Claim Use on ASC-Conforming Feed Products

ASC-certified feed companies producing ASC-conforming feed need to meet requirements on label and claim use for feed products.

ASC-conforming feed can be produced under the **ASC Segregation Production Model** and the **ASC Mass Balance Production Model**. Whether you're using Mass Balance or Segregation, approval of a template for physical identification is always required. [Find out more.](#)

For ASC-conforming feed produced under the **Mass Balance Production Model**, feed mills can decide whether they apply physical identification (labels, barcodes, QR codes etc.) to their products.

A. When physical identification **is applied**, it must contain:

- 1** The ASC label
- 2** Relevant ASC Claim

B. When physical identification **is not applied**, to identify ASC-conforming feed, the **associated sales and dispatch documentation** (e.g. invoices, dispatch notes, distribution/shipping notes) must contain:

- | | | | |
|----------|---|----------|--|
| 1 | Site ID number | 3 | Relevant ASC Claim |
| 2 | ASC Product Identification and Production Model | 4 | Batch or Lot numbers (also to appear on feed bag labels) |

Inclusion on sales documentation is only allowed if a traceability system is in place. If you are considering declaration on sales documentation, contact: licensing@asc-aqua.org





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ASC Label and Claim Use on ASC-Conforming Feed Products

For ASC-conforming feed produced under the **Segregation Production Model**, the physical identification must contain:

- 1** The ASC label
- 2** Site ID number
- 3** Relevant ASC Claim
- 4** Distinct feed name

Good to know

The ASC label on seafood products empowers consumers to make a good choice. Its use on seafood products also requires a Licensing Agreement and is governed by rules.

Only consumer facing seafood products carrying the ASC label can make reference to ASC-conforming feed.

Need more details on requirements?

- See the ASC Feed Standard v1.01 ([click here](#)) and ASC Feed Standard v1.2 ([click here](#)), **criterion 3.3**
- See the Certification Requirements for Unit of Certification (RUoC) v1.0.1 ([click here](#)), **clauses 4.6.1, 4.6.2, 21.2 and 28.5** (if using [ASC Feed Standard v1.01](#)).





About the ASC Label

The four elements for physical identification of ASC-conforming feed products

1 The ASC label



The ASC label comprises six features, which **may not be separated or altered**.

- A** The letters ASC, the abbreviation of the Aquaculture Stewardship Council
- B** The ASC website address
- C** The fish icon

- D** The checkmark
- E** The white keyline which outlines the label
- F** TM indicating that this label is a trademark

The ASC label for the ASC Feed Certification Programme doesn't contain any words other than 'ASC' and the web address.

The ASC label can only be used on ASC-conforming feed produced under the **ASC Segregation Production Model**.

The ASC label **must not be used** on ASC-conforming feed produced under the **ASC Mass Balance Production Model**.

2 The ASC Site Identification number (Site ID)

Your ASC Site ID will be supplied by your certifier and has the format SXXXXXXX.

If you are physically identifying your ASC-conforming feed, it must carry the ASC Site ID of the certified producing feed mill. It must be readable and placed below the feed claim text.

Feed mills with multiple sites can include all Site IDs within the text, if the specific site that the feed was produced at can be identified using batch numbers during a traceability test.





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3 The ASC claims

If you are physically identifying your ASC-conforming feed products, they must carry the relevant ASC approved claim, which is relevant to the production model, either:

- ASC-conforming feed produced under the Segregation Production Model.
www.asc-aqua.org
- ASC-conforming feed produced under the Mass Balance Production Model.
www.asc-aqua.org

Translated claims can be requested from:
licensing@asc-aqua.org

4 A unique name for ASC-conforming feed produced under the Segregation Production Model

Physical identification for ASC-conforming feed produced under the Segregation Production Model must carry reference to a distinct feed name.





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Formats and Colours

Formats

The ASC label is available in two formats:
horizontal (landscape) and **vertical (portrait)**.



Colours

The green version of the ASC label is always preferred. The black and white version of the ASC label can be used on feed physical identification and feed related documentation.

ASC green

Pantone 326
CMYK 81 0 39 0
RGB 0 178 169
Hex #00afab

The white keyline which outlines the label must always be displayed. No other colour keyline may be used.





Incorrect Label Use

Always use the ASC label files supplied by the Licensing Team

Do not attempt to change or create the ASC label yourself. This includes using text boxes or icons to recreate the ASC label.

Make sure that the ASC label and Aquaculture Stewardship Council's name are never displayed in a way that:

- Confuses stakeholders as to the association of the ASC with other brands, labels or logos, including other certification schemes

• Seafood products must carry the ASC label in order **to make any reference** to ASC-conforming feed

- Suggests or implies that non-ASC feed is ASC-conforming feed
- Creates an association with feeds that are not from a feed mill certified to the ASC Feed Standard

X Do not remove the white keyline



X Do not distort the shape of the ASC label



X Do not use the ASC corporate logo



X Do not use the ASC label version with wording 'Farmed Responsibly'



X Do not change the colours of the ASC label



X Do not alter the design, lock-up, or separate the elements of the ASC label



X Do not tilt the ASC label



X Do not place items or text over the ASC Label





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Examples of ASC-Conforming Feed Product Physical Identification

Produced under the Segregation Production Model


ASC DISTINCT PRODUCT FEED NAME

Ut ipsapis nobit, aborepro et as dest, explabo.

Ut ipsapis
nobit, aborepro et as dest, explabo.

Protein, %	0
Fett, %	0
Trere, %	0
Aske, %	0
Fosfor, %	0
Kobber, pmm	0
Vitaminia A	0
Vitaminia D3	0
Vitaminia E	0

Site identification number: S00000



ASC-conforming feed produced under the Segregation Production Model.
www.asc-aqua.org

Produced under the Mass Balance Production Model

ASC DISTINCT PRODUCT FEED NAME

Ut ipsapis nobit, aborepro et as dest, explabo.

Ut ipsapis
nobit, aborepro et as dest, explabo.

Protein, %	0
Fett, %	0
Trere, %	0
Aske, %	0
Fosfor, %	0
Kobber, pmm	0
Vitaminia A	0
Vitaminia D3	0
Vitaminia E	0

Site identification number: S00000

ASC-conforming feed produced under the Mass Balance Production Model. www.asc-aqua.org





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Physical Identification of ASC-Conforming Feed

Is ASC approval required for feed product physical identification?

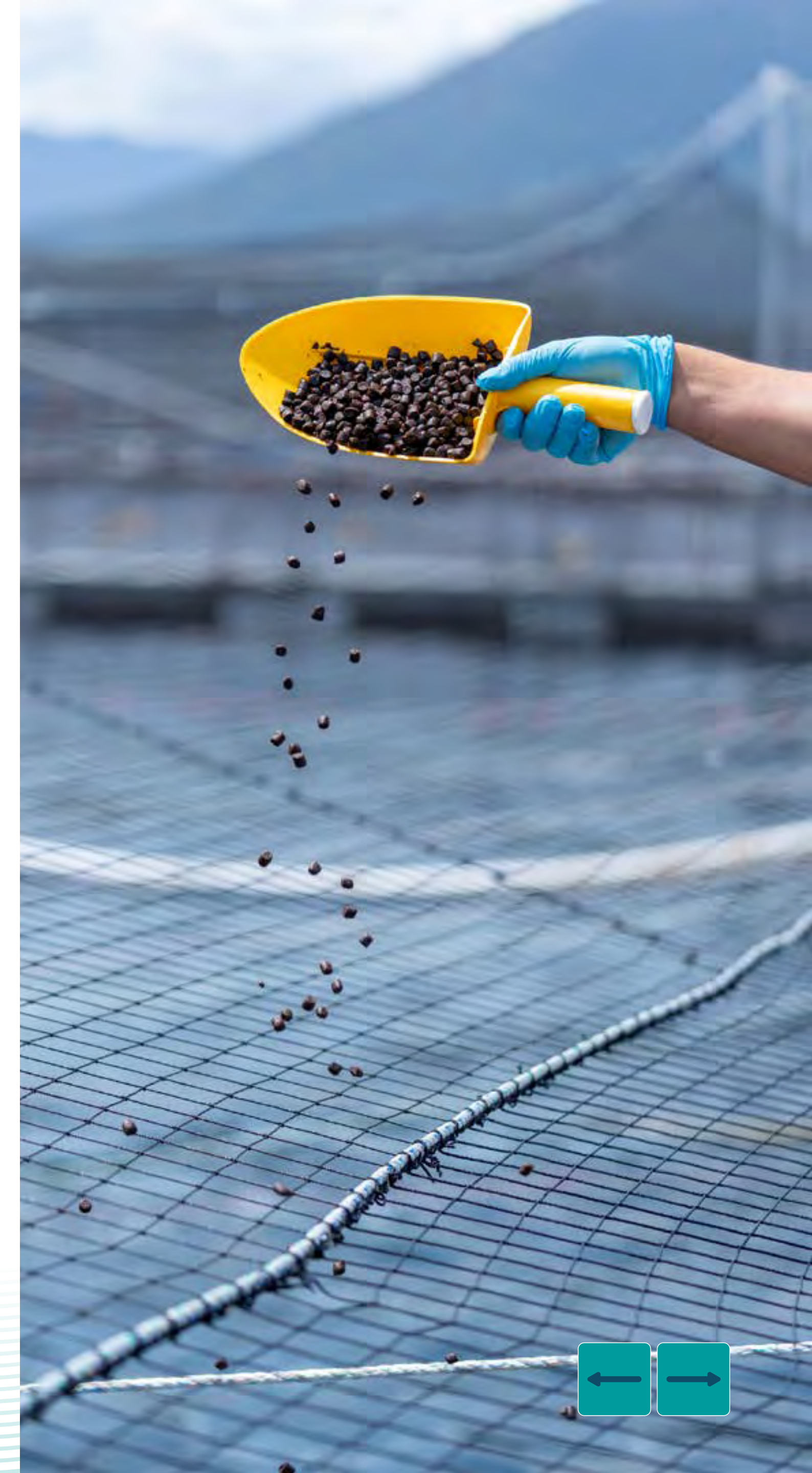
- **Yes** – physical identification templates for labels, barcodes, QR codes etc. to be used on ASC-conforming feed products must be submitted to ASC and approval received from ASC prior to use on product
- Templates can be submitted for approval via MyASC platform
- The feed company must have a Licensing Agreement in place before seeking approval

What Site Identification number to use?

- All physical identification for ASC-conforming feed products must contain your certified feed mill's unique ASC Site Identification number (Site ID)
- This number is provided by your **certifier**
- Your Site ID can also be found via the [Find a Feed Mill tool](#) on the ASC website
- Feed mills with multiple sites can include all Site IDs within the text, if the specific site that the ASC-conforming feed was produced at can be identified using batch numbers during a traceability test

Good to know

If you choose **not to physically identify** ASC-conforming feed produced under the **Mass Balance Production Model**, your Site ID and relevant ASC Claim must be included on the associated sales documentation.





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Use of the ASC Label on Other Materials

Sales documentation

A feed producing company with an ASC-certified feed mill is required to include the following information on sales documentation (e.g. invoices, dispatch notes) of ASC-conforming feed:

- ASC Site ID(s)
- ASC claim
- Reference to the feed production model (Segregation or Mass Balance)
- Reference to ASC distinct feed name for ASC-conforming feed produced under Segregation Production Model
- ASC label as an option **only for Segregated feed**

Please refer to 'incorrect label use' section in this guide.

Is approval of sales documentation needed?

- No, approval is not needed for sales documentation





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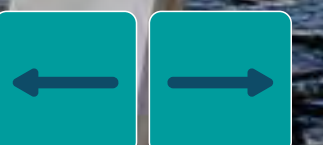
Use of the ASC Label on Other Materials

Marketing or communication materials

- The ASC label can be used on **signage** of feed mills which are certified against the ASC Feed Standard
 - ASC Site ID numbers with link to ASC Find a Feed mill tool
- The ASC site ID must be displayed below the ASC label on signage
- The ASC label can be used on **websites** of feed companies with at least one certified feed mill:
 - The ASC label can be used on **corporate communications** and **marketing materials** of feed companies with at least one certified feed mill:
 - Any reference to ASC Feed certification and/or use of the ASC label must include a statement of the number of feed mills certified and a link to the company website (as per the requirements above)
- Any reference to ASC Feed certification and/or use of the ASC label must include a link to statement of the following which is prominent on the website of the company:

Is approval of marketing and communication materials that use the ASC label needed?

- Yes, approval of ASC label and claims on printed and online promotional material is required
- The feed company must have a Licensing Agreement in place before seeking approval
 - If the material is for use by **only the certified site**, a digital copy of your materials can be submitted for approval via MyASC platform
 - If the material is for use at **headquarters level**, submit a digital copy of your materials to licensing@asc-aqua.org for approval





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Once you've signed a Licensing Agreement, there are annual fees

- The fee is based on the **volume of ASC-conforming feed sold** by each certified mill
- Volumes of ASC-conforming feed sold under each ASC production model are to be **reported as individual reporting lines**
- The fee is tiered, referencing volumes sold for each mill
- A 25% discount will be applied to the licence fee for each certified mill when a minimum of 20% of total ASC-conforming feed sold in the reporting period is produced under the **ASC Segregation Production Model**

Licence fee based on ASC-conforming feed sales (Tonnes/Year)	From (Tonnes/Year)	To (Tonnes/Year)	ASC licence fee / Mill (GBP)	ASC licence fee / mill (GBP) for mills where 20% or more of sales derive from Segregation Production Model (25% discount)
ASC-conforming feed sales (combined from both production models)	0	30,000	£3,000	£2,250
	30,001	50,000	£6,000	£4,500
	50,001	100,000	£10,000	£7,500
	100,001	200,000	£15,000	£11,250
	200,001	-	£20,000	£15,000

Report your volumes of ASC-conforming feed sold

As per the ASC Feed Standard, you will be asked to submit a completed volume declaration report annually. For each certified feed mill, you will report volumes sold under each individual ASC Production Model. Reports can be submitted via MyASC. Reports are to be submitted by the end of January for the previous calendar year.

How does invoicing work?

Invoices will be issued against the volume declarations report for each mill.

Invoices can be issued in **GBP, USD, EUR** or **JPY**.





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Licence Fee Calculation Examples

	Example 1 (Mass Balance Production Model only)	Example 2 (Mass Balance and Segregation Production Models)	Example 3 (Mass Balance and Segregation Production Models)	Example 4 (Segregation Production Model only)
Volume sold (tonnes) (produced under Mass Balance Production Model)	35,000	35,000	35,000	0
Volume sold (tonnes) (produced under Segregation Production Model)	0	6,000	16,000	16,000
Total volume sold (tonnes) (both production models combined)	35,000	41,000	51,000	16,000
% of total sold from Segregation Production Model	0%	14.6%	31.4%	100%
Segregation Model Production discount applies (Y/N)	N	N	Y	Y
Feed mill volume licence fee range (tonnes and GBP)	30,001-50,000 £6,000	30,001-50,000 £6,000	50,001-100,000 £10,000	0-30,000 £3,000
Licence fee due (GBP)	£6,000	£6,000	£7,500	£2,250





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Choose ASC for Change

Real change requires collective supply chain effort, beginning by taking the decision to choose change.

By providing the standards and assurance that link these choices together, ASC ensures that a commitment to change at any point in the chain has a **meaningful and lasting impact**.

When you choose to use the ASC label and/or claim on ASC-conforming feed, you get value from a certification that has:

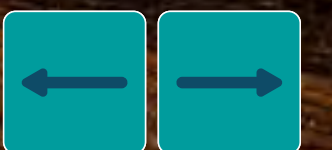
- The biggest global footprint, providing supply security and demand flexibility
- High consumer trust, supporting your position as a leader in sustainability
- The most robust standards, covering risks in your supply chain
- The highest assurance and transparency throughout, ensuring integrity of your products

Good to know

Consumer facing seafood products **must carry the ASC label** in order to make any reference to ASC-conforming feed. Unauthorised claims about using/sourcing/selling ASC-conforming feed either by feed mills, farms or on seafood products will be sanctioned.

If you need more information or have any questions about label and/or claim use, please contact: licensing@asc-aqua.org

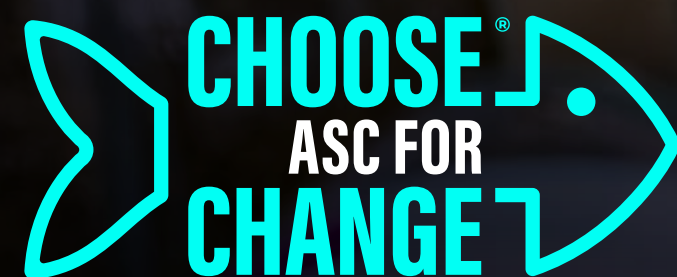
For any other feed related queries, please contact feed@asc-aqua.org





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www.asc-aqua.org
Aquaculture Stewardship Council, 2016



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