CHANGE

The New ASC Label User Guide

Choose the ASC Label for Change

V2: March 2026

View Old ASC Label User Guide

CHOOSE™ ASC FOR CHANGE

This guide features the updated ASC label and on-pack claims. You may continue submitting artwork using the previous label and claims up until the following deadlines:

For consumer-facing products being sold into the EU: **1 July 2026**

For non-consumer-facing (EU and worldwide) and consumer-facing products being sold outside of the EU: **1 April 2027**

asc CERTIFIED ASC-AQUA.ORG™

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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. Mitigating risk, our transparent assurance framework assures: **if the ASC label is on product packaging, the seafood has been verified to have come from ASC-certified farms and feed mills.**

Only if the **ASC label is on product packaging**, can you make any **claims of sourcing ASC-certified seafood**.

Choosing to use the ASC label means you are empowered to prove the sustainability of your seafood, and your customers, retailers and consumers are able trace it back to ASC-certified farms.

This guide sets out the rules on **how to use the ASC label** on product packaging – both consumer facing (CF) and non-consumer facing (NCF) - for menus and fish counters, as well as for promotional, off-product purposes.

- **Consumer facing:** A product that could be available for sale to consumers i.e. packed product sold in-store or online, a restaurant dish, or a product sold in a cash and carry/club card business.
- **Non-consumer facing:** A business-to-business product, i.e. a product that is repacked or unpacked within the supply chain and is not intended for direct sale to the end consumer, i.e. a bulk product or transportation box.

Good to know

ASC conducts assessments to determine consumer facing status of ASC-labelled products.

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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.

Only if the **ASC label is on product packaging**, can you make any **claims of sourcing ASC-certified seafood**.

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

How licensing works

Users sign a licence and pay licencing fees to use the ASC label on products, marketing materials or in general communications.

The Marine Stewardship Council International – a separate trading arm of MSC – acts as our agent regarding the licensing and administration of the ASC label. They implement the guidelines set by ASC.

Here to help! Contact the Licensing Team: ecolabel@msc.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. Based in London UK, they support queries and will respond to your request within three working days.

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

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Do You Have a Licence to Use the ASC Label?

Every organisation using the ASC label needs to have a valid licence:

- Feed mills
- Farms
- Processors
- Retailers
- Restaurants
- Schools
- Media
- Conformity Assessment Bodies

Find out how to request a licence

Chain of Custody certification, along with the Licensing Agreement, permits the use of the ASC label on products.

Click here for more information on Chain of Custody (CoC) certification

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1 Add the ASC label to your materials

Once you've signed a licence, the Licensing Team will provide you with a high-resolution copy of the label.

Incorporate the ASC label, claim and Chain of Custody code into the design of your materials, following the rules set out in this guide. Correct use of the ASC label will speed up the approval process.

Good to know

Share this guide with your design agencies and other service providers.

2 Submit your artwork for approval

Email colour proofs of all materials carrying the ASC label in PDF format to the Licensing Team before printing or using publicly.

New product packaging:

- Final designs of product artwork in PDF format
- Any additional stickers with product information
- Completed Product Approval Form

New menus or fresh fish counter items:

- Final designs of menus, fish counter tags, or any artwork marking your product as ASC-labelled

Promotional materials:

- Final designs of new promotional materials

Once approved, you are able to use the same format for future materials. We will occasionally ask to see your latest materials to ensure the ASC label is still being used correctly.

Updated artworks:

Redesigns of previously approved product artworks and menus, only when there have been changes to:

- The ASC label, ASC claim or ASC Chain of Custody code (excluding a change from the old ASC label and claim to the new ASC label and updated claim)
- The seafood species used
- Marketing text about ASC or other aquaculture certification labels

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3 Get approval and print your materials

Once your designs are clear for use, the Licensing Team will send you written approval and a unique product code for approved product artwork. At this stage, print and use your materials. The unique product code is used in reporting and communications with the Licensing Team.

4 Reporting

Licence Holders are required to report sales or purchases of ASC-labelled seafood to the Licensing Team. The information is used to calculate your Licensing Fees.

See Rules and Reporting for more information

Click here to learn more about Licensing Fees

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Who Holds the Licence?

The Licence Holder is the owner of the seafood at the time the ASC label is applied

The Licence Holder is responsible for:

1. Submitting artwork with the ASC label for approval
2. Reporting on turnover of approved labelled products
3. Paying royalty fees

Examples of supply chains to illustrate:

Processor places product into ASC-labelled packaging (under processor or retail own brand) and sells to retailer	The **processor** is the licence holder
Subcontractor places product into ASC-labelled packaging on behalf of the processor	The **processor** is the licence holder
Processor places product into ASC-labelled packaging (under brand owner's own brand) and sells to a brand owner	The **processor** is the licence holder
Processor sells certified but non-ASC-labelled seafood to retailer that then applies label on fish counter, processes in-store or sells online	The **retailer** is the licence holder
Processor sells certified but non-ASC-labelled seafood to restaurant that then applies label on menu	The **restaurant** is the licence holder
Contract caterer operates the canteen of a commercial client and places the label on menu with the consent of the client	The **contract caterer** is the licence holder

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About the ASC Label

The three ASC elements

1 The ASC label

The ASC label comprises six features, which must not be separated from each other or altered in any way:

- **A** The letters ASC, abbreviation of the Aquaculture Stewardship Council
- **B** The word 'Certified'*
- **C** The ASC website address
- **D** The three fish graphic
- **E** TM indicating that this label is a trademark
- **F** The white keyline

*Products sold in France must use the **generic ASC label** without the 'Certified' wording.

2 The ASC Chain of Custody code

Every ASC-labelled product must carry a Chain of Custody code following the format of ASC-C-xxxxx that refers to the company that is the owner of the seafood at the time when the ASC label is applied. The code will be provided by your certifier or supplier.

Examples of supply chains to illustrate:

Processor placing product into ASC-labelled packaging under processor or retail own brand, sells to retailer	CoC code on packaging: **Processor's**
Processor sells non-ASC-labelled seafood to retailer that applies the label on fish counter or processes in-store	CoC code on counter: **Retailer's**
Processor sells non-ASC-labelled seafood to restaurant that applies label on menu	CoC code on menu: **Restaurant's**
Contract caterer operates the canteen of a commercial client and places the label on menu with the consent of the client	CoC code on menu: **Contract caterer's**

Please contact the Licensing Team if you need to display a Chain of Custody code different to any of the examples above.

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3 **Every ASC-labelled product, menu or fish counter signage must show the ASC claim.**

You can choose from three versions:

1 Seafood from farms that have been independently certified to the ASC environmental and social standard.
www.asc-aqua.org

2 The XXXXXX (insert seafood species) in this product comes from seafood farms that have been independently certified to the ASC environmental and social standard.
www.asc-aqua.org

3 ASC certified farmed seafood.
www.asc-aqua.org

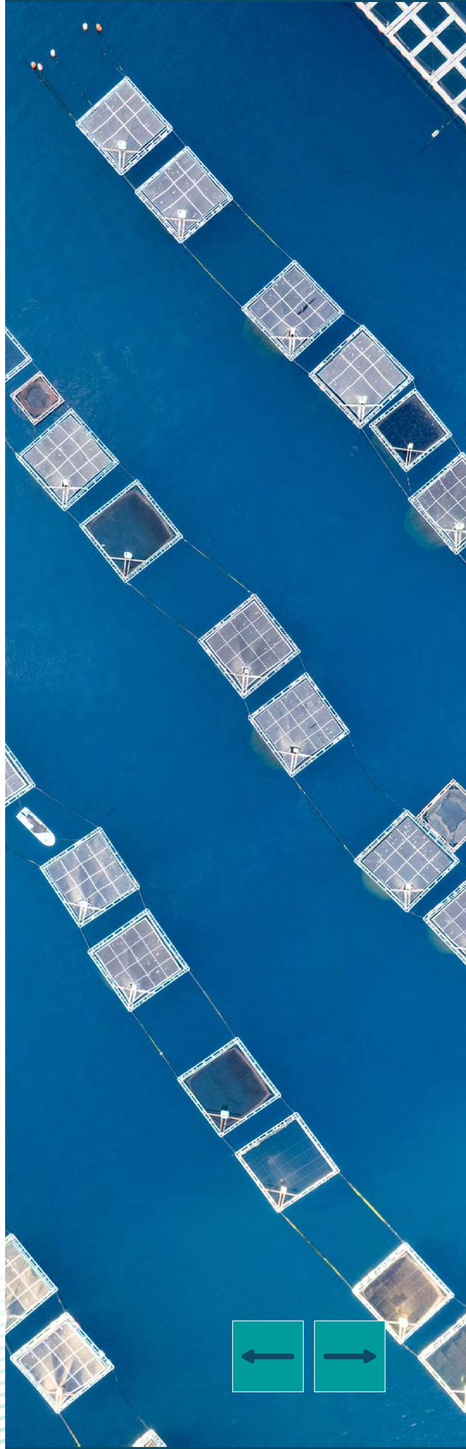
Menu and fish counter claim:
ASC certified farmed seafood.
www.asc-aqua.org

The Licensing Team checks your material for the correct use of the ASC label, CoC code and claim to the rules of this guidance. They are **not** responsible for validating any additional claims, legal requirements or other labelling guidelines.

Click here for translations of the ASC claim versions

Good to know

If your packaging has multiple languages, show the same version of the ASC claim in each language.



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Formats, Colour and Language Versions

Formats

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

Colour

The green version of the ASC label is **always to be used** unless your packaging or material is black and white, or the same Pantone green, in which case you may use the solid monotone version.

ASC green

Pantone 3272
CMYK 78 15 41 1
RGB 0 156 157
Hex #009C9D

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

Language versions

The ASC label is available in over 25 languages.
Click here to access.

You can also use a generic variation of the ASC label which only contains the text ‘ASC’ and the ASC website address.

Products sold in France must use the generic ASC label without the ‘Certified’ wording.

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Size and Clear Space

Minimum size

The minimum size for on-product applications of the horizontal label is **14mm H** x 27.2mm W.

The minimum size for the vertical label is **16mm W** x 31.1mm H.

Always make sure you scale the ASC label proportionately.

There is no maximum size restriction for display of the ASC label or its variations, either on-product or off-product.

If you use the generic version of the ASC label, the minimum sizes are:

- Horizontal: 10mm x 19.4mm
- Vertical: 12mm x 23.3mm

Horizontal

Vertical

Minimum clear space

At its minimum size, the clear space around the ASC label must be:

- At least 2mm for product-specific text (such as species, weight, ingredients)
- At least 5mm for general design elements and text (such as brand names, logos, additional product information) where the ASC label could be associated with the host brand

When the label is reproduced at larger sizes, it must be surrounded by a minimum clear space at 10% of the label height (vertical) or width (horizontal). Always allow as much space as possible.

Clear space must be at least 2mm for product specific text

Minimum 5mm clear space for general on-product design elements

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Incorrect Label Use

Always use the label files supplied by the Licensing Team and don't change or modify the ASC label yourself

Make sure that the ASC label and name are never displayed in a way that:

- Confuses consumers as to the association of ASC with other brands or labels
- Suggests or implies that non-certified seafood is ASC-certified
- Creates an association with products that are not from ASC-certified farms

Good to know

Correct use of the ASC label and name – both on-product and off-product – ensures that you benefit fully from giving consumers confidence that they are choosing seafood products that are traceable back to independently ASC-certified farms and feed mills.

Seafood products must carry the ASC label **to make any reference** to ASC-conforming feed.

Do not remove the white keyline

Do not change the colours of the ASC label

Do not distort the shape of the ASC label

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

Do not use the ASC corporate logo

Do not tilt the ASC label

Do not use the ASC Setting The Standard for Seafood text

Do not place items or text over the ASC label

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On-Product ASC Label Use

Packaging

ASC-labelled products need to have at least 95% ASC-certified seafood content. For products that don't meet this requirement, **see the non-certified seafood section for information.**

Good to know

Consumer facing (retail) products:

- Must use the ASC label to show certification.
- **You cannot make any sourcing claims about ASC-certified seafood if it's not labelled.**
- Must not use the acronym ASC, ASC-certified or the organisation's full name on their own.
- If using supporting messaging, it must represent the ASC programme correctly.
- If using imagery, it must use images that represent the ASC programme correctly.

When using the ASC label on packaging, each product must display:

1 The ASC label

The ASC label must be integrated onto the front of the packaging to ensure it is immediately visible to consumers.
Click here for ASC label versions

2 The ASC claim

The ASC claim should match the language of the ASC label used and can go anywhere on a pack.
Click here for translated ASC claims

3 The Chain of Custody code

Every ASC-labelled product must display a readable Chain of Custody code on its packaging.

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ASC Label Use on Cans and Jars

For non-square packaging, it can be difficult to define ‘front of packaging’ as products can be stacked on shelves in different ways.

The ASC label **must go next to the part of the packaging** that is considered as the front, i.e. next to the brand and product name. See examples below.

ASC label on product label

ASC label on the lid

ASC label on the seal

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ASC Label Use on Menus

To showcase your dish as ASC-certified, its seafood content must be at least **95% ASC-certified**. You have four options how to show the ASC label, ASC claim and CoC code on your menus.

1 Preferred option

Place the ASC menu icon next to your ASC-certified dishes and use the ASC label as a key.

2

Use the initials 'ASC' for identifying your ASC-certified dishes and the ASC label as a key.

3

Use the ASC menu icon as both indicator next to your ASC-certified dishes and key.

4

To explain which species on your menu are ASC-certified without using the ASC menu icon, display the ASC label with specific claim identifying ASC-certified species.

The Chain of Custody code of your restaurant or catering firm and the claim: '**ASC certified farmed seafood**. **www.asc-aqua.org**' can be placed anywhere on the menu.

Your Chain of Custody code and the ASC claim: '**All our [species] comes from ASC-certified seafood farms. www.asc-aqua.org**' can be placed anywhere on the menu.

The ASC menu icon can be used as an indicator of ASC-certified seafood in dishes - **request it from the Licensing Team**.

Good to know

These guidelines also apply to online menus and delivery platforms. If you don't have a traditional menu card, the ASC label, ASC claim and CoC code can be shown on a separate display.

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ASC Label Use on Fresh Fish Counters

Price tags for ASC-certified seafood at your fresh fish counter must display:

1. **The ASC label**
2. **The ASC claim:** ASC certified farmed seafood. **www.asc-aqua.org**
3. **The Chain of Custody code of your company**

Good to know

You can use a sticker or clip to attach the ASC elements to the price tag.

If there's not enough space:

Display the ASC label on the price tag and place a poster or display stand at your fish counter showing all three elements.

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ASC Label Use on Full Fish Tags

Specific rules apply to identify a whole seafood item as ASC-certified, such as a whole trout, by using a fish tag, band or similar mark:

1 The tag or band must be applied to a clearly visible part of the seafood item, it must be tamper proof i.e. impossible to remove and for single use only

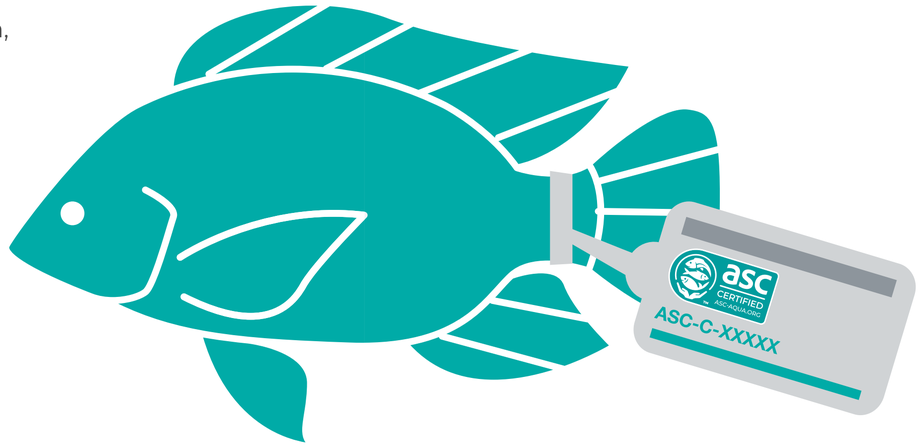
2 The tag or band must display:

a. The ASC label

b. The ASC claim

c. The Chain of Custody code of the company attaching the tag or band

3 The company applying the fish tag is responsible for paying Licensing Fees on the item



See licensing fees for more information

Good to know As a consumer-facing product, a tagged seafood item can be sold by a retailer without the retailer needing to have ASC Chain of Custody certification.

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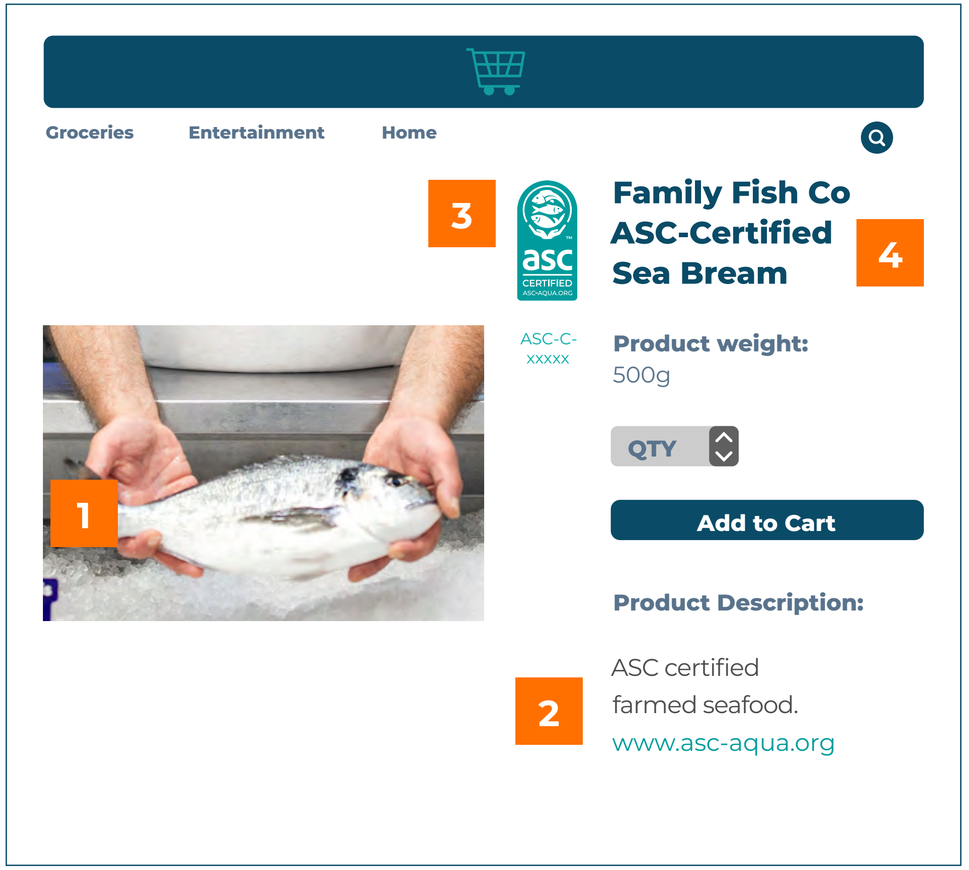
ASC Label Use on Seafood Sold Online Without Full Packaging

Seafood products sold directly to consumers online, which have limited or no packaging to display the ASC label, **need to be fully labelled online** with all relevant ASC elements at the point of sale.*

The product-specific page must display:

1. **The ASC label:**
   Shown on the first product photo in the correct format
2. **The ASC claim:**
   ASC certified farmed seafood.
   www.asc-aqua.org
3. **The Chain of Custody code:**
   Visibly listed on the page
4. **'ASC' or 'ASC-certified':**
   Either added to the product name or title

Reminder: If your product has any packaging, this packaging must be displayed, showing the ASC label.



* The 'point of sale' is considered as the product-specific page where a customer selects the item or chooses the amount/weight to add to their cart. This product-specific page must be submitted as artwork to the Licensing Team for approval.

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ASC Label Use on Materials Promoting Labelled Products

The ASC label can be used on your materials, both in printed and digital formats, such as leaflets, catalogues, price lists, in-store banners, and websites

When promoting ASC-labelled products you must:

- Have a signed licensing agreement
- Use the ASC label in the correct format
- Request approval from the Licensing Team
- Promote only ASC-labelled products that have been previously approved and registered by the Licensing Team (for consumer facing and non-consumer facing products) - **you cannot make any sourcing claims about ASC-certified seafood if it's not labelled**
- Display the ASC label near the picture of the ASC-labelled product, fresh fish or menu item and avoid association with non-ASC-certified products
- To mark your ASC-labelled products on price lists and catalogues you can use the ASC menu icon

Use additional elements to strengthen your products' traceability and association with the strong ASC brand – ensuring that customers and consumers choose the ASC label:

- Chain of Custody code
- Supporting claim: '**ASC certified farmed seafood. www.asc-aqua.org**'

Processors labelling products:

If you use the ASC label on your products, you can also use it when promoting these products.

Retailers and brand owners:

If you sell fully packaged, ASC-labelled products to consumers, you can use the ASC label to promote them in-store or on digital and printed promotional materials.

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Non-ASC-Certified Seafood Ingredients

Calculating the percentage

A product carrying the ASC label is allowed to contain a **maximum of 5% non-ASC-certified seafood** in its total seafood content.

The percentage of non-ASC-certified seafood ingredients in a product is calculated 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 **must not show the ASC label** on the packaging
- ✗ You **must not use any text referring to ASC** on the front of the packaging
- ✓ Instead, use the ASC claim version two on the back of the packaging. It references the seafood ingredients which are certified:

  Version Two: The [insert seafood species] in this product comes from seafood farms that have been independently certified to the ASC environmental and social standard. **www.asc-aqua.org**

- ✓ Display the ASC Chain of Custody code next to the claim
- ✓ Specify in the ingredients section which seafood ingredient is certified. For example: ‘ASC-certified Atlantic Salmon’ or ‘Atlantic Salmon – ASC-certified’

Good to know

Royalties are still applicable on consumer-facing products: **Click here for more**

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Rules for Annex 3 Licence Holders

These rules apply for licence holders that have signed **Annex 3 of the Licensing Agreement**. It improves supply chain assurance through consistent use of the ASC label, facilitating identification and segregation of products during storage.

All seafood sold as ASC-certified on the invoice **must be labelled with the ASC label**. This includes all consumer facing and non-consumer facing (or bulk) product packaging. You **must register all your ASC-labelled products**, even if your client also registers them under their own licence for the payment of royalty fees.

1

Add the ASC label to your packaging.

2

Submit your packaging artwork for approval. Ensure you are the Licence Holder for all ASC-labelled products that you produce packaging artwork for.

3

Get written approval from the Licensing Team and a unique product code for approved packaging artwork. You can now print your packaging.

4

Annex 3 Licence Holders are contacted by the Licensing Team **every three months** to report their sales of ASC-labelled seafood—both consumer facing and non-consumer facing.

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ASC/MSC Co-Labelling Rules

When ASC and MSC labels are displayed together on a product or menu

Any proportion of ASC and MSC-certified seafood can be mixed in the same product with both labels being used at any stage in the supply chain, if:

The ASC and MSC labels are not modified and are the same size.

Note: All graphical requirements and rules on the use of ASC and MSC labels remain valid.

The CoC number of the certificate that covers the main species used in the product is displayed on pack.

Note: You can state both ASC and MSC CoC codes.

The product label clearly states that ASC and MSC-certified seafood is being used, including the percentage.

Note: This can be in the ingredients list.

You must show either:

- Both one ASC Claim and one MSC Claim, or
- The joint claim:
  Contains ASC certified farmed seafood and MSC certified wild-caught seafood.
  www.asc-aqua.org www.msc.org

Good to know

- This doesn't affect the 95% of certified seafood rule in the total seafood content.
- The standard fee structure applies. For consumer facing products, the royalty rate is split: 0.25% ASC and 0.25% MSC.

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Sizing and Visual Guidance

ASC label minimum sizing:

Horizontal: H 10mm W 20.7mm

Vertical: H 23.1mm W 14mm

MSC label minimum sizing:

Horizontal: H 10mm W 26.1mm

Vertical: H 18.8mm W 14mm

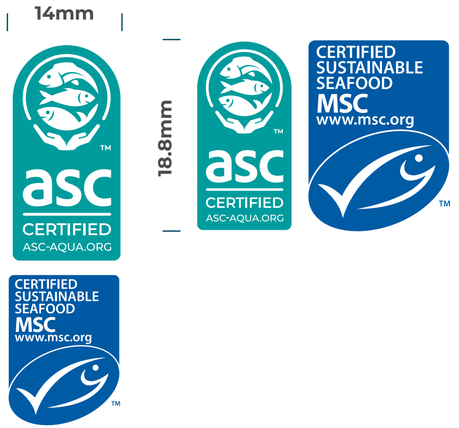
Good to know

The minimum size of the ASC label on pack is slightly larger than the MSC label. Both labels must be **equally proportioned** next to each other.

Vertical label usage

When used in a vertical (portrait) setting:

- Stacked vertically, labels use the same width
- Stacked horizontally, labels use the same height



*Not actual size

Respect the space around labels as defined in the respective label user guides.

Horizontal label usage

When used in a horizontal (landscape) setting:

- Stacked horizontally, labels use the same height
- Stacked vertically, labels use the same width

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Dual Labelling

Using the ASC label on consumer product artwork with the label of another aquaculture certification scheme

We want to enable consumers to make an informed decision when **choosing farmed fish and seafood.**

We are setting high standards for ourselves and expect the same from certification schemes that we partner with on consumer facing product artwork. This includes packaged products, menus and fresh fish counter signage.

If you want to dual label products, **you must get approval from the Licensing Team**.

Guidelines

Consumer labels of other seafood farming certification schemes are **only permitted to be shown alongside the ASC label** if the scheme falls within any of the following categories:

1. ISEAL code compliant membership
2. Anchored in government regulations
3. Partnership Agreement with ASC on mutual labelling in place

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Labelled Seafood Licensing Fees

Annual fee

Once you've signed a licence and are eligible to benefit from using the ASC label, you will **pay an annual fee**. This fee covers the administrative costs of your licence.

The annual fee is determined by the **total net value of ASC-labelled seafood sold by your company during a calendar year** (January – December), except for fresh fish counter items where the annual fee is based on net purchases.

The annual fee is due at the beginning of each year, which starts 1 January.

For **existing licence holders**, the sales/purchases from the previous year are used to determine the annual fee.

For **new licence holders**, the annual fee will be based on an estimation of sales/purchases.

ASC-labelled sales/purchases (GBP)	Annual fee (GBP)
£0 - £250,000	£200
£250,001 - £500,000	£500
£500,001 - £1,000,000	£1,000
£1,000,001 - £5,000,000	£2,000
£5,000,001+	£4,000

Good to know

Chain of Custody certified companies can promote their certification using the ASC label - for instance, on their website - even if they do not label products directly. These companies **pay an annual fee** based on the total net value of ASC-certified seafood sold.

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Royalties

If you use the ASC label on consumer facing products, you will also need to **pay royalties**.

We have a **tiered royalty fee structure**. Royalties start at 0.5% of the net wholesale value of your ASC-labelled seafood sales. For fresh fish counters, the royalties will be charged on net purchases.

Example: Total value of ASC-labelled product sales during a calendar year: £25,000,000

	ASC-labelled sales of consumer facing products	Royalty rate	Royalty fee
	£10,000,000	0.5%	£50,000
	£10,000,000	0.45%	£45,000
	£5,000,000	0.4%	£20,000
Total	**£25,000,000**		**£115,000**
Annual fee payable	£4,000		

For fresh fish counters, the royalties will be **charged on net purchases**. Fresh fish counters reporting purchases of up to £250,000 **don't pay royalties, only an annual fee of £200**.

ASC-labelled sales / purchased (GBP) of consumer facing products	Royalty rate
£0 - £10,000,000	0.5%
£10,000,001 - £20,000,000	0.45%
£20,000,001 - £30,000,000	0.4%
£30,000,001 - £40,000,000	0.35%
£40,000,001+	0.3%

Good to know

During the whole supply chain of a product, **royalties are only collected once from the Licence Holder**. This is usually the company applying the ASC label to packaging.

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Annual fee

Foodservice businesses with 225 sites or less **pay an annual fee** to use the ASC label on their menu and other marketing materials.

The level of annual fee is determined by the **total net value of ASC-certified seafood purchased by your company during a calendar year** (January – December).

The annual fee is due at the beginning of each year, which starts 1 January.

- For **existing licence holders**, the actual purchases from the previous year are used to determine the annual fee.
- For **new licence holders**, the annual fee will be based on an estimation of purchases.

Value of ASC-certified seafood purchased (GBP)	Annual fee (GBP)
£0 - £250,000	£160
£250,001 - £500,000	£400
£500,001 - £1,000,000	£800
£1,000,001 - £5,000,000	£1,600
£5,000,001+	£3,200

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Site fee royalties

Foodservice businesses with more than one site will **pay additional royalty site fees**.

The site fee is due at the beginning of each year, which starts 1 January. The number of sites will be as of 1 January each year.

Number of sites	Royalty fee per site (GBP)
Small business site fee	
1 site	£0 (included in annual fee)
2-4 sites	£160 x (total number of sites – 1)
5-9 sites	£150 x (total number of sites – 1)
10-14 sites	£140 x (total number of sites – 1)
15-19 sites	£130 x (total number of sites – 1)
20-25 sites	£120 x (total number of sites – 1)
Medium business site fee	
26-225 sites	£600 x (√total number of sites – 1)

Good to know

- The number of foodservice sites will be determined by the number listed on your **Chain of Custody certificate**.
- If you hold both an ASC and MSC licence, a **25% discount will be applied** to both sets of fees.
- All **non-qualifying foodservice businesses** (i.e. those with more than 225 sites) continue to be subject to the seafood annual fee and royalty fee structure.
- Foodservice businesses with a single site **only pay the annual fee for each year**.

asc Setting The Standard For Seafood

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Non-consumer facing fees

The use of the ASC label on non-consumer facing packaging **does not carry any royalty fees**.

Fee exemption for educational institutions

Educational institutions providing foodservice to those attending, working in or visiting are **exempt from fees**. This applies to both in-house services and out-sourced caterers who are contracted by the educational institution.

Good to know

- International, national or local private brand restaurants leasing space or otherwise operating on a campus or other education institution site are **not exempt** from fees.
- All foodservice operations **must have a valid ASC Chain of Custody certificate**.
- All foodservice operations **must sign a licence** prior to using the ASC label and make a written request asking for exemption from fees. They must be able to demonstrate their status as an educational institution.

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Ready to Use the ASC Label?

Checklist for getting your artwork approved

Before printing or publishing your materials showing the ASC label, please follow these steps:

1 Review your artwork

- **Placement**
  The ASC label is on the front of the packaging and clearly visible.
- **Clear space**
  The correct clear space around the ASC label is maintained.
- **ASC elements**
  The ASC label is accompanied by the ASC claim and ASC Chain of Custody Code.
- **Colour**
  The ASC label is used in the original Pantone 3272 U colour.
- **The keyline**
  The white keyline outlining the ASC label is displayed.
- **The new ASC label and updated claim**
  The new label with the three fish graphic is used with one of the three updated ASC claims.
- **Language**
  The ASC label is in the same language as your packaging or the generic version of the ASC label is used.
- **Minimum size**
  The ASC label meets the minimum required size and is scaled proportionately.
- **Product approval form**
  When needed, the document is correctly completed and submitted with the artwork.

Useful links:

- ASC label versions
- Chain of Custody certification
- Translations of ASC claims versions

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Send files to the Licensing Team
ecolabel@msc.org

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Receive feedback or approval

Good to know

The Licensing Team is not responsible for validating any additional claims, legal requirements or other labelling regulations.

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Choose to Use the ASC Label 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**, 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

Through your choice to use the ASC label, you are **proving the sustainability of your farmed seafood.**

Here to help

Licensing queries: ecolabel@msc.org

Any other questions, contact your regional ASC representative

Aquaculture Stewardship Council
Maliebaan 50-B, 3581 CS Utrecht, The Netherlands
Tel: +31 30 230 5929

www.asc-aqua.org
Aquaculture Stewardship Council, 2026

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