

Recap from SENA 2025: Seafood industry 'expects the unexpected' at Boston trade show

IntraFish brought you regular updates from Seafood Expo North America in Boston, which ran from March 16-18.

Sunday, March 16, 3:56 p.m.

Kicking in the US door

After years of cultivating a presence in Europe, the Aquaculture Stewardship Council (ASC) can now boast a fast-moving presence in the United States.

The number of products bearing the ASC logo grew by 80 percent in the US last year, CEO Chris Ninnes said.



Chris Ninnes, CEO, Aquaculture Stewardship Council (ASC). (Photo: Drew Cherry/IntraFish)

Ironically, the scrutiny the eco-labels have come under in the past two years in the wake of labor scandal may have helped ASC gain traction.

"Let's face it, this has been a tough year for farmed seafood," Ninnes said.

ASC has been able to open new doors, however, by being able to explain the standard and the assurance it offers over non-third-party claims.

Over 100 products now carry the ASC logo in the United States.

--Drew Cherry