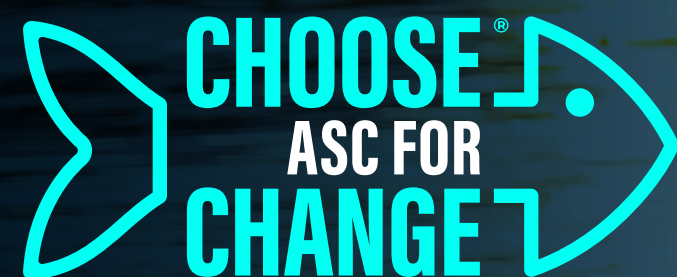


# ASC Annual Impacts Report

2024 in Review



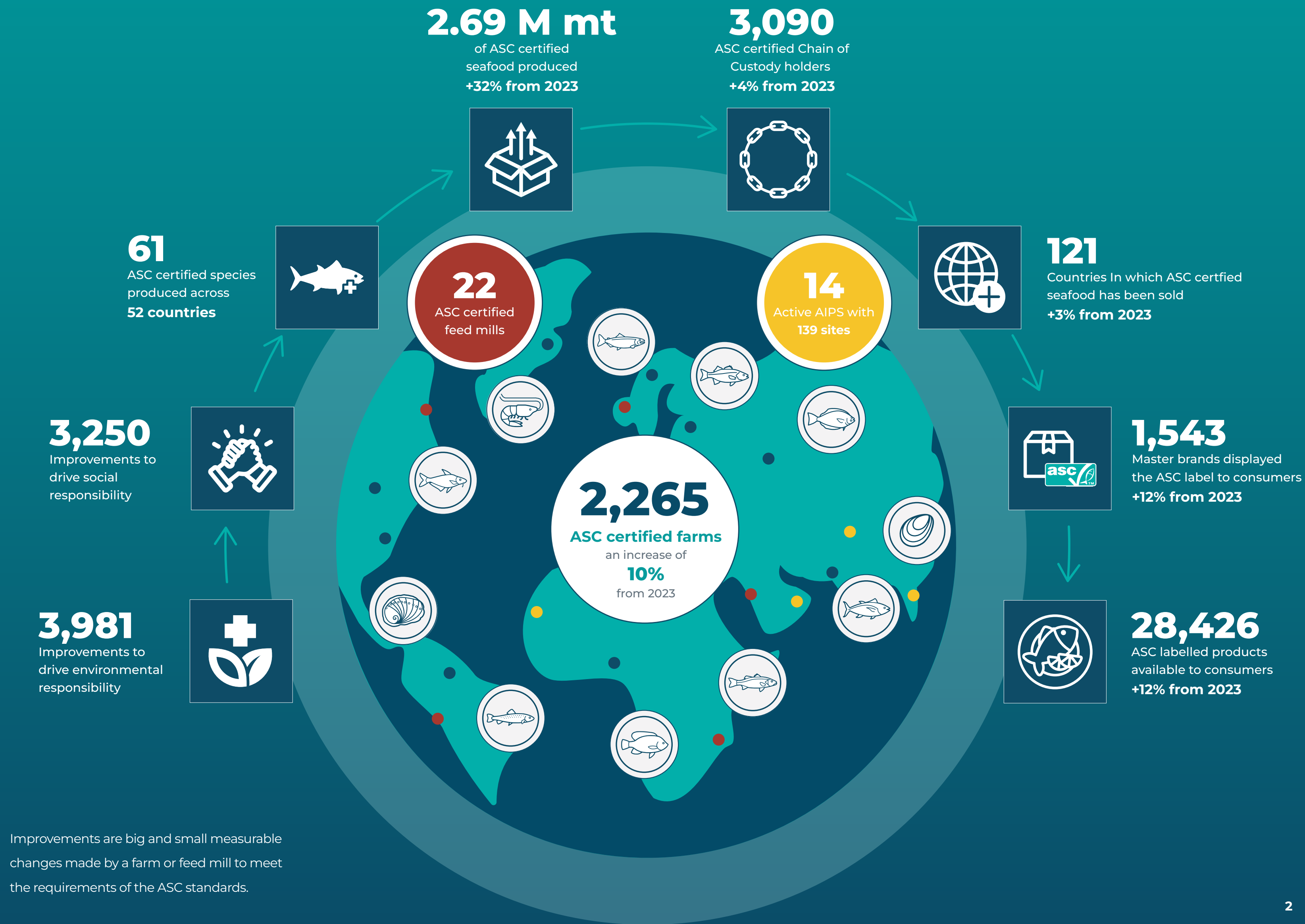
**Setting The  
Standard for  
Seafood**



# 2024 at a Glance: The Year of Feed

The ASC global footprint continued to grow in 2024. We celebrated numerous feed mills achieving ASC certification, as well as more certified farms in new countries. We continued to measure progress of the Improver Programme by ASC and welcomed new retailers as they chose ASC to prove their seafood sustainability commitments.

## Changes made in 2024





# The Impact of Change

Change is the first step to seafood farming transformation. ASC is driving change in seafood farming by advancing the leading certification programmes, championing innovation and partnering to increase demand for sustainable seafood.

The proven impact of our programmes and targeted collaborations is substantiated across multiple Sustainable Development Goals (SDGs) and encompass four key areas:



**Conserving Biodiversity**



**Fostering Fish Health and Welfare**



**ASC is an environmental partner**



**1% FOR THE PLANET**

**Addressing Climate Change**



**Improving Lives, Livelihoods and Communities**



**ASC is ISEAL code compliant**





# Welcome to the 2024 ASC Impacts Report

In 2024 the transformation of seafood farming towards sustainability accelerated.

Farmed seafood production surpassed capture fisheries for the first time in 2022\*. With global demand for seafood continuing to rise, it's crucial this growth is produced responsibly. **Choosing CHANGE has never been more important.** 2024 marked an important year of progress as we brought years of development and significant stakeholder engagement to fruition with the finalisation of the ASC Farm Standard.



**Vision:**  
A world where seafood farming plays a major role in supplying food and social benefits for humanity whilst minimising negative impacts on the environment.



**Mission:**  
To transform seafood farming towards environmental sustainability and social responsibility, creating value across the chain using market mechanisms, improvement incentives and delivering value-added services from farm to fork.

Explore how we are **advancing change** through our programmes and **championing change** through collaborations to innovate, accelerate and drive demand for responsibly farmed seafood. Dive Inside ASC and explore how we support our programmes.

ADVANCING CHANGE

CHAMPIONING CHANGE

INSIDE ASC

This is an interactive report for you to explore. Click shadowed icons to find more information and navigate the report.

\*FAO's State of World Fisheries and Aquaculture (2024)

“2024 was a pivotal year for ASC as we brought feed to the forefront of responsible seafood farming. With the ASC Feed Standard in its first full year of active adoption, we are seeing growing commitment across the value chain—from feed mills choosing certification and retailers endorsing ASC feed in their supply chains—to drive meaningful change beyond fish farms into the sourcing of feed ingredients and bring further transparency to aquaculture.

“Alongside this, the ASC Improver Programme continues to provide a clear pathway for more farms to deliver meaningful improvements to their operations. While our work is nearing completion for the launch of the ASC Farm Standard—its launch in 2025 will mark a major step forward in accelerating progress towards sustainable seafood.

“Together, these initiatives are setting the standard for a more credible, accountable, and impactful farmed seafood sector.”

**Alastair Dingwall**  
Chief Technical Officer





## Advancing Change Through Our Programmes



# Programmes at a Glance

Real change requires collective supply chain action. ASC enables this change by providing the most robust and relevant standards for seafood farming and aquafeed production. Underpinned by the strongest, most transparent assurance framework that ensures the integrity of ASC labelled seafood.



## ASC Feed Certification

**22** ASC certified feed mills in **9** countries

**24** feed mills in initial audit



## ASC Farm Certification

**1,487** audits conducted across 54 countries

**2,265** farms certified across 52 countries

**14** active AIPs



## ASC CoC Certification

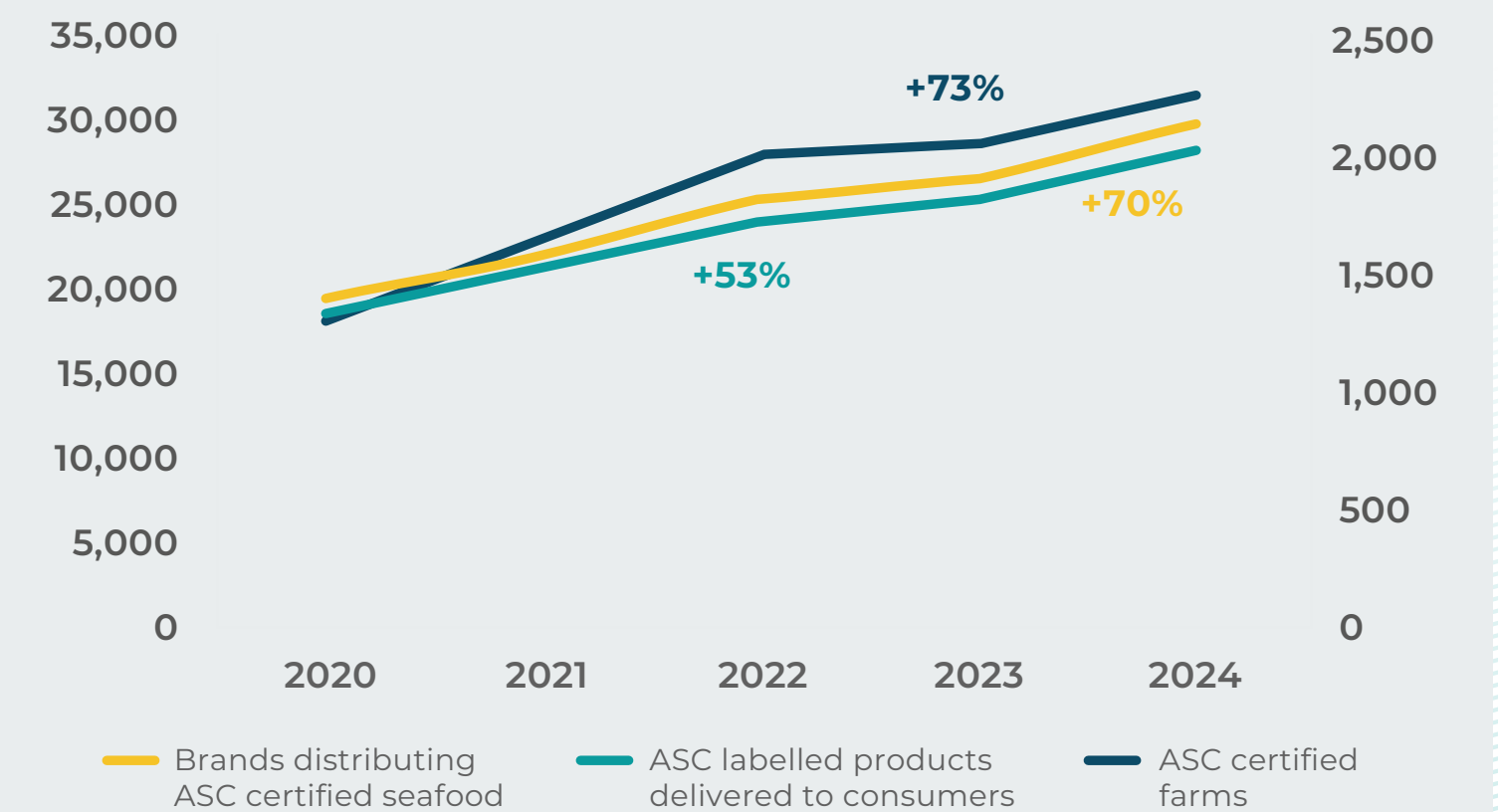
**3,090** certified CoC holders



## ASC Label

**1,543** Master brands carry the ASC label

**28,426** ASC labelled products across 121 countries







# 2024 Footprint of ASC Feed Certification

In 2024, ASC celebrated **22 feed mills** achieving certification and committing to more responsible practices.

Increased transparency of key data means ASC certified feed mills and their supply chains can demonstrate making their operations more sustainable. For the first time, feed mills are contributing to a clear understanding of their ingredient sourcing.

The ASC Feed Standard recognises certain certification schemes as a pathway to demonstrate due diligence. [Cargill](#), a leading international plant ingredient manufacturer, has updated its 3S Sustainable Soy Verification Program which means it now qualifies for inclusion on the [ASC Feed Standard List of Accepted Certification Schemes](#).

“ASC Feed Certification is a key step in increasing the availability of responsible feed as part of Thai Union Group’s commitments under its global sustainability strategy, SeaChange® 2030. This certification also reinforces our dedication to leading the industry towards a more sustainable and responsible future.”

**Peerasak Boonmechote**

CEO, Thai Union Feedmill

Feed mills in nine countries were certified to deliver responsible feed for seven species groups under ASC standards.



22

ASC Certified  
Feed Mills

[Find an ASC certified feed mill!](#)





# Why Feed Responsibly?

Feed is a significant driver of industry impacts and is typically the highest input cost for farms. Responsible aquaculture requires that its ingredients are sourced responsibly.

The ASC Feed Standard goes beyond industry norms by taking a holistic approach and demanding transparency. Through due diligence requirements, feed mills identify and mitigate ingredient sourcing risks. This is empowering the aquafeed industry to drive more responsible practices and reduce its impacts – from deforestation and land conversion, to overfishing, forced labour and more.

**>75% marine ingredients**  
(fishmeal and fish oil) globally are  
used to produce aquafeed

Up to **90% of (fed) aquaculture farms environmental impact** is feed

A feed mill site employs **>6x people** on average than a farm site



Feed is typically the highest input cost for a farmer – on average **>50% of a farm's total production cost**

Feed ingredient supply chains are **vast and global**

“The launch of the ASC Feed Standard aligns well with the development of the [SFP Feed Solutions Directory](#). We now urge the aquaculture supply chain to ask: Is my feed from a certified mill, **and to what standard?** By covering all ingredients, not just those viewed as high-risk, the ASC Feed Standard marks a key step forward and helps position aquaculture as a more sustainable, lower-impact source of animal protein.”

## Paul Bulcock

Aquaculture Information Manager,  
[Sustainable Fisheries Partnership](#)

Due Diligence in the ASC Feed Standard provides a pathway to understand and report on the origins and potential impacts of the ingredients used in feed.

These risk assessments deliver **transparency** and **accountability**.





# Sourcing Responsible Marine Ingredients

2024 was the first full year of active adoption of the ASC Feed Standard and we already see positive change happening.

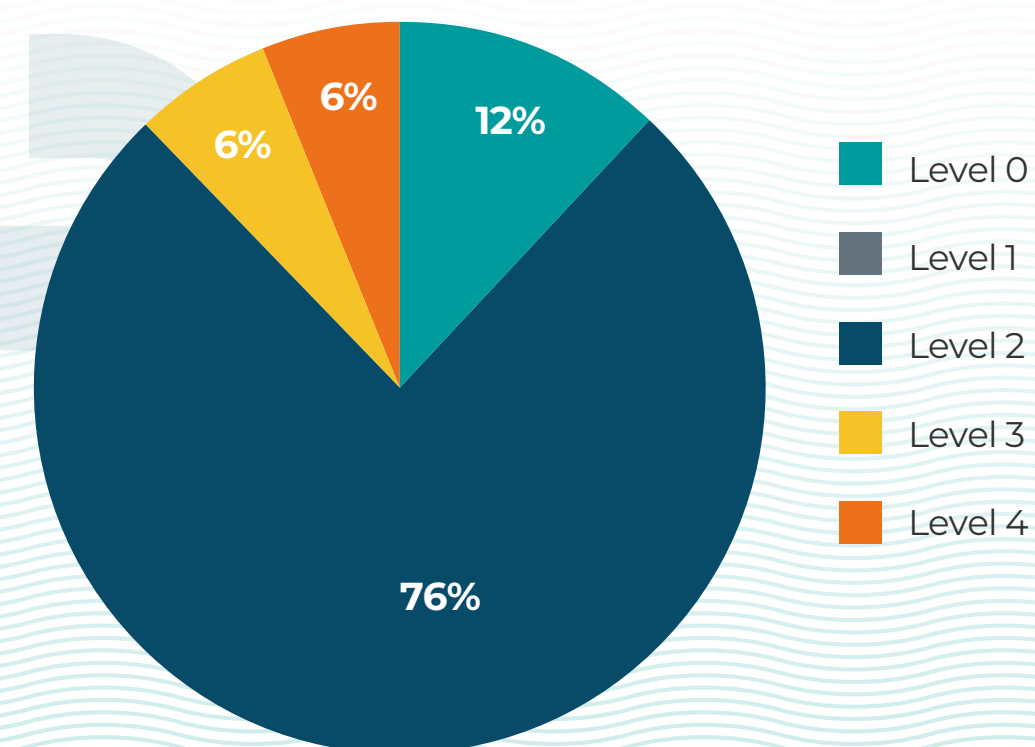
Whole fish marine ingredients from capture fisheries are an important ingredient group used in aquafeed. ASC requires certified feed mills to commit to and demonstrate increasing levels of sustainability in their whole fish supply every three years, progressing towards sourcing from MSC certified fisheries.

This approach incentivises fisheries towards sustainable practices and delivers increasing impact.

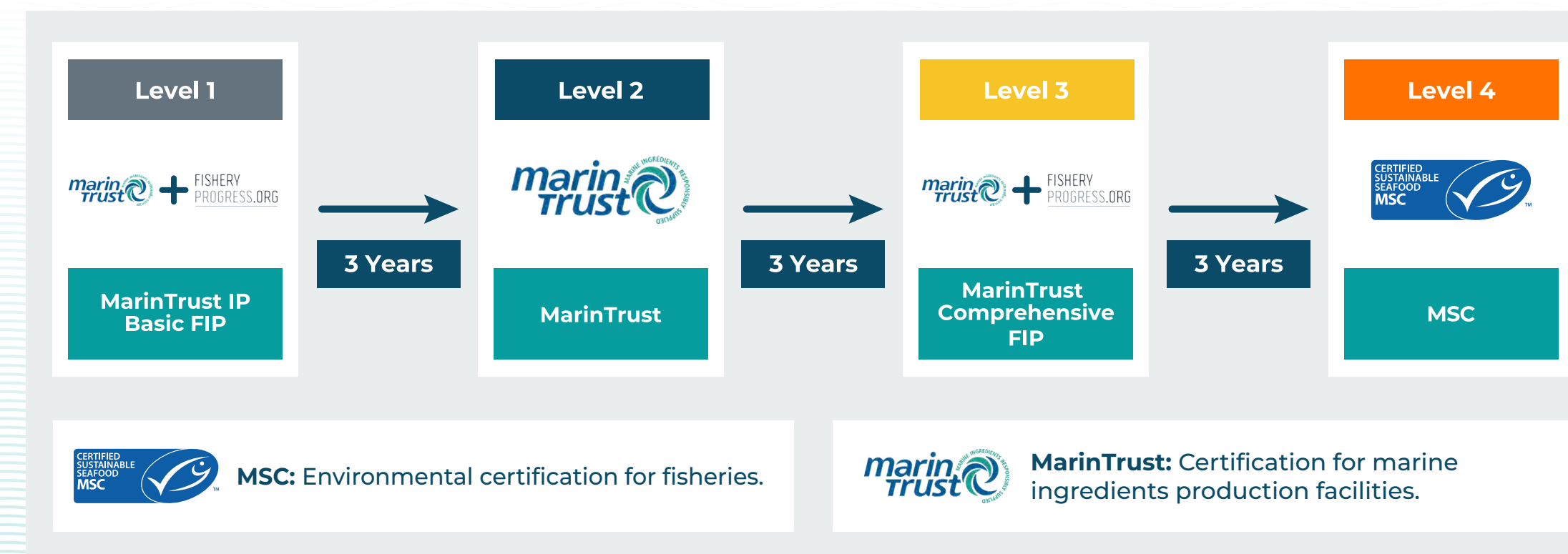
In 2024, **76%** of ASC certified feed mills sourced their whole marine ingredients from Marin Trust approved whole fish (Level 2). This demonstrates that the majority of marine ingredients in ASC conforming feed are already sourced from fisheries on an improvement journey.

Aquafeed SA de CV, Honduras, and Skretting, Canada, have demonstrated that more than 50% of their whole marine ingredients destined for ASC conforming feed are sourced from MSC certified fisheries (Level 4).

## Sustainability levels of marine ingredients in 2024



## The ASC Feed Standard requires that the sustainability level of the majority (>50%) of all whole-fish ingredients needs to improve overtime



## Good to know

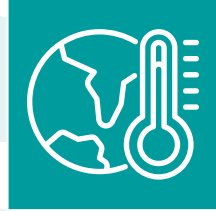
Marine ingredients are only one small element of the feed basket. Our focus is that all ingredients come from responsible sources.

“Since undergoing the ASC Feed Certification process, we now have better traceability, a better understanding of what is in feed and the risks associated with these ingredients. The journey doesn’t end once feed mills are certified – the movement to more responsible feed needs to be driven by the market, and it must be a value chain approach.”

### Jorge Diaz

Global Sustainability Manager, Skretting





# Driving Feed GHG Transparency

Aquafeed is a leading contributor to the greenhouse gas emissions of fed aquaculture, accounting for up to **90%** of total life cycle emissions of a product up to the point of farm harvest. To measure and drive reductions in emissions, transparency is needed.

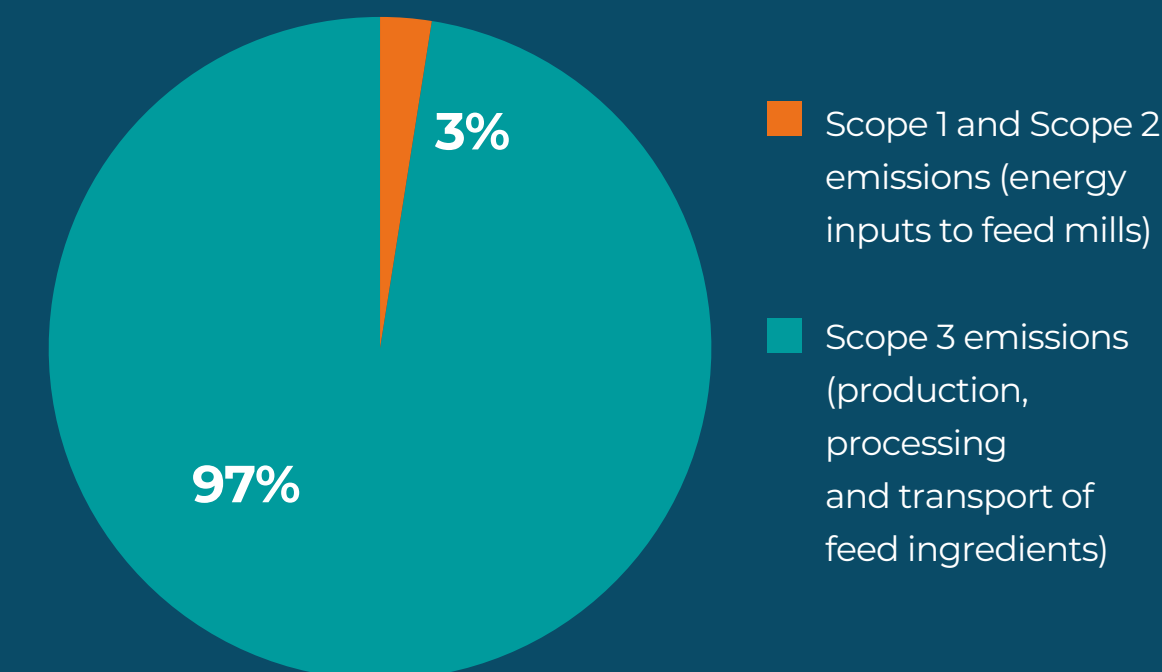
ASC certified feed mills **measure** and **report GHG emissions** from their direct operations and from ingredient production. This delivers a transparent understanding of the relative GHG performance of aquaculture feeds and the drivers of those emissions across the supply chain, enabling targets to be set to improve GHG performance across the aquaculture industry.

## Good to know

ASC has built a [GHG Feed Calculator](#) to help mills estimate the emissions associated with the production, processing, and transport of feed ingredients and inputs to feed milling.

Learn [how to use the ASC GHG Calculator here](#).

## GHG emissions reported by ASC certified feed mills



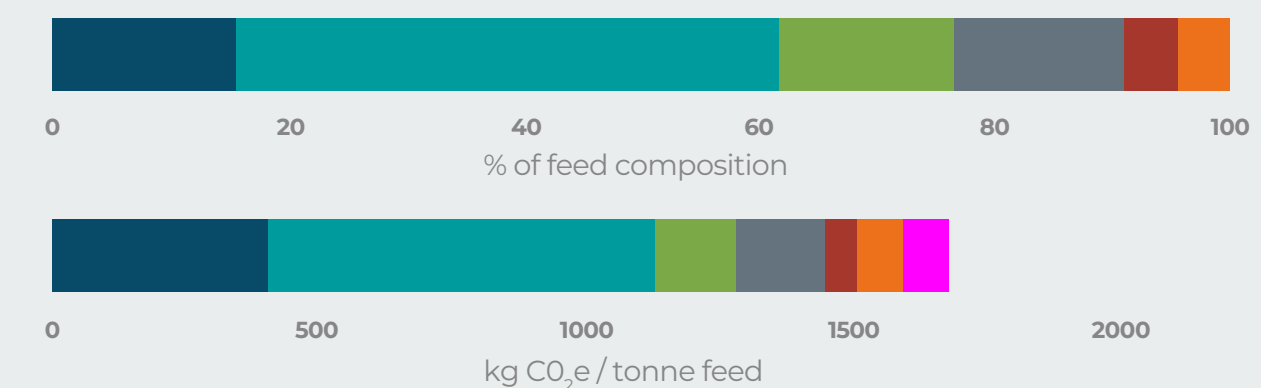
Scope 1 are direct emissions that result from on-site consumption of energy, such as fuels. Scope 2 are indirect emissions resulting from electricity and other off-site energy generation. Scope 3 are emissions associated with the production, processing and transport of ingredients.

## Feed composition and GHG emissions per tonne of feed, preliminary analysis

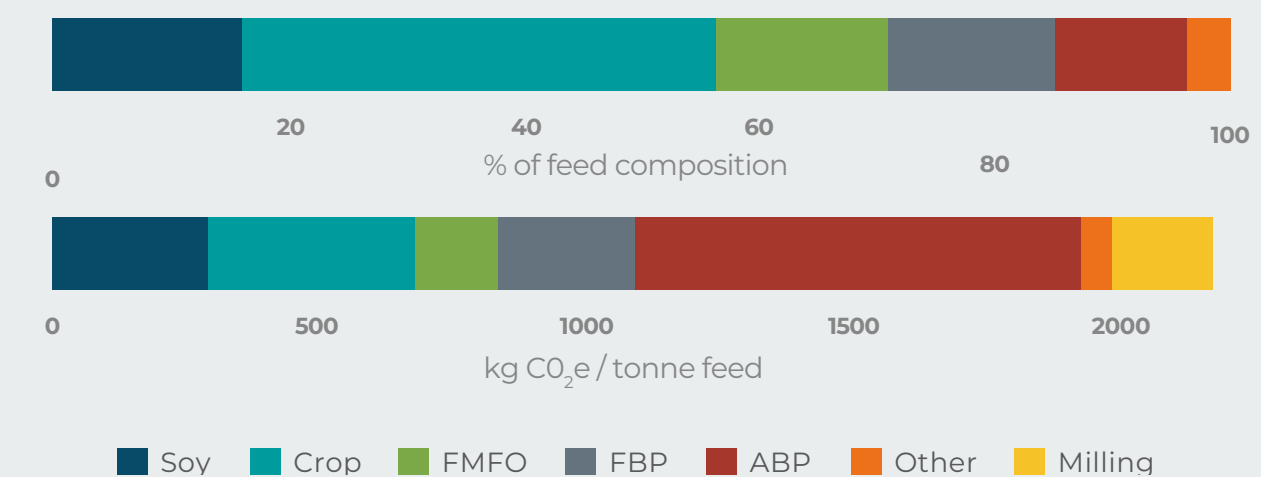
ASC requirements support companies across the farmed seafood supply chain in their reporting efforts. For the first time, these feed mills are detailing their sources of emissions. This information is used to strengthen ASC standards to drive future reductions.

The average GHG emissions per tonne of feed across reporting ASC certified feed mills was **1,680 kg CO<sub>2</sub>e** for economic allocation and **2,180 kg CO<sub>2</sub>e** for mass allocation.

### Economic allocation



### Mass allocation





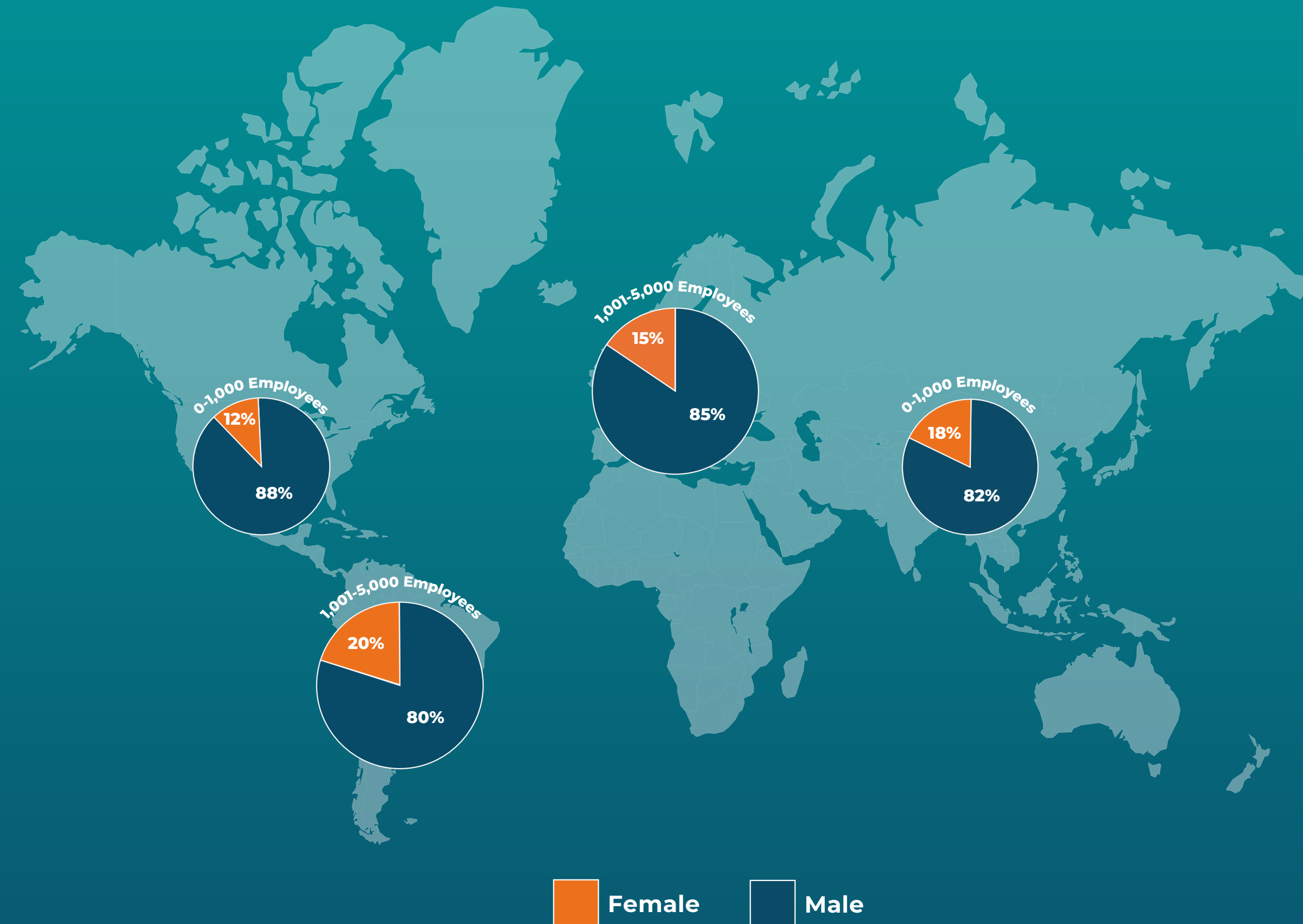


## Workforce at ASC Certified Feed Mills so far...

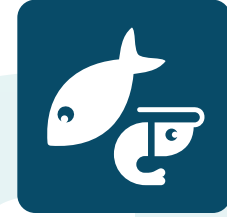
Feed mills, ingredient manufacturers and raw material production facilities employ considerable numbers of people around the world.

ASC Feed Certification protects and advances human rights for workers and communities across ASC certified feed mills and their supply chains.

Understanding who is working on ASC feed mills enables us to continue to strengthen ASC requirements in the future. In 2024, **5,455 people (83% male, 17% female) were employed** at 22 ASC certified feed mills.







# Continuous Improvement for Greater Impact

In 2024, the number of ASC certified farms continued to increase (+10% compared to 2023). Through our 11 species standards (merging into the ASC Farm Standard in 2025), these farms deliver meaningful and measurable environmental and social benefits.

## 2,516 improvements

### Conserving Biodiversity



ASC certified farms deliver benefits to biodiversity through habitat protection and restoration, escapes prevention, reductions in wildlife interactions and mortalities, seabed protection, responsible sourcing of feed ingredients, among others.

## 1,220 improvements

### Fostering Fish Health and Welfare



ASC certified farms foster fish health and welfare through improvements to fish health management plans, responsible medicinal treatments, disease management and efficient use of feed, among others.

## 416 improvements

### Addressing Climate Change



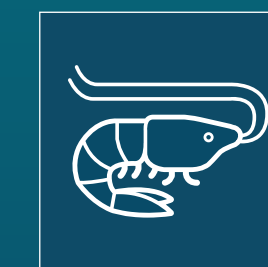
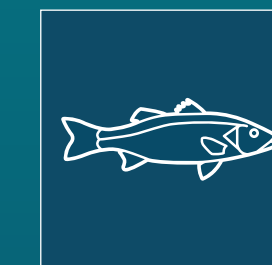
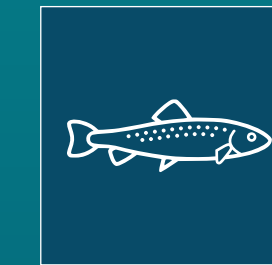
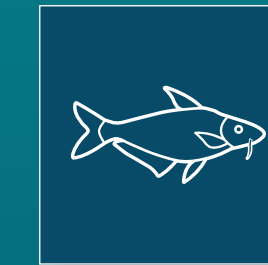
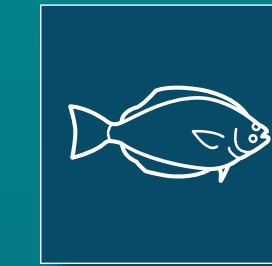
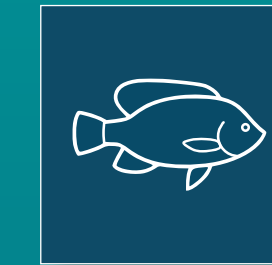
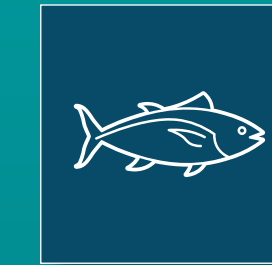
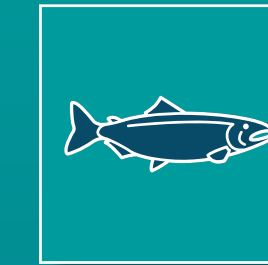
ASC certified farms address climate change through improvements to the management and measurement of GHG emissions, responsible management and efficient use of resources, protection and restoration of sensitive and critical habitats, among others.

## 3,250 improvements

### Improving Lives, Livelihoods and Communities



ASC certified farms improve lives, livelihoods and communities through improvements to community relations, fair and transparent wages and benefits, health and safety training, among others.



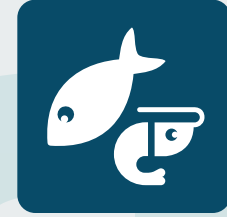
## Salmon

**826**  
certified farms

**1,540**  
environmental  
improvements

**960**  
social improvements





# Growing Impact on the Salmon Industry

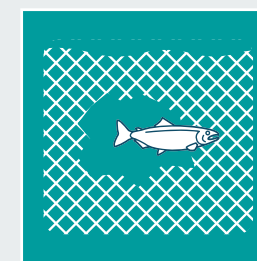


The number of ASC certified salmon farms increased by **16%** in 2024. These **826** farms produced **6.46 Bn portions of responsibly farmed salmon**, representing **41% of global farmed salmon production**, delivering measurable improvements for the planet and people.



Engagement with local communities

151



Strict limits on wildlife mortality, use of deterrent devices and escapes

218



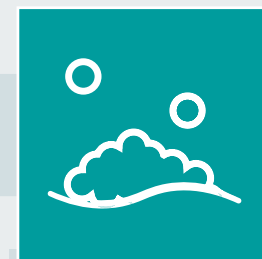
Quantified water quality requirements

292



Measuring and reporting of energy use and GHG emissions

50



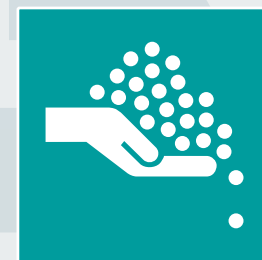
Seabed health and maintenance

299



Improvements to fish health - limits on antibiotic treatments, actions to reduce sea lice

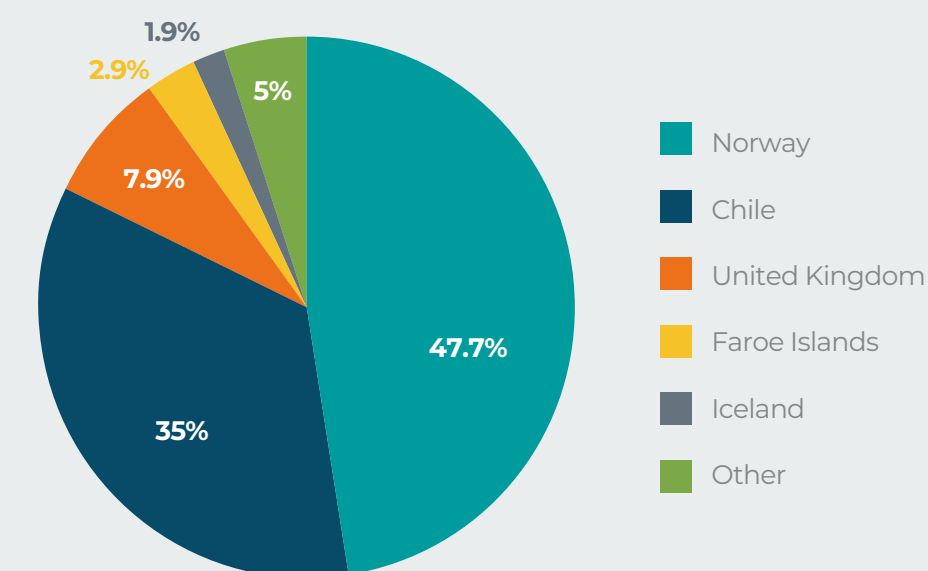
553



Responsible feed ingredients

67

Norway and Chile host nearly **83%** of ASC certified farms globally.



More than **7,219 people\*** (91% male, 9% female) are employed across ASC certified salmon farms.

\*Based on reports from 88% of farm audits in 2024

# Growing Impact on the Shrimp Industry

The number of ASC certified shrimp farms increased by **10%** in 2024. These **733 farms** produced **2.98 Bn portions of responsibly farmed shrimp**, representing **6% of global farmed shrimp production**, delivering measurable improvements for the planet and people.



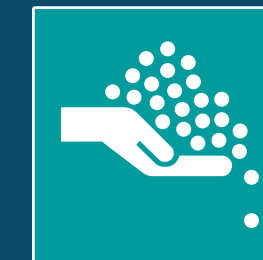
Engagement with local communities

304



Responsible farm siting, habitat maintenance and restoration

283



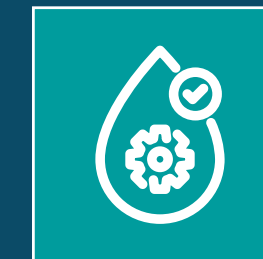
Responsible feed ingredients

188



Measuring and reporting of energy use and GHG emissions

14



Monitoring and maintenance of water quality

214



Improvements to shrimp health - disease control, larval origin prohibiting antibiotic use

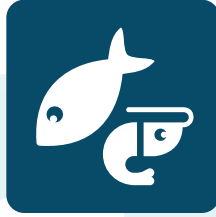
315

More than **21,973 people\*** (95% male, 5% female) are employed across ASC certified shrimp farms.

**80% of ASC certified shrimp farms are found in three countries, Vietnam, India and Ecuador**

\*Based on reports from 82% of farm audits in 2024

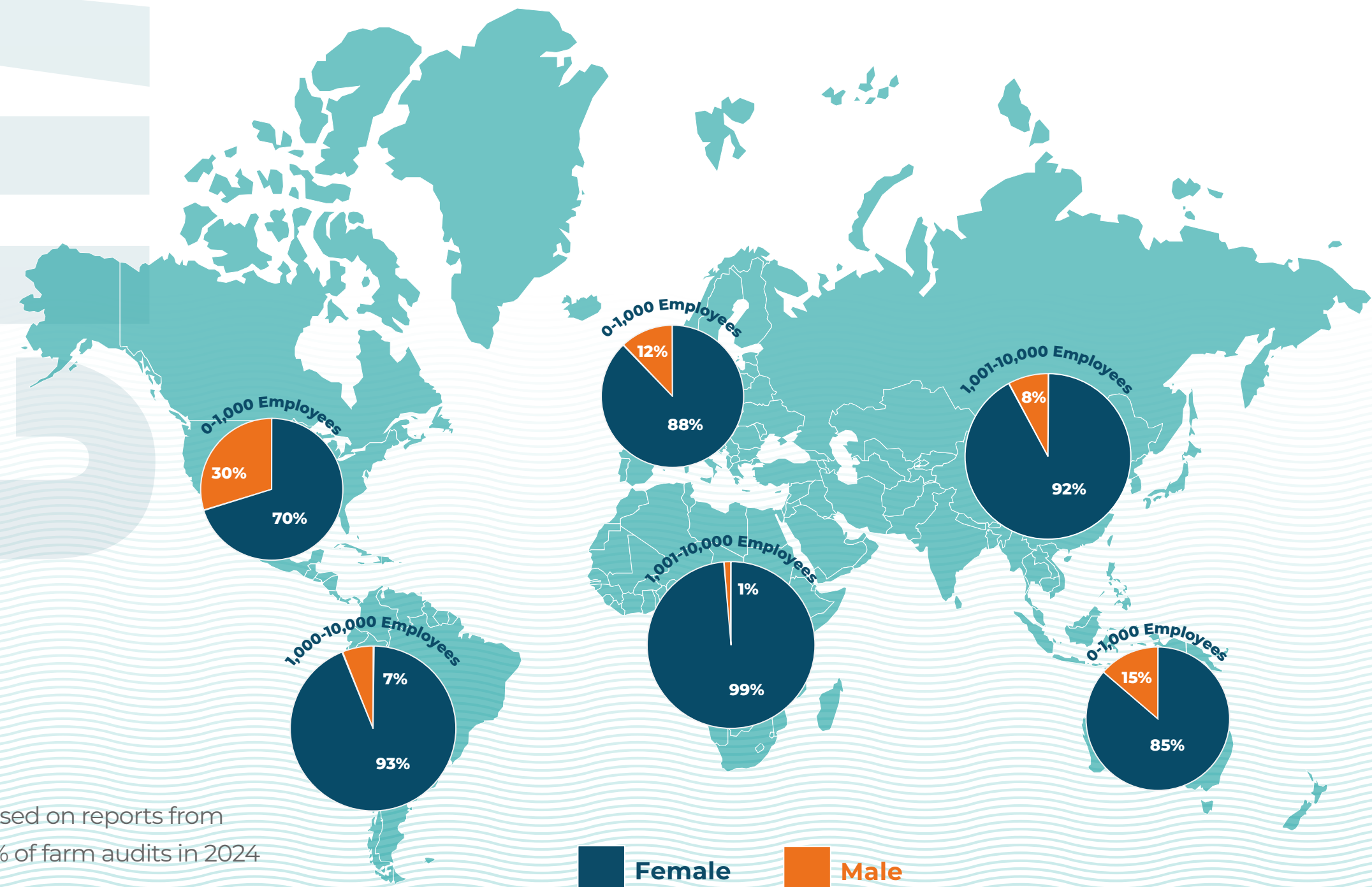




# Protecting People and Communities

More than **22 million** people work in seafood farming globally (according to the FAO, 2024), with limited regulations to safeguard human rights in many parts of the world. ASC certification respects and advances human rights for workers and communities across ASC certified farms and their supply chains.

In 2024, **39,541\*** people (92% male, 8% female) were employed at 2,265 ASC certified farms.



\*Based on reports from 88% of farm audits in 2024

ASC certified farms made **3,250** improvements to drive social responsibility in 2024. This ensures farms are delivering positive social benefits to the people that work there and the communities they interact with.



Preventing child and forced labour

112



Engagement with local communities

538



Improved health and safety

1,022



Fair and transparent working conditions

591





## Spotlight on Advancing Change: Success Story for ASC Certified Turbot in Spain

**Stolt Sea Farm**, who produce turbot along the Atlantic coast of Spain and Portugal, are choosing **change**.

In a landmark achievement, **all nine of Stolt's turbot farms were awarded ASC certification**. Their operations reflect what ASC certification stands for:

**Animal welfare** as a core value.

A deep **integration with local communities and ecosystems**.

A commitment to **science and innovation**, including partnerships with universities and research centres to advance genetics, disease prevention and sustainable feed.

"Certification is not an end, it is a tool that allows us to focus on doing things right and keeping the house in order."

**Rubén Faraldo**

Director of Fish Division,  
Stolt Sea Farm





# Strengthening Seafood Sustainability

2024 marked a pivotal year as we brought years of development and significant stakeholder engagement to fruition with the finalisation of the **ASC Farm Standard**.

The ASC Farm Standard underwent a final round of consultation, with stakeholder feedback driving important clarifications and updates. It was formally approved by the ASC Technical Advisory Group and Board.

Effective in 2025, the ASC Farm Standard offers a broader, more consistent approach to responsible seafood farming. Built on four core principles, it strengthens requirements for continuous improvement and drives meaningful change for **fish, farms, people**, and the **planet**.

We also finalised the revised **ASC Farm and Feed Certification and Accreditation Requirements** that underpins the ASC Farm Standard and ASC Feed Standard.

## Farm

**Supports meeting regulatory and evolving supply chain requirements** through measures that underpin legal compliance and ethical operations

Farm  
management  
1

## Fish

**Improves farming practices and fish health** through a holistic approach to animal welfare

Animal  
welfare  
4

## Planet

**Conserves biodiversity** at the farm and beyond by setting clear risk-informed requirements

Environmental  
stewardship  
2

## People

**Puts workers and communities front and centre** by addressing the broadest range of human rights topics

Human  
rights  
3

asc  
FARM  
STANDARD



## Spotlight on Advancing Change: Protecting the Rights of Indigenous People

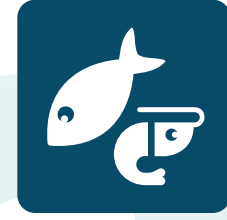
We continued to explore the integration of the principles of Free, Prior, and Informed Consent (FPIC) into the ASC Farm Standard.

FPIC is the fundamental human right of Indigenous peoples to approve or reject activities impacting their lands, territories, and resources. This initiative underscores our commitment to enhancing community engagement and safeguarding Indigenous rights within the seafood farming sector.

ASC has worked closely with the Consensus Building Institute and Ngūlamtun SpA, who have been instrumental in building connections, facilitating understanding and co-designing the project framework. The team spent time engaging with Indigenous leaders, including Mapuche and Kawesqar, as well as salmon farming companies in Chile. This emphasised the importance of genuine engagement, cultural respect, and transparent communication.

Next steps will pilot a possible FPIC process in Chile and expand the approach to other regions to ensure broad applicability of adapted community engagement and grievance mechanisms requirements in the ASC Farm Standard.

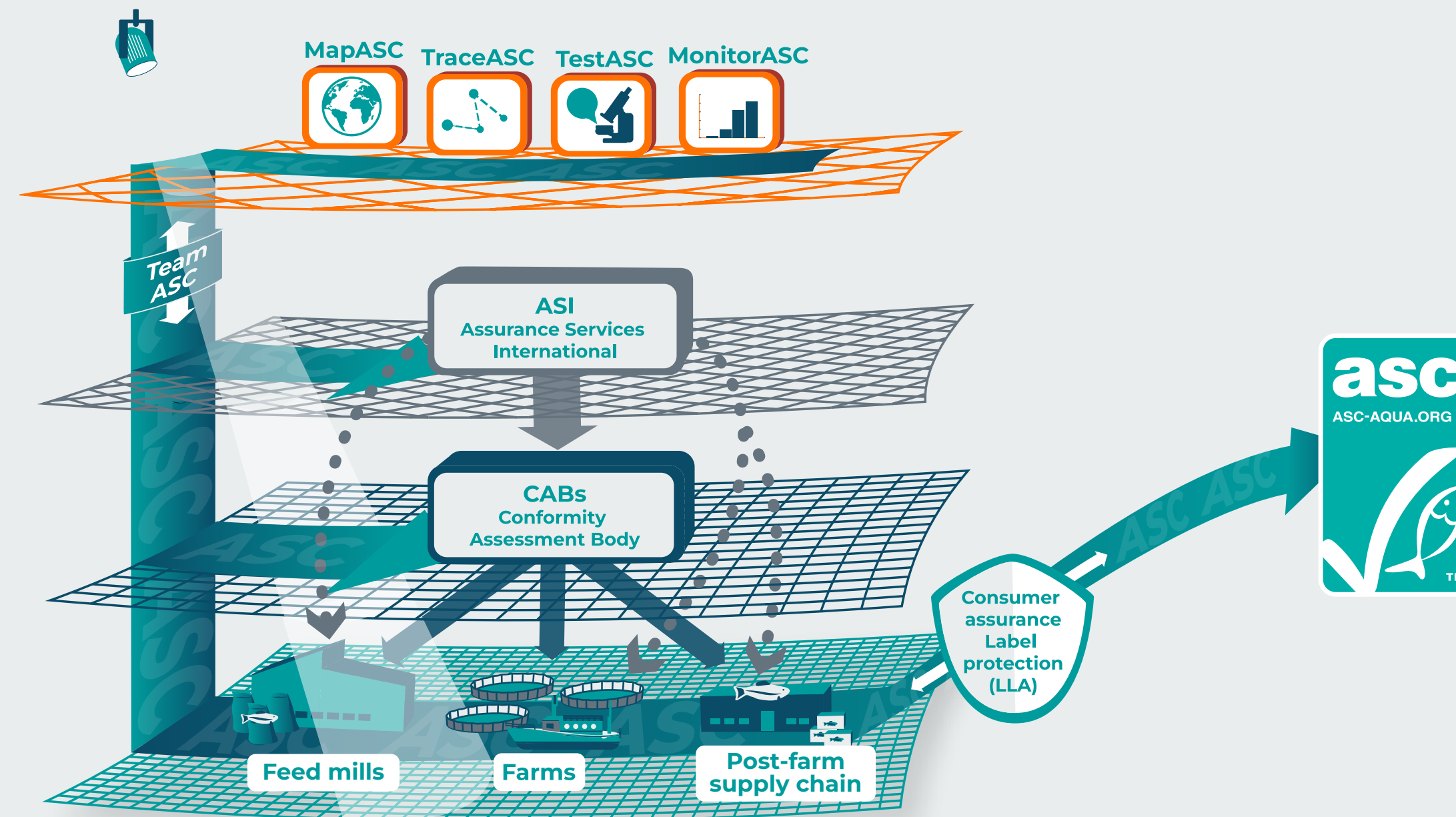




# Mitigating Supply Chain Risk with True Transparency

There is no proof of impact without transparency and independent verification.

ASC has the strongest, most transparent assurance framework that underpins our programmes. This multi-layered approach assures the integrity of ASC certified supply chains and ASC labelled seafood, empowering you to **prove the sustainability of your seafood.**



- 1:** Risk-based tools test, trace, map and monitor
- 2:** Verifying the verifiers through oversight by Assurance Services International (ASI)
- 3:** Verification against standards via independent audits
- 4:** Transparency with certification and performance data publicly available
- 5:** Continuous process monitoring across the supply chain

When the **ASC label** is on pack, consumers can be sure they are choosing seafood that comes from ASC certified farms that meet the highest environmental, social and welfare requirements.

If the ASC label isn't used, independent verification of the seafood is not provided.



# ASC Programme Assurance in Numbers

ASC works closely with Assurance Services International (ASI), an independent organisation that checks the work of our approved auditing companies (Conformity Assessment Bodies, CABs).

**93%** retention of ASC certificate holders

**12** accredited CABs  
**269** auditors worldwide

**1,487** audits against ASC standards in **54 countries**

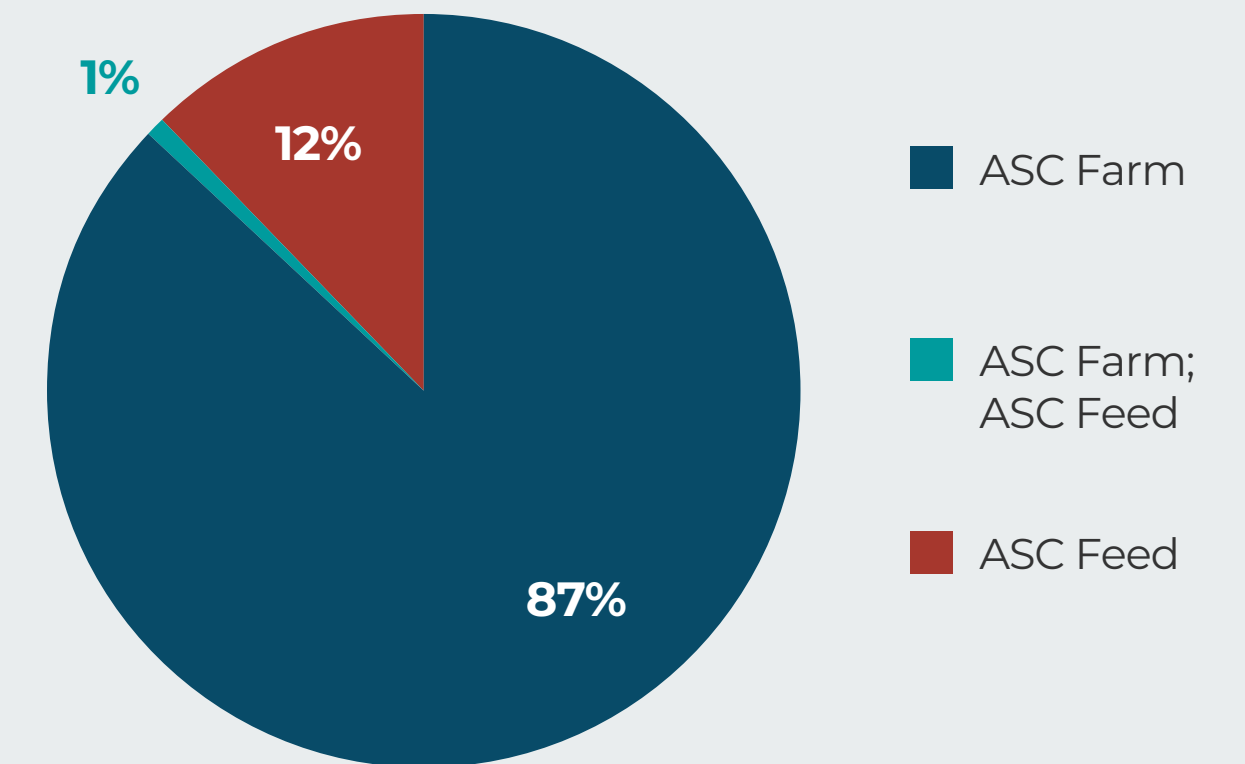
**44** farms suspended for violations

**20** achieved certification following improvements

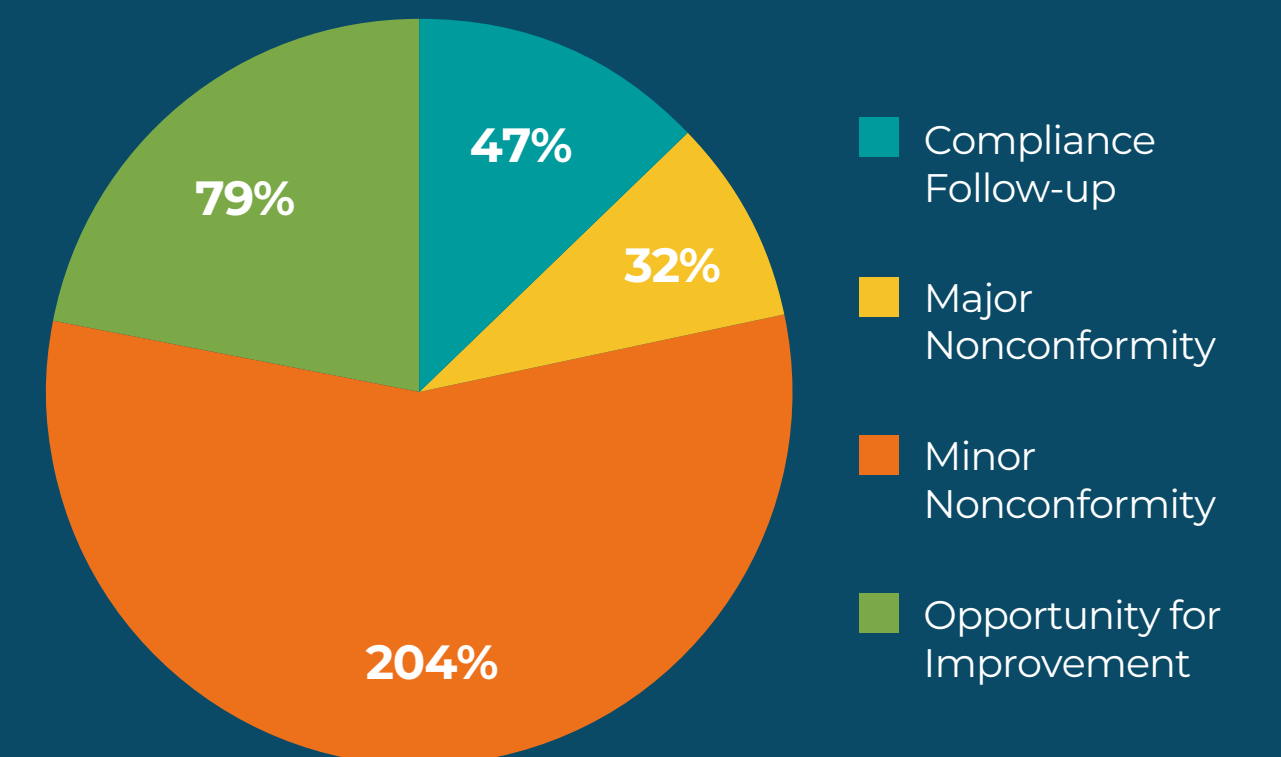
Social auditors spent **1,964 days** auditing farms against ASC standards

Environmental auditors spent **2,982 days** auditing farms against ASC standards

ASI supports ASC programme integrity by checking CABs and farm performance based on factors such as regional risks, species in production and performance history of specific farms. In 2024, ASI checked 79 ASC audits in 25 countries in review of technical capacities and quality.



In addition to assessments, ASI tracks incidents that may require further investigation and evidence to verify CAB and farm performance. Incidents are raised based on information provided by ASC or ASI outside of the defined audit process, triggered through stakeholder feedback, review of audit findings or other means. In 2024, 51 incidents were raised across categories of audit quality and auditor competency, environmental impact, conflict of interest, labour issues and workers rights, certification decisions and potential fraud; resulting in 362 findings for further action.







## Pathways for Improvement Beyond Certification

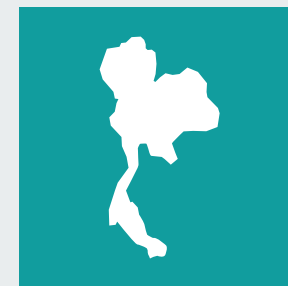
By 2030, global markets will only demand around **24% of seafood to be responsibly produced** – it's important we turn the remaining farms into responsible, long-term positive contributors to food systems, livelihoods, and ecosystems.

ASC goes wider than certification to drive change in seafood farming. In its second year of operation, the **Improver Programme by ASC** welcomed more farms in new countries and celebrated the success of demonstrating real improvement in Aquaculture Improvement Projects (AIPs).

## AIP stats in 2024



**14**  
Active AIPs



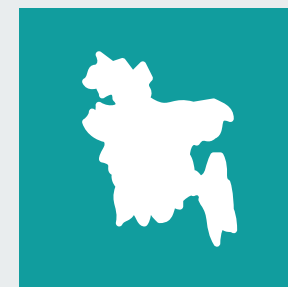
### Thailand

11 AIPs with 11 Sites



### Indonesia

2 AIPs with 3 Sites  
(2 completed AIPs with 2 sites)



### Bangladesh

1 AIP with 125 Sites

## Project Spotlight:

Thai Union is committed to improving Thailand's shrimp supply chain

Thai Union is transitioning 15,700 MT of shrimp from local farmers into the Aquaculture Improvement Project (AIP) under the Improver Programme by ASC. To achieve this positive, impact-driven commitment, Thai Union has strengthened internal capabilities by training implementers who support and share best practices with farmers. This work increases access to responsibly sourced supply and supports farmers in securing additional business opportunities.

With a commitment to responsible aquaculture, Thai Union is dedicated to both increasing their volume of ASC certified shrimp and improving farming operations through AIPs. Thai Union has launched the first phase of AIPs, involving 2,250 MT of shrimp from 11 company-sponsored farms that are undergoing improvement journeys.

Participating farms receive technical training on waste management, feed efficiency, and record-keeping. The initiative strengthens sustainability while helping small-scale farmers overcome barriers to certification, such as cost and limited resources. To support them, Thai Union launched AIPs focused on building knowledge, improving practices, and enabling certification readiness. Each AIP includes a gap analysis, time-bound action plan, and public progress reporting.

These efforts are laying the foundation for ASC certification through critical on-farm enhancements, including documentation systems, biosecurity measures, and improved labour practices. Several farms have also installed solar panels through a partnership between Thai Union and a solar energy provider, part of a larger push to embrace renewable energy and lower greenhouse gas emissions from aquaculture operations in the country.



## Spotlight on Advancing Change: Driving Sustainable Aquaculture – a Collaborative Roadmap

ASC and the [Sustainable Fisheries Partnership](#) teamed up for a two-year initiative, supported by the Walmart Foundation, to advance sustainable aquaculture through landscape approaches and Aquaculture Improvement Projects (AIPs). This collaboration focused on Andhra Pradesh, India, aiming to foster responsible growth in the region's aquaculture sector.

Much of global aquaculture today relies on large quantities of seafood delivered from numerous small-scale producers, where land ownership and regulatory requirements may be unclear or lacking, and market incentives that reward producers are missing. Many current approaches to aquaculture management don't accommodate these unique challenges of small-scale producers across a landscape, such as the needs for different incentive structures to mitigate risk and improve operational practices.

A landscape approach recognises these, and other challenges, and strives to elevate the environmental and social baseline of the entire shared area, to deliver benefits resulting from the improvements made in the primary sector.

Covering significant challenges like water pollution, unfair labour practices, and lack of incentives by engaging all key stakeholders, it recognises the complex interplay of enabling conditions, barriers, incentives, and local governance essential for driving lasting change and leveraging market influence effectively.

ASC and SFP released [A Roadmap for Landscape-Level Improvements in Aquaculture](#) in July 2025, specifically addressing shrimp farming in the region, with global applicability.

"However you define it, change at the landscape-level needs to be driven locally, through local governance arrangements, policy frameworks, and organisations."

**Chris Ninnes**  
CEO ASC

"The key to improvement lies with those who are directly affected. Our role is to listen, understand, and enhance existing efforts. Sometimes, no changes will be necessary, while other times, significant transformations may be required. More often than not, adjustments will fall somewhere in between, with individuals needing support to implement them effectively."

**Andhra Pradesh,**  
Small-scale fisheries expert



# Systems for Continuous Improvements

Delivery of the rigorous ASC requirements relies on layers of **development**, **consultation** and **review**. It's a key component that underlies the transparency and credibility of the ASC programmes.

In 2024 ASC conducted stakeholder consultation on the ASC Feed Standard, ASC Farm Standard and Farm and Feed Certification and Accreditation Requirements (CAR). These consultations are critical components of ASC governance to ensure that insights from key stakeholders have informed the development of our programmes. We are thankful to the hundreds of stakeholders that contributed feedback during our consultations.

The ASC Technical Advisory Group (TAG) is comprised of representatives with technical expertise from the aquaculture industry, NGO, academia, and the assurance sector. The ASC TAG provides technical recommendations and advice on the requirements of the ASC certification programmes to the ASC Supervisory Board.

ASC consulted with stakeholders through surveys, interviews, and workshops, receiving responses from across 46 countries.



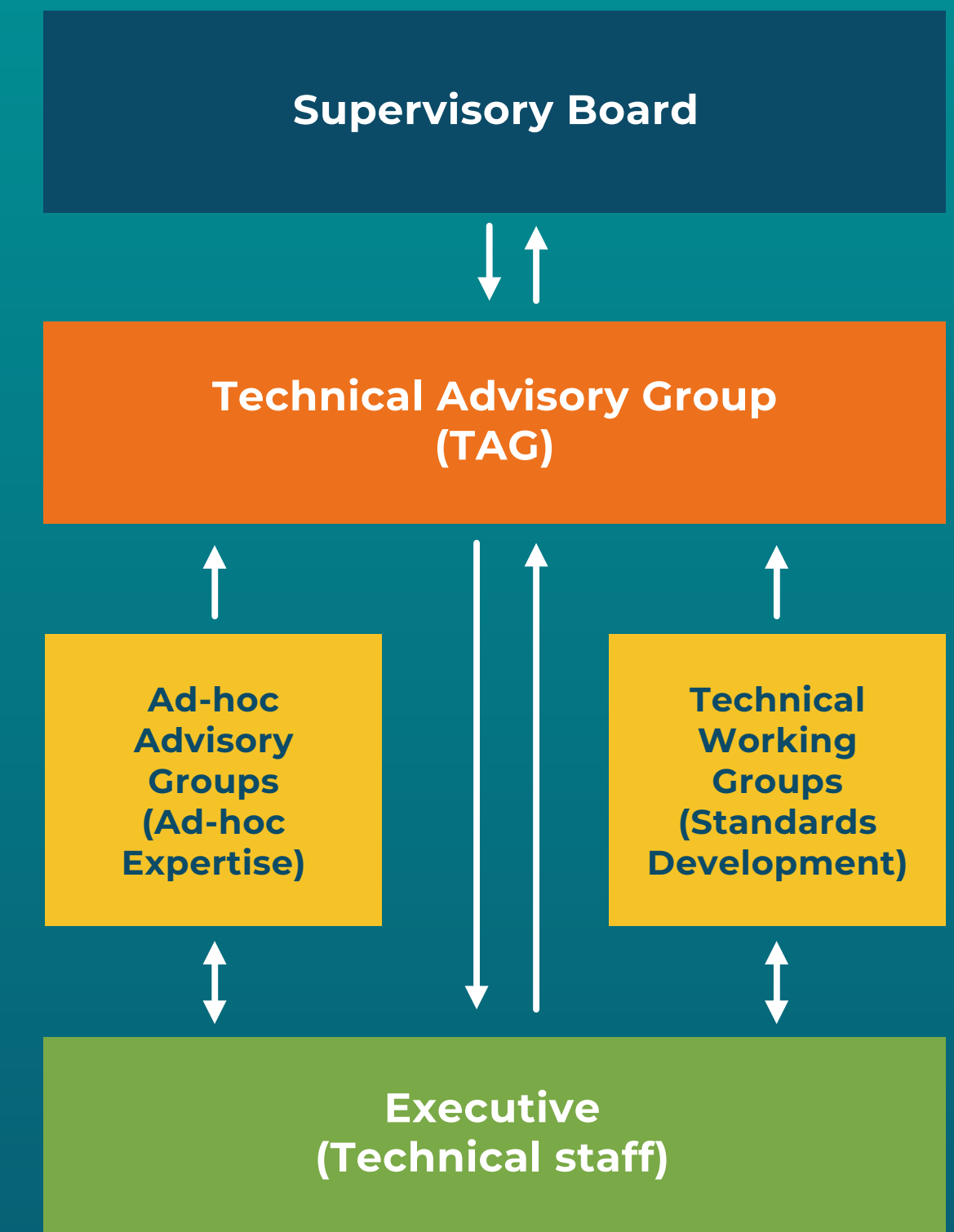
- 660** stakeholder and ASC Farm Standard survey responses
- 34** direct producer interviews
- 7** auditors in desk-based evaluation of auditability
- 19** workshops with CABs
- 46** open email feedback



## Stakeholder response profile

- 660** ASC certified producers across various production species and systems
- 28** NGOs
- 27** CABs and auditors
- 12** Retailers

In 2024, the ASC TAG met three times to review feedback and development of ASC content for approval by the Supervisory Board.



Relationship between Board, TAG, the Executive, Ad-hoc Advisory Groups and Technical Working Groups



## Championing Change Through Collaborations to Innovate, Accelerate and Drive Demand





# Collaborating for Change in 2024

ASC experts were invited to events globally to deliver speeches and take part in panels on multiple topics, sharing and building knowledge for actionable change in responsible seafood farming.

We met with customers at the world's largest seafood expos held in Boston, Barcelona, and Singapore, as well as at Global Shrimp Forum in Utrecht, engaging with industry leaders and stakeholders.

CEO Chris Ninnes delivered keynote speeches at Tokyo Sustainable Seafood Summit and at IntraFish International Salmon Week.

ASC attended

55

events in 2024

ASC was invited to speak at

24

of those events in 2024

## MOU with National Institute of Fishery and Science in Korea:

NIFS has crucial role to play in all aquaculture industry in Korea such as breeding, developing practices, feed, seaweed and environment of aquaculture.



## ASC and Kaleka (Indonesia):

Implementing a jurisdictional AIP with NGO Kaleka in the Seruyan district of Indonesia.



## ASC and WWF (Malaysia):

Five-year agreement to strengthen collaboration and increase awareness and the number of AIP farms in Malaysia.







# Spotlight on Championing Change: Advancing Responsible Seafood Together

ASC is an active member of the Conservation Alliance for Seafood Solutions (CASS) - a global community of NGOs, seafood businesses and technical experts working together to advance responsible seafood. CASS facilitates collaboration, shared learnings and strategic alignment across projects, geographies and supply chains.

ASC regularly engages in CASS working groups and community dialogues, contributing expertise on key responsible aquaculture topics, including responsible feed, traceability, human rights and climate resilience.

The collaboration CASS brings strengthens the credibility and cohesion of the sustainable seafood movement.



At the 2024 Alliance Annual Conference, ASC hosted sessions on Free, Prior, and Informed Consent (FPIC), Measuring Impacts and participated in a panel with other leading programs as part of the Certification and Ratings Collaboration.



# The Power of ASC Certification: Derisking Seafood, Advancing Blue Finance

The opportunity to support farmers and other seafood supply chain actors who operate responsibly and sustainably is building momentum through the increasing availability of blue finance.

ASC and MSC have started exploring how responsible seafood can drive sustainable financing in global capital markets through engagement with financial institutions, policy makers and NGOs. Principles across ASC and MSC standards effectively identify and mitigate key environmental and social risks that are material to advancing blue finance.

We engage with partners across specific topics of blue foods, innovative financial products, policy developments, as well as metrics and data needed to drive sustainable financial flows. By applying performance data that demonstrates responsible operations, ASC and MSC certification signals to investors that **risks are effectively mitigated** and **seafood can be sourced responsibly**. The data supports metrics that drive sustainable finance flows.

In late 2024, we were pleased to see the Deutsche Bank [policy](#) in relation to aquaculture and the strong and unique references to the ASC standard. Banks are beginning to signal to companies that ASC certification is expected within the aquaculture sector going forward.

We are taking this work further in an ISEAL Innovations Fund project supported by the Swiss Secretariat for Economic Affairs SECO to develop a coherent and verifiable ESG performance dashboard to promote the financing of the seafood sector to deliver measures of sustainability.





# Recognising Sustainable Seafood Champions

We host awards celebrating those choosing ASC for CHANGE, driving seafood sustainability and boosting consumer demand for ASC and MSC labelled seafood.

## Nordic

### Producer of the Year

Cermaq: For its innovative iFarm project

### Retailer of the Year

IKEA: For its exclusive commitment to sell ASC certified salmon

### Newcomer of the Year

Nordic Trout Sverige: For becoming the first ASC certified farm in Sweden



## Australia

### Best Responsible Seafood Retailer

ALDI: Also named Aquaculture Champion and Best Seafood Trader

### Best Responsible Seafood Producer

Yumbah Aquaculture: Recognised for sustainability and community engagement

### Best Responsible Seafood Brand & New Product

I&J: New Sweet Chilli Fish Tenders; continued brand excellence

### Best Responsible Seafood Product

KB Seafood Company: Sea Creature Fish Bites



## United Kingdom

### Brand of the Year

Fish Said Fred: 100 % ASC certified farmed seafood; recognised for extensive range and active promotion

### Retailer of the Year

Sainsbury's: Third consecutive win; largest share of ASC labelled products

### Retail Supplier of the Year

Lyons Seafoods: Nominated by UK retailers for expanding certified seafood availability





# Connecting Buyers with Responsible Seafood

Throughout 2024, we continued to connect retailers and brands with ASC certified farms on our unique **ASC Discovery Tours**.

Journalists from the US joined us for the first time on the Greece tour, opening their eyes to how ASC certified farms operate. These experiences enhance seafood buyers' understanding of responsible aquaculture and create valuable opportunities for producers to connect with the global market.

"It was clear to me visiting multiple salmon farm sites in Chile that ASC certified farms had more visibly active and healthier salmon. The trip reinforced my belief that ASC certified farms are a gateway to improving environmental conditions, helping introduce more sustainable farming practices, and deliver a more responsible aquaculture outcome."

**Michael Cochran**

Sr. Merchant, Fresh & Frozen Seafood, Sam's Club

## Norway

In partnership with Control Union Norge, attendees from Sainsbury's, Colruyt, Frais Embal, Highliner, Disney, Pescanova, Loblaw's and E-mart, visited the facilities and farms of Leroy, Salmar and Mowi.



## Greece

Buyers from Wild Fork Foods, Migros Group and New England Seafood International visited seabass and seabream farms operated by AVRAMAR and Galaxidi Marine Farm – the oldest farm in Greece – to see responsible seafood farming practices from hatchery to harvest.



## Chile

Representatives from Sam's Club, Sysco, Holland America and High Liner Foods joined ASC amid a backdrop of snow-capped volcanoes to learn about the full farm to fork journey of ASC labelled Chilean salmon, visiting Marine Farms, Cermaq, Salmones Blumar, Multi X and Mowi Chile.





# Driving Consumer Demand for ASC Labelled Seafood

Our established regions continued stable development in the sales of ASC labelled products, with impressive growth across several key emerging markets.

Increased product sales were most notable across Japan, Australia, UK and US in 2024. The growing demand for sustainable seafood across these and other markets globally, contributed to more farms achieving ASC certification in key producing regions around the world.

\*five-year increases measured from 2020 through 2024 calendar years.



## US

Sales of ASC labelled products increased by **50% in 2024**, compared with 2023, tripling the value of ASC labelled shrimp products alongside notable rising demand for tilapia.

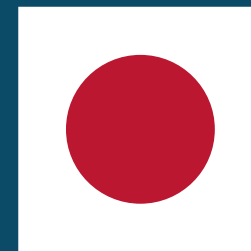
These demands contributed to five-year\* increases in **ASC certified shrimp farms of 187% in India and 77% in Ecuador.**



## UK

Sales of ASC labelled products increased by **14% in 2024**, compared with 2023, largely driven by sales of ASC labelled salmon.

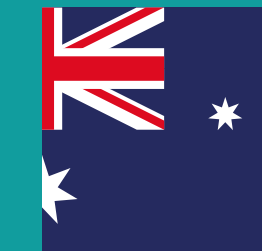
These demands contributed to growth and establishment of ASC certified salmon farms in the UK, where there were none prior to 2019.



## Japan

Sales of ASC labelled products increased by **13% in 2024**, compared with 2023, tripling the value of ASC labelled coho salmon products.

These demands contributed to a five-year\* increase in **ASC certified salmon farms in Chile of 82%.**



## Australia

Sales of ASC labelled products increased by **99% in 2024**, compared with 2023, doubling the value of ASC labelled products.

These demands contributed to a five-year\* increase in **ASC certified pangasius farms of 35% and shrimp farms of 170% in Vietnam.**



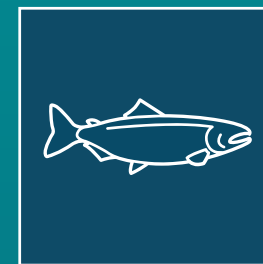


# Empowering Consumers to Prove the Sustainability of Their Seafood

As global demand for sustainable food grows, consumers are actively seeking trustworthy choices. ASC certification meets this need by providing seafood that is verified as responsibly produced, with a focus on animal welfare, environmental impact and social responsibility.

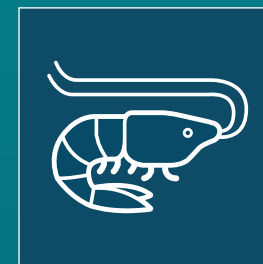
A nutritional powerhouse, ASC certified seafood was available to consumers across **121 countries in 2024**, increasing by **34%** over five years.

## ASC certification delivers responsibly farmed seafood globally



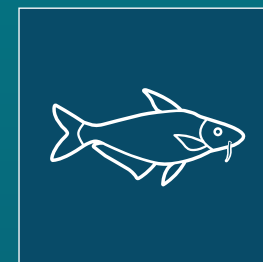
Portions of responsibly farmed salmon

**6.46 Bn**



Portions of responsibly farmed shrimp

**2.98 Bn**



Portions of responsibly farmed pangasius

**891.85 M**



Portions of responsibly farmed tilapia

**289.22 M**



Portions of responsibly farmed bivalves

**285.67 M**





# Driving Consumer Awareness of ASC Labelled Seafood

## ASC around the world

In 2024, we ran 17 dedicated consumer campaigns in 20 countries

An estimated 2.7 billion people saw or heard our campaigns

We celebrate the highest ASC recognition in markets with the longest campaign history.



### Australia:

*“Choose Super Seafood”*

Market share of Australian retailers involved in the campaign: 38%

**Total reach:**  
120 million people



### France:

*“We all have a role to play”*

Market share of French retailers involved in the campaign: 68.1%

**Total reach: 35 million people**



### UK:

*“Winner winner, choose certified fish for your dinner” (Sainsbury's)”*

**Social media reach:**  
+500K



### Benelux and DACH:

*“Think Fish Week”*

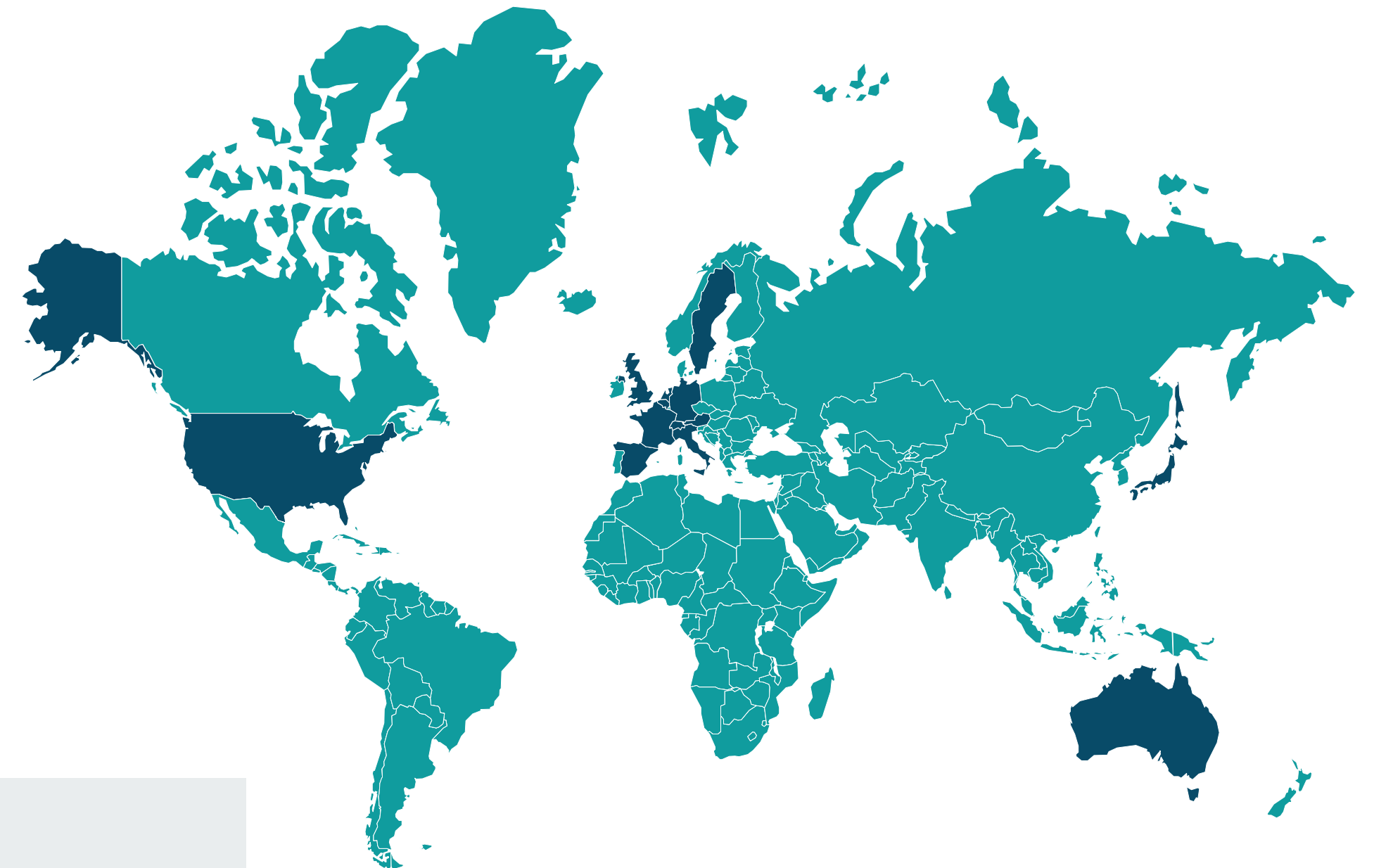
**Total reach:**  
430 million people



### Japan:

*“Choose and protect the future of fish”*

**Total reach: 2 billion people**



### North America:

*“Sea Green. Be Green.”*

**3.1 million** media impressions

**15,700** in-person consumer connections

**Collaborations with over 65 partners**, including in-person events & promotions with 4 retailers, 11 brands/distributors and 10 foodservice companies

\* Reach measured through multiple moments of interactivity



# Success in Spain Through Collaboration with El Corte Inglés

ASC embarked on its first national consumer campaign in **Spain**. This multifaceted initiative in partnership with **El Corte Inglés**—one of Spain’s most recognised retail brands—marked a strategic leap forward in brand visibility and consumer trust.

**Goal:** Reshaping perceptions of, and igniting stronger demand for, responsibly farmed seafood

In nearly 280 El Corte Inglés locations, the campaign was designed to grab attention, challenge outdated views of seafood farming, and raise awareness of the ASC label as a symbol of responsibility.

## During this campaign

Over **400** fishmongers received ASC training

**42%** of fishmongers identified sustainability and supply as key benefits of farmed seafood, far outweighing their concerns

This transformation demonstrates how retail partners, on-the-ground education, and smart messaging can reshape narratives and bolster demand for responsible seafood.

## Good to know

El Corte Inglés is the first retailer in Spain to achieve ASC certification for its fresh fish counter, offering species with the ASC label – including fresh ASC labelled salmon which has become more popular than the for-decades-top-ranked hake!



# #ACUICULTURÍZATE

La acuicultura responsable ¡existe!



Para estar seguro, busca el sello ASC en los productos de El Corte Inglés.

Con la garantía y el compromiso de El Corte Inglés





# Seafood Sustainability Progress in South Korea

Establishing the Korea Sustainability Certification Alliance to create a culture of sustainable resource use and management.

**Goal:** Unite efforts to promote sustainable resource use, boost awareness and build sustainable supply chains

A major success in 2024 was establishing the **Korea Sustainability Certification Alliance (KSCA)** alongside the Forest Stewardship Council (FSC), World Wildlife Fund for Nature (WWF), and Marine Stewardship Council (MSC).

The first KSCA forum, “Global ESG Initiatives: Strategies for Biodiversity Conservation in the Era of Climate Crisis,” drew over 60 stakeholders.



# Championing Sustainable Seafood Dining in Japan

ORIX Hotels & Resorts is a hospitality brand committed to showcasing the rich diversity of Japan through its unique portfolio of hotels and ryokans across the country.

**Goal:** Raise awareness and understanding of sustainability through dining experiences

For its 5th anniversary, ORIX Hotels & Resorts began offering ASC certified seafood at 16 of its properties, reaffirming their commitment to sustainability and transparency in sourcing. In providing responsible seafood choices, they actively contribute to raising awareness and understanding of sustainability through dining experiences.





# Sea Green Be Green in North America: Momentum Continues to Build

In 2024, the ASC label gained unprecedented traction across North America. With **183 new ASC labelled products** launched

**Goal:** Spread awareness and understanding of ASC labelled seafood

Through a dynamic mix of six multimedia marketing events in key regions—including Austin, Atlanta, and across Canada—ASC engaged with over **15,000** consumers in-person, amassed over **3.1 million** media impressions, and **10 million impressions** and engagements on social media.

ASC also collaborated with retailers, distributors, and chefs to further spotlight ASC-labelled seafood.

## A big year of coverage at events

ASC's Summer Seafood Series paired education with flavor, featuring ASC-certified seafood in stores and restaurants across Atlanta.

The promotion reached 5,000+ consumers and earned positive coverage from local and national media.

At SXSW in Austin, ASC brought responsible seafood farming to the cultural main stage, with a high-profile reception, influencer dinner, and expert panel moderated by CEO Chris Nines.

The events drew 5,000+ industry thought leaders and members of the public, generating national press and social buzz, driving consumer awareness of ASC-labelled seafood.

## Holland America Line sets sail with ASC certified seafood

Holland America Line became the first global cruise line to achieve ASC and MSC certifications, expanding its Global Fresh Fish Program to offer certified responsible and sustainable seafood.

They unveiled the news to media aboard its cruise ship Nieuw Statendam in Fort Lauderdale, Florida. The launch included presentations from Holland America, ASC and MSC leadership, with a ship tour and dining experience featuring certified seafood from acclaimed Chef Masaharu Morimoto.

The announcement was covered by over 40 media outlets, including USA Today, Food & Wine, Yahoo and Travel & Leisure, putting ASC in front of the nation – and beyond.





# Super Seafood with Simplot Australia

Simplot Australia has emerged as a key driver of ASC labelled seafood.

**Goal:** Strengthen awareness of responsible seafood through partner engagement

What began with post-pandemic workshops in 2022 quickly grew into a strategic partnership. By 2023, Simplot had expanded its ASC labelled range and joined the ASC Discovery Tour to Vietnam to learn more about the responsibly farmed seafood they source.

In 2024, it helped launch the national “Super Seafood” ASC and MSC collaboration campaign, backed by I&J promotions. Simplot’s leadership shows how long-term engagement and bold marketing can turn certification into real consumer trust and market growth.

“Protecting our oceans and waterways matters. At Simplot, our Birds Eye and I&J brands are proud to be increasing the proportion of ASC labelled seafood in our range. The ASC label assures shoppers that their seafood is farmed responsibly, protects aquatic ecosystems and meets the expectations of today’s conscious consumers.”

## Phoebe Dowlin

Director Global Food Sustainability, Simplot





# Spreading the Word about ASC



Social media followers

+50%

2023 66.5K

2024 99.8K



Social media reach

+40%

2023 36.1M

2024 50.5M



Social media engagement levels

+196%  
(based on link clicks)

2023 7.17K

2024 21.2K



Video content views

+182%

2023 4.44M

2024 12.5M



We collaborated with chef James Strawbridge as part of our 'Winner Winner' campaign with Sainsbury's



We have shared many delicious and nutritious recipes with thousands of seafood lovers around the world





## Spotlight on Championing Change: Empowering Women in Seafood

ASC is proud to sponsor the '[Women in Ocean Food](#)' programme and continues to provide support in partnership with Conservation International (CI) Ventures and Hatch Blue.

The initiative supports early-stage female entrepreneurs in emerging markets to recognise and fulfill their ocean food aspirations, driving change beyond certification, inspiring the next generation of leaders and creating a **lasting impact in seafood farming communities**.

ASC has pledged financial support to 2027, will deliver workshops at events and provide ongoing mentoring and advice to participants, fostering an environment where female leaders can thrive and make meaningful change in their respective areas of expertise.

Empowering women in ocean-related industries not only brings diverse perspectives but also strengthens our collective ability to create sustainable solutions for the planet.





# Inside ASC





# The People Powering ASC

Hear from some of team ASC on what they value about working for the world's leading independent certification programme for responsibly farmed seafood.



**Camille Civel**  
**General Manager France & Italy**

Our People are the best thing about working for ASC. I am happy I have a real connection to them through our shared values and working together towards the same mission. I believe people will succeed if they enjoy what they do, and that is very true here at ASC, and for me personally.



**Lucas Santos**  
**AIP Assurance Manager**

Being part of ASC journey of growth since 2020 has been an incredible experience. Over the years, I've had the chance to work across diverse realities, connect with different cultures, and learn from the amazing people who make up this industry. It's rewarding to see how our collective efforts are driving real change for aquaculture communities worldwide and shaping the seafood sector's transition towards sustainability.



**Ifunanya Anaduaka**  
**Training Officer**

When I started at ASC, it was a complete culture shock. The environment is much more open and less formal. Working at ASC has been such a refreshing and empowering experience. It's shown me how much you can achieve when you're in a culture that values your potential!



**Sergey Sergeev**  
**Data Specialist**

ASC gives me the chance to work with a diverse and positive group of colleagues and the job is really exciting and interesting. Being fully remote, it facilitates for a great work-life balance and flexibility. My IT role in the Central services department involves me in a variety of crucial workstreams and allows me to use the latest programming and business intelligence software, which makes my work dynamic and engaging.



## Gossip Gills: an ASC Podcast

ASC has its very own podcast: Gossip Gills!

It's your insider pass into the world of responsible seafood. Each episode dives into aquaculture's most pressing topics—from human rights and traceability to innovation and sustainability—all powered by real stories and expert voices.

Tune in on Spotify or Apple Podcasts and stay connected to the future of seafood.



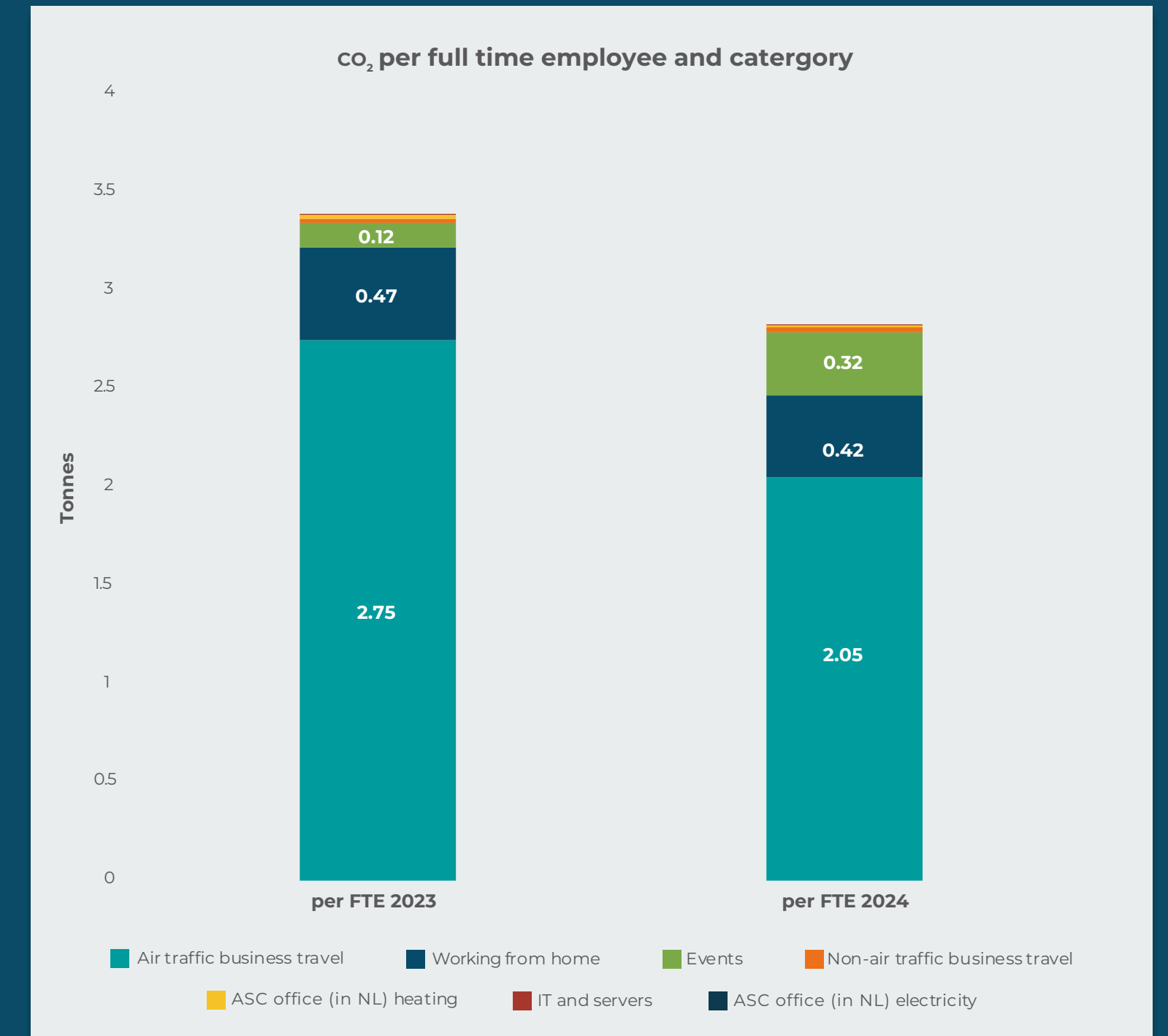
## Assessing our own Climate Impact

As part of our commitment to addressing climate change, ASC has compiled its internal CO<sub>2</sub> footprint for the fourth consecutive year using SmartTrackers. This assessment captures major emissions from operations under our direct control and includes data across scopes 1, 2, and 3.

With a 20% increase in staff compared to 2023 factored into our measurements, we see our impact from remote working has gone up. At the same time, emissions from business travel have decreased overall.

Air travel remains our largest source of emissions, with just over half attributed to intercontinental flights. This is a consequence of the international nature of our work footprint, efforts to grow ASC presence in new markets and maintain strong global engagement.

We conduct these assessments to identify meaningful opportunities for reduction and continuous improvements.





# 2024 Financial Impact

ASC achieved income growth in 2024 despite the challenging external economic circumstances. ASC generated consolidated income of €16.8m, up 8% on 2023 (€15.6m). This can be attributed to the continually increasing market demand for certified, sustainable seafood.

As an independent, not-for-profit organisation, ASC receives funding from two main sources:

- Annual fees from Licence Holders in commercial operations;
- Royalties collected on consumer-facing ASC labelled products.

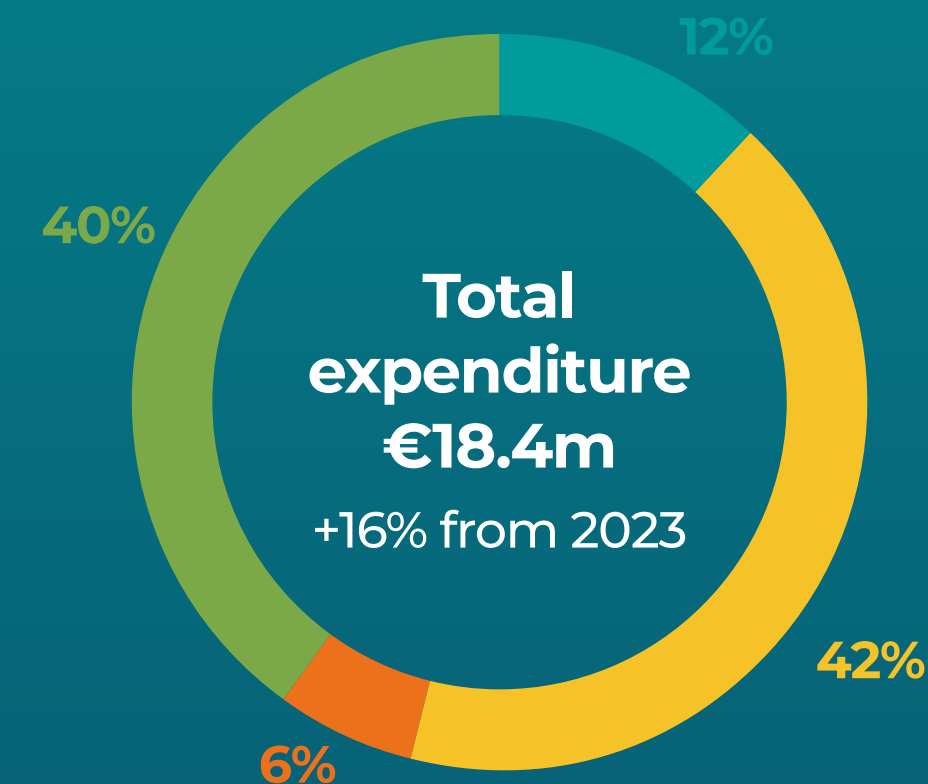
Our growth coupled with our reserves position meant that we made strategic investments in key areas such as brand and marketing communications, farm and feed certification frameworks and digital innovations.

As a result of these investments, expenditure in 2024 ended the year at €18.4m, up €2.5m from €15.9m in 2023. This increase in expenditure is in line with the 2024 budget. The overall result generates a small, planned deficit of €1.6m (2023: €0.2m).

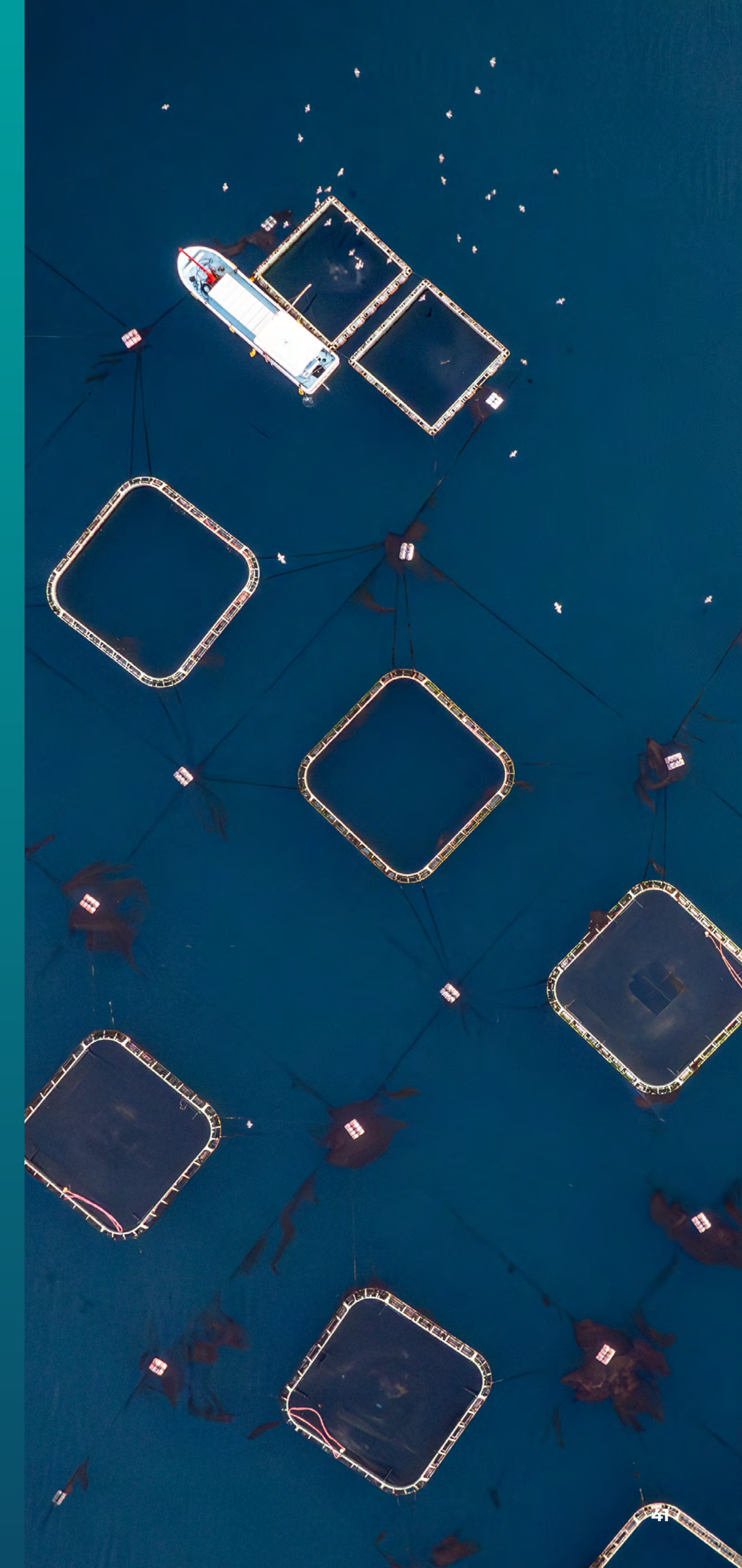
ASC is a registered charitable organisation in the UK and the Netherlands. ASC consolidated financial statements include the results of Aquaculture Stewardship Council Limited (charity registration number 1150418 and company registered number 08172832), ASCI Limited (company registration 07788176), Stichting Aquaculture Stewardship Council Foundation (KvK 34389683) and ASCI Netherlands BV (KvK 74368249).



■ Royalties and annual fees ■ Grants



■ Trading activities  
 ■ Standards and programme assurance  
 ■ Drive thought leadership  
 ■ Servicing and outreach to farms and commercial sectors





## Looking Ahead: Proving the Sustainability of Your Seafood

2025 marks our boldest step forward yet: the launch of the **ASC Farm Standard**, uniting 11 species standards into a single, rigorous framework that strengthens requirements, ensures consistency and creates implementation efficiencies. Streamlined ASC Certification and Accreditation Requirements will further enhance assurance for farms of all sizes, delivering trust and credibility across the supply chain and further efficiencies.

With over 100 feed mills and 2,500 farms certified or in assessment, we celebrate 15 years of impact. Our commitment is clear: to support ASC certified producers with enhanced tools, training and pathways for progress; to deepen collaboration with international organisations, industry experts, retailers and NGOs; and to continue driving global awareness and demand for responsibly farmed seafood.

We know our partners have a choice. It's important to recognise that not all standards and certification schemes are created equal. For proven positive impact, **choose ASC for Change**.

Together, we will continue amplifying our impact, delivering lasting benefits for fish, farms, people, and planet, and further accelerate progress toward the Sustainable Development Goals.





# Choose to Drive Change with ASC



## Choose to engage

Share feedback on audits and expertise during our standard consultations.



## Choose ASC certification

It's a commitment to continuing, strengthening improvements across seafood farming.



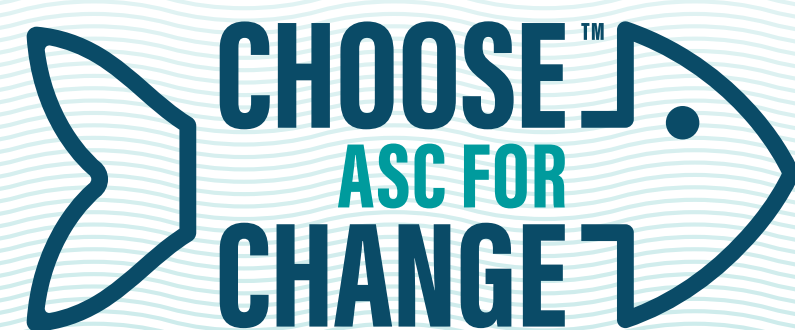
## Choose ASC labelled seafood

It's seafood that has a proven impact – protecting the environment, workers and communities.



## Choose to champion

Play a role by spreading the word on the importance of sustainable seafood.



### To reference this report:

Aquaculture Stewardship Council (ASC). 2025. Annual Impacts Report, Review of 2024. [www.asc-aqua.org](http://www.asc-aqua.org)



# Methodology

Data maintained by the ASC programme and used in this report are collected primarily through public audit reports produced by certification assessment bodies (CABs) that provide details on farm operations, conformance with ASC requirements and improvements made, producer data submissions; and ASC Chain of Custody certification and logo license agreements that provide product and markets data are obtained from supply chain actors with ASC.

- ASC certified production volumes represent the total reported in any given month for all valid certificates, expressed in metric tonnes per year.
- A Unit of Certification (UoC) defines the operations covered by an ASC certificate, including all production or harvest sites such as production ponds, and all storage, transport, slaughter or processing operations (including subcontracted operations) under control of the client, up to the point where the product enters further into the chain of custody.
- Product numbers are based on active (in market) products bearing the ASC label that are available to consumers. All figures for 2024 represent the complete calendar year.
- Farm improvements are measured by the action taken to close a non-conformity (NC) raised by a CAB during an audit. Improvements at the indicator level are aggregated and attributed to impact areas as defined within ASC standards. Indicators are also aligned to impact themes and may contribute to more than one theme.

- Data on events, engagement and collaborations are tracked by ASC staff. Stakeholder consultations conducted by ACS provide measures of engagement. Further assurance data were compiled by the Programme Assurance Team and ASI International.

These data are used to track programme reach, growth and impacts, programme performance and deliver learnings to inform ASC programme development and services. Data in this report represent the most recent and accurate data for 2024 and may differ slightly from previously reported data for the same timeframe due to data quality processing. For additional details on methodology or to request ASC data, please contact [data@asc-aqua.org](mailto:data@asc-aqua.org).

External data used in this report has been obtained through the following sources:

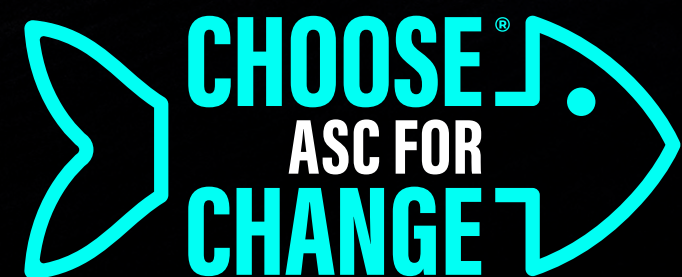
- [Global aquaculture and fisheries data: FAO. 2024. Global Capture Production. Fisheries and Aquaculture Division \[online\]. Rome.](#)
- [Portions calculated at 125 g, edible yields according to: Gephart, J.A., Henriksson, P.J.G., Parker, R.W.R. et al. 2021. Environmental performance of blue foods. Nature 597, 360–365 \(2021\).](#)
- [FAO. 2024. The State of World Fisheries and Aquaculture 2024 – Blue Transformation in action. Rome. <https://doi.org/10.4060/cd0683en>](#)





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**Aquaculture Stewardship Council**



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**Setting The  
Standard for  
Seafood**