

AQUACULTURE STEWARDSHIP COUNCIL

Certify your Responsible aquaculture products



BUSINESS CHALLENGE

As seafood consumption is rising worldwide, Aquaculture is growing very fast to meet 50% of human consumption of seafood. But intensification of aquaculture creates negative impacts on environment, biodiversity, social & local communities (pollution, habitat destruction like mangrove, medicines abusive used, feed with fishmeal from overexploited fisheries, etc.). In this context, consumers, retailers, restaurants and processors are now seeking "Responsible aquaculture products".



WHAT IS AQUACULTURE STEWARDSHIP COUNCIL (ASC)?

Founded in 2010, ASC is an NGO. The ASC's mission is to transform aquaculture towards environmental sustainability and social responsibility using efficient market mechanisms that create value across the chain. Aquaculture farm certification is possible for more than 10 species: shrimps, salmon, trout, tilapia, pangasius, bivalves (mussels, scallops, oysters), seabass-seabream, seaweed. Each species standard defines Criteria with performance indicators for:

- Environment impacts
- Animal health – disease prevention
- Social impacts and local communities

ASC "Chain of Custody" Certification ("CoC") is applicable for exporters, processors, importers, and distributors who want to use the ASC logo. This certifies traceability to insure that their seafood products come from ASC certified aquaculture farms (traceability). ASC CoC procedure is the same as MSC* CoC (wild fish ecolabel).

HOW MUCH TIME DO WE NEED TO IMPLEMENT ASC?

The minimum theoretical time is 6 months to get Certification (record of criteria compliance) but this time could be longer if the farm needs impact study (environment & social) or improvement of process, feed, structure and equipment. BV can propose a pre-audit or « GAP analysis » where improvement are requested to achieve Certification.



*MSC : Marine Stewardship Council



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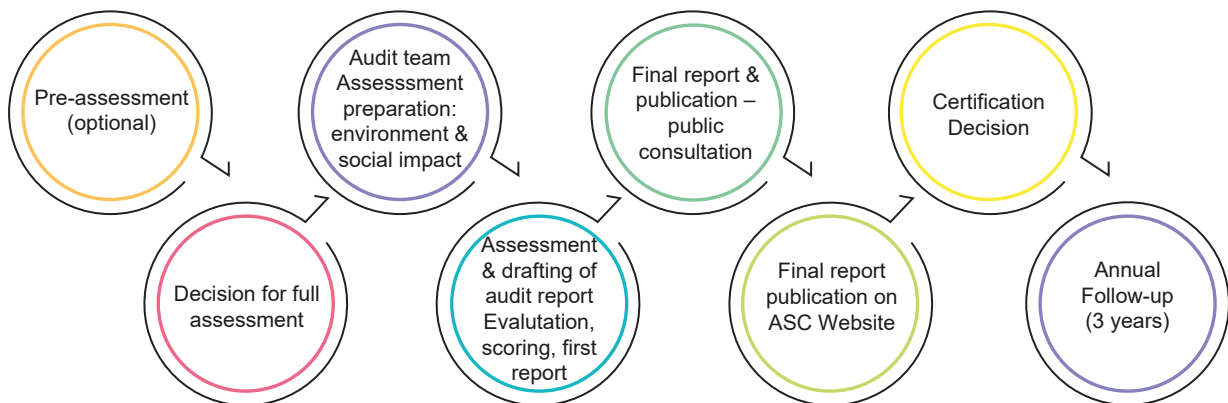
WHAT ARE THE KEY BENEFITS OF BEING CERTIFIED TO ASC?

The ASC had defined standards recognized by many stakeholders (NGOs, producers, importers) during 5 years of aquaculture Dialogue process with WWF as founder. ASC is pushing this "B2C" logo recognition worldwide towards retailers & consumers.

- As a farmer, you prove your responsible aquaculture management
- As an importer, processor and retailer, you prove your responsible sourcing and traceability of your aquaculture products

HOW DO I CERTIFY?

For Farm Certification Process, the following process is used:



WHY CHOOSE BUREAU VERITAS?



SEAFOOD EXPERTISE

Bureau Veritas assists in every step of the seafood supply chain to ensure the highest standards are met along with Quality, Health & Safety, Environmental and Social Responsibility compliance. Major retailers have chosen Bureau Veritas for its seafood supply chain expertise and producers and food processing plants can benefit from Bureau Veritas' complete accreditation for the most recognized certifications.



NETWORK

With 148,000+ active ISO certificates and +7,400 skilled auditors, Bureau Veritas is present in 140 countries with local specialists in 80 countries.



MARK OF GLOBAL RECOGNITION

The Bureau Veritas Certification mark is a globally recognized symbol of your organization's ongoing commitment to excellence, sustainability and reliability.

