

MARINE STEWARDSHIP COUNCIL



Certify your sustainable fishing products

BUSINESS CHALLENGE

Seafood consumption is rising worldwide and the degradation of fish stocks continues (overexploited resources, environmental damage, climate change, etc.). In this context, consumers, retailers, restaurants and processors are now seeking “sustainable seafood and traceability”.



WHAT IS MARINE STEWARDSHIP COUNCIL (MSC)?

The MSC is an independent non-profit organization founded in 1997 with the aim of transforming the seafood market to make it more sustainable by:

- reversing the decline in global fish stocks
- delivering improvements in the marine environment
- contributing to securing fishers' livelihood

The MSC has developed 2 standards: one for fishery assessments and the second for Chain of Custody (traceability) in the supply chain. This “Business to Consumer” standard allows placement of an MSC logo on products, visible to consumers. For the fishery assessment, Bureau Veritas complies with the 3 principles of the MSC standard:

- respect to the targeted stock
- respect to the associated ecosystem
- an efficient fishery management system

For the Chain of Custody assessment:

Bureau Veritas certifies that processors, exporters, importers and distributors have sourced their seafood products from MSC certified fisheries and rigorously manage the traceability.



IF I AM A PROCESSOR, HOW MAY I OBTAIN A FISHING ECO-LABEL ON MY PRODUCTS?

In order to become MSC certified, your industry must comply with the MSC Chain of Custody standard by an accredited certification body such as Bureau Veritas in order to show your seafood products can be traced from MSC certified fisheries. The list of certified fisheries is available on the website www.msc.org



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WHAT ARE THE KEY BENEFITS OF MSC?



The MSC is an objective solution which allows you define your fishing product policy



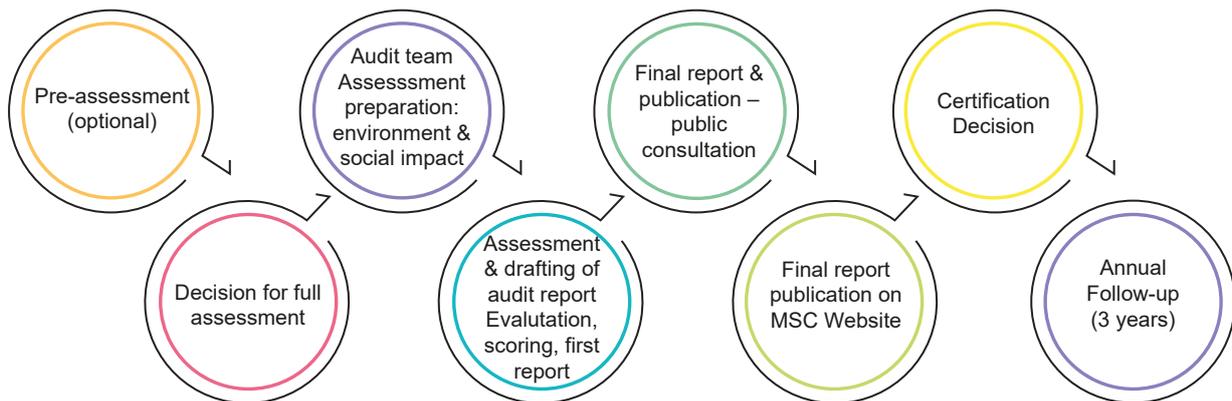
The MSC logo is recognized by consumers in the EU, Japan and US markets and is a key strategy to differentiate your products from competitors



Increases consumer and stakeholder confidence

HOW DO I CERTIFY?

For Farm Certification Process, the following process is used:



For MSC Chain of Custody certification, the process includes one initial audit focused on traceability management. After the initial audit, if there is a favorable conclusion, a certificate is issued with a validity of three years. The annual follow-up audit is performed on-site for the two following years.

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 ship owners and food processing plants benefit from the complete selection of marine services.



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.

For more information:
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**BUREAU
VERITAS**

Shaping a World of Trust