

# Trust for consumers

The importance of assurances for ASC:  
traceability, transparency and consistency

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Aquaculture Stewardship Council  
[www.asc-aqua.org](http://www.asc-aqua.org)

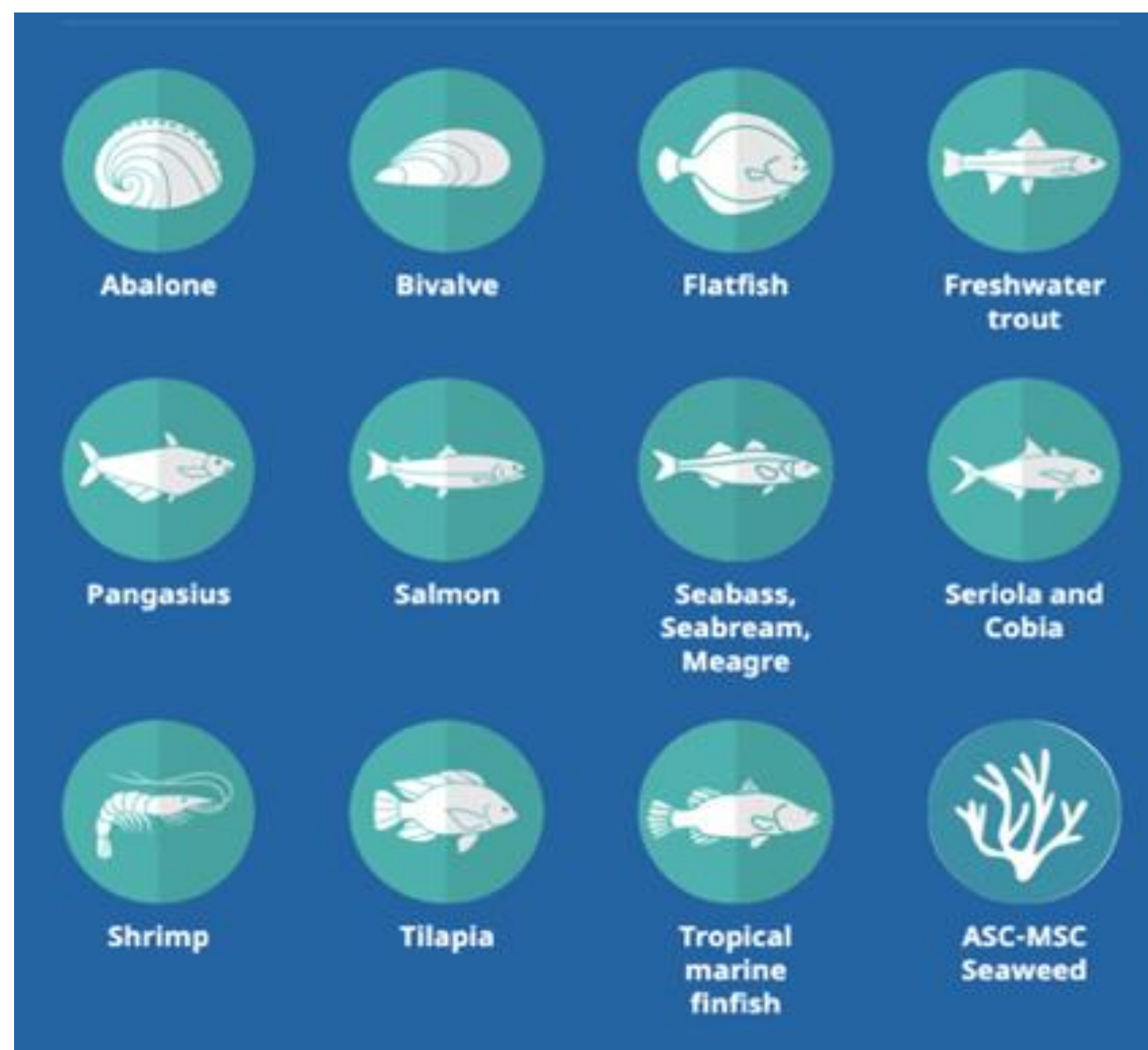


ASC Seafood, Global production



# Known for our ASC Farm standards

## 12 Farm Standards



## Environmental, social, community

- Measurable requirements for relevant environmental impacts
- Fully ILO compliant
- Performance indicators setting 'thresholds'
- Disclosure of farm performance data

## Fastest growing programme

**2.1 million**  
Tons of ASC  
certified seafood (farm gate)

**1,792**  
ASC certified farms

**22,000**  
ASC labelled  
products worldwide

**4,825**  
Certified companies in  
the supply chain

# Assurances back to the farm & feed mill



**ASC Feed  
Standard  
&  
Certification  
Requirements**



**12 ASC Farm  
Standards  
&  
Certification  
Requirements**



**Chain of Custody Certification**  
Shared with the MSC  
&  
**ASC Chain of Custody Module**



**Logo licensing /  
product approval**



# But .... what does assurance mean?

Confidence that a product, process or system complies with standards and requirements

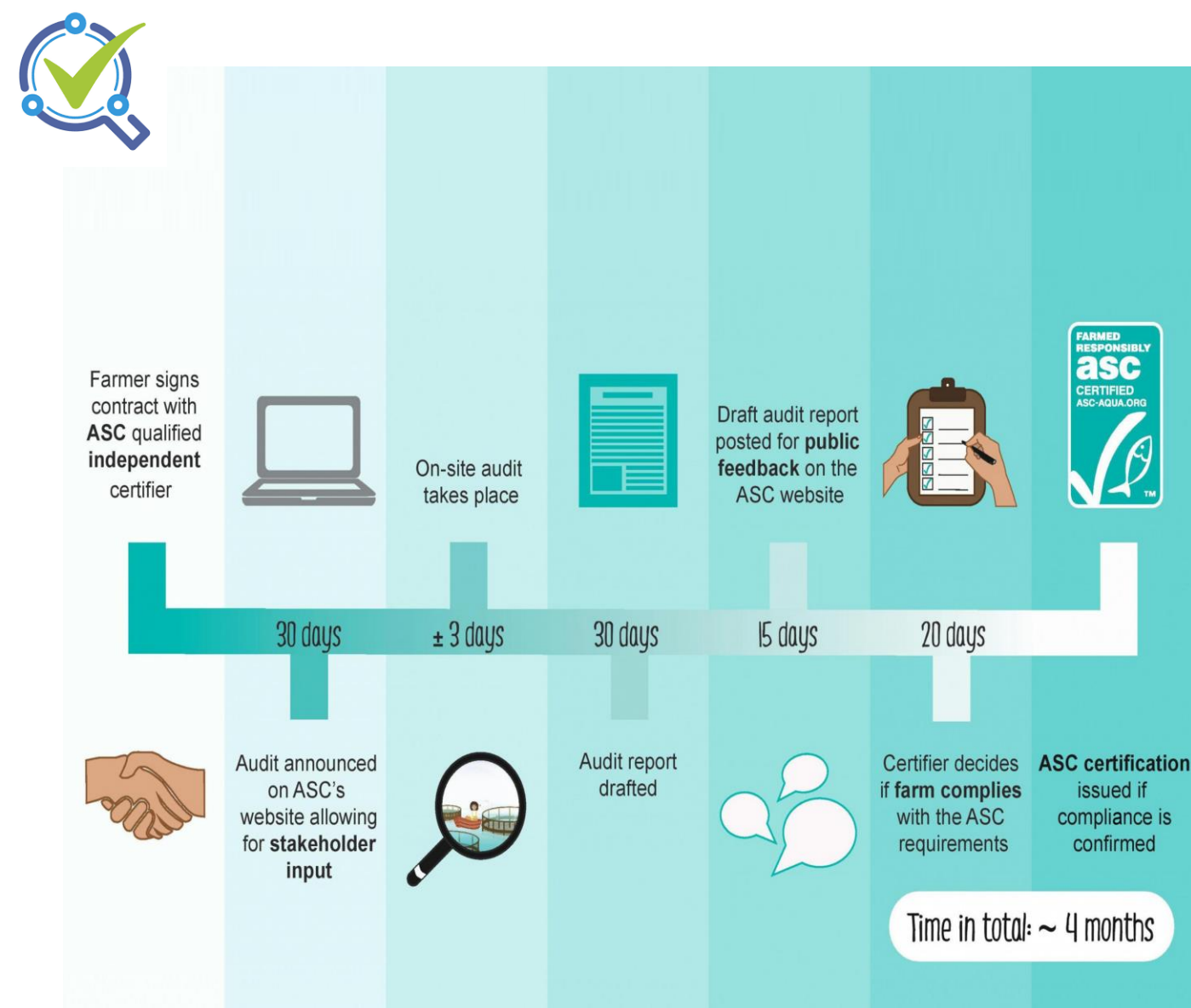


# How does ASC do that?

## Independent certification = verification through a system of checks & balances

Transparent and inclusive third party certification programme

- Independent qualified certification bodies, **consistent** across the globe
- **Verification** by audits onsite during moments of higher risk (harvesting)
- Auditors with specific social auditing skills and experience
- Defined certification process: Involving stakeholder feedback on audit findings
- **Transparency:** All (draft) audit reports, certification decisions, suspensions + failed audits are online
- ASC not financially involved in certification process
- Tools for verification: witness/ unannounced audits; volume reconciliation; product samples; investigations



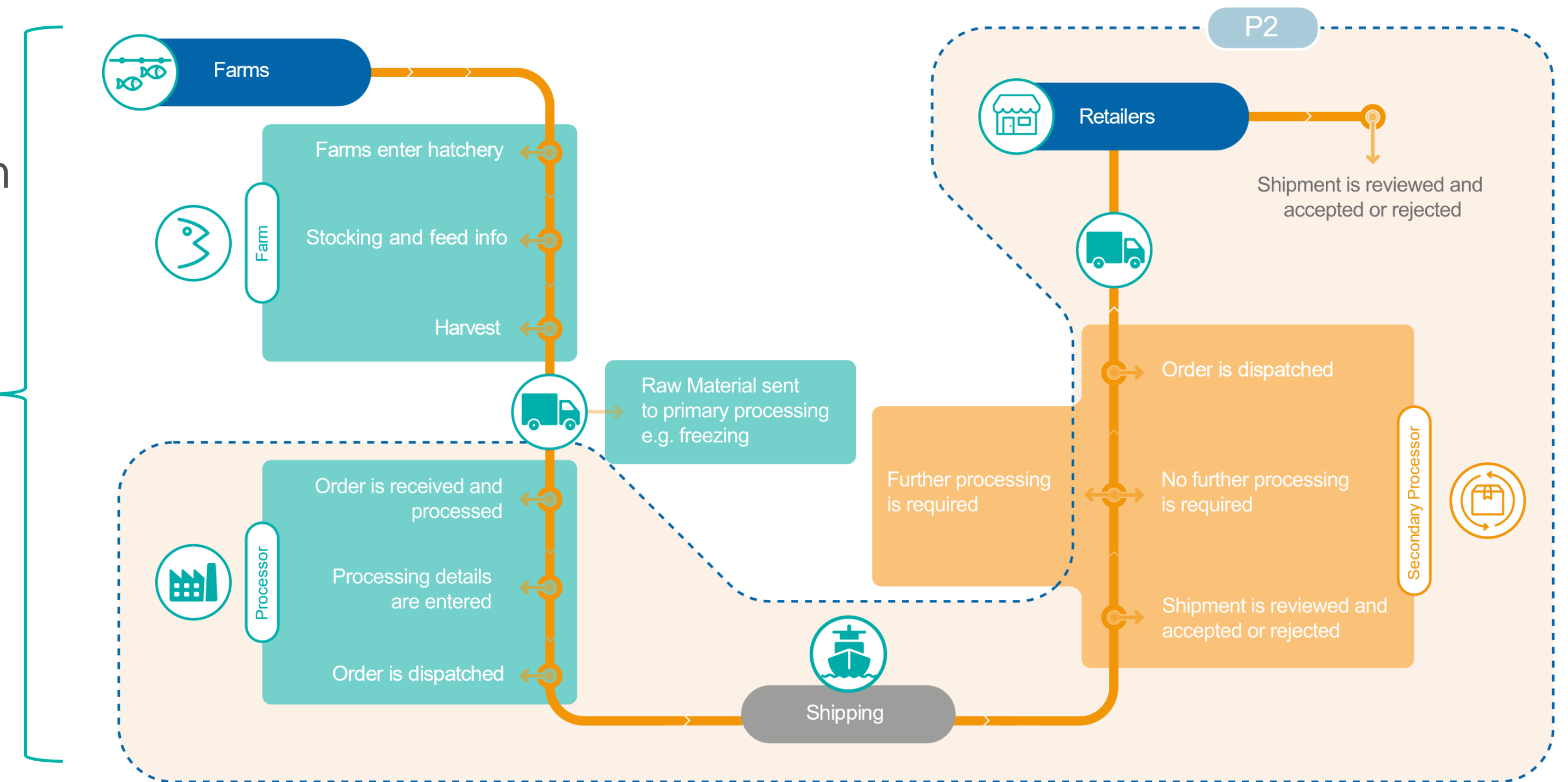


# Verification is critical to provide assurance

**Confirmation - through objective evidence e.g. inspection, documents, crosschecking or other means - that standards or requirements have been fulfilled.**

Innovative verification tools

- 1) Antibiotics sampling and testing programme
- 2) Trace Element Fingerprinting: origin verification
- 3) **Key Data Elements:** electronic platform to provide **verified traceability** of data and **transparency** by providing registered users with access to relevant information on purchased ASC certified products and/or allow us to cross reference for assurance purposes



# In conclusion - Why important?

- Verification - based on evidence - is key for confidence
- Back to farm and feed mill, throughout the entire supply chain
- Increasing demand for systems to increase and strengthen traceability of key data
- Interoperable and automated verification
- Accountability: show what you do
- Means to strengthen knowledge base industry & trust of stakeholders
- Seafood is a global industry
- Consistency in verifying the origin and sustainability credentials is key

**Assurances**

**Traceability**

**Transparency**

**Consistency**



Salmon Farming, Chile

Thank you

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