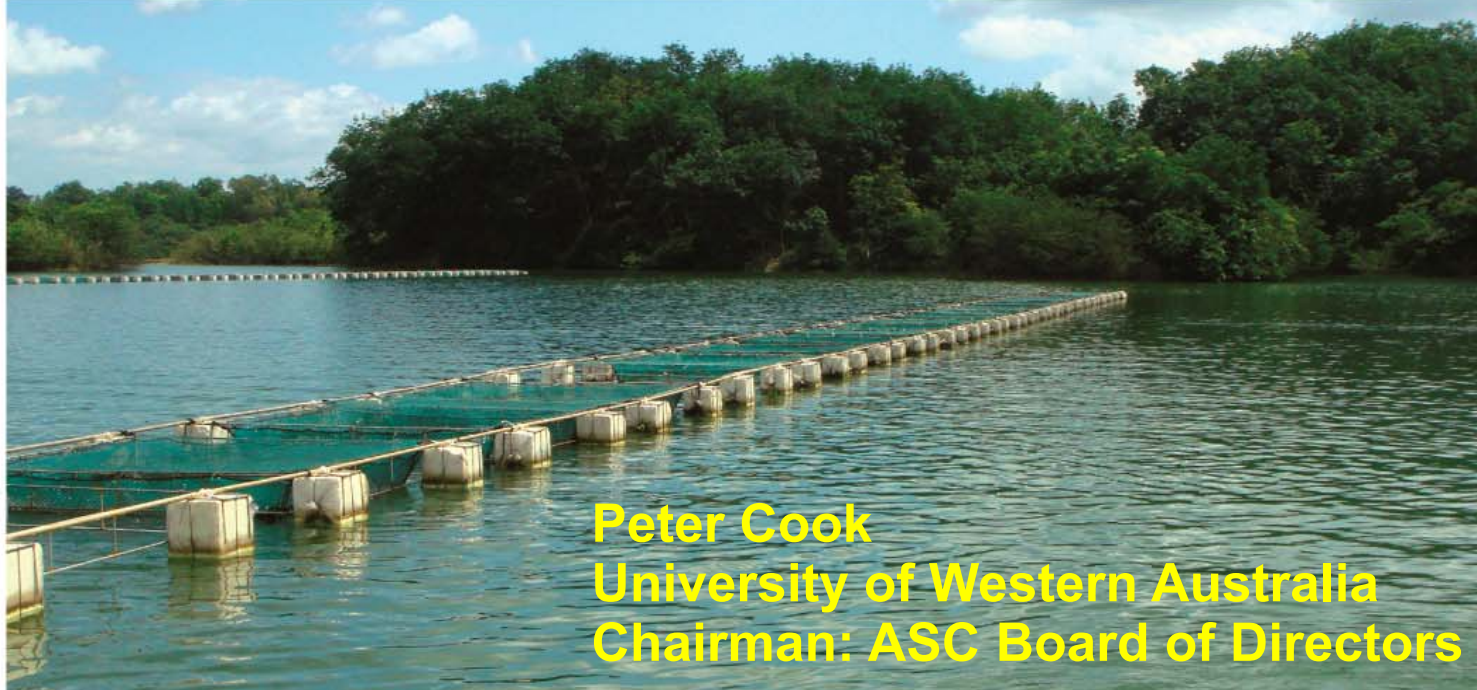


**INTERNATIONAL ABALONE SYMPOSIUM
XIAMEN
MAY 2018**

**INTERNATIONAL ENVIRONMENTAL
AND SOCIAL ACCREDITATION OF
ABALONE FARMS**



**Peter Cook
University of Western Australia
Chairman: ASC Board of Directors**

ASC Aquaculture Stewardship Council



There are many different certifications schemes for aquaculture

- Aquaculture Stewardship Council (ASC)**
- Global Aquaculture Alliance (GAA)**
- (B.A.P.)**
- Global Gap**
- Monterey Bay Aquarium**
- Friends of the Sea**
- FAO Guidelines**
- GSSI Benchmarking System**

It is my intention today to use the ASC scheme as an example because I am only qualified to talk about that scheme.

The Aquaculture Stewardship Council

Our vision - A world where aquaculture plays a major role in supplying food and social benefits for mankind whilst minimizing negative impacts on the environment



The Aquaculture Stewardship Council



- **Independent**, not-for-profit certification & labelling program
- Established 2010 by World Wildlife Fund and IDH (Dutch Sustainability Initiative)
- Created to work with industry, government, NGOs and all who want to participate
- Global, **market-based** & **voluntary**
- Objectives:
 - Recognise and reward responsible fish farming
 - Support purchasing of certified farmed seafood
 - Transform seafood markets towards sustainability



ASC Farm-based Standards



- “Aquaculture Dialogues”: > 2,000 participants, NGOs & industry
 - 8 Standards, 12 Species
 - 7 Principles: **Environmental** & **Social** impacts
 - Metric-based Performance Indicators:
 - Science based
 - Best Management Practices in industry
 - Setting measurable limits e.g. on effluents, freshwater usage etc.
 - **All** Performance Indicators are mandatory
 - Accountability through **transparency**
 - e.g. open-access public comment system
- Continuous improvement: 3-5 year cycle





Tilapia, Pangasius, Salmon, Bivalves, Trout, Prawns, Abalone, Seriola/Cobia

Environmental principles

- Legal compliance
- Preservation of the natural environment & biodiversity
- Preservation of water resources & water quality
- Preservation of species diversity & wild populations
- Use of feed & other resources sourced responsibly
- Good animal health & husbandry





Social & community principles

Based on UN ILO conventions, e.g.:

- No child labour
- No forced labour
- No discrimination
- No abusive disciplinary practices
- No excessive working hours
- Freedom of association
- Fair & decent wages
- Health & safety for working and living on the farm

ASC Rigorous Farm Certification



- Independent 3rd party auditors undertake farm certification (hired by farm)
 - Independent oversight of performance of auditors Accreditation Services International (ASI)
 - Consistent with ISEAL and FAO guidelines (ISEAL is the global association for sustainability standards)
 - **Inclusive & transparent**
-
- Takes about 3 months
 - Certificate: 3 years
 - Annual surveillance audit
-

Third-party certification: The highest level of assurance

Third-party programs offer the highest level of assurance and mean that the outcome is unbiased:.

Third party certification (as applied to ASC)

To maintain impartiality, the ASC operates a 'third-party' certification program. This means that ASC itself does not issue certificates. Certificates are issued by **certifiers** who are independently accredited to be able to perform assessments of farms and businesses against the ASC standards.

To ensure our complete independence from the certification process a third organisation, Accreditation Services International, manages the accreditation of certifiers to conduct ASC assessments.

ASC Chain of Custody Certification



- Products traceable from farm to fork
- Maintaining product integrity
- **No mixing** of certified and non-certified products
- CoC certification in **partnership** with MSC: proven track-record
- Provides audit efficiency in supply chain and reduces costs



ASC Consumer Logo



- Helps consumers choose for responsibly farmed products
- Easy recognition everywhere
- Trusted (well designed) consumer logo

- Revenues through logo-licensing



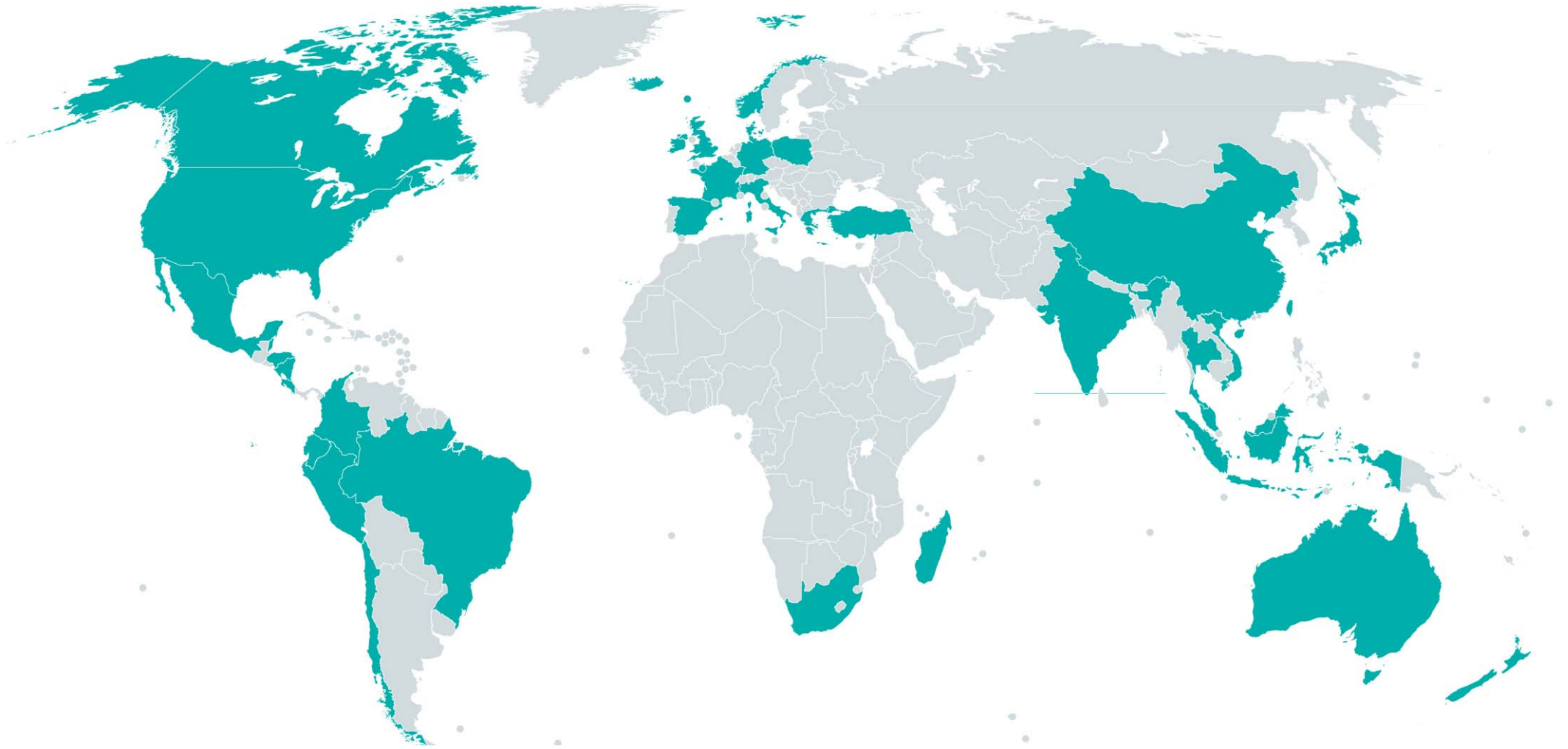
Now over 600 farms certified

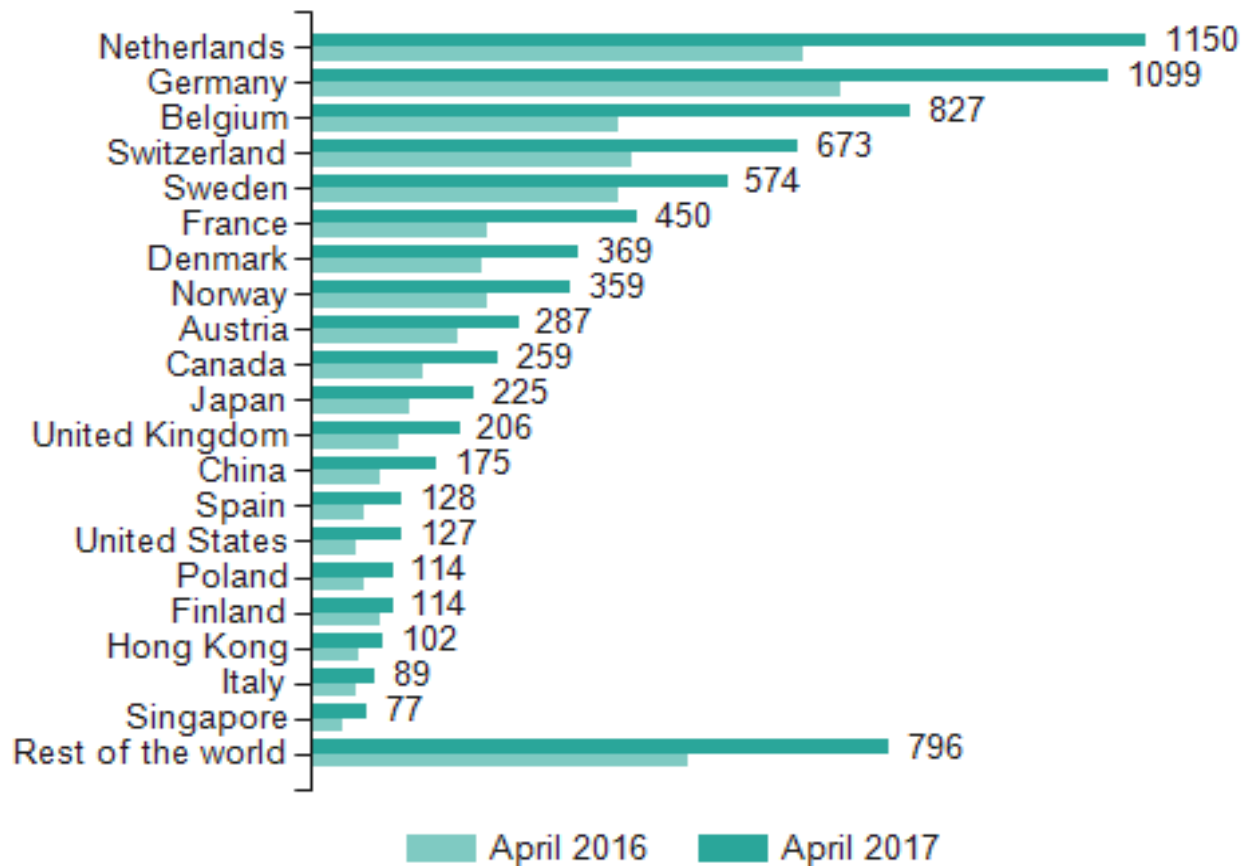
Over a million tons of certified seafood

In 68 countries

With 11,409 certified products

Location of certified farms





Solid growth in the number of ASC labelled products approved and sold globally

ASC Market commitments



Sainsbury's



Sainsbury's: "100% independently certified by 2020. Introduced ASC in UK"

Why do farms want to become certified ?

In a recent survey of certified farms, the majority (92%) of respondents stated that their reputation had been enhanced by certification, 90% benefited from meeting the preference of buyers, and 87% gained access to new market opportunities.

More than one third of the farmers found that their use of antibiotics and therapeutic medicines had decreased, whilst a quarter reported that their feed conversion ratio had improved

Notable improvements in water quality and a reduction in fish mortalities were also linked directly to working through the certification process

“Savings are made with reduced feed costs and a significant increase in fish survival rates. As a result of certification, processing plants signed cooperation contracts.”

*President Tsai Ah-Yui,
Nan Ying Aquaculture
Association*



The Aquaculture Stewardship Council



WHO PAYS ?

WHAT DOES A FARM PAY TO ASC ? - NOTHING !

THE FARM PAYS THE COSTS OF AUDITORS

ASC DERIVES ITS INCOME FROM LOGO LICENCING

The Aquaculture Stewardship Council



Costs for using the ASC logo

All organisations wanting to use the ASC logo must apply for a licence to be legally covered to do so. (contact ecolabel@msc.org)

The costs involved in this vary depending on which sector you operate in.

There are 2 costs involved when you use the ASC logo:

1. ANNUAL FEES

2. ROYALTY FEES

The following sectors do not have to pay either of these fees:

Certified farms and accredited assessment bodies

Non-commercial organisations without foodservice operations

The media

Accredited educational institutions i.e. Universities and schools

The following sectors only pay the Annual Fees

Most supply chain, retail and foodservice companies who handle ASC products

The following sectors have to pay both Annual and Royalty Fees

If you are the supply chain, retail and foodservice company, who are the point in the supply chain where the ASC logo is put onto products

1. ANNUAL FEE

Value of ASC certified seafood sold	Annual fee
0 - \$200,000	\$250
\$200,000-\$500,000	\$1,000
>\$500,000	\$2,000

2. ROYALTY FEE

If you are using the ASC logo on consumer facing (retail) products, you will need to pay royalty fees in addition to the annual fee.

Royalty fees are calculated at 0.5% on the wholesale price of seafood that is sold.

Within the supply chain, for a product, royalties are only collected once.

EXAMPLE

A company that expects to sell \$100,000 of ASC products would pay an annual fee, \$250, at the beginning of the year.

Then, at the end of each charging period, they would calculate their total sales. If they sold \$110,000 of ASC logoed products in the year they would pay \$550 in royalty fees (0.5% of \$110,000 = \$550). So the total cost for this organisation to be licenced to use the logo for a year is \$800 (\$250 + \$550 =\$800)

CONTACTS

PETER COOK

peter.cook@uwa.edu.au

ASC

Email: info@asc-aqua.org

Web: www.asc-aqua.org