

# Aquaculture Stewardship Council

Blue Academy webinar on Aquaculture  
Certification organised by the World  
Bank

Chris Ninnes, ASC CEO

28 September 2023



**Setting The  
Standard for  
Seafood**



# History of the ASC

As an impact-driven NGO we drive the world's leading programme for responsibly farmed seafood; which increasingly provides value and additional impact beyond certification.



# The ASC Certification Programme

## Third-party process with independent audit oversight

- ASC sets the Standards and Assurance requirements:
  - We do not undertake audits
  - We do not receive money from the certification process
  - We do manage use of our label
  - All companies must comply with our "Code of Ethics"
- Assurance Services International, ASI, the oversight body for certifiers completed **105 assessments of their performance**
- **1,222 unannounced audits** were conducted on farms to verify their performance



# Setting The Standard for Seafood

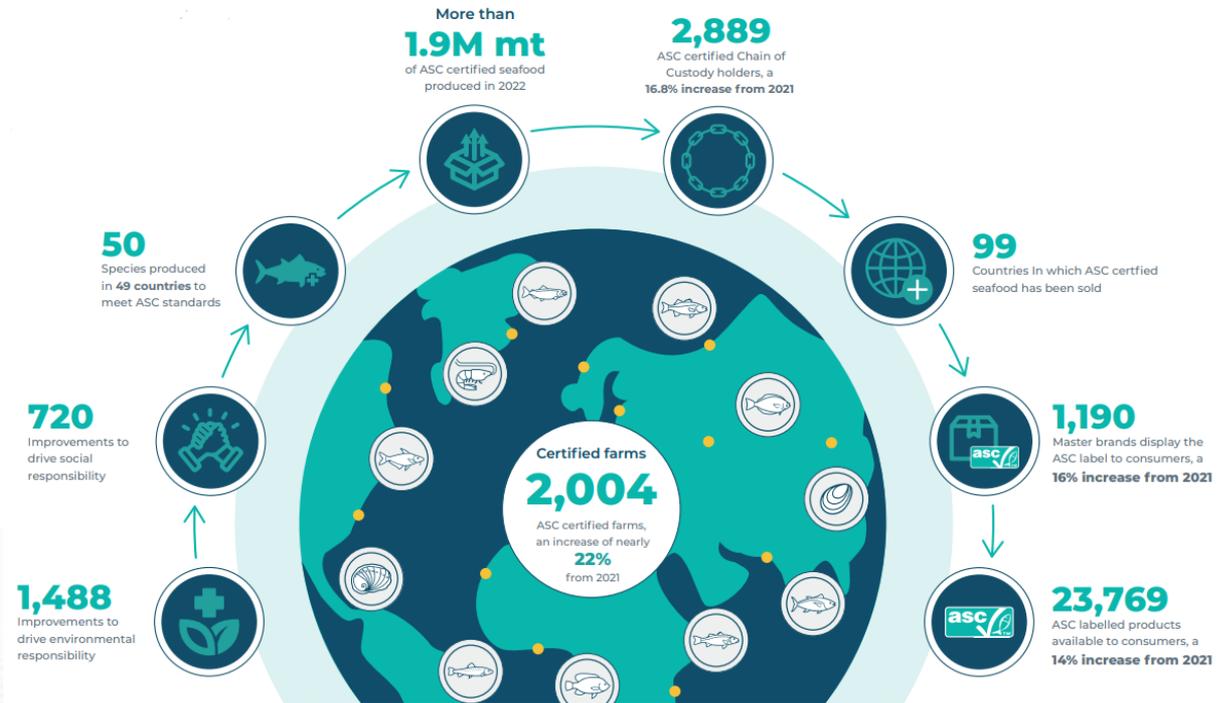
## Why choose ASC?

1. We have the **highest brand recognition** and trust, undertaking highly visible campaigns in all key markets
2. We have the **broadest global reach**, providing security and flexibility in supply and sales
3. We are 100% **transparent**, all audit reports are published showing the performance of ASC producers; which reinforces our credibility
4. We have the **most robust standards**, with strict, measurable requirements to meet and report on
5. We provide **the highest assurance** through deep supply chain verification tools and audits
6. We provide a demonstrable, **proven impact** protecting farm environments, their workers and communities



# In 2022, ASC continued driving global demand for certified seafood

- Every farm and product makes a difference, and takes us closer to achieving our mission of transforming aquaculture towards environmental sustainability and social responsibility
- Working in both mature and emerging markets, ASC staff helped drive uptake and build connections between producers and supply chains
- From 2021 to 2022, **14% more** ASC certified products of became available to consumers worldwide.
- Over the same period, there was a **16% increase** in brands displaying the ASC label to consumers



# Beyond Farm Certification

## Bringing More Value

### Major New Programmes

- **Improver Programme by ASC:** Farms in Indonesia and Bangladesh entered into pilot projects
- **Climate Strategy linked to delivering SDG & ESG targets**
- **ASC Feed Standard:** Delivery of training and examinations for auditors to qualify for conducting assessments
- **Fish Welfare Project:** Expanding further the current indicators on fish health and welfare in ASC's existing standards



# Improver Programme

Driving improvement through Aquaculture Improvement Projects (AIPs)

**Delivery through trained local implementers and verifiers**

- **Aquaculture Improvement Projects (AIPs)** are a markets-based approach to drive improvements on-farm and throughout the supply chain
- Delivery through both:
  - AIP → ASC Certification
  - AIP → Best Management Practice
- Involves both market incentives and production incentives through efficiency



# Climate Strategy

ASC's Climate Strategy addresses the greenhouse gas emissions (GHG) of certified aquaculture production through our Standards, and efforts to understand and reduce our own organisational GHG emissions.

**Our strategy is built on four pillars:**

## Measure and Report

Measuring GHG emissions, and publicly reporting them



## Measure and Report

Avoiding wasted energy use and reducing GHG emissions at the source



## Restore and Adapt

Restoring climate-critical habitats and supporting communities to adapt to climate change



## Research

Analysing and sharing the data and information generated through our activities



# Working with the Finance Sector

Building on our SDG analysis and in partnership with MSC

Developing Country-level SDG heat maps



Developing sector performance dashboards



# ASC and its SDG Report

**Bertrand Charron**

ASC Director of Market Research &  
Insights

28 September 2023

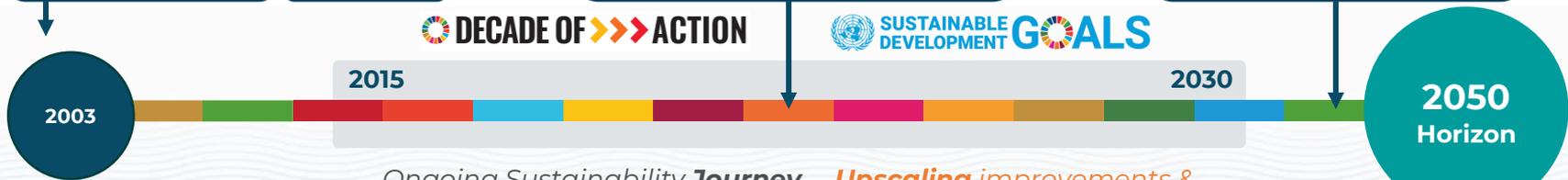


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# Aquaculture on our Blue Planet – Pathways to sustainability

Innovations, Collaboration, Sustainability, Verifiable Performance & Transparency... **ASC** & **SDGs** have a *transformative*... role to play...



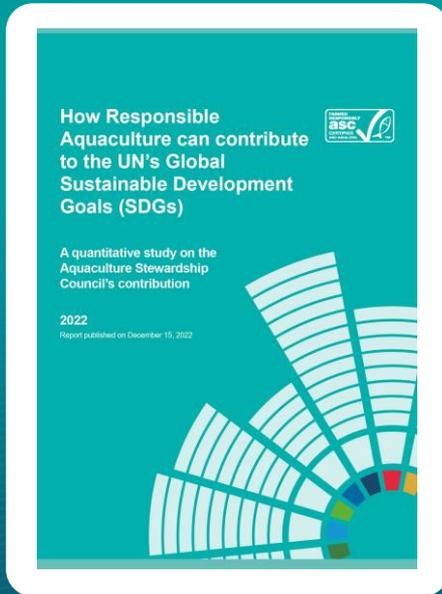
Ongoing Sustainability **Journey**.... *Upscaling improvements & Innovations*... Food security, climate change & societal challenges...

# Defining the ASC “Sphere of Influence”

- ASC’s “*Sphere of Influence*” concept helps define the scope of ‘which’ SDG targets the ASC feels it can (*or enables certified operations to*) address directly or indirectly.
- This includes actions and performances derived from its certification programme and standards; but also includes various ‘beyond certification’ initiatives and ripple-effects resulting from the ASC programme on the local-to-global stage, and in the governance landscape and marketplace.
- The ASC’s Sphere of Influence extends beyond the strict boundaries of the Unit of Certification (UoC) and can find expression a) directly via the ASC standards’ requirements and auditing process, and/or b) via other ASC programme initiatives.
- Quantifying ASC’s SDG performance is the result of an innovative Methodology which also links to demonstrable and meaningful performance levels.

# ASC published last December its first SDG Performance Report

Full 'Technical' report (167 pages) incl. innovative Methodology, substantiations, calculations etc. + 2 Annexes Report



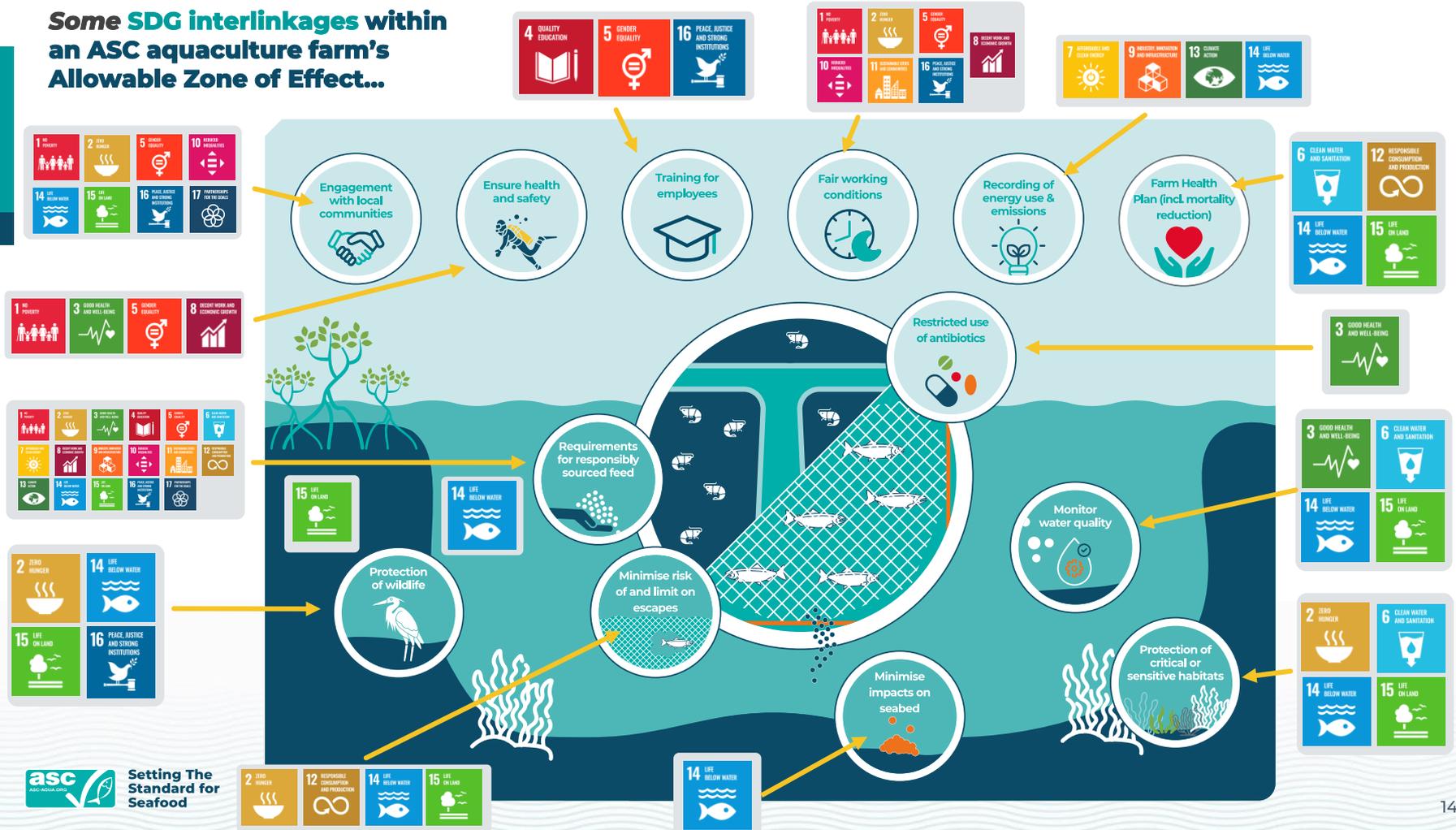
% of the 169 SDG targets in scope throughout the tables

**82/169**  
-----  
**49%**

	1. NO POVERTY	2. ZERO HUNGER	3. GOOD HEALTH AND WELL-BEING	4. QUALITY EDUCATION	5. GENDER EQUALITY	6. CLEAN WATER AND SANITATION	7. AFFORDABLE AND CLEAN ENERGY	8. DECENT WORK AND ECONOMIC GROWTH	9. INDUSTRY, INNOVATION AND INFRASTRUCTURE	10. REDUCED INEQUALITIES	11. SUSTAINABLE CITIES AND COMMUNITIES	12. RESPONSIBLE CONSUMPTION AND PRODUCTION	13. CLIMATE ACTION	14. LIFE BELOW WATER	15. LIFE ON LAND	16. PEACE, JUSTICE AND STRONG INSTITUTIONS	17. PARTNERSHIPS FOR GOALS
1.1	2.1	3.3	4.1	5.1	6.1	7.2	8.1	9.2	10.2	11.1	12.2	13.1	14.1	15.1	16.1	17.14	
1.2	2.2	3.4	4.4	5.2	6.2	7.3	8.2	9.3	10.3	11.4	12.3	13.2	14.2	15.2	16.2	17.15	
1.3	2.3	3.8		5.5	6.3		8.3	9.4	10.4	11.5	12.4	13.3	14.3	15.3	16.3	17.16	
1.4	2.4	3.9		5.C	6.4		8.4	9.5	10.7		12.5		14.4	15.5	16.5		
1.5	2.5	3.D			6.5		8.5	9.B			12.6		14.5	15.8	16.6		
	2A				6.6		8.7				12.8		14.B	15.9	16.7		
							8.8						14.C			16.10	
																16.B	

[www.asc-aqua.org/sdg-report-22](http://www.asc-aqua.org/sdg-report-22)

# Some SDG interlinkages within an ASC aquaculture farm's Allowable Zone of Effect...



# >80% of the SDG targets in scope are addressed “well” or “very well” by ASC

[Very well 40.2%, well 41.5%, and partially 18.3%.]

**49%:** 82/169 SDG targets are deemed within ASC’s Sphere of Influence = scope

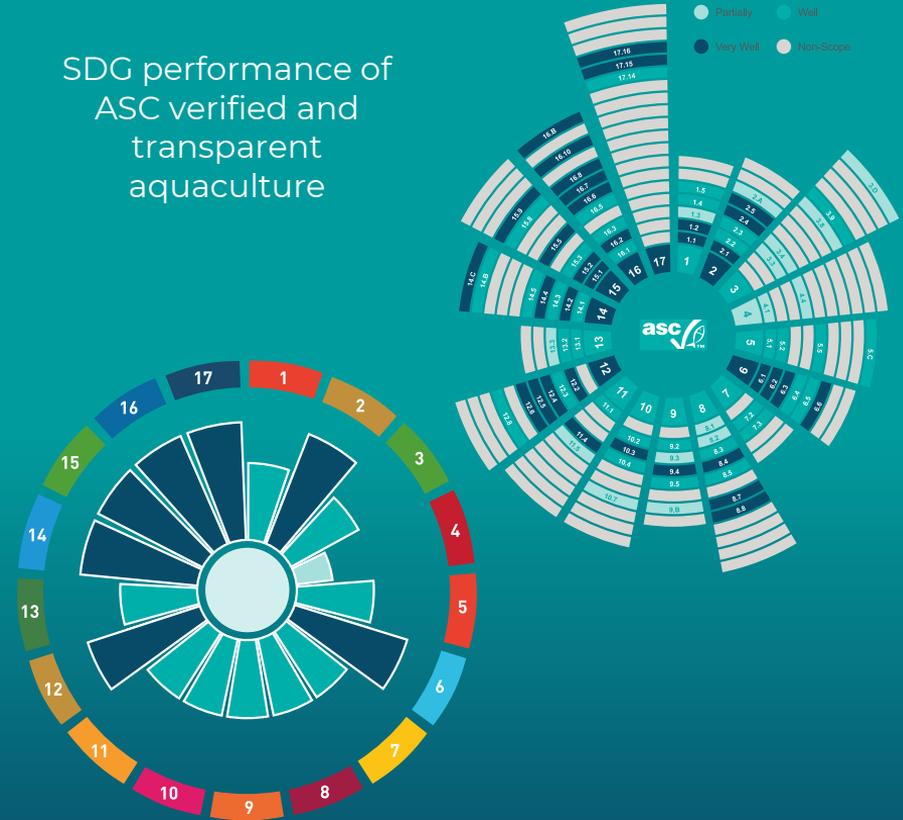
Targets under all 17 SDGs are being addressed by the ASC. (All SDGs thus addressed in some way)

## Where we do ‘very well’:

**SDG 2** - Zero Hunger;  
**SDG 6** – Clean Water;  
**SDG 12** – Responsible consumption and production;

**SDG 14** – Life below water;  
**SDG 15** – Life on Land;  
**SDG 16** – Peace & Justice;  
**SDG 17** – Partnerships

SDG performance of ASC verified and transparent aquaculture



# Focus on 2 highlights

Fish health and welfare

Digital traceability: Key Data Elements & Trace Element Fingerprinting

**Esther Luiten**

ASC Commercial Director

28 September 2023



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# Focus on 2 highlights

Looking below the surface...



Strongest Global Brand



Global Supply and Sales Opportunities



**Most Robust and Relevant Standards**



**Highest Assurance Throughout**



Transparency to Strengthen Reputation

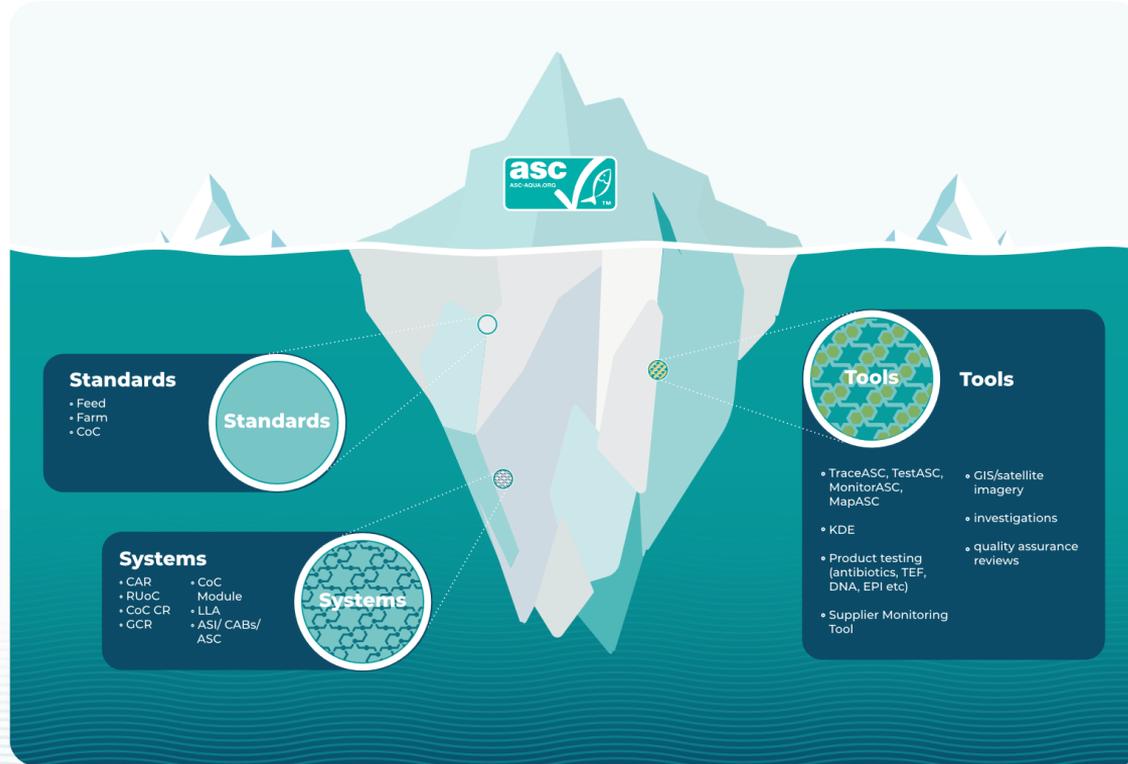


Proven Impact

# What is below the surface brings confidence

Assurance = Standards + Systems + Tools

**Highlight 1:**  
Fish health & welfare



**Highlight 2:**  
Digital traceability:  
KDE  
& TEF

# Highlight 1: fish health and welfare

ASC is expanding its requirements on fish health and welfare. Why?



## Planet

Key factor of sustainable production.



## Fish

Fish are sentient beings and current aquaculture practices may impair welfare needs and thus need to be addressed.

Lack of disease or injury, and the ability of an animal to perform its physiological functions at normal levels.



## Science

There is sufficient applicable scientific research available on fish health and welfare for ASC to support expanding its current health and welfare-related indicators for different species;



## People

Consumer acceptance of aquaculture products will be increasingly influenced by the extent to which the industry is perceived to be dealing with fish health and welfare.

# Highlight 1: fish health and welfare

Fish health and welfare in our  
ASC Farm Standard



## 2.14 Fish Health and Welfare

- 2.14a Day to day
- 2.14b Handling
- 2.14c Slaughter



## 2.15 Sea lice



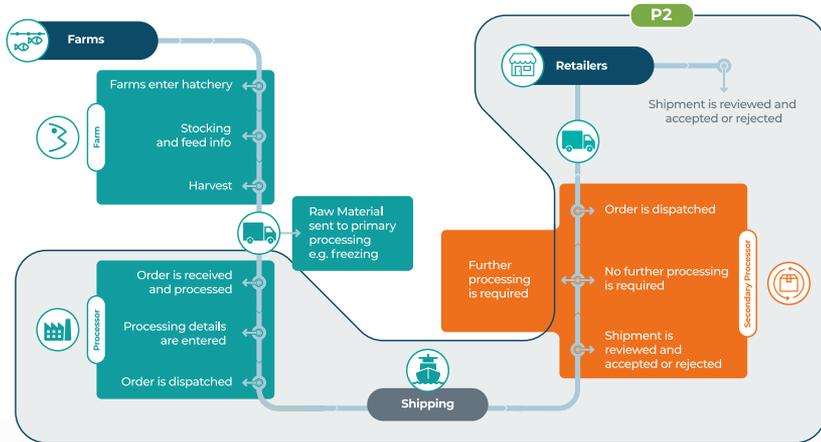
## 2.16 Veterinary therapeutants



## 2.17 Hatcheries and Intermediary sites

# Digital traceability:

## Key Data Elements (KDE)



### What

Digital system that allows systematic key data collection and sharing, from farm along the supply chain:

- o via Radix Tree platform
- o respecting privacy and confidentiality



### Aim:

Allow end-to-end traceability, improve assurance throughout ASC certified supply chains, enhance consumer confidence



### Benefits to supply chain:

- o Digital touch-of-a-button traceability increasingly expected
- o Increased insight and verification of origin and volumes strengthening integrity of labelled products
- o Helps meet environmental & social commitments by providing supply chain visibility
- o GDST aligned, designed to support interoperability

# Trace Element Fingerprinting (TEF)

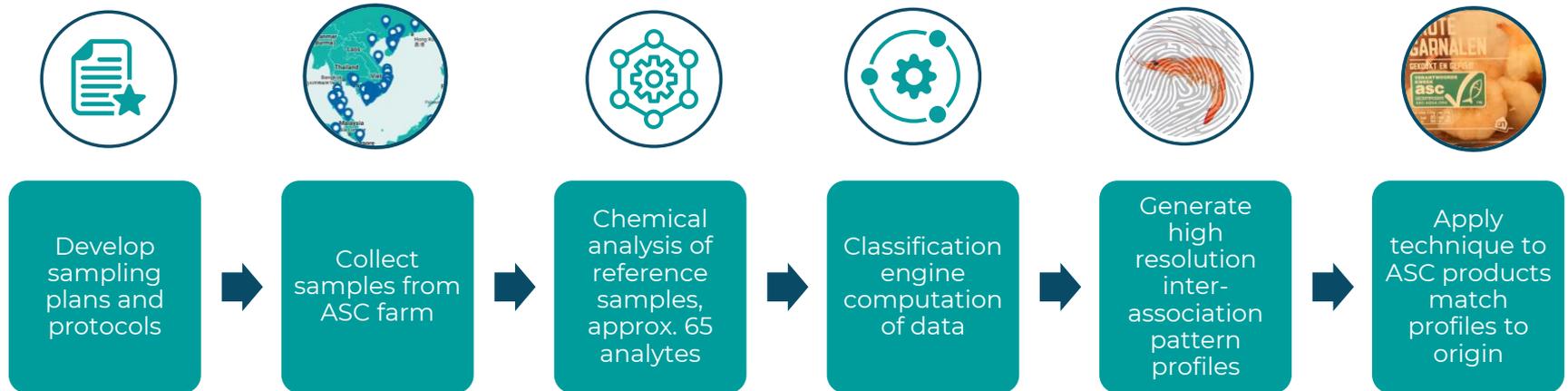
## What is it



Animals reflect the region in which they're grown through uptake of trace elements from the soils, groundwater, surrounding environment and available food from the region of origin

# Trace Element Fingerprinting (TEF)

## Our aim



- Proof-of-concept research has shown this technology has **the potential to verify origin of farmed shrimp with high accuracy**
- May be applicable to other species such as salmon

# Closing remarks

Chris Nines, ASC CEO

28 September 2023



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# Thank you



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