

PRESS RELEASE

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The Aquaculture Stewardship Council gears up for Operational Phase

The Aquaculture Stewardship Council (ASC) seeks nominations for the expansion of its Supervisory Board and a permanent CEO for the next phase of its development.

Aquaculture will only realise its full potential to make a major contribution to food security and improve the livelihood of millions of people if conducted in an environmentally and socially responsible manner. Over the past 5 years there has been a revolutionary process in standards development to achieve just this. Across the spectrum of civil society and industry stakeholders the Aquaculture Dialogues process has been undertaking one of the most ambitious, multi-stakeholder programmes to develop credible standards in the aquaculture industry. Over 2,000 people have participated in the dialogue process from producers, the processing industry, retailers, NGOs, governments and the scientific community.

Standards are in the last stages of being developed by Aquaculture Dialogues for 12 species groups. The ASC, established in 2009 as an independent, not for profit organisation, is the body tasked with establishing and managing the certification and labelling system for these global standards for responsible aquaculture. The ASC is not only a standards holding body - it will oversee a global transformation in aquaculture.

During the development phase, the ASC has been putting together the initial governance building processes that will enable this transformation to occur, led by Philip Smith, the current, respected CEO, whose contract soon expires. The ASC is now moving on to the full implementation phase and is now expanding its governance structure by seeking nominations for membership of its Supervisory Board, its main governing body and a CEO to manage the ASC certification and labeling programme in its operational phase.

Assessments against the standards will be conducted by independent Certification Bodies, approved and monitored by Accreditation Services International, an independent Accreditation Body. The ASC will raise producer awareness about the benefits of becoming certified, build accredited certification capacity (including Chain of Custody certification) and seek partnerships for smallholder production programmes. The ASC will do this in an efficient and cost effective way by focusing on the entire supply chain. The ASC will also launch a credible consumer label by mid-2011 that assures consumers compliance with the ASC standards and will stimulate demand from seafood processors, retailers and foodservice providers.

credible environmental robust multi-stakeholder
responsible transparent worldwide education
impactful change independent social effective open
solutions efficient partnership



Supervisory Board Expansion:

According to the Deed of the ASC, the number of Board members shall be between 5 and 9. There are currently 4 members and nominations are being sought in an open, transparent process. The board is actively soliciting stakeholders to recommend and submit potential candidate names. In accordance with the ASC's Deed, "members of the Supervisory Board shall perform their duties independently and shall not be bound by any instructions". In addition, "members must at least possess general management skills and demonstrate an affinity with the Foundation's objectives, and the membership of the Supervisory Board must reflect a balanced representation of areas of expertise and backgrounds".

Further information about the process and areas of expertise sought from nominees can be found on the ASC's website: <http://www.ascworldwide.org>.

The Chief Executive Officer:

Reporting to the Supervisory Board of the ASC, the CEO will have a demonstrable affinity with the Foundation's objectives, provide leadership and direct the development of the ASC organisation in its operational phase. In addition to a high level of business skills and experience, proven ability to work in multi-cultural, international settings and an ability to work at a transformational level with all different stakeholders in the supply chain: retail, trade and processing sector, as well as producers, civil society, NGOs, scientists and government, and unite them across a common sustainable development framework in aquaculture is emphasised. Experience in food value chains from production to market is essential whilst knowledge of aquaculture, especially environmental and social impacts and certification schemes, would be advantageous.

The full job specification for the CEO position can be found on <http://www.ascworldwide.org>.

Philip Smith, the current CEO believes the ASC has a strong position and will make a positive contribution to the growth of global aquaculture: "Much of the groundwork in establishing the ASC has been completed and we are ready to move forward into the next phase. There are challenges, but the opportunities for the ASC to make a real difference are enormous and this will be an exciting and rewarding role."