



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**

Which of these costs you pay when you use the ASC logo depends on your organisation and how you use the ASC logo. To help you clarify this, the following rules apply:-

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

How is the annual fee calculated?

The annual fee is paid yearly, based on the total value of ASC certified seafood sold by your organisation during the ASCs' financial year (Jan - Dec).

The annual fee is calculated as follows:

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

Which organisations pay royalty fees?

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.

How are royalty fees calculated?

Royalty fees are calculated at 0.5% on the wholesale price of seafood that is sold. That is the price you sell it on to the next company in the supply chain

When are they collected?

They are collected annually, six monthly or quarterly, depending on volume of sales

Value of ASC certified seafood sold	When you pay
0 - \$50,000	Annually
\$50,001 - \$10m	Six Monthly
> \$10m	Quarterly

Who pays the fees?

In the vast majority of cases, the company that puts the logo on the product pays the fees

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

Example costs for using the logo

Value of ASC certified seafood sold	Annual fee and Royalty fee
0 - \$200,000	\$250 + 0.5% of sales
\$200,000-\$500,000	\$1,000 + 0.5% of sales
>\$500,000	\$2,000 + 0.5% of sales

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)

The benefit of being able to promote your ASC responsibly farmed aquaculture products is only \$7,27 in every \$1000 of sales



How are fees and royalties spent?

As well as paying for administration costs of Aquaculture Stewardship Council **International** ASCI (the trading arm of the ASC) revenues from fees and royalties contribute to the running of the charity, ASC, which otherwise relies on voluntary donations from various organisations such as philanthropic foundations. In this way the ASC charity can generate some of its own income, in an effort to become more financially independent and reduce its dependence on such donations. This is invested in outreach, marketing, exhibitions, conferences, communications, press releases and websites to promote and build the scheme.

Help and Questions?

If you have any questions as to which sector you fall into or what you have to pay or not pay for please contact ecolabel@msc.org