

Update Part IV: Aquaculture Stewardship Council

Introduction

This ASC Update presents to you the latest developments of the Aquaculture Stewardship Council (ASC). The ASC has recently made progress in its transition from the business development phase towards becoming fully operational. A major milestone was reached with the handover of the first four sets of Standards to the ASC. Furthermore, the first ASC Stakeholder Working Group and the ASC Technical Advisory Group were kicked off. The development of the Standards by the Aquaculture Dialogues is also making good progress; the public consultation rounds for the Salmon and Trout Aquaculture Dialogues took place recently. The ASC has two new supporters in Loblaw, Canada's largest food distributor, and RSA, a global market leader in marine insurances. Finally, we are happy to welcome Mr. Knut Nesse (Nutreco) as our 5th Steering Board member.

For the most up to date information please check the ASC website: www.ascworldwide.org

Handover of first four sets of Standards to the ASC



On May 3, 2011, the first four sets of Standards developed by the Aquaculture Dialogues, a series of multi-stakeholder roundtables coordinated by WWF, were handed over to the ASC at the 2011 European Seafood Exposition in Brussels. The handover of the Standards marks a major milestone for the ASC's transition to becoming operational.

The standards are for farmed tilapia, pangasius, abalone and bivalves (clams, oysters, mussels and scallops). The beta-versions of the Auditor Guidance Manuals for these species were also handed over. From now onwards the Standards will be known as the ASC Tilapia Standard, the ASC Pangasius Standard, the ASC Abalone Standard and the ASC Bivalve Standard. They were developed with input from almost 1,000 farmers, NGOs, scientists, industry representatives, governments and other stakeholders over the past several years. The contribution of these stakeholders through the Aquaculture Dialogue process brings credibility to the ASC Standards and makes them unique in comparison with other aquaculture certification programs.

Four additional sets of Standards are expected to be handed over to the ASC in the beginning of next year.

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

A [short film](#) of this event is available and can be watched on-line. The film has interviews with influential players in aquaculture discussing the importance of independent certification, including representatives from Royal Ahold, Anova, DKSH and Accreditation Services International (ASI).

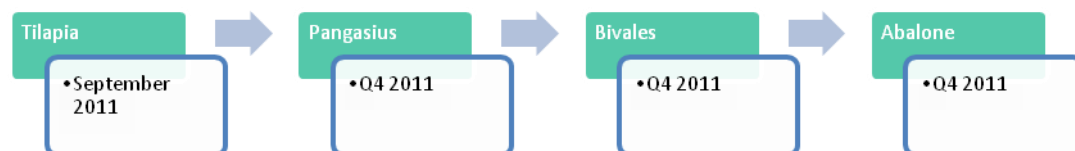
ASC Planning

The ASC is building its certification program with four Standards ready to be opened up for accreditation this year - Tilapia, Pangasius, Abalone and Bivalves. In the summer period, ASC will focus on critical next steps for the Standards such as:

- finishing the ASC's Accreditation and Certification Requirements
- testing and revising the ASC Auditor Guidance Manuals of various species
- developing training possibilities for Certifying Bodies
- arranging Chain of Custody certification
- logo development and testing

Appreciating the need for the ASC's certification program, the ASC wants to deliver as fast as possible, but not at the expense of the robustness and reliability of its certification program.

The estimated date for opening up the Tilapia standard for accreditation is September 2011. The three other completed standards – for pangasius, bivalves and abalone - is estimated to become open for accreditation in Q4, 2011. More detailed information about the planning will be found on the [ASC website](#) as soon as it is available.



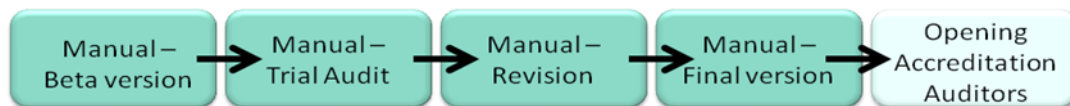
Tilapia Auditor Guidance Manual under revision

The ASC Tilapia Standard has made good progress towards becoming operational. The beta-version of the Tilapia Auditor Guidance Manual is currently being revised by Accreditation Services International in cooperation with the ASC's Technical Advisory Group. The revision was required as a result of a trial audit carried out to check the practical application of the manual in Indonesia in December 2010.

The Auditor Guidance Manual should serve as the certifying bodies primary guide for how to apply the ASC Tilapia Standard during an audit. It is an important document for securing the consistency of the audits by various certifying bodies.

The next step for the ASC Tilapia Standard will be to open it up for accreditation in September 2011.

The Auditor Guidance Manual Process



Field Test Partner Appeal for Pangasius, Abalone and Bivalves



The ASC is currently looking for partners for the upcoming trial audits of the completed Pangasius, Abalone and Bivalves Standards. The audits will be used to test the quality of the Auditor Guidance Manuals for these species and for adjusting the manuals where applicable. As a trial audit partner you will be at the forefront of the latest developments in aquaculture market transformation. The ASC would like to encourage both

fish farms and accreditation bodies to apply.

Criteria for field testing partners:

- Participant in Aquaculture Dialogue meeting
- Participant in Aquaculture Dialogue public comment period
- Recommended by an ASC stakeholder
- Able to demonstrate an ability to comply with future ASC standards (farm)
- Farm is representative of better performer category (farm)

For applications or for more information please contact ASC Standards Director Bas Geerts on bas.geerts@ascworldwide.org or +31 (0)30 230 5927.

ASC compliant tilapia farms



During audits against the Tilapia ASC Standard (at the time referred to as Tilapia Aquaculture Dialogue standard) four sites have been found compliant. These have been handed a so called 'Letter of Compliance'. These were awarded under the temporarily audit program of GlobalGAP and WWF before the Tilapia standard was handed over to the ASC.

These are the first fish farms in the world which comply with the standard for responsible Tilapia farming. We congratulate these farms and welcome them in the ASC program!

Company name: Tropical Ecuador
<http://eattilapia.com/>

Farm Names:

- a) Aquamar in Ecuador
- b) Produmar in Ecuador

Company name: Regal Springs

<http://www.regalsprings.com/>

Farm Names:

- a) Aquafinca in Honduras
- b) PT Aquafarm in Nusantara in Indonesia

Technical Advisory Group meeting at ESE in Brussels

The ASC is actively establishing its Governance Structure. The Technical Advisory Group (TAG) is a critical part of this. The TAG gathered for a second time at the European Seafood Exposition in **Brussels in May 2011**. It follows an initial meeting that took place at the Vancouver Sustainable Seafood Summit in February 2011.

The TAG plays a valuable role for the ASC. The committee is responsible for supervising the Standards developed through the Aquaculture Dialogues, including future revisions and interpretation issues. It is also in the lead for addressing the matter of cross-standard harmonisation. The TAG will provide recommendations to the ASC Supervisory Board and Executive Board. It is currently made up by two representatives of each of the eight Aquaculture Dialogues and can be expanded with selected technical experts. The TAG will continue to uphold the ISEAL principle of an independent process for oversight of the Standards. For more information about the TAG please download the [Terms of Reference](#).

ASC's first Stakeholder Working Group now open for applications

The ASC adheres to listening to the advice of stakeholders that provide credibility to the ASC certification program. Therefore, a first ASC Stakeholder Working Group on Accreditation and Certification is now open for membership applications. Working with likeminded frontrunners in market transformation the group will advise the ASC Supervisory Board and ASC Executive Board on the accreditation and certification requirements process. The Stakeholder Working Group will play an important role in shaping the future of responsible aquaculture by sharing relevant expertise. The ASC welcomes applications from across the aquaculture sector and other stakeholders to ensure a transparent requirements process.

For membership applications or for more information please contact ASC Standards Director Bas Geerts on bas.geerts@ascworldwide.org or +31 (0)30 230 5927.

More detailed information can be found in the [Terms of Reference](#)

New ASC Board Member : Knut Nesse



The ASC Supervisory Board has been expanded with a 5th member, Knut Nesse, Chief Operating Officer Aquaculture at Nutreco N.V. Mr. Nesse will be a valued addition to the ASC Board bringing in fish feed sector experience. We would like to take this opportunity to welcome him to the ASC.

Knut Nesse has worked at the Scana group in Stavanger as Chief Accountant and as Finance Director of their Joint Venture in China. He joined Skretting Norway as Chief Accountant in 1995, subsequently working as Controller and as Managing Director of Skretting Chile. Mr. Nesse was appointed Managing Director of the Skretting Salmon Feed business in 2006. In 2009 he was appointed member of the Executive Board of Nutreco N.V. Knut Nesse obtained a MBA degree from the Norwegian School of Economics and Business Administration. He is Chairman of the Board of BluePlanet AS (Norway).

Knut Nesse: "Aquaculture must bridge the gap between growing global demand for seafood and sustainable fisheries. Growth with sustainability opens oceans of opportunities. All the fundamentals are right for aquaculture".

New ASC Supporters: Loblaw and RSA



The ASC is pleased to announce the addition of two new supporters. Loblaw, Canada's largest food distributor, and RSA, one of the world's leading multinational quoted insurance groups, have come onboard to support the market transformation towards responsible aquaculture.

Loblaw is Canada's largest food retailer and a leading provider of drugstore, general merchandise and financial products and services. The company controls Canadian labels such as the *President's Choice*, *no name* and *Joe Fresh* brands. Loblaw has made the commitment that "...all the seafood sold in our stores will come from sustainably sources by the end of 2013.". More information about their sustainable seafood initiative can be found on [OceansForTomorrow](#).



RSA is a global market leader in marine insurance, delivering services to risk managed customers. This includes aquaculture. RSA is steadily expanding its marine business with innovative products, such as tailored Aquaculture Insurance solutions to support the growing fish farming industry. Certification provides a good indicator of risk management and awareness, with insurers looking favourably on farms achieving the ASC standard.

For an overview of the nineteen other industry ASC Supporters please visit the [ASC website](#).

Vitnamese delegation visits ASC



On April 14th, the ASC Supervisory Board welcomed a delegation from Vietnam to update them about the status of the ASC in the Netherlands. Representatives of the Vietnam Association of Seafood Exporters and Producers (VASEP), the Ministry of Agriculture and Rural Development (MARD), the Vietnam Fisheries Society (VINAFIS) and WWF-Vietnam were informed about the status of ASC Standards, the progress the ASC is making in building the 3rd party program for certification and the ASC time-lines. In December 2010, VASEP, VINAFIS and WWF signed a Memorandum of Understanding, which states that by 2015 50% of the exported pangasius will be ASC certified and the remaining 50% will be certified according to international standards.

In a second session, a number of Dutch traders was invited. They clearly indicated the demand from their customers for an ASC-certified product. Retailers are also increasingly asking for a credible label to assure the quality of their products to their customers. Both sides of the value chain recognised the need for cooperation to achieve this collectively.

Upcoming Event – ASC present in Vietnam

Bas Geerts, Standards Director of the ASC, will be present in Vietnam (Ho Chi Minh City), on June 27th, to represent the ASC at a technical workshop about 'sustainable pangasius development' through international certification. The Vietnam Association of Seafood Exporters & Producers (VASEP), the Viet Nam Fisheries Society (VINAFIS) and WWF are organising this workshop as a result of the growing interest in moving towards sustainable pangasius production. In December 2010, a Memorandum of Understanding was signed between WWF, VINAFIS and VASEP. It states that by 2015, 50% of the exported pangasius will be ASC certified, and the remaining 50% will be certified according to international standards.
