



ASC Newsflash



Welcome from the CEO



Welcome to our first Newsflash of 2013. We have many achievements to celebrate this year, such as a successful European Seafood Exposition in Brussels, our first exhibit at the International Boston Seafood Show, the German launch of certified pangasius in Hamburg and the continuing growth of our certification, Chain of Custody and logo licensing programmes.

On the certification side, we launched the salmon programme, received the Trout Standard from the Dialogues and welcomed the first certified tilapia farms in Taiwan. Furthermore, two important and exciting projects are fast gaining momentum: the group

certification project will help ASC's certification programme become more accessible to small-scale operators and the feed project is underway to help improve the transparency and credibility of the standards.

I am confident that the ASC will build on this positive momentum and move further towards our goal of transforming the aquaculture sector towards environmental sustainability and social responsibility.

Best regards,

Chris Ninnes, Chief Executive Officer ASC

June 2013

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Planning and Updates

ASC farm certification

- First audits against the ASC Salmon Standard announced for June 2013
- First available certifiers for the Abalone and Bivalves Standards expected in quarter three of 2013
- First available certifiers for the Trout and Shrimp Standards expected in quarter four of 2013

ASC certified product launch

- ASC Tilapia products available in Germany, UK, Netherlands, Switzerland, Canada and South East Asia

Transition of the remaining Aquaculture Dialogues to ASC Standards

- ASC Seriola/Cobia Standard expected to be handed over to ASC by early 2014

For more detailed information [visit our website](#) and check the [ASC Planning webpages](#) regularly for the latest updates on the development of ASC Standards and training for certifiers.

Logo Licence

- 168 companies hold the ASC logo license
- 381 tilapia and pangasius products approved
- 19 countries with ASC certified products on sale*
- 24 tilapia farms ASC certified
- 20 pangasius farms ASC certified
- 172 active Chain of Custody certificate holders
- 18 certifiers accredited to conduct ASC Chain of Custody audits
- 3 certifiers accredited to conduct farm assessments

* Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Luxemburg, Netherlands, Norway, Slovenia, Spain, Sweden, Switzerland, United Kingdom, United States.

For more information about the logo, certification and accreditation update visit our [website](#)



ASC launches feed project – call for working group members

ASC invites aquaculture feed industry experts to join the Technical Working Group for its much anticipated Responsible Feed Project. As a member you will be involved in the development of the ASC Feed Standard and have the opportunity to contribute to the future of responsible aquaculture feed. We encourage applications from all areas (aquaculture feed producers, raw material suppliers, fish farmers, academic community, NGOs, etc.). The project will start shortly and is expected to be concluded by the end of 2015.

If you want to apply to become a working group member, or for further information, please contact [Michiel Fransen](#). Information on the [Feed Project](#) can be found on the ASC website under [Projects](#).

ASC signs ground breaking MOU with GAA and GlobalG.A.P



The Aquaculture Stewardship Council, The Global Aquaculture Alliance (GAA) and GLOBALG.A.P. signed a Memorandum of Understanding (MOU) promising to work together to achieve greater efficiencies that will benefit all of their stakeholders.

For more information please go to our [website](#)

To view the photos of the signing visit our [Flickr album](#)

First ASC certified products in North America

Loblaw, Canada's largest retailer, became the first North American supermarket to offer ASC certified tilapia from the beginning of 2013.

For more information please go to our [website](#)



German launch of the ASC Pangasius

ASC celebrated [the launch of certified responsibly farmed pangasius](#) into the German market. The launch took place at the prestigious Fischwirtschafts-Gipfel 2013 in Hamburg organised by FischMagazin. With 270 attendees from the German seafood sector, the event was a great opportunity for the ASC and farmers to promote ASC certified pangasius products to the German seafood sector.

ASC's vision and successful launch of its pangasius farm certification programme in Vietnam was presented by Michiel Fransen, ASC Standards Coordinator. ASC's CEO, Chris Nines, took part in the informative panel discussion on sustainability in aquaculture. A dedicated Vietnamese delegation also celebrated the launch of the ASC certified pangasius to the German market. Mr Pham Anh Tuan and Ms Nguyen Ngo Vi Tam participated in an interesting question and answer session about the Vietnamese pangasius industry and its commitment to ASC certification. For the occasion, an animation about responsible pangasius farming produced by the Sustainable Trade Initiative was screened and can be viewed on ASC's [YouTube channel](#) (English and German versions).

For pictures from the event visit our [Flickr album](#).



ASC at the European Seafood Exposition and the Boston Seafood Show

The ASC's update meeting at the European Seafood Exposition 2013 in Brussels reached full capacity with over 130 participants. ASC's CEO Chris Ninnes outlined ASC's planned development, introduced the Memorandum of Understanding between ASC, GAA and GlobalG.A.P. and announced the launch of the salmon certification programme for responsible farming. Mr Cui He, Vice Executive President and Secretary-General of [China Aquatic Products Processing and Marketing Association](#) (CAPPMA) joined the meeting to introduce the EU-funded '[Greening the Supply of Chinese Tilapia](#)' project, which was launched in 2012 as a joint ASC, CAPPMA and WWF China initiative. The initiative helps Chinese tilapia farmers comply with the global ASC Tilapia Standard for responsible aquaculture. Esther Luiten of the Sustainable Trade Initiative (IDH) presented IDH's latest farmer support scheme, the Farmers in Transition Fund (FIT), which is a market-driven programme created to stimulate and support the production of responsibly farmed shrimp. More information on this fund can be obtained from [Esther Luiten](#).



In March this year, ASC exhibited for the first time at the International Boston Seafood Show. The show proved to be a great success, helping to considerably raise ASC's profile in the North American market. Through our well visited show booth, ASC was able to reach out to American producers, suppliers and retailers and inform them about our tilapia and pangasius certification programmes, the highly anticipated salmon (launched in April 2013), trout, bivalves and abalone schemes, and answer questions on the standards.

ASC's CEO Chris Ninnes also outlined the organisation's vision and future ambitions for our certification and labelling programme to an engaged North American audience of over 60 people at a dedicated meeting.

For pictures from the event visit our [Flickr album](#).



ASC Press Trip to Vietnam

ASC organised a press trip to two ASC certified Vietnamese pangasius farms, in March. Joining the trip were journalists from Germany, Netherlands, Belgium and the UK. The farms visited were Vinh Hoan Corporation's Tan Thuan Dong Farm and Hung Vuong Corporation's Phu Tuc Farm.

The trip provided the perfect opportunity for the European journalists to explore the rapidly growing pangasius sector in Vietnam and learn about responsible pangasius farming compliant with the ASC standards. The journalists witnessed the positive impacts of responsible pangasius aquaculture in Vietnam and discussed the improvements with local farmers.

For pictures from the trip visit our [Flickr album](#).



Certification

Auditor training for Tilapia and Pangasius announced

The ASC is providing training to auditors on the ASC Tilapia Standard and ASC Pangasius Standard.

All auditors of applicant certification bodies, who are interested in performing audits of the ASC Tilapia or Pangasius Standard, are invited to attend. For more information about costs and training location please visit the [tilapia standard training page](#) and/or the [pangasius standard training page](#).

Please email certification@asc-aqua.org to sign up for training.

Training for the ASC Bivalves Standard is expected to be announced shortly.

Salmon certification launched worldwide

At the European Seafood Exposition 2013, ASC announced that the first ASC certified salmon is expected shortly. On 11 June 2013, the Bremnes Seashore AS farm in Norway became the first farm to be audited against the Salmon Standard. It will be followed by the Leroy Hydrotech - Hogsneset Nord Farm later this month. The first ASC certified products for responsibly farmed salmon are expected to be available to the market by the end of the year.

For more information go to our [website](#) and for pictures visit our [Flickr album](#)



Trout Standard handed over to the ASC

The Freshwater Trout Aquaculture Dialogue handed over the global freshwater Trout Standard to the ASC on 20 February. This is the sixth standard ASC has received and joins those for tilapia, pangasius, bivalves (mussels, oysters, clams, scallops), abalone and salmon. The Freshwater Trout Standard addresses issues such as disease prevention, minimising the outflow of nutrients from the farm, responsible use of water and preventing escapes.

The Trout Standard is keenly anticipated by the industry, both by suppliers and producers. Pilot tests have been held and the ASC will be ready to celebrate ASC certified responsibly farmed trout reaching the market later this year. ASC's pilot testing of the draft Trout Audit Manual (a guiding document for farms and auditors) was completed in collaboration with five producers in Denmark (2) and Turkey (3).

For more information go to our [website](#)

First 11 Taiwanese Tilapia farms ASC Certified

During the European Seafood Exposition 2013, ASC celebrated the certification of the first 11 Taiwanese tilapia farms. Joining the ASC in congratulating them were the Taiwan Tilapia Alliance and the Taiwan Frozen Seafood Industries Association.

ASC was pleased to take the opportunity to mark this achievement and welcome the upcoming availability of ASC certified Taiwanese tilapia products to international markets. Conformance to the robust ASC Tilapia Standard demonstrates these farms have made a commitment to incorporating responsible environmental and social practices into their operations.

Read more about the ceremony [here](#)

For pictures visit our [Flickr album](#)



Farm pilots for trout and abalone taking place

In April and May pilot audits to test the Audit Manuals for the abalone and trout standards kicked off around the globe. Final completion for these three manuals is planned for July this year.

The pilots test the Audit Manuals in practice for each respective standard. The finalised manuals will be used as a base for ASC's mandatory auditor training courses. Training on how to assess against the ASC standards, including exams, is a mandatory requirement for ASC accreditation of certification bodies that wish to do farm audits against the standards. This helps safeguard audit quality and consistency. The completed Audit Manuals can be downloaded from ASC's [website](#).



Group Certification project on track for completion

The first meeting of the Technical Working Group for Group Certification (TWG-GC) was held in September 2012 and the group has provided valuable feedback since. The group consists of NGOs, retailers and a range of technical experts. After completion of the review, the requirements will be published on the ASC website for public consultation before field testing later this year. The group certification project is expected to be completed by the end of this year.

For more information, or if you would like to get involved in the project, please contact ASC Standards Director Bas Geerts on Bas.Geerts@asc-aqua.org

You can also read more about the group certification project [here](#)

Supervisory Board update

The Supervisory Board has elected a new chair, Ted van der Put, Programme Director at the Sustainable Trade Initiative (IDH). Mr van der Put succeeded Jose Villalon as chair on 10 March and will hold the chairperson role for an initial period of one year. Following this, the ASC Supervisory Board chairperson position will be re-evaluated. The Board also announced that Knut Nesse, CEO of Nutreco N.V., will step down. The Board would like to thank Jose and Knut for their great contribution, which has helped drive the ASC forward.

For more information go to our [website](#)

ASC appoints new representative in Brazil

ASC has [appointed Laurent Viguié as its new representative in Brazil](#). Laurent, who has been representing the Marine Stewardship Council in Brazil for over two years, has an aquaculture background. He was the co-founder of 'No Catch', the ground breaking brand from Shetland that introduced organically farmed cod to the market in 2007. We would like to warmly welcome Laurent to the ASC team.

Read more about the appointment [here](#)

EU-China Tilapia initiative holds first steering board meeting in Brussels

The first China Tilapia Project Steering Committee meeting was held in Brussels during the European Seafood Exposition 2013. On the agenda were: review of the progress made in the early stages of the project implementation, plans for the development of a project information system and organisation of training for auditors to carry out certifications of tilapia farms against the ASC standard. The meeting also presented an excellent opportunity for ASC to introduce the organisation to our Chinese tilapia industry stakeholders.

For more information go to our [website](#)
