

Part III: Building the Aquaculture Stewardship Council

Creating change on the water

Introduction

As the development of the Aquaculture Stewardship Council (ASC) accelerates, so is the need to keep you up to date. To do so, the ASC will send you more frequent and shorter updates. For the most up to date information, check regularly www.ascworldwide.org.

ASC is entering a new phase

The ASC is entering a new phase. After the development phase, led by Development Director Dr. Philip Smith, ASC is now progressing towards certifying farms and introducing the ASC consumers' label. Dr. Smith steered the ASC through its first pioneering years. He leaves behind a well-established organization that has increasing support among major players in the seafood industry, retail and NGOs. The ASC wishes to thank Dr. Smith and his team for their major contribution to the development of the organization. ASC Board Chairman Jose Villalon said '*The ASC is very appreciative of the professional work of Dr. Smith. Much has been accomplished in a relatively short period of time*'.

Selection of new CEO is in progress

As the ASC is entering this operational phase, the selection process for the much awaited new CEO is also drawing to a close. In the meantime, Dr. Esther Luiten (photo), former co-director of the North Sea Foundation and currently working as Aquaculture Program manager at the Dutch Sustainable Trade Initiative (IDH), will be interim managing director in order to maintain progress. Dr. Luiten will fully devote her schedule to the ASC work. Any strategic decisions will be made only after consultation with the ASC Supervisory Board. As soon as the new CEO is recruited and has taken position, she will step down. Peter Hajipieris ASC Board Member: '*The momentum is there, retailers and processors are awaiting our consumer label for responsibly farmed seafood. We cannot allow the ASC to slow down.*



There are a lot of practical things to be done, including getting accreditation and certification processes in place, preparing for the European Seafood Exposition, and keeping our stakeholders informed'.

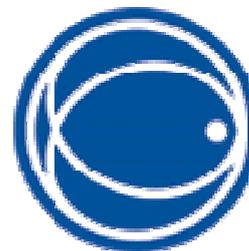
Director of standards appointed

The beginning of ASC's operational phase is clearly marked by hiring Bas Geerts as ASC's new Standards Director from May 1st onwards. Bas Geerts joins the ASC from Utz Certified where he held the position of manager of traceability services and new business developer. Utz Certified is a worldwide certification body for sustainable standards for coffee, tea and cocoa. Prior to his career at Utz, Geerts was new business developer at the Netherlands office of the World Wildlife Fund, working on soy, fisheries and other commodities. On the ASC website, you will soon find a more extensive introduction of Geerts.

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Meet the ASC at the European Seafood Exposition 2011 in Brussels!

Once again the ASC is exhibiting at the European Seafood Exposition in Brussels. You will find us at the same location as last year in Hall 7, booth **7-2053**. In 2010, the ASC unveiled its visual identity at the trade show. This year, the completed Aquaculture Dialogues standards for tilapia, Pangasius, bivalves, and abalone – which have independently been formulated by multistakeholder groups coordinated by WWF -- will be officially handed over to the ASC on the first day of the trade show by representatives of their respective Steering Committees and Process Facilitation Group.



EUROPEAN
SEAFOOD EXPOSITION

We cordially invite you to be present at this event at the ASC booth. It will be a milestone in the development of the ASC and in the implementing of the most robust, independent and metric-based standards for responsibly farmed seafood. The handover of the standards will happen at **3.30 pm, Tuesday May 3** at the **ASC booth**. A video of the event will be shown at the trade show and on the ASC's website: www.ascworldwide.org. Furthermore, we will present during the trade show the expected timelines for certification and accreditation of sustainably farmed seafood and the introduction of the consumer label.

Gearing up the opening up for accreditation

The ASC appreciates the thorough, multi-stakeholder work of the Aquaculture Dialogues. The ASC is honored to inherit this hard and good work and is proud to bring the standards into practice. Four of the eight Dialogues are still in progress. The ASC has taken ownership in moving forward with opening up for accreditation by Accreditation Services International (ASI) for independent certification bodies for the Dialogue standards that are available. We will present the expected timelines at the European Seafood Exposition. We will keep you informed on progress on this and any other field regarding the further development of the ASC.

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