




# ASC / MSC co-labelling rules

Any proportion of ASC and MSC certified seafood can be mixed in the same product with both labels being used at any stage in the supply chain, if:

The ASC logo and MSC ecolabel are of the same size and not modified.	The Chain of Custody (CoC) number of the certificate that covers the main species used in the product is displayed on pack.	The product label clearly states that ASC- and MSC-certified seafood is being used including the percentage.	<b>Good to know</b> <ul style="list-style-type: none"><li>- This rule doesn't affect the maximum allowance of <u>5% non-certified seafood</u> in the total seafood content. Guidance on percentage calculations can be found <a href="#">here</a>.</li><li>- The standard <a href="#">fee structure</a> applies. For consumer-facing products the royalty rate is split: 0,25% ASC and 0,25% MSC.</li></ul>
	 <p>If the mixture contains e.g. 60% ASC certified salmon and 35% MSC certified salmon, at least the ASC CoC code needs to be used</p>		
<p>Note: All graphical requirements and rules on the use of <a href="#">ASC logo</a> and <a href="#">MSC ecolabel</a> remain valid</p>	<p>Note: You are allowed to state both, ASC and MSC CoC code, if you wish to.</p>	<p>Note: This can be in the ingredients list.</p>	

# ASC / MSC co-labelling rules

## Examples of mixtures and label use

85% MSC-certified cod 15% ASC-certified shrimp	65% ASC-certified salmon 35% MSC-certified salmon	85% MSC-certified cod 10% ASC-certified shrimp 5% non-certified shrimp	85% MSC-certified cod 10% non-certified shrimp 5% ASC-certified shrimp	95% ASC certified salmon 5% MSC certified salmon
<ul style="list-style-type: none"> <li>- Use of ASC logo and MSC ecolabel</li> <li>- MSC CoC code must be displayed on pack (optional to also display the ASC CoC code)</li> <li>- <a href="#">ASC</a> and <a href="#">MSC claim</a> must be printed on pack</li> </ul>	<ul style="list-style-type: none"> <li>- Use of ASC logo and MSC ecolabel</li> <li>- ASC CoC code must be displayed on pack (optional to also display the MSC CoC code)</li> <li>- <a href="#">ASC</a> and <a href="#">MSC claim</a> must be printed on pack</li> </ul>	<ul style="list-style-type: none"> <li>- Use of ASC logo and MSC ecolabel</li> <li>- MSC CoC code must be displayed on pack (optional to also display the ASC CoC code)</li> <li>- <a href="#">ASC</a> and <a href="#">MSC claim</a> must be printed on pack</li> </ul>	<p>The use of ASC logo and MSC ecolabel is <b>not allowed</b> since the non-certified seafood ingredients are &gt;5%</p> <p>See <a href="#">here</a> for further instructions.</p>	<p>If the ASC- or MSC-certified seafood ingredients is 5% or less of the total seafood ingredients it is possible to</p> <ul style="list-style-type: none"> <li>- <b>Display both labels</b>, both claims and at least the CoC code of the main species (in this case the ASC code)</li> <li>- <b>Show only the label, claim and CoC code that covers the main species</b> (in this case the ASC logo, <a href="#">ASC claim</a> and ASC CoC code)</li> </ul>

**Remember:** The total certified seafood content (ASC + MSC) in co-labelled products must be at least 95% or more. See [here](#) for additional information.