

## Part V: Building the Aquaculture Stewardship Council

*Creating change on the water*

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## Introduction

ASC is moving forward. There is rapid progress in many important areas. First, we are very pleased to welcome our new CEO Chris Nannes to the team. You can find out more about Chris Nannes in the interview below. ASC also has a new communication team onboard.

In this update you will hear the latest on the Chain of Custody requirements process, and you will find information about the first ASC pangasius training for certification bodies. There is also a report from the pangasius certification workshop in Vietnam that ASC attended in June. Furthermore, ASC is continuing to gain support. Our latest supporter is Migros, Switzerland's largest retailer.

For the most up-to-date information visit [www.ascworldwide.org](http://www.ascworldwide.org)

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

## Meet ASC's new CEO Chris Ninnes



The ASC is delighted to welcome our new Chief Executive Officer Chris Ninnes onboard. As the former Deputy Chief Executive of the Marine Stewardship Council, Chris Ninnes brings extensive experience in building sustainable fisheries certification programs, coupled with in-depth knowledge of industry developments in the seafood market supply chain. With his proven leadership track record, Chris Ninnes is the ideal candidate to lead the ASC towards its goal to become the world leader in certification and labeling for responsible aquaculture.

We asked Chris Ninnes a few questions on the topic of responsible aquaculture and the ASC.

**ASC:** You have an impressive professional background, what attracted you to come and work for the ASC?

**Chris Ninnes:** I see the ASC as *the* provider of certification services to demonstrate the sector's commitment to social and environmentally responsible aquaculture. I have spent my working life engaged in activities that have sought to improve the management of natural resources and of the livelihoods dependent on them. I see working for the ASC as a natural progression of this personal commitment, and I am very excited to start my role as CEO in this dynamic and important period for the organisation.

**ASC:** You are joining the ASC in a critical phase of its development; what do you think needs to happen and what will be your focus as CEO?

**CN:** I believe the ASC needs to strike a balance between building on market developments, similar to what has underpinned the MSC's growth, and robust certification systems. My focus as CEO will be to translate my knowledge and lessons learned in these two key areas to make the ASC a success.

**ASC:** What do you see as the main challenges for the future of aquaculture?

**CN:** I am very familiar with the environmental and social issues that challenge the aquaculture industry. Establishing aquaculture as a recognised responsible food source will be key. Building credible, robust and effective certification standards, and launching sustainable, market-driven initiatives will also be pertinent for the future of aquaculture and its success.

To find out more about Mr Ninnes visit [www.ascworldwide.org](http://www.ascworldwide.org)

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## New ASC Communication support

The ASC is growing. ASC's communication team has two new additions - Tilly Sintnicolaas and Sun Brage. Tilly Sintnicolaas joins the ASC as an independent communication consultant. As the former Communication director of the Dutch Fish Marketing Board, she has a proven, international background in seafood. Sun Brage will work for ASC in the capacity of Junior Communication Manager. The expanded communication team will be a valuable addition as ASC gears up to launching its highly anticipated consumer facing label and rolling out the certification for the first four species (Tilapia, Pangasius, Abalone and Bivalves).



If you have any questions related to ASC communication, please contact Sun Brage [sun.brage@ascworldwide.org](mailto:sun.brage@ascworldwide.org)

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## First Pangasius training for Certification Bodies



The first ASC Pangasius Training for Certification Bodies will take place in Vietnam on 6 - 8 September, 2011. This training will be co-organized by ASC and GlobalG.A.P. The objective of the workshop is to train certifiers on how to perform audits of aquaculture operations for the ASC Pangasius Standard. In this three days of training, the structure and documentation of the new Standard will be explained and the participants will be taught how to check its proper implementation.

Successful completion of this training is a mandatory requirement of the ASC accreditation process.

Interested Certification Bodies can apply for accreditation at Accreditation Services International (ASI). Once accredited, certifiers will be allowed to audit aquaculture operations on the proper implementation of the ASC Pangasius Standard. Registration for the pangasius training is now open (for certifiers only). Please note that due to capacity there is a limited number of participants.

For registration or for more information please go to [www.globalgap.org](http://www.globalgap.org)

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## ASC Chain of Custody update

Chain of Custody (CoC) is an important element of the ASC program; CoC audits will be necessary to ensure traceability in ASC supply chains. However, the time and cost of audits can add up for users. The ASC recognises the importance of harmonising its CoC requirements with existing standards. That is why the ASC is currently working on setting up ASC CoC requirements together with the Marine Stewardship Council (MSC).



The aim is to remain as close to MSC's existing requirements as possible to allow shared audits for those companies handling both MSC and ASC products. Parties that are interested to take part in ASC certification can already start preparing by taking MSC's CoC requirements as a reference for forthcoming ASC CoC auditing. ASC is also planning to carry out pilots of the CoC requirements in some relevant supply chains.

For mor information about the ASC CoC requirements, please contac ASC Standards Director Bas Geerts [bas.geerts@ascworldwide.org](mailto:bas.geerts@ascworldwide.org)

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## Certification and accreditation requirements progress

On 3 August, the ASC expert Working Group on Certification and Accreditation came together for its first meeting. The expert working group was set up to address specific projects and advise the Technical Advisory Group and the ASC Supervisory Board. Members of this group represents a broad range of stakeholders including retail & foodservice, producers, processors, social and environmental NGOs, government agencies, accreditation organisations and certification bodies.

The aim of its first meeting was to review the draft text of the ASC Certification and Accreditation Requirements document. The CR document will set clear requirements for certification bodies that wish to perform audits against the ASC Standards. Furthermore, it will set requirements for accreditation of certification bodies. As an outcome of the first review, several working groups will be formed to discuss critical items. The CR document will be finalised in a first version in September this year. Over time, it will be improved based on feedback from pilot testing and real life experience.

If you have any questions about the certification requirements process, please contact ASC Standards Director Bas Geerts [bas.geerts@ascworldwide.org](mailto:bas.geerts@ascworldwide.org)

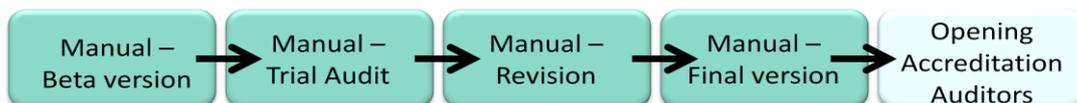
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## Become an AGM pilot partner - Pangasius, Bivalves, Abalone

ASC is inviting farms and certification bodies to take part in the upcoming Auditor Guidance Manual (AGM) pilots for pangasius, bivalves and abalone. As an ASC pilot partner you will be at the forefront of the latest developments in aquaculture market transformation. You will play an important role in shaping the future of responsible aquaculture. The ASC would like to encourage both fish farms and certification bodies to apply. One or two pilot partners plus a related Certification Body (CB) per species are needed. Several farms and CBs have already voiced their interest in becoming pilot partners. The pilots are planned to start between September and October.

If you are interested in taking part in one of the pilots, please contact ASC Standards Director Bas Geerts [bas.geerts@ascworldwide.org](mailto:bas.geerts@ascworldwide.org)

The Auditor Guidance Manual Process



## ASC at Pangasius certification workshop in Vietnam



On 27 June, Bas Geerts addressed an international audience in Ho Chi Minh City, Vietnam. The presentation focused on ASC's planning and successfully outlined ASC's future strategy for certification of farmed Pangasius. It was very encouraging to see so such a large and varied audience - farmers, processors, traders, NGOs and government representatives –taking an interest in the ASC. The event was organized by VASEP, ICAFIS, the Vietnamese Ministry of Agriculture and Rural Development and WWF.

The visit to Vietnam also allowed for a short visit to Vietfish, a major exhibition of seafood trade in Ho Chi Minh City. During this visit, ASC met with several fish farming and trading companies to provide an update on the current state of affairs at the ASC organization.

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## ASC has a new supporter: Migros

ASC is pleased to announce that Migros, Switzerland's largest retailer, has become our latest supporter. Migros has a long-standing tradition of being committed to sustainable development. The organization places the principles of sustainability – as a concept to secure long-term business success – at the heart of their strategy.

The Migros logo, consisting of the word 'MIGROS' in a bold, orange, sans-serif font.

Bernard Kammer, Migros' label coordinator: *“The organic option only covers a small percentage of the farms. Therefore, it is also important to introduce standards for conventional businesses. Migros supports the ASC in this endeavor.”*

For more information about Migros' approach to sustainable development their [website](#)