

ASC Improver Programme



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The responsible choice
for farmed seafood



ASC Improver Programme

Since the first farm gained ASC certification in August 2012 the growth of the ASC programme has been phenomenal. At the start of 2018, over 560 farms had achieved ASC certification and more than 10,000 ASC labelled products were available in the marketplace. Further uptake in both established as well as emerging markets is expected in the coming years.

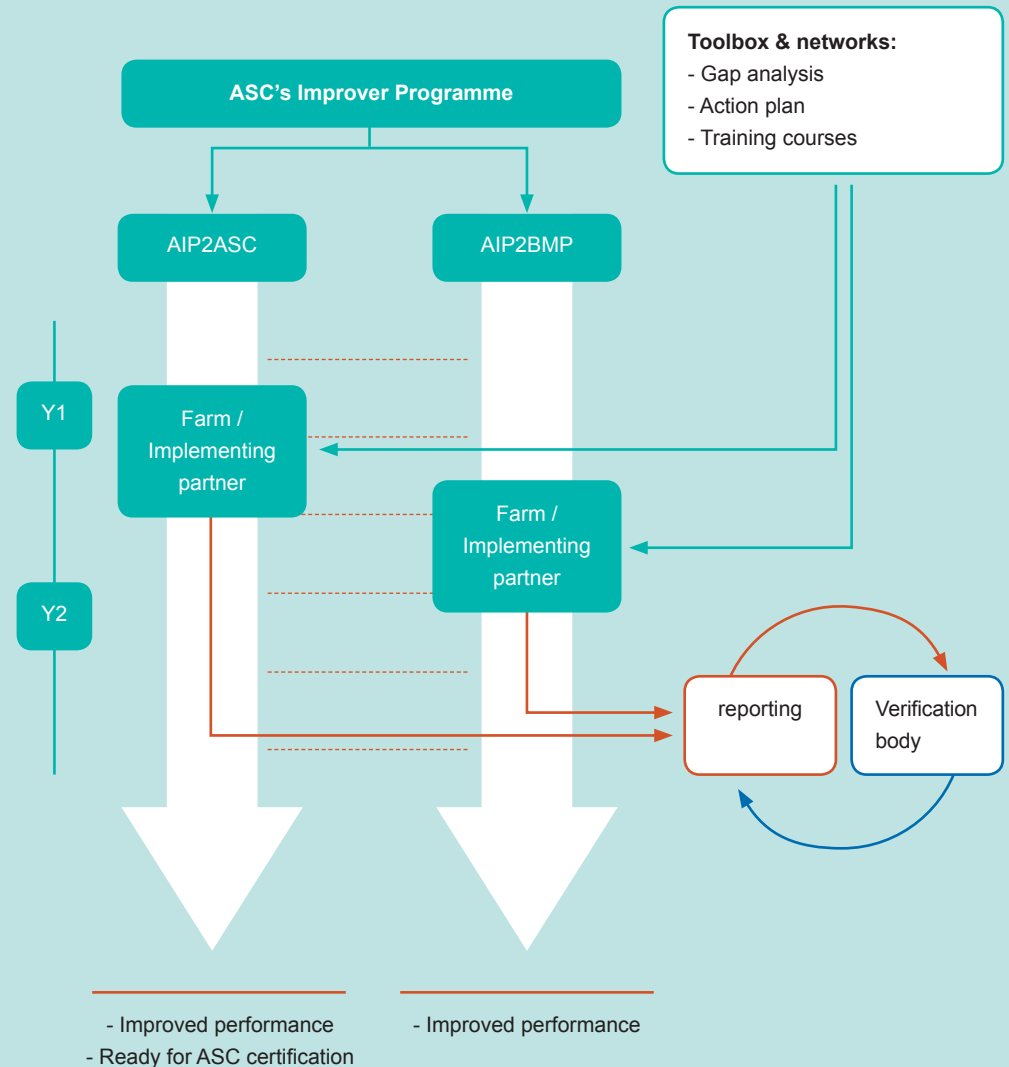
The ASC standards set principles, criteria, indicators and measurable performance levels for responsible aquaculture with regard to social and environmental issues. However they do not provide guidance for producers on how to improve their farming methods so they can meet the requirements in the standards. To help bridge the gap, we have developed the ASC Improver Programme to make our programme more accessible and to ensure that our standards are better understood by producers.

Our goal is to leverage market forces by attracting producers to drive improvements in those areas where the biggest change can be achieved.

Our objectives

The objectives of ASC's Improver Programme are as follows:

1. To develop technical tools and supportive networks that will provide the range of services needed by producers to make improvements to their aquaculture production at scale. This will allow producers:
 - to implement better practices and mitigate environmental and social impacts associated with aquaculture production.
 - to meet the requirements of the ASC standards and increase the uptake of ASC certification.
2. To engage and enable local governments and initiatives to contribute to and participate in the development of supporting networks to deliver efficient approaches for improvement.
3. To support the convening of the aquaculture sector around a pre-competitive approach to improvement work and to act as an instrument for meaningful change and, in collaboration with others, facilitate the development and deployment of resources to accelerate further sector transformation towards responsible aquaculture.



How it works

The Improver Programme will act as an instrument for change by engaging with producers that want to obtain certification. Farmers who participate in the programme in a credible manner are supported by the ASC and can access tools to help them succeed through ASC's online academy.

In exchange, participating producers commit to a clearly defined, time-bound improvement trajectory including a transparent baseline measurement and ongoing reporting on their performance in relation to the requirements of the ASC standard. The market place will reward producers for implementing better practices by recognising their efforts to accelerate market transformation while driving improvements throughout the supply chain.

What are the benefits for you and your suppliers?

- *Access to tools and network*
- *Verification of progress*
- *Association with the ASC programme*

How are farmers rewarded for their efforts?

- *Listed on ASC's website*
- *Part of ASC's promotional portfolio*
- *Recognition for transparent operations*



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