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# ASC PUBLIC CONSULTATION

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COMMUNICATIONS TOOLKIT

March 2021

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### ASC PUBLIC CONSULTATION

#### Communications Toolkit

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## 0 - Welcome

Thank you for helping spread the word about the ASC's March 2021 60-day public consultation on the aligned ASC Farm Standard (some of Principle 2 indicators) and Salmon Standard indicator 3.1.7 (Sea Lice) revision.

The following communications toolkit consists of information related to the public consultation, as well as sample posts for social media, website and newsletter content. Please also consider promoting the consultation on other channels as relevant. For any further questions, don't hesitate to contact us: [info@asc-aqua.org](mailto:info@asc-aqua.org)

## 1 - The ASC Farm Standard (Principle 2) Consultation

### General information

Following the alignment of the legal and social components of ASC's current species standards, which resulted in Principles 1 and 3 of the ASC Farm Standard, we are now seeking feedback on different criteria/sections of the proposed [Principle 2](#).

The following criteria will form part of Principle 2 covering environmental responsibility, and are up for public consultation in March 2021:

- [Wildlife Interactions](#)
- [Important Habitats](#)
- [Sludge \(Biosolids\)](#)
- [Salinisation](#)
- [Water Use](#)
- [Antibiotics and Veterinary Drugs](#)
- [Benthic Impacts](#)
- [Farm Escapes](#)
- [Non-native Species](#)
- [Greenhouse Gases and Energy Use](#)

Further criteria will be shared for consultation in September 2021. Once all feedback has been considered, the final version of Principle 2 will be presented for consultation in March 2022.

ASC encourages interested stakeholders to read the documents and provide comments on a series of questions. Suggestions for any additional considerations regarding P2-criteria and indicator scopes and metric performance levels (MPLs) are also welcome: [Link to survey](#)

**Contact Person:** Michiel Fransen, ASC Head of Standards and Science:  
[Michiel.Fransen@asc-aqua.org](mailto:Michiel.Fransen@asc-aqua.org)

**When:** March 8th to May 7th 2021

## Find out more: webinars

For more information and to ask questions, please register for the relevant per topic ASC Public Consultation Stakeholder Q&A:

- **Sea Lice and Fish Health** (March 29,2021 ; AM/PM CEST-time sessions):  
<https://attendee.gotowebinar.com/rt/8568489030957110797>
- **Wildlife and Habitats** (March 30,2021 ; AM/PM CEST-time sessions):  
<https://attendee.gotowebinar.com/rt/1885530913497529101>
- **Energy, Water Use and Biosolids** (March 31 & April 8, 2021 ; CEST-time sessions): <https://attendee.gotowebinar.com/rt/2434208106478838285>
- **Benthic impacts, and Salinisation** (April 1, 2021 AM/PM CEST-time sessions):  
<https://attendee.gotowebinar.com/rt/5894576807764224781>
- **Non-natives species, and Escapes** (April 6, 2021 AM/PM CEST-time sessions):  
<https://attendee.gotowebinar.com/rt/5618707141332126989>
- **CABs Session on P2** (April 13, 2021 AM/PM CEST-time sessions):  
<https://attendee.gotowebinar.com/rt/8839173400553213965>

After registering, you will receive a confirmation email containing information about joining the webinar.

## 2 - The ASC Salmon Standard indicator 3.1.7 (“Sea Lice”) Consultation

### General information

ASC embarked in 2019 on a review of the [Salmon Standard's indicator 3.1.7](#) which deals, in areas of wild salmonids, with the “*maximum on-farm lice levels during sensitive periods for wild fish*”.

The following reasons were provided to justify the current revision of the Salmon Standard:

- To review if the current metric of 0.1 remains accurate and reflects best practice within the global salmon industry;
- As full ISEAL Alliance member, ASC is required to review, and revise where needed, each standard every 3-5 years.

With the support of a Technical Working Group composed of a core Technical Group (TG) and a wider Technical Consultation Group (TCG), ASC has been reviewing and revising this indicator's metric to ensure it is set at an accurate level substantiated through public data (available during and after consultation) which reflects best practice within the global salmon farming industry. This results in a new approach to managing sea lice control.

The scope of the revision includes four specific aspects:

- A. Sea Lice **species/life stage/gender** for which to set a metric.
- B. Requirements for non-sensitive **periods**.
- C. Requirements on sea lice **sampling protocols**.
- D. **Regional approaches** for setting on-farm sea lice levels.

The 12-page document going for public consultation is entitled “*Recommendations for a revised indicator 3.1.7 to the ASC Salmon Standard (March 2021)*”) and outlines the rationale behind the recommended revisions, followed by a technical note on sea lice species and a summary table of recommendations.

ASC encourages interested stakeholders to read the documents and provide comments, notably on a series of questions: [Link to Survey](#).

**Contact Person:** Javier Unibazo, Head of Standards: [Javier.Unibazo@asc-aqua.org](mailto:Javier.Unibazo@asc-aqua.org)

**When:** March 8th to May 7th 2021

### **Find out more: webinars and videos**

For more information and to ask questions, please register for the ASC Public Consultation Stakeholder Q&A webinar:

- **Sea Lice and Fish Health** (March 29,2021 ; AM/PM CEST-time sessions):  
<https://attendee.gotowebinar.com/rt/8568489030957110797>

After registering, you will receive a confirmation email containing information about joining the webinar.

**Watch the [video](#)**

## **3 - The ASC Chain of Custody (CoC) Module Consultation**

### **General information**

The seafood realm is witnessing growing issues such as seafood fraud, food safety and use of substances such as antibiotics. To address them considering the specific nature of farmed seafood, ASC is proposing to [expand CoC requirements](#) and is seeking feedback on these proposals as part of a public consultation.

Additional requirements are also needed partly due to inherent differences in producing farmed vs wild seafood, such as human-managed inputs and controlled environments. The new requirements aim to reflect global best practice and incorporate innovation by providing for the use of technology such as digital traceability and product authentication techniques.

A desired list of issues to be addressed was collated, followed by a series of internal ASC discussions and iterations of proposed draft clauses.

The issues focused on challenges highlighted by ASC partners, certificate holders, stakeholders' previous inputs and ASC's own experience. Some issues raised included the need to:

- add more “teeth” to the programme to allow stronger response when problems arise,
- manage cases when antibiotics are detected in ASC shrimp (though cases are becoming less frequent),
- mitigate risk of seafood fraud and mislabelling,
- respond when organisations or products are not legally compliant or are not in conformance with ASC requirements,
- increase checks of physical products, and
- identify new ways to provide assurance.

The ASC CoC Module proposes changes to the existing MSC CoC Standard v5.0, CoC Certification Requirements, General Certification Requirements and Vocabulary. These will also need to be reflected in relevant sections of the audit checklist.

The additional requirements will apply only to ASC Chain of Custody certificate holders, and will be in addition to the existing MSC Chain of Custody requirements. There will be a six-12 month period after release of the ASC CoC Module before the new requirements become effective and mandatory, giving companies a period of time to be able to comply. The amount of transition time provided will be determined following input from this public consultation, based on the indicated degree of impacts.

The ASC seeks feedback on the proposed ASC CoC Module: [Link to Survey](#)

**Contact Person:** Wendy Banta, Senior Programme Assurance Manager:  
Wendy.Banta@asc-aqua.org

**When:** March 8th to May 7th 2021

### **Find out more: webinars and videos**

For more information and to ask questions, please register for the ASC Public Consultation Stakeholder Q&A webinar:

**CoC Assurance (ASC CoC Module)** (April 14, 2021 AM/PM CEST-time sessions):

<https://attendee.gotowebinar.com/rt/8468001364760288781>

**Watch the video:** [“Introduction to the ASC CoC Module”](#)

## 4 - Communications materials

### Newsletter

#### Take part in ASC's Farm Standard (P2), Salmon Sea Lice indicator 3.1.7 and ASC CoC Module public consultations

In March 2021 the Aquaculture Stewardship Council launched three public consultations: the ASC Farm Standard – Principle 2; the Salmon Standard indicator 3.1.7 ('Sea Lice') revision; and the ASC Chain of Custody (CoC) Module.

Following the alignment of the legal and social components of ASC's current species standards, resulting in Principles 1 and 3 of the ASC Farm Standard, feedback is now being sought on different criteria to form [Principle 2](#), which covers environmental responsibility.

ASC is also consulting on its review and revisions to the [Salmon Standard's indicator 3.1.7](#), resulting in four new aspects covering requirements for non-sensitive periods and for sea lice sampling protocols, regional approaches for sea lice levels and metric-setting for sea lice species, life stage and gender.

Lastly, ASC is proposing to expand [Chain of Custody \(CoC\)](#) requirements to address growing issues such as fraud, food safety and use of substances such as antibiotics in the seafood industry, and is keen to receive stakeholder input on its suggestions.

The public consultation is open until the **7<sup>th</sup> May 2021**. For any queries, please contact [info@asc-aqua.org](mailto:info@asc-aqua.org)

## Social Media Messages

### Hashtags and users

#P2consultation

#SeaLiceReview

#CoCmoduleASC

ASC's Twitter handle: @ASC\_aqua

ASC's Facebook handle: [@ASCaqua](#)

ASC LinkedIn: [Aquaculture Stewardship Council \(ASC\)](#)

### Twitter

#### Spread the word – we are seeking feedback!

We will be posting from our account during the consultation period, so **please retweet and like our posts**. Feel free to tailor the following sample posts for your audience.

- @ASC\_aqua has launched a consultation on Principle 2 of the Farm Standards, on the Salmon Indicator 3.1.7 and on the Chain of Custody (CoC) module. Have your say at <https://bit.ly/3uWI3WQ> #P2consultation #SeaLiceReview #CoCModuleASC
- Have your say and help @ASC\_aqua develop and improve its new Standards! Join the public consultation today at <https://bit.ly/3uWI3WQ> #P2consultation #SeaLiceReview #CoCModuleASC
- We've just responded to the consultation on [delete as appropriate] Principle 2 of @ASC\_aqua Farm Standards! / the @ASC\_aqua Salmon Indicator 3.1.7/ the @ASC\_aqua Chain of Custody (CoC) module! Find out more here XXX [delete hashtags as appropriate] #P2consultation #SeaLiceReview #CoCModuleASC
- Help @ASC\_aqua develop the Salmon Indicator 3.1.7 to establish best practice in the global salmon industry <https://bit.ly/3rnCKgT> #SeaLiceReview
- Help @ASC\_aqua develop its Principle 2 of the Farm Standards - covering environmental responsibility - with your feedback on key criteria <https://bit.ly/2OI08wW> #P2consultation

- Help @ASC\_aqua develop its Chain of Custody (CoC) module requirements to address growing issues like fraud, food safety and antibiotic usage in seafood  
<https://bit.ly/3qcSJwY> #CoCModuleASC

## LinkedIn

[Aquaculture Stewardship Council \(ASC\)](#) is consulting on key criteria to form part of the new Principle 2 of the ASC Farm Standards, covering environmental responsibility. Find out more at <https://bit.ly/2OI08wW> #P2consultation

Following the alignment of the legal and social components of Aquaculture Stewardship Council (ASC)'s current species standards, resulting in Principles 1 and 3 of the ASC Farm Standard, feedback is now being sought on different criteria to form Principle 2, which covers environmental responsibility. Give your views at <https://bit.ly/2OI08wW> #P2consultation

[Aquaculture Stewardship Council \(ASC\)](#) is consulting on its review and revisions to the Salmon Standard's indicator 3.1.7, resulting in four new aspects covering requirements for non-sensitive periods and for sea lice sampling protocols, regional approaches for sea lice levels and metric-setting for sea lice species, life stage and gender. Have your say at <https://bit.ly/3rnCKgT> #SeaLiceReview

Aquaculture Stewardship Council (ASC) is developing a new approach to managing sea lice control to reflect best practice within the global salmon farming industry. Provide your feedback at <https://bit.ly/3rnCKgT> #SeaLiceReview

Aquaculture Stewardship Council (ASC) is proposing to expand Chain of Custody (CoC) requirements to address growing issues such as fraud, food safety and use of substances such as antibiotics in the seafood industry. Give your views at <https://bit.ly/3qcSJwY> #CoCModuleASC

## Graphics

Please feel free to use the images to promote the consultations: <https://asc-aqua.filecamp.com/s/PublicConsultationVisuals/fo>

For any questions, please contact: [info@asc-aqua.org](mailto:info@asc-aqua.org)