

GENERAL

As with any trademark, careful control of the MSC ecolabel is important in order to maintain value to legitimate users. Licenses for Consumer Facing use of the MSC ecolabel are issued by Marine Stewardship Council International Ltd (MSCI), the MSC's trading company which licenses the use of the ecolabel on behalf of the MSC.

Approval of the use of the MSC ecolabel must be obtained from the MSCI for each application. The MSC ecolabel or claim must never be used without the express permission of MSCI.

MSCI reserves the right to withhold or withdraw permission to use the ecolabel if MSCI considers that the user is failing to comply with the rules set out below or if the MSCI considers that the ecolabel is being placed in a context that could cause confusion, misinterpretation, or a loss of credibility to the MSC programme. Interpretation of these rules is at the sole discretion of MSCI.



CONSUMER FACING USE

The display of the MSC ecolabel on, or highlighting, seafood products sourced from a fishery certified to the MSC standard that are available for sale to general consumers (such as retail and independent brand products, menus in foodservice outlets and 'direct to consumer' websites).

Once a fishery is certified to the MSC standard, companies wishing to sell certified product undergo chain of custody certification, which demonstrates traceability of MSC-labelled seafood, ensuring that it has been separated from non-certified product at every stage of the production from the source to the plate.

Companies successfully achieving certification have the right to apply for a licence to use the MSC ecolabel on their Consumer Facing seafood products. The MSC ecolabel helps consumers recognise those fisheries that are responsibly managed.

PROCEDURE FOR APPLYING MSC ECOLABEL ON CONSUMER FACING SEAFOOD PRODUCTS

1. Company identifies a supplier¹ holding a valid Chain of Custody Certificate.
2. Company contacts an accredited certification body² to undertake a Chain of Custody audit of its processes.
3. The Company's procedures for fish segregation, documentation, etc are inspected by an accredited certification body.
4. On issue of Chain of Custody Certificate, the company applies to MSCI for a licence to display the MSC ecolabel on Consumer Facing products sourced from fisheries certified to the MSC standard.
5. MSCI sends relevant documentation and electronic artwork of the MSC ecolabel to the company to enable it to apply the MSC ecolabel.
6. Company designs packaging or labelling incorporating the MSC ecolabel, Chain of Custody Registration Code, MSC statement, website address and trademark symbol.
7. Company submits colour proofs of the final draft design by email (preferably in PDF format) of the entire label/pack to MSCI³ for approval and also informs MSCI when and where the product(s) will be launched. Please be aware at this stage modifications may be necessary.

¹ All listed on the MSC website: <http://cert.msc.org/supplierdirectory>.

² A full list of certification bodies accredited to carry out certifications can be found on the MSC web site: <http://www.msc.org/get-certified/find-a-certifier>.

8. When written approval is confirmed, proceed to print.
9. Product is packed in final re-sale packaging by the company.
10. Company sends samples of the packaging of the MSC-labelled product to MSC I once printed.

DISPLAY OF THE ECOLABEL

There are simple but strict rules regarding the display of the ecolabel on packaging:

All artwork must be approved by MSC I.

1. MSC Ecolabel Formats

- a. The MSC ecolabel is available in two formats: a horizontal version and a vertical version.
- b. It is possible to use either version of the MSC ecolabel.
- c. It is possible for the same company to use one version of the MSC ecolabel on one pack and the other version on a different pack.

2. Translations of the Ecolabel text

- a. For available translations of the MSC ecolabel text, 'Certified Sustainable Seafood', and/or the claim please see <http://www.msc.org/get-certified/use-the-msc-ecolabel/msc-ecolabel/msc-claim>.
- b. It is not possible to use text in the ecolabel or claim that has not been approved by MSC I.

3. Size and Proportions

- a. The ecolabel is a complete entity and should not be broken up to remove the text from the fish-checkmark image.
- b. The minimum size of horizontal ecolabel is 10mm (measured from the base to the top of the left-hand side).
- c. The minimum size for the vertical ecolabel is 14mm (measured from side to side at the top).
- d. The ecolabel shall not be tilted from its axis.
- e. The ecolabel must not be redrawn, distorted or altered in any way from the original master artworks provided in the full document.

4. Colour

- a. The approved pantone colour is pms 286 (mixed as 100c, 60m in process colours).
- b. If the ecolabel has to be printed in black and white, it should print as line artwork, not in tints.
- c. In all instances the keyline must print.

5. Other Requirements

- a. The ecolabel must be directly accompanied by a TM.
- b. Consumer facing material must also include the following:
 - i. The Chain of Custody Code of the company which places the product into its final, MSC-labelled format (i.e. a processor for the display of the ecolabel on consumer facing packaging, a retailer placing the ecolabel on a ticket for the fish counter and a restaurant placing the ecolabel on a menu);

³ Send all printed material (packaging, licence agreements etc) to MSC I at 3rd Floor, Mountbarrow House, 6-20 Elizabeth Street, London, SW1W 9RB, United Kingdom.

- ii. One of the following MSC claims (on Consumer Facing seafood products, menus and fish counter material)⁴:

Version 1:

“Thank you for choosing seafood that has met the MSC’s global standard for sustainability. Together we can help protect fish stocks for the future. www.msc.org”

OR

Version 2:

“This product comes from a fishery that has been independently certified to the MSC’s standard for a well-managed and sustainable fishery. www.msc.org”

- c. The ecolabel must appear on the front of the packaging (to ensure it is immediately visible to consumers).
- d. Version 2 of the MSC’s Chain of Custody Standard must be complied with when displaying the MSC ecolabel on products the seafood ingredients of which contain flavouring made from non certified fish inputs. Otherwise, the MSC ecolabel can only be displayed on products which contain only seafood that is 100% certified to the MSC standard. When submitting packaging/labelling of products not described in English which contain flavouring made from non certified fish inputs, the company must provide MSC I with a translation of the title of the product and a description of all seafood ingredients⁵.
- e. For the naming of products which contain flavouring made from non certified fish inputs which comply with Version 2 of the MSC’s Chain of Custody Standard, the interpretational guidance attached as Appendix A to this document must be complied with.
- f. The certified fishery or fisheries from which the product is sourced must be identified on the packaging of the MSC-labelled product.
- g. A company selling seafood cannot use the MSC ecolabel in association with a general claim that it supports the MSC (for instance, “we support the Marine Stewardship Council Fishery Certification Program”) or otherwise - it must have chain of custody certification and have obtained a licence from MSC I for the use of the ecolabel.
- h. Promotional and point of sale material for MSC-labelled products, including posters, pricelists, websites and catalogues and brochures, can only display the MSC ecolabel if the products being promoted/advertised are MSC approved labelled products, covered by chain of custody certification, which are in stock and available for sale. The company producing this material must also obtain a licence from MSC I for use of the ecolabel⁶.

FURTHER INFORMATION

MSC I reserves the right to withhold or withdraw permission to use the ecolabel if MSC I considers that the user is failing to comply with these Rules. Interpretation of these Rules is at the sole discretion of MSC I.

Approval of the use of the MSC ecolabel must be obtained from MSC I for each application.

Please contact ecolabel@msc.org for further information.

⁴ For available translations of the MSC Claim please see <http://www.msc.org/get-certified/use-the-msc-ecolabel/msc-ecolabel/msc-claim>.

⁵ Companies should submit ingredients information to their certification body for approval before submitting MSC-labelled packaging to the MSC I for approval.

⁶ Check with MSC I about whether this company will also require chain of custody certification.

APPENDIX A

Interpretational guidance to Section 3.5 of Version 2 of the Marine Stewardship Council's (MSC) Chain of Custody Standard regarding naming of products contain flavouring made from non certified fish inputs.

Introduction

Section 3.5 of Version 2 of the MSC's Chain of Custody Standard (Standard) states:

'Where non-certified fish flavourings are used, the product name shall not refer to the name of the non-certified species.'

This interpretational guidance has been developed to assist in the practical implementation of the intent of Section 3.5 of the Standard.

Interpretational guidance

1. If a certified fishery product is most commonly referred to by another name and this name is most commonly accepted by national laws (or similar), then the product may be sold with this name and the MSC ecolabel, provided that the following conditions are met.
2. The product conforms with other sections of the Standard (e.g. no certified flavouring is commercially available).
3. Other product names that may be allowed by law but which refer to an uncertified fish species (or species group) are allowed on packaging that carries the MSC ecolabel as long as they are not easily confused with an uncertified species. For example, US surimi product names like 'Crab Classic' and 'Crab Supreme' would be considered consistent with Section 3.5 but 'King Crab Supreme' or 'Snow Crab Delight' would not. Also, names such as 'Imitation Crab' or 'Imitation Lobster' are not considered species names in the context of this guidance and are acceptable as banner product names for MSC-labelled surimi products,
4. The ingredient list clearly specifies the certified and non-certified ingredients and if the product is sold fresh (where packaging and ingredient lists are not available) the retailer should make this information available to the consumer.
5. Pictures of uncertified species used for labelling cannot be displayed.
6. No reference can be made to mixtures of certified and non certified fish (Section 3.3 of the Standard prohibits these mixtures and such name references cannot be accepted). Any reference to 'Alaska Pollock with crab meat' or 'Alaska Pollock with king crab meat' as part of the product name or otherwise is not permitted.