

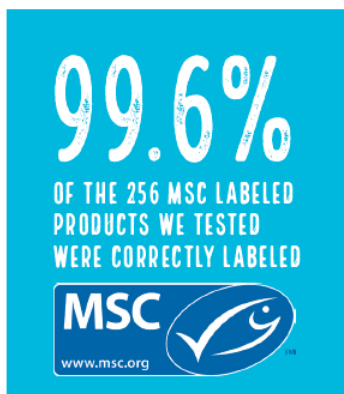
MSC ocean to plate traceability



In 1997 the MSC pioneered the world's first - and still the only - truly global ocean to plate traceability Standard for sustainable, wild-caught seafood.

You can trust that seafood with the MSC blue fish label is:

- ✓ Correctly labeled
- ✓ Free from illegal fishing
- ✓ Traceable to a certified sustainable source



What is traceability?

The ability to find verified information about the origin of a product all the way back to its source, and as a result to know that the label on the product is correct.

Traceability and sustainability

They should go hand in hand. Traceability is the best way to ensure sustainability claims are accurate, credible and never fraudulent.

Credibility

To be credible, traceability is usually best verified by a third-party with no conflict of interest. Without it there are no checks and balances for the claims made on seafood products.

Traceability vs labeling

They are complimentary but not interchangeable. Traceability is the ability to verify the information on a label. Without it any number of claims (species, catch method, country of origin, sustainability, etc.) can go unchecked.

¹ Pardo, Jimenez and Perez-Villarreal (2016)

² FAO. The State of World Fisheries and Aquaculture (2016) | IUU: Illegal, unreported and unregulated fishing

The MSC Traceability Standard – Chain of Custody (CoC)

To be sold as MSC certified the Chain of Custody must not be broken. All companies handling the seafood must be MSC Chain of Custody (CoC) certified by an independent certifier and audited annually.

This ensures that MSC certified seafood always comes from a certified sustainable fishery, is never mixed or substituted with non-certified product and is correctly labelled. It's how the MSC program ensures seafood carrying the blue fish label is sustainable, free from illegal fishing and seafood fraud.

MSC CHAIN OF CUSTODY STANDARD

- I Principle 1:**
Purchasing from a certified supplier
- II Principle 2:**
Certified products are identifiable
- III Principle 3:**
Certified products are segregated
- IV Principle 4:**
Traceable and volumes are recorded
- V Principle 5:**
The organisation has a management system



How we verify traceability

- ✓ DNA testing
- ✓ Product trace-backs
- ✓ Volume reconciliations
- ✓ Annual audits by independent certifiers

Driving change on the water

Along with over 3,300 committed partners around the world, traceability is how we work to help protect the integrity of the sustainable seafood movement to maintain consumer trust, help eliminate Illegal, Unregulated and Unreported (IUU) fishing, and reward the fisheries that are driving positive change on the water.

Tens of thousands of MSC certified products are now available in over 100 countries.

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