



Join the growing list of  
Universities and Colleges in  
Canada who have already  
become MSC Certified

BROCK UNIVERSITY, ON  
CARLETON UNIVERSITY, ON  
CENTENNIAL COLLEGE, ON  
CONCORDIA UNIVERSITY, QC  
DALHOUSIE UNIVERSITY, NS  
GLENDON COLLEGE, ON  
MACEWAN UNIVERSITY, AB  
MCGILL UNIVERSITY, QC  
MEMORIAL UNIVERSITY, N.L.  
QUEEN'S UNIVERSITY, ON

SAINT MARY'S UNIVERSITY, NS  
SENECA COLLEGE, ON  
UNIVERSITÉ DE MONTRÉAL, QC  
UNIVERSITY OF ALBERTA, AB  
UNIVERSITY OF CALGARY, AB  
UNIVERSITY OF MANITOBA, MB  
UNIVERSITY OF OTTAWA, ON  
WILFRID LAURIER UNIVERSITY, ON  
YORK UNIVERSITY, ON

## Playing True or False with the MSC

**1. MSC certification can be pricey for universities. False!**

Universities choose which third party assessor works best with their budget. Once a university is certified, it is exempt from MSC royalty and ecolabel licensing fees.

**2. The MSC makes money from universities participating in certification. False!**

The MSC recognizes the value of higher education, so it doesn't charge institutions with fees. The cost of certification is limited to paying the third party, independent assessor.

**3. The MSC is the only global fisheries standard that can claim 100% traceability. True!**

MSC certification offers complete traceability throughout the entire supply chain and is verified by annual audits and periodic DNA testing.

**4. The MSC makes money from certifications. False!**

MSC certification is a voluntary program, and the MSC does not solicit seafood companies, fisheries, or institutions to apply. Upon achieving certification, fees are only paid to the MSC if the certified company or body chooses to enter an ecolabel licensing agreement with the MSC.

**5. Sustainable seafood standards are determined by information and input across industries.**

**True!**

The MSC works with scientists, NGOs, seafood companies, and fishing industry to ensure that our standards meet the highest levels of sustainability.

