

The Quick Guide to MSC for FOODSERVICE COMPANIES



You can demonstrate your commitment to sustainable seafood and healthier oceans to customers by displaying the Marine Stewardship Council (MSC) ecolabel on seafood products. The ecolabel is an assurance that the seafood can be traced through the entire supply chain to a source that has been certified to the MSC's global standard for sustainable, well-managed fisheries.

To display the MSC ecolabel to your customers, there are two primary steps to take. **First**, your company will need to become MSC Chain of Custody-certified to verify that MSC-certified seafood can be traced to the certified sustainable fishery. **Second**, you will need to sign the MSC logo license agreement.

1. MSC Chain of Custody certification

Chain of Custody certification is MSC's unique traceability assurance. Every company along the supply chain that physically handles or takes ownership of MSC-certified seafood must be Chain of Custody-certified in order for the final product to display the MSC ecolabel.

WHAT TO DO

.... STEP 1: Prepare your company's traceability system.

The MSC Chain of Custody audit will require your business to have systems in place that ensure MSC-certified seafood is kept separate from non-certified seafood and that adequate records are kept to demonstrate that your company uses these systems for every MSC-certified seafood product that passes through your business.

In most cases this is straightforward, since companies already operate product identification and tracking systems for ISO 9000, recall programs or other tracking purposes.



.... STEP 2: Hire a certifier

In the MSC website's "Get Certified" pages (www.msc.org/get-certified) you will find a list of certifiers who conduct MSC Chain of Custody audits. These are all third-party certifiers accredited by Accreditation Services International. We suggest you request quotes and client references from at least two certifiers.

.... STEP 3: Conduct preliminary review

In an initial conversation with the certifier you have hired, you may be asked questions about your current product identification and tracking systems to gauge them against the MSC Chain of Custody standard. This allows the certifier to advise you of any issues that may need to be addressed before certification can be granted.

This preliminary review may be conducted over the phone or by email. It helps to prepare you and the certifier for the on-site audits.

.... STEP 4: Undergo the on-site audit(s)

During the audit(s), the certifier you have hired will refer to responses you gave during the preliminary review to verify that these practices are in place within your company.

If the certifier verifies that you are meeting the requirements of the MSC Chain of Custody Standard, you will be awarded a Chain of Custody certificate.

Your Chain of Custody certification lasts for three years and requires regular surveillance audits. The frequency of these audits will be determined during the on-site audit, based on the traceability risk factors involved with the seafood your company sells. The standard audit frequency is once every 12 months.



2. The MSC logo license agreement

After your company has become Chain of Custody-certified, contact your MSC commercial manager, who will send you a consumer-facing logo license agreement for your signature.

The logo license agreement entails an annual fee. Additionally, each dining establishment incurs a 0.5% royalty fee based on the volume of MSC-certified seafood it purchases.



After the agreement is signed, you may use the MSC ecolabel on your menus or in your establishment to identify MSC-certified species to your customers and to promote your commitment to sustainable seafood through partnership with the MSC, or visit www.msc.org.

For details of MSC Chain of Custody certification and logo licensing, please contact your MSC commercial manager.

