

## MSC on the menu



© Le Manoir aux Quat' Saisons

*Restaurant customers increasingly want to know that they are making a responsible choice when they pick the fish dish on the menu.*

Getting certified for MSC Chain of Custody assures everyone that you are sourcing fish from a certified sustainable fishery.

Restaurants that offer fish with the MSC ecolabel have found that customers, staff and owners are proud to talk about their latest sustainable fish dish.

*“I passionately believe that it is up to each of us, be it consumer or chef, to make a responsible choice. By supporting MSC, I am ensuring that as a chef, I am helping to ensure that fish stocks will be replenished for generations to come...”*

**Raymond Blanc, Chef Patron, Le Manoir aux Quat' Saisons**

## A snapshot of the MSC

*The MSC runs the world's leading environmental certification programme for wild capture fisheries.*

Certification to the MSC Chain of Custody standard is open to any company that wishes to sell fish as MSC certified.

Find out more at [www.msc.org/get-certified/restaurants](http://www.msc.org/get-certified/restaurants)

### How you are helping

By using the MSC ecolabel on your menu and promoting certified sustainable fish dishes, you will be helping to promote sustainable fishing practices around the world. You will also be helping to realise the MSC's vision and mission.

### Our vision

Our vision is of the world's oceans teeming with life, and seafood supplies safeguarded for this and future generations.

### Our mission

Our mission is to use our ecolabel and fishery certification programme to contribute to the health of the world's oceans by recognising and rewarding sustainable fishing practices, influencing the choices people make when buying seafood, and working with our partners to transform the seafood market to a sustainable basis.

[www.msc.org](http://www.msc.org)

[www.msc.org/product-finder](http://www.msc.org/product-finder)

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THE BEST ENVIRONMENTAL  
CHOICE IN SEAFOOD



## Get Certified! Restaurants

Give your customers a sustainable seafood choice with MSC on the menu



## What the MSC ecolabel means



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### *The MSC ecolabel on a fish or seafood dish means...*

...it comes from a sustainable wild-catch fishery that has been independently certified to the MSC standard for sustainable fishing.

...it is fully traceable. Whenever seafood is sold with the MSC ecolabel, every business in the supply chain must meet the MSC standard for seafood traceability and have a current MSC Chain of Custody certificate to prove it.

...your customers can help make a difference. Buying seafood that carries the MSC ecolabel rewards fisheries that are well managed and sustainable. As the market for certified sustainable seafood grows there is an increasing incentive for other fisheries to become certified to the MSC standard too.

## Getting started

### 1. Ensure you have a supply of MSC certified seafood

Check if your regular suppliers are certified for MSC Chain of Custody. If they aren't, ask them to get certified.

Alternatively, consider switching to a supplier that already offers MSC certified sustainable fish. Find suppliers in our directory on the 'where to buy' section of our website.

### 2. Prepare your restaurant for its chain of custody audit

Appoint an independent certifier to carry out the audit. Find a list of accredited certifiers in the 'get certified' section of our website.

You may be able to combine your audit with others, such as HACCP, if the certifier is qualified to undertake both.

### 3. The audit

If you are well prepared, it could save you time and money on your audit. There's more information about how to get ready on the MSC website.

Certifiers spend, on average, half a day at each restaurant, assessing your facilities, staff training, record-keeping systems and so on to ensure that your restaurant meets the MSC Chain of Custody standard.

Download *Get Certified! Chain of Custody* from our website.

### 4. Online audit

You can also save money by getting certified online. Visit: <http://ola.msc.org> to find out more

### 5. Use the ecolabel

Once you've been certified for Chain of Custody, you can add the MSC ecolabel to your menus, web pages and marketing materials.

Because it's a trademark, you need to apply for an ecolabel licence and send your materials to the MSC for approval.



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Make the most of your MSC certification and use it to raise your restaurant's profile. Training waiters and front of house staff to explain the MSC label will be one of the most important ways to tell customers that they can choose certified sustainable seafood in your restaurant.

*"What surprised me about the certification process, was that our staff really got into it. They learnt a lot and are now really keen to talk about this huge issue in the seas and about how our business is contributing to the solution"*

**Caroline Bennett, Proprietor, Moshi Moshi**