MSC Improvement Program
msc.org/improve

The MSC Improvement Program Guidelines

For companies packing eligible seafood originating from MSC Improvement Program fisheries, a specific statement can be used on both consumer facing (retail) packaging and on non-consumer facing (B2B/wholesale) packaging.

This statement can only be used on the back of pack (not on the front) and does not include use of any MSC labels or MSC graphical elements.

The following two design elements must be shown:

1 The MSC Improvement Program Statement

The text must only appear on the back of the pack, so that it is not immediately visible to consumers or purchasers when displayed on shelf or at the point of purchase:

The [insert seafood species] in this product comes from a fishery which is in the Marine Stewardship Council's Improvement Program. msc.org/improve

Translations of the statement can be requested from ecolabel@msc.org

2 The MSC Improvement Program Chain of Custody (CoC) Code

The Improvement Program certificate code must also be placed on the back of pack near the statement in the format: **IMP - C – XXXXX**

Examples of how the statement is displayed (for illustration)





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Chain of Custody Requirements

Companies taking ownership of products in the **MSC Improvement Program** must hold a **valid MSC Chain of Custody certificate** that includes the **Improvement Program in its scope**.This can be obtained by requesting a **scope extension** from an accredited certification body (CAB).

Only seafood from **MSC Improvement Program fisheries** which meet specific eligibility criteria can use the statement - **visit fisheries.msc.org** to verify if an **MSC Improvement Product Eligibility Statement** is available for fisheries in the **MSC Improvement Program.**

More information on the **MSC Improvement Program Chain of Custody requirements** can be found at **msc.org/improve**

Sending the packaging artwork for approval

Complete a **Product Approval Form** and send it together with the **consumer facing product artwork** to **ecolabel@msc.org** for approval and registration.

0.5%

Royalty fees are charged on the net wholesale value of consumer facing products.

Good to know

'Back of pack' means any side except the consumer facing front panel or area – the statement or CoC code must not be immediately visible to purchasers.

Only **packaging** for **consumer facing products** requires **MSC approval and registration.**

0.5% royalty fees are charged on the **net wholesale value** of consumer facing products.

Use of the MSC Improvement Program statement will be covered under the existing **Ecolabel Licensing Agreement (ELA)** in an **Annex covering additional terms and amendments.**

Contact **ecolabel@msc.org** for further information.

