

MSC claim texts – What has changed?

Old MSC claims	Revised MSC claims
<p>1) Thank you for choosing seafood that has met the MSC's global standard for sustainability. Together we can help protect fish stocks for the future. www.msc.org</p> <p>2) This product comes from a fishery that has been independently certified to the MSC's standard for a well-managed and sustainable fishery. www.msc.org</p> <p>3) The [insert seafood species] in this product comes from a fishery that has been independently certified to the MSC's standard for a well-managed and sustainable fishery. www.msc.org</p> <p>4) This seafood has met the MSC's global standard for sustainability. www.msc.org</p> <p>5) From an MSC certified sustainable fishery. www.msc.org</p>	<p>1) This seafood meets the MSC's standard for environmental sustainability. This means it comes from a well-managed fishery that minimises its impact on the ocean and protects fish stocks for the future. msc.org</p> <p>2) This seafood comes from a fishery that's been independently certified to the MSC's environmental standard for fishing. msc.org</p> <p>3) The [insert seafood species] in this product comes from a fishery that has been independently certified to the MSC's environmental standard for fishing. msc.org</p> <p>4) Seafood certified to MSC's environmental standard for fishing. msc.org</p>