

MSC/ASC CO-LABELLING RULES

WHEN MSC AND ASC LABELS ARE DISPLAYED TOGETHER ON A PRODUCT OR MENU

Any proportion of MSC and ASC certified seafood can be mixed in the same product with both labels being used at any stage in the supply chain, if:

GOOD TO KNOW

This doesn't affect the 95% of certified seafood rule in the total seafood content.

The standard fee structure applies. For consumer facing products, the royalty rate is split: 0.25% MSC and 0.25% ASC.

The MSC and ASC labels are **not modified and are the same size**.



NOTE

All graphical requirements and rules on the use of MSC and ASC labels remain valid.

The **CoC code** of the certificate that covers the main species used in the product is displayed on pack.



NOTE

You can state **both** MSC and ASC CoC codes.

The product label clearly states that MSC and ASC certified seafood is being used, **including the percentage**.



NOTE

This can be in the ingredients list.

YOU MUST SHOW EITHER:

Both one MSC claim and one ASC claim, or

The joint claim:

Contains ASC certified farmed seafood and MSC certified wild-caught seafood.
www.asc-aqua.org www.msc.org

SIZING AND VISUAL GUIDANCE

The MSC and ASC labels should follow the minimum size guidance shown on this page. When needed, both labels should be scaled up or down proportionately.

There is no maximum size restriction.

GOOD TO KNOW

The minimum size of the ASC label on pack is slightly larger than the MSC label.

Both labels must be equally proportioned next to each other.

VERTICAL LABEL USAGE

When used in a vertical (portrait) setting:

- Stacked vertically, labels use the same width
- Stacked horizontally, labels use the same height

Vertical



*Not actual size
Respect the space around labels as defined in the **respective label user guides**.

HORIZONTAL LABEL USAGE

When used in a horizontal (landscape) setting:

- Stacked horizontally, labels use the same height
- Stacked vertically, labels use the same width

Horizontal

