

# MSC/ASC co-labelling rules

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:

The MSC ecolabel and ASC label meet the minimum sizing requirements. See page 4.



Note: All graphical requirements and rules on the use of MSC ecolabel and ASC label remain valid.

The Chain of Custody (CoC) number of the certificate that covers the main species used in the product is displayed on pack.



Note: You are allowed to state both, MSC and ASC CoC codes, if you wish to.

If the mixture contains e.g. 60% MSC certified salmon and 35% ASC certified salmon, at least the MSC CoC code needs to be used.

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.

## Good to know

- This rule doesn't affect the maximum allowance of **5% non-certified seafood** in the total seafood content. Guidance on percentage calculations can be found [here](#).
- The standard [fee structure](#) applies. For consumer-facing products the royalty rate is split: 0.25 % MSC and 0.25% ASC.

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## Examples of mixtures and label use

85% MSC certified cod 15% ASC certified shrimp	65% ASC certified salmon 35% MSC certified salmon	85% MSC certified cod 10% ASC certified shrimp 5% Non-certified shrimp	85% MSC certified cod 10% Non-certified shrimp 5% ASC certified shrimp	95% ASC certified salmon 5% MSC certified salmon
<ul style="list-style-type: none"> <li>- Use of MSC ecolabel and ASC label</li> <li>- MSC CoC code must be displayed on pack (optional to also display the ASC CoC code)</li> <li>- Either both the <a href="#">MSC Claim</a> and the <a href="#">ASC Claim</a> or a joint claim must be printed on pack</li> </ul>	<ul style="list-style-type: none"> <li>- Use of MSC ecolabel and ASC label</li> <li>- ASC CoC code must be displayed on pack (optional to also display the MSC CoC code)</li> <li>- Either both the <a href="#">MSC Claim</a> and the <a href="#">ASC Claim</a> or a joint claim must be printed on pack</li> </ul>	<ul style="list-style-type: none"> <li>- Use of MSC ecolabel and ASC label</li> <li>- MSC CoC code must be displayed on pack (optional to also display the ASC CoC code)</li> <li>- Either both the <a href="#">MSC Claim</a> and the <a href="#">ASC Claim</a> or a joint claim must be printed on pack</li> </ul>	<p>The use of MSC ecolabel and ASC label is <b>not allowed</b> since the non-certified seafood ingredient is &gt;5%</p> <p>See <a href="#">here</a> for further instructions.</p>	<p>If the MSC or ASC certified seafood ingredient is 5% or less of the total seafood ingredient it is possible to</p> <ul style="list-style-type: none"> <li>- <b>Display both labels</b>, both or joint claims and at least the CoC code of the main species (in this case the ASC code)</li> <li>- <b>Show only the label, claim and CoC code that covers the main species</b> (in this case the ASC label <a href="#">ASC claim</a> and CoC code)</li> </ul>

**Remember:** The total certified seafood content (MSC + ASC) in co-labelled products must be at least 95% or more. See [here](#) for additional information.

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## Joint claims

### On pack product

In addition to the standard claims provided in the MSC and ASC user guides, the following joint claims are provided for instances where MSC and ASC labels are shown in the same space:

1. The MSC and ASC labels assure that your seafood has been caught or farmed with the best possible care, helping to protect our oceans, lakes and rivers. [www.msc.org](http://www.msc.org) [www.asc-aqua.org](http://www.asc-aqua.org)
2. The MSC and ASC labels assure that your seafood has been caught or farmed with the best possible care. Together we're protecting oceans, lakes and rivers, supporting communities and preserving fish for the future. [www.msc.org](http://www.msc.org) [www.asc-aqua.org](http://www.asc-aqua.org)
3. The MSC and ASC labels assure that your seafood has been caught or farmed with the best possible care. Enjoy your meal safe in the knowledge that you're protecting oceans, lakes and rivers, supporting communities and preserving fish for the future. It's the best seafood choice you can make. [www.msc.org](http://www.msc.org) [www.asc-aqua.org](http://www.asc-aqua.org)

The above claims are additional options. Partners can still, if they wish, combine claims from our existing agreed [ASC](#) and [MSC claims](#).

### On menu use

When both the MSC ecolabel and ASC label are being used on menus the following text may replace the MSC claim text and ASC claim text:

1. The MSC and ASC labels assure that your seafood has been caught or farmed with the best possible care, helping to protect our oceans, lakes and rivers. [www.msc.org](http://www.msc.org) [www.asc-aqua.org](http://www.asc-aqua.org)
2. The MSC and ASC labels assure that your seafood has been caught or farmed with the best possible care. Together we're protecting oceans, lakes and rivers, supporting communities and preserving fish for the future. [www.msc.org](http://www.msc.org) [www.asc-aqua.org](http://www.asc-aqua.org)
3. The MSC and ASC labels assure that your seafood has been caught or farmed with the best possible care. This means you can enjoy your meal safe in the knowledge that you're protecting oceans, lakes and rivers, preserving fish for the future and supporting livelihoods. It's the best seafood choice you can make. [www.msc.org](http://www.msc.org) [www.asc-aqua.org](http://www.asc-aqua.org)

The above claims are additional options. Partners can still, if they wish, combine claims from our existing agreed [ASC](#) and [MSC claims](#).

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## Sizing and visual guidance

### Good to know

The minimum size of the ASC label on pack is slightly larger than the MSC ecolabel. However, when both are to be placed side by side on a product, the ASC label should be scaled down slightly to minimum height of the MSC ecolabel.

MSC ecolabel and ASC label usage	Vertical Label Usage	Horizontal Label Usage
<p><b>MSC minimum sizing</b> Horizontal H 10mm W 26.1mm Vertical H 18.8mm W 14mm</p> <p><b>ASC minimum sizing</b> Horizontal H 10mm W 20.7mm Vertical H 23.1mm W 14mm</p> <p>Respect the space around label as defined in <a href="#">MSC Ecolabel User Guide</a> and the <a href="#">ASC Logo User Guide</a>.</p> <p>The labels should be equally proportioned next to each other. Always make sure you scale the labels up or down proportionately.</p> <p>There is no maximum size restriction for display of the labels or its variations.</p> <p>When each label is produced the clear space around it must be:</p> <ul style="list-style-type: none"><li>• at least 2mm for product specific text (such as species, weight, ingredients).</li><li>• at least 5mm for general design elements (such as brand names, logos) where either label could be associated with the host brand.</li></ul>	<p>When used in a portrait setting, stacked vertically the labels should use the same width and using the same height when stacked horizontally.</p> 	<p>When used in a landscape setting the heights of both labels should be the same when stacked horizontally. When vertically stacked, labels should use the same width.</p> 