

ASC / MSC co-labelling rules

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

The ASC logo and MSC ecolabel are of the same size and not modified.

Note: All graphical requirements and rules on the use of [ASC logo](#) and [MSC ecolabel](#) 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, ASC and MSC CoC code, 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 ASC- and MSC-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 % ASC and 0,25% MSC.

ASC / MSC co-labelling rules

Examples of mixtures and label use

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

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

ASC / MSC co-labelling rules

Joint claims

On pack product In addition to the standard claims provided in MSC and ASC label/logo user guides, the following joint claims are provided for instances where MSC and ASC ecolabels are shown in the same space:	On menu use When both the ASC logo and MSC ecolabel are being used on menu's the following text may replace the MSC claim text and MSC claim text:
<ol style="list-style-type: none">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 www.asc-aqua.org2. 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 www.asc-aqua.org3. 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 www.asc-aqua.org <p>The above claims are additional options. Partners can still, if they wish, combine claims from our existing agreed ASC and MSC claims. The above is provided as additional options for consideration and use.</p>	<ol style="list-style-type: none">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 www.asc-aqua.org2. 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 www.asc-aqua.org3. 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 www.asc-aqua.org <p>The above claims are additional options. Partners can still, if they wish, combine claims from our existing agreed ASC and MSC claims. The above is provided as additional options for consideration and use.</p>