

Non-MSC certified seafood ingredients

A product carrying the MSC ecolabel may contain 5% non-certified seafood in the total seafood content.

You can calculate the percentage of non-MSC certified seafood ingredients in a product by using the following formula:

Total net weight of non-MSC-certified seafood ingredients*

Total weight of the combined MSC certified and non-MSC certified seafood ingredients in the finished product*

**excluding water and added salt*

If your seafood product contains more than 5% non-MSC certified seafood:

X You cannot show the MSC ecolabel on the packaging at all

X You may not use any text referring to the MSC on the front of the packaging

✓ Instead, please use version 3 of the MSC claim on the back of the packaging. It references the seafood ingredients which are actually certified:

Version 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

✓ Don't forget to display the MSC Chain of Custody code next to the claim.

✓ You need to specify in the ingredients section which seafood ingredient is certified. For example 'MSC certified Alaska salmon' or 'Alaska salmon – MSC certified'

Royalties are still applicable on consumer-facing products: