Use of the MSC ecolabel on in-store leaflet

Retailers may promote the availability of MSC certified seafood in store, if

- They have a valid licence in place
- The product has previously been approved by the MSC’s Licensing Team
- The MSC ecolabel is visible on the pack shot of the product that is being advertised.

<table>
<thead>
<tr>
<th>Correct usage</th>
<th>Correct usage</th>
<th>Incorrect usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="Correct usage" /></td>
<td><img src="image2.jpg" alt="Correct usage" /></td>
<td><img src="image3.jpg" alt="Incorrect usage" /></td>
</tr>
</tbody>
</table>

The product has been approved and the MSC ecolabel is visible on the product pack shot.

For Modified Atmosphere Packaging (MAP) or fresh fish sold at counters, we allow to show the MSC ecolabel only next to the product image without being displayed on pack.

If the physical product label bears the MSC ecolabel, a pack shot without the MSC ecolabel can’t be accepted.

**Note:** The MSC program promotes wild caught seafood only. Therefore, a product with farmed seafood can never bear nor can be advertised using the MSC ecolabel.

**Good to know**

- Additional explanatory text relating to the MSC ecolabel always needs to be approved by MSC before printing or publishing.
- When using imagery of fishing vessels, please note that these are considered part of the certification and need to accurately represent the fishing method of the advertised species.
- All graphical requirements for the use of the MSC ecolabel can be found in the Ecolabel User Guide.