

Use of the MSC ecolabel on in-store leaflet


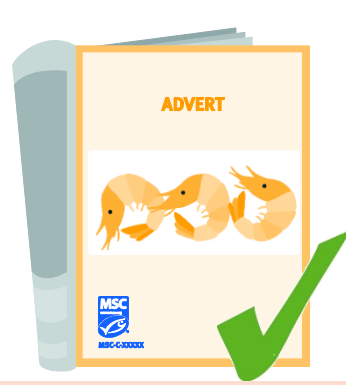

Retailers may promote the availability of MSC certified seafood in store, if

- 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.

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](#)

Correct usage	Correct usage	Incorrect usage
		
<p>The product has been approved and the MSC ecolabel is visible on the product pack shot</p>	<p>For Modified Atmosphere Packaging (MAP) or fresh fish sold at counters, we allow to show the MSC ecolabel <u>only next to</u> the product image without being displayed on pack.</p>	<p>If the physical product label bears the MSC ecolabel, a pack shot without the MSC ecolabel can't be accepted.</p>