**MSC Product Approval Form**

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| 1. **Licensee details**
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| **1.1 Name of licensee** (Company responsible for payment of licence fees for this product)       |
|  Product details |
| **2.1 Product name** (as it appears on the product label, including brand and net product weight)Brand:      Trade name and net weight:       |
| **2.2 Internal product reference** (helpful to identify your products when declaring your sales)      |
| **2.3 Barcode (UPC/EAN)**       or product will not have a barcode [ ]  |
| **2.4 MSC Chain of Custody certificate code on product** (in format MSC-C-XXXXX)       |
| **2.5 Latin name(s) of all species used in the product** (e.g. Gadus morhua)      |
| **2.6 Name(s) of** [MSC certified fishery/fisheries](https://fisheries.msc.org/en/fisheries/)(Only the fishery names. Supplier information, FAO areas etc. are ***not*** required)      |
| **2.7 Proposed on sale date** (in format DD/MM/YYYY only)       |

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| 1. **Product category**
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| **3.1 Please tick one of the following**  |
| a |[ ]  Chilled - plain  | g |[ ]  Preserved *(including canned and dried goods)* |
| b |[ ]  Chilled - prepared | h |[ ]  Surimi *(fully cooked fish protein/imitation crab)* |
| c |[ ]  Frozen - plain | i |[ ]  Fish oils |
| d |[ ]  Frozen - prepared | j |[ ]  Baby food |
| e |[ ]  Retail food to go *(sandwich, salad...)* | k |[ ]  Pet food |
| f |[ ]  Ready meal *(fish + side dish)* |  |  |  |
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| 1. **Where is this product sold?**
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| 4.1 Country/countries where the product can be bought (country full name or ISO code format only) |
|       |  |
| **4.2 Sales information**  |
|[ ]  Consumers can buy the product in its current packaging in a retail store, cash & carry market or online.Please tick the box to confirm. *If this product* ***cannot*** *be available for sales to consumers in its current packaging (e.g. the product will be repacked or unpacked within the supply chain), you don’t need to send the packaging in for approval. Please remember that our* [*guidelines regarding MSC ecolabel use*](https://www.msc.org/documents/logo-use/msc-ecolabel-user-guide) *still apply.*  |
| 1. **Reminder for the product layout**
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| 1. **Is the MSC Ecolabel on the front of the product packaging?**
2. **Is the MSC Chain of Custody code and** [**MSC claim text**](https://www.msc.org/get-certified/use-the-msc-ecolabel/msc-claim) **on the product packaging?**
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**Thank you for supporting certified sustainable seafood.**

If you have any questions, please contact ecolabel@msc.org

