



**MSC Chain of Custody Standard in practice - *consultations*
with Polish stakeholders**

***Standard Łańcucha Dostaw MSC w praktyce
- konsultacje z branżą w Polsce***

**Sue Lockhart, Lucy Frazer, Anna Kurkierewicz
Warsaw, Poland – 7th September 2023**

**10 LAT
MSC
W POLSCE**

2013



2023

Who we are



Sue Lockhart
Supply Chain Standards
Director
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London, UK

Today's session

- Overview of Chain of Custody (CoC) Program in Poland
- Introduction to the CoC Review Project
- Topic discussion

CoC in Poland

128 Default
(single & multi-site)

1 Group

2 CFO

830 Audits

Trading Fish (Buying / Selling) 25%

Processing – secondary processing 20%

Processing - primary processing 14 %

Contract processing 14%

Processing – preservation 13%

Storage 4%

Pack/repacking 3%

Wholesale 3%

Restaurant/Take
Away to Cons.
2%

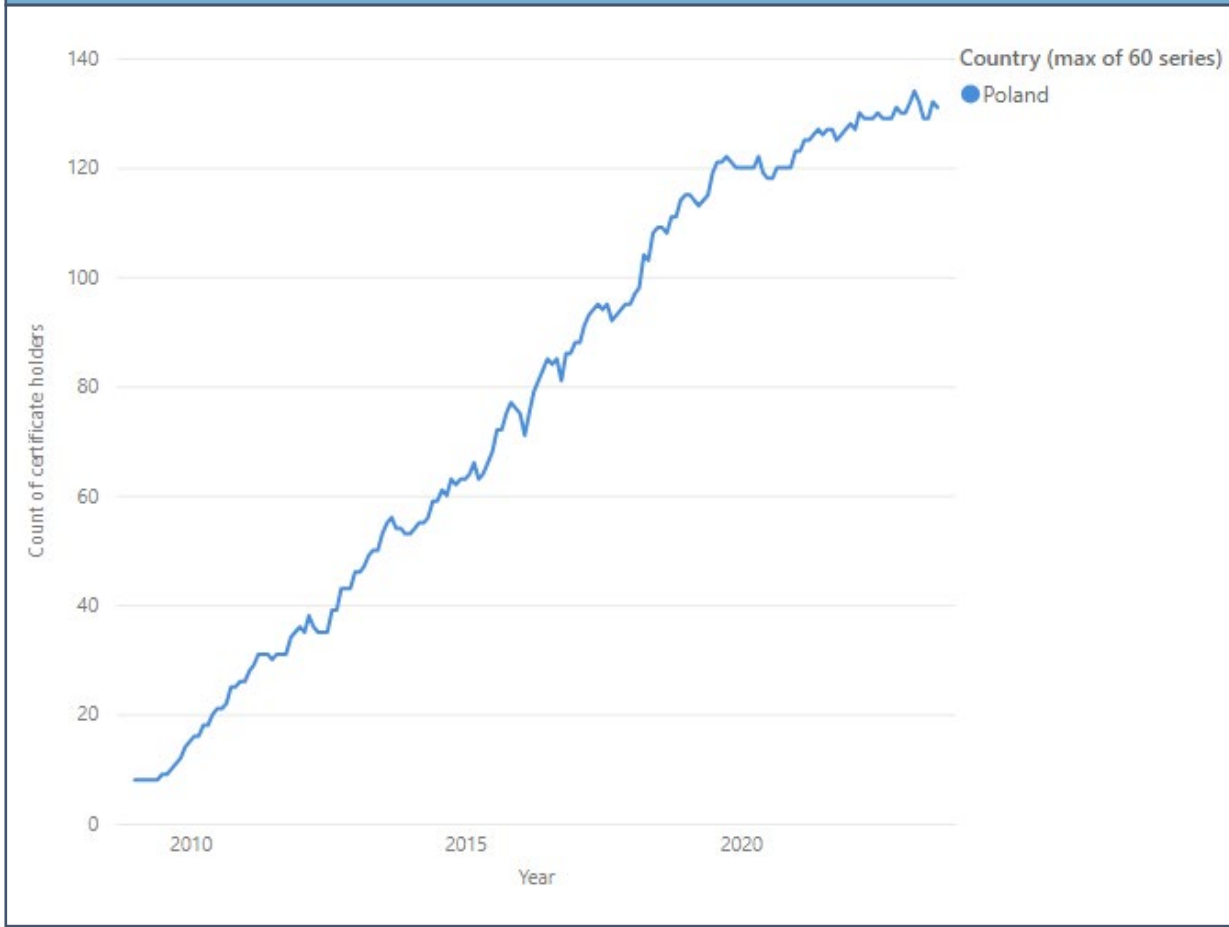
Retailer to
Consumer 1%

Distribution 1%

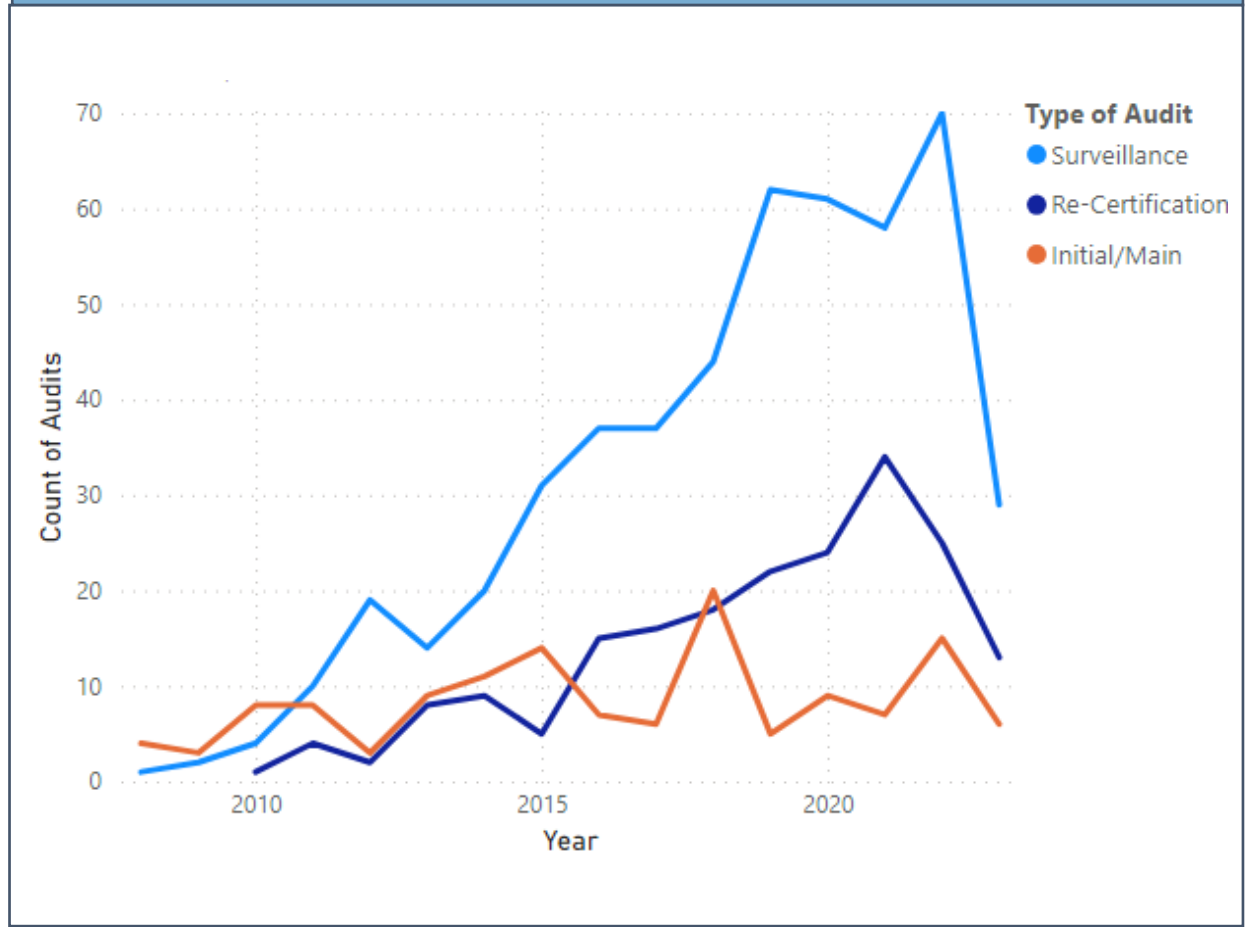
Use of contract
processor 1%

CoC in Poland

Number of certificate holders over time in Poland



Number of audits by type over time in Poland



Chain of Custody Program objectives

To provide assurance that products bearing an MSC or ASC ecolabel, or sold with an MSC or ASC claim, originate from an MSC certified sustainable fishery or ASC certified farm.

MSC Chain of Custody Principles

Principle 1



Companies must purchase certified product from a certified supplier

Principle 2



Certified products are clearly identifiable

Principle 3



Certified products are separated from non-certified

Principle 4



Certified products are traceable and volumes are recorded

Principle 5



The company's management system addresses the requirements of the Chain of Custody Standard

Introduction to the Chain of Custody Review Project



CoC Review Objectives



- Enhance program **credibility** and **legitimacy**
- Empower MSC and MSC CoC certificate holders to take action to **protect themselves** against **food fraud** and demonstrate compliance with evolving (**traceability**) **regulation**.
- Improve **accessibility** to the Standard.
- Provide a mechanism to satisfy market calls for **scope and eligibility extension** and certificate holders desire for **efficiencies**.

Scope of the review

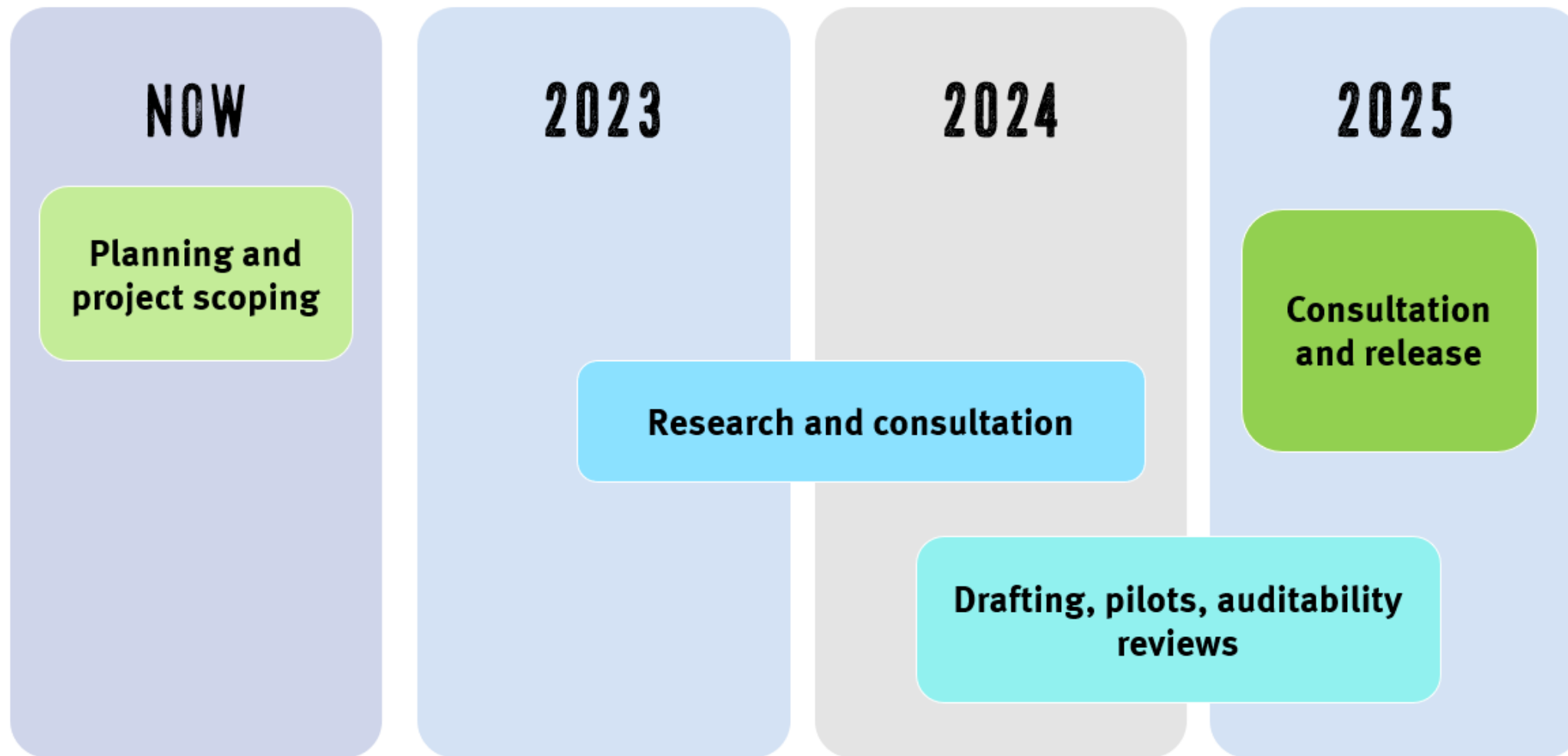
CoC Standard

- Default
- Group
- Consumer Facing Organisation

CoC Certification Requirements



High level project timeline



Over to you...



Topics for discussion

1. Which CoC requirements do you find challenging? (e.g., difficult to implement or requirements are not clear)
2. What requirements could be a barrier for CoC certification?
3. Are you currently monitoring food fraud vulnerabilities in your supply chain? If so, what mechanisms do you use?
4. How could the CoC requirements support your business better? (Recommendations for improvements)



Any questions?

Today's session

- Introduction to MSC's Licencing
- Overview of the 10 years of MSC licencing in Poland
- Topic discussion



Anna Kurkierewicz
Label Licensing Officer – Poland,
Central & Eastern Europe
London, UK

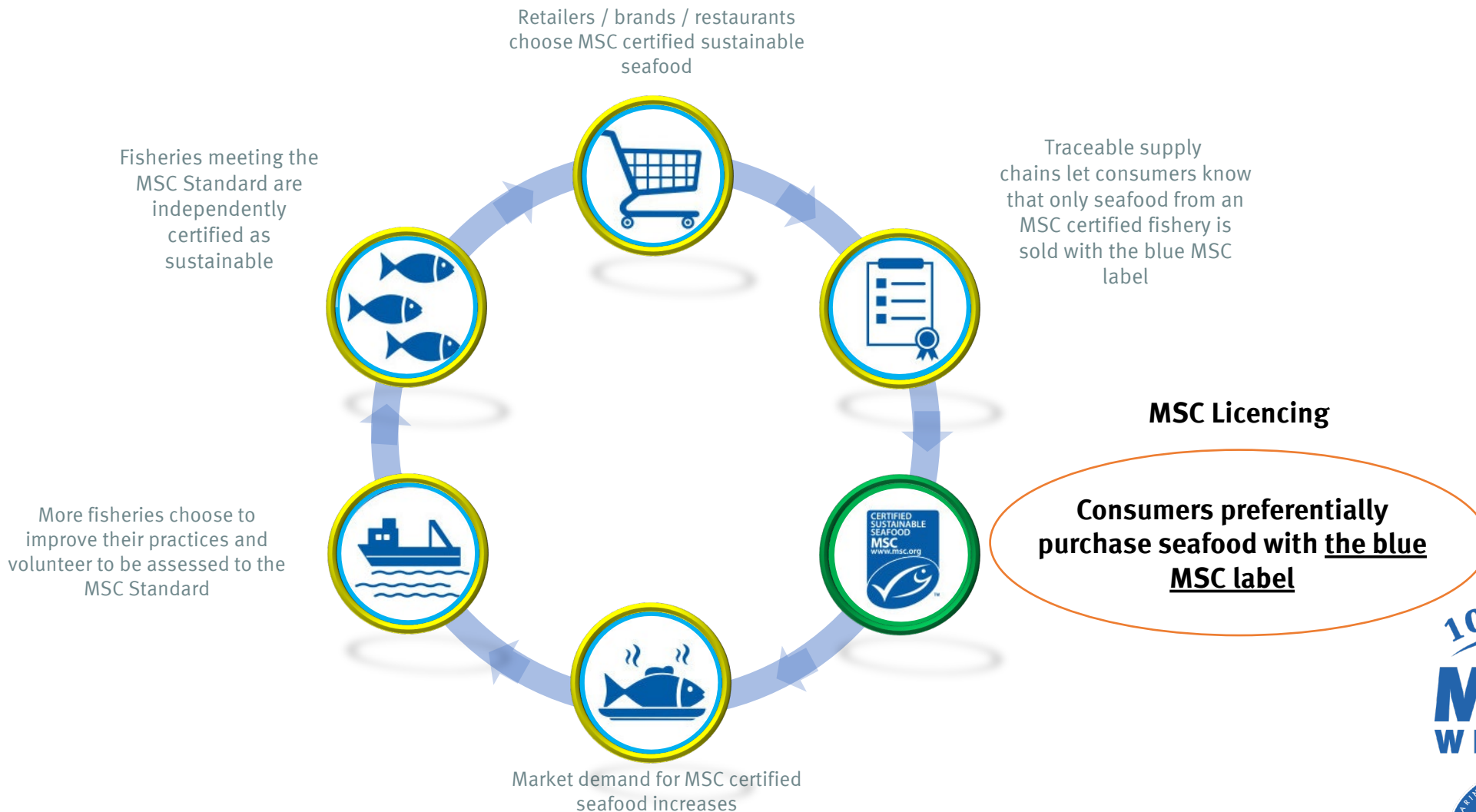
Licencing

MSC's Licencing team ensures **correct and consistent use of the MSC ecolabel** on and off-product through a set of guidelines.

- The correct use of the MSC ecolabel is the requirement of the CoC certificate
- Consistency ensures that MSC ecolabel maintains its status of a **trusted indicator of a seafood sustainability, which is easily recognised by consumers.**



MSC's Theory of Change



Licencing

How do we ensure the consistency of the MSC ecolabel usage?

- MSC Ecolabel Licence Agreements
- MSC ecolabel usage needs to follow instructions set in the **Ecolabel User Guide**
- Approval and registration of MSC-labelled materials

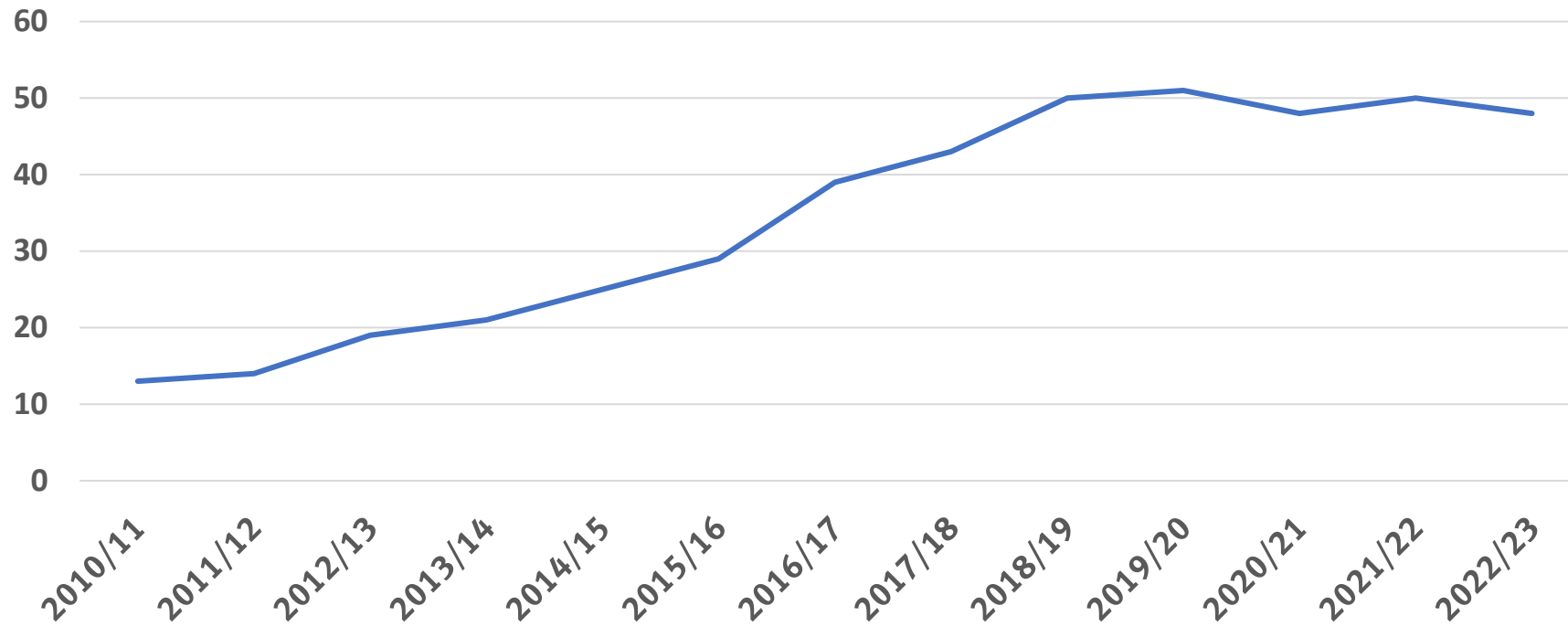


- ✓ All three key MSC elements need to be used (MSC ecolabel, CoC code, claim)
 - ✓ Front of the pack
 - ✓ Minimum required size
 - ✓ No alterations (dimensions, colour, TM sign)
 - ✓ Language of the packaging if available
- Etc.



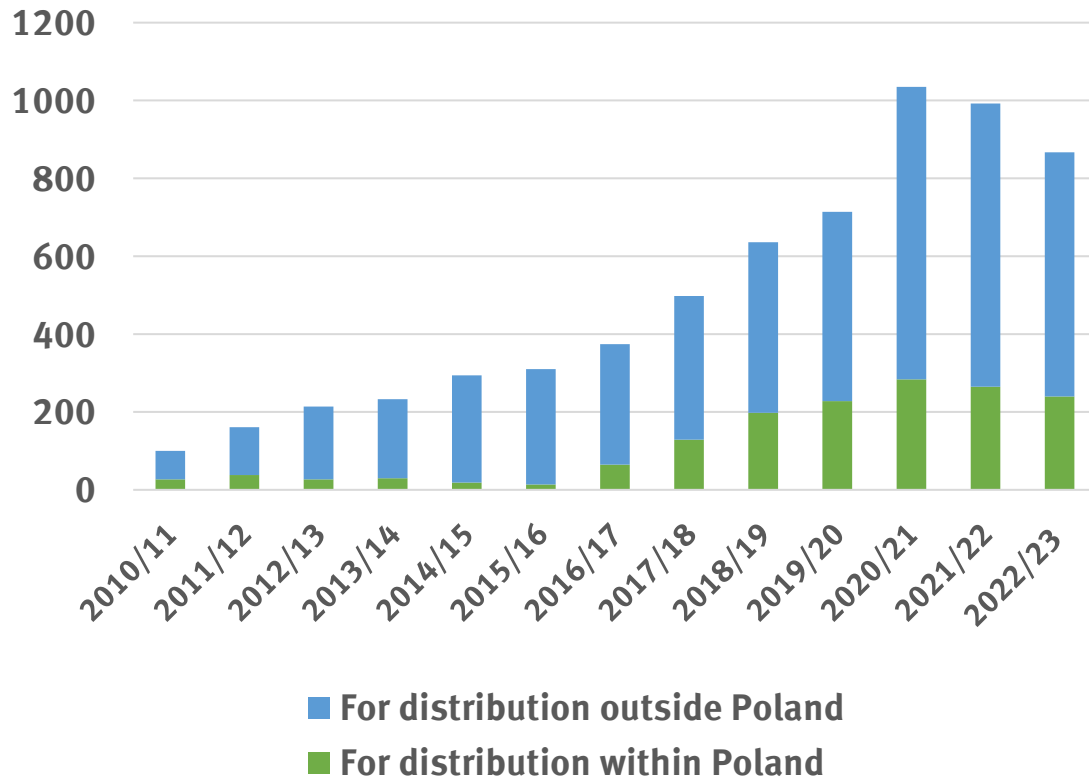
Licencing in Poland

Number of MSC Licence Holders in Poland

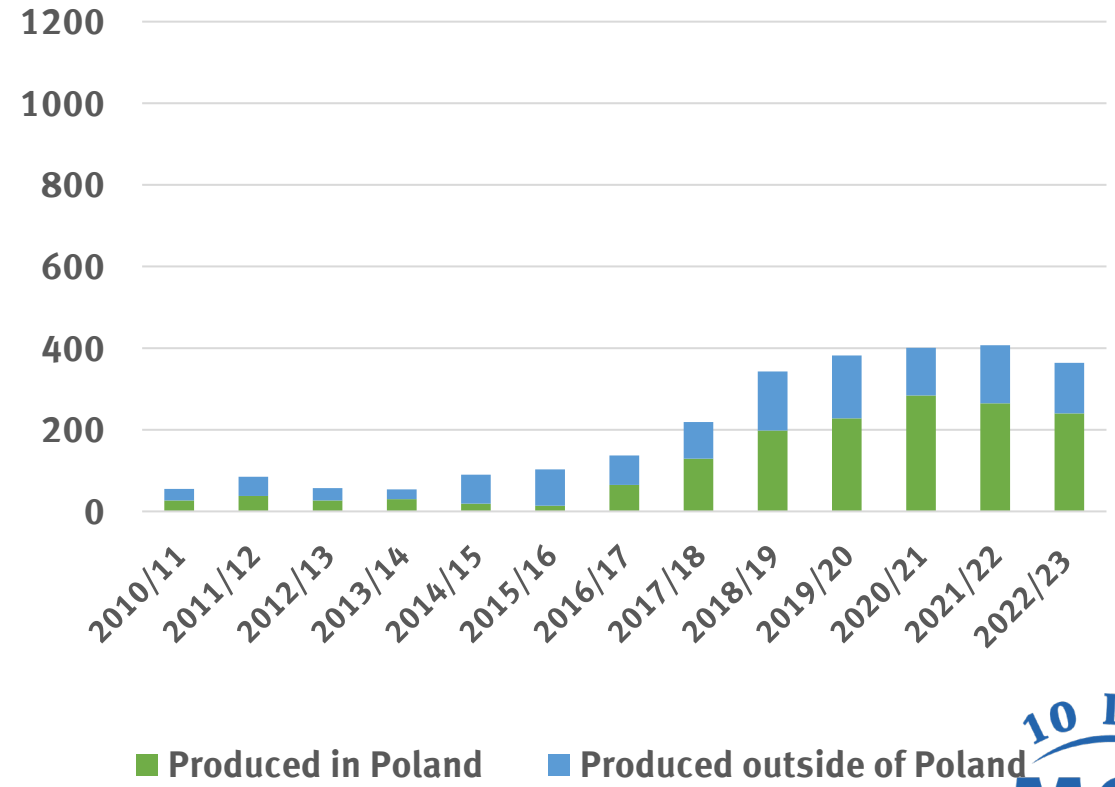


Licencing in Poland

Number of MSC labelled products produced by Polish Licence Holders



No of MSC labelled products sold in Poland





Any questions?

Over to you...



Topics for discussion - Licencing

1. What's your experience of the licencing process?
2. Which of the licencing steps/requirements do you find challenging?
3. Have you got any suggestions?

Contact: ecolabel@msc.org



Chain of Custody - topics for discussion

1. Which CoC requirements do you find challenging? (e.g., difficult to implement or requirements are not clear)
2. What requirements could be a barrier for CoC certification?
3. Are you currently monitoring food fraud vulnerabilities in your supply chain? If so, what mechanisms do you use?
4. How could the CoC requirements support your business better? (Recommendations for improvements)

Masz pytania? Skontaktuj się z naszym zespołem w Polsce:

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