



# Maintaining Identity: WYBIWYE and consumer assurance

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# The Marine Stewardship Council

- **Global**
- **Non profit**
- **Accreditation**
- **Labelling**

Established to provide market based incentives for improved fisheries management.

Increasing evidence that consumers are concerned about the state of fisheries and 57% here in Australia would welcome an ecolabel



## **Multi stage process but two main stages:**

1. Fishery certification
2. Chain of custody certification

## **Consumer concerns and confidence affected by:**

1. The robustness of the certification assessments, and
2. Being assured that what they buy is what they expect.



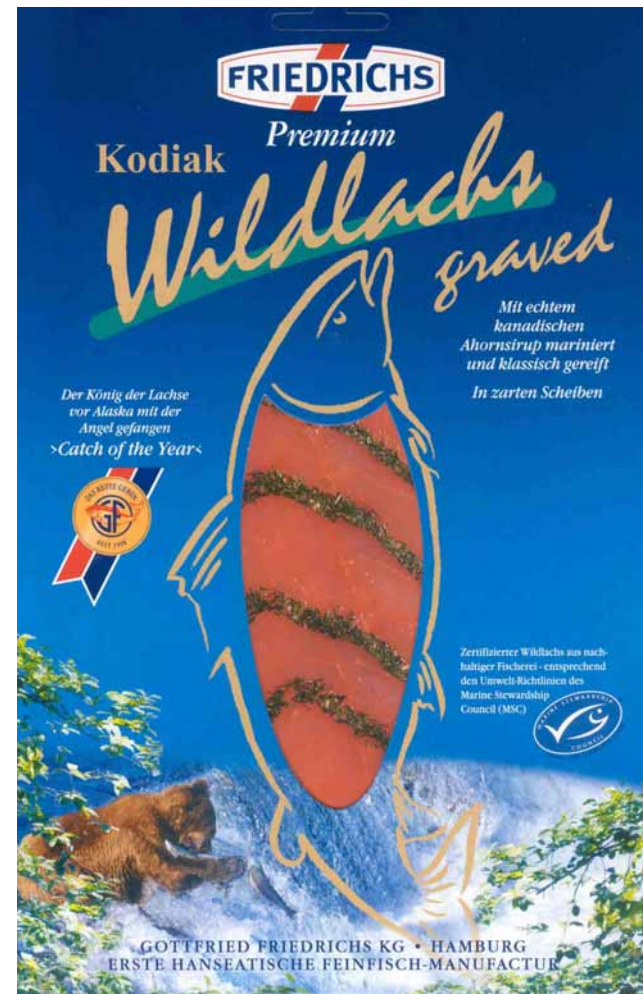
# MSC Chain of Custody

- What is it?
- Who needs it?
- How does it start?
- What is involved?
  - Groups
- How can you tell?
- Cost
- Interim certification
- The Logo
- Questions

# MSC Chain of Custody

What is it?

- Third party verification of traceability
- Assurance for customers and consumers
- A requirement for the on-product use of the MSC logo



# MSC Chain of Custody

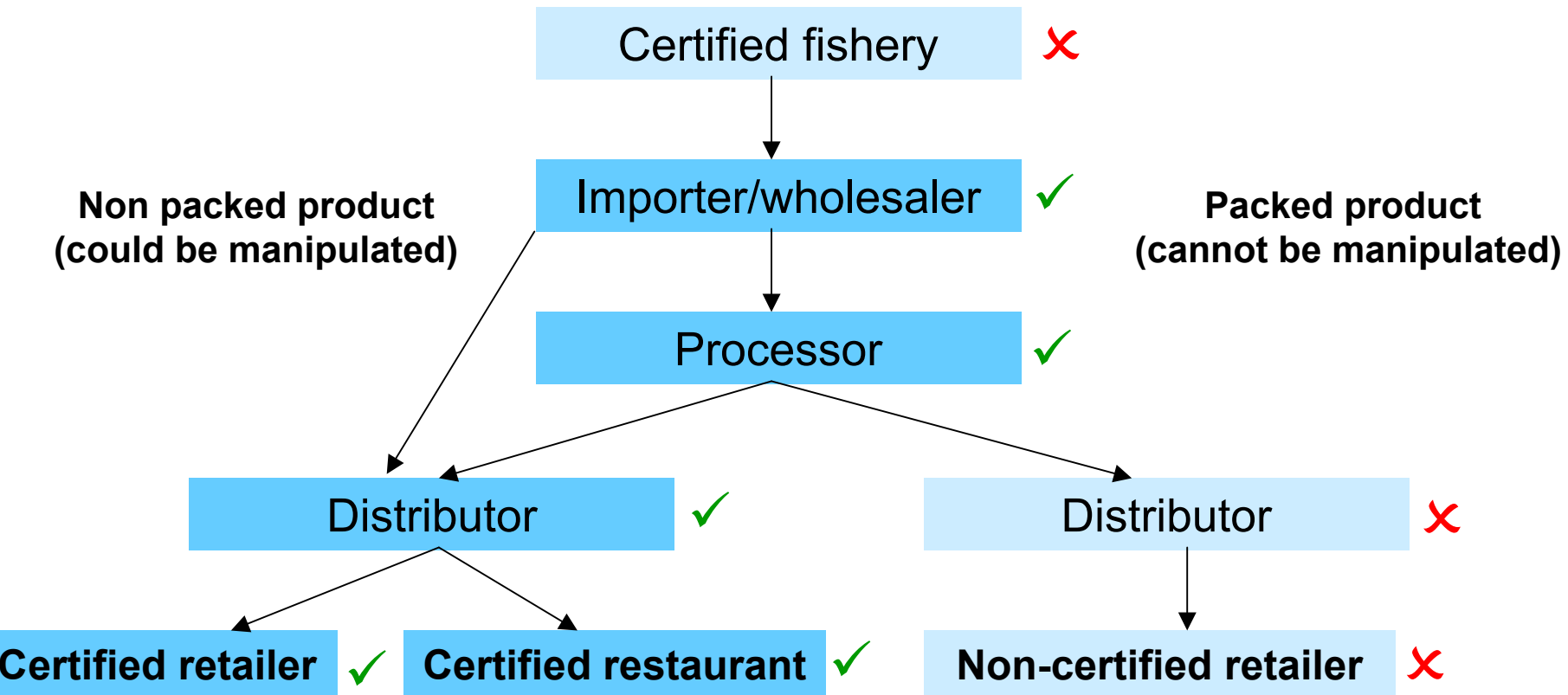
## Who needs it?

- Every party in the supply chain that takes ownership of the product before it's in its final, **consumer-ready packaging**
- The CofC requirements therefore:
  - **START:** immediately after the fish is caught - i.e. when processing or transport begin
  - **END:** with the company that applies the logo (i.e. puts the product into its final packaging)





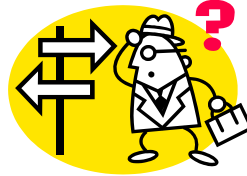
# Who needs CofC? ✓



**The consumer is assured that this product comes from a certified fishery**

# MSC Chain of Custody

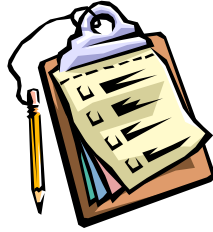
How does it start?



1. MSC Outreach or Customer Request
2. Contact MSC
  - Send a list of accredited certification bodies (CBs)
  - Refer to the MSC website
  - Recommend asking for quotes
  - Suggest talking to their customers (who is their CB?)
3. Sign a contract with a CB to complete CofC

# MSC Chain of Custody

What is involved?



## 1. Initial desktop review

- Certification body reviews the client's operational procedures

## 2. On-site assessment

- Certifier visits site
- Meets with client staff, reviews activities and documents
- If a company has multiple outlets with a single control point, a sample of the total number can be visited

# MSC Chain of Custody

## 'Group' Chain of Custody

### Two categories

1. Small independent retail outlets (e.g. fish mongers association)



Colchester Borough Council

2. Multiple (e.g. Whole Foods Market fresh fish counters)



Whole Foods Market

# MSC Chain of Custody

What is involved? (cont'd)



## 3. Report composition

- Includes:
  - Assessment summary
  - Scope of certificate
  - Corrective actions

## 4. Surveillance audits

- Certificate valid for 3 years
- Annual audits take place – planned but also random



# MSC Chain of Custody

How can you tell a product has CofC?

– Every product bearing the MSC logo MUST also display:

1. The relevant copyright/trademark code (©, ®, ™)
2. Chain of custody licence code
3. MSC website: [www.msc.org](http://www.msc.org)
4. The MSC Claim:

***‘This product comes from a fishery which meets the Marine Stewardship Council’s environmental standard for a well-managed and sustainable fishery’***



# Consumer ready packaging



This product comes from a fishery which meets the Marine Stewardship Council's environmental standard for a well-managed and sustainable fishery. For more information on the Marine Stewardship Council please visit their website: [www.msc.org](http://www.msc.org)



**Sainsbury's' supplier's chain  
of custody number  
SCS-MFCP-C-0030**



Steamed Wild Salmon with Lemongrass nestled on minted new potatoes. Served with chive butter soup.\*

Stuffed Breast of Chicken stuffed with spinach, ham and ricotta, sun-dried tomatoes and gorgonzola, rolled in garlic bread crumb. Served with a sherry-rosemary sauce.

Marinated & Grilled Tri-Tip of Beef with creamy horseradish sauce & mushroom au jus.

\*This product comes from a fishery which meets the Marine Stewardship Council's environmental standard for a well-managed and sustainable fishery.



The pristine panoramas. The pure crisp air. And all the vibrant flora and fauna. As both host and steward to some of the most beautiful places on Earth, Xanterra Parks & Resorts understands how each element works together to sustain a clean and responsible environment. And now, that dedication is applied to the meal that awaits you. By serving only wild Alaska Salmon, rather than farmed varieties, Xanterra is able to create menu selections that please the palate while helping to protect the Earth's ecosystems. These selections of wild salmon are remarkably free of pollutants thanks to the extremely clean marine habitats found in Alaska. The flavor and texture are superior and reflect the natural habitat of the fish. Plus, all Alaska Salmon species are harvested and certified to the Marine Stewardship Council's strict environmental standard - ensuring that each one is exactly as nature intended. We hope you appreciate these extra efforts we have undergone to make a difference. Please enjoy your meal!



# MSC Chain of Custody

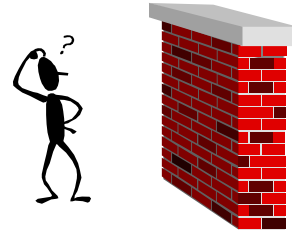
What does it cost?



- Based on the time spent by a certification body
- Number of days are variable, affected by risk assessment and number of sites
- Prices vary; £500-£600 (around US\$1000) per day, plus expenses
- One site: Approximately 1.5 days – but variable
  - ½ day desktop review and liaising
  - ½ day site visit
  - ½ day report write-up

# MSC Chain of Custody

## Interim Certification



- Can occur when:
  - It is not immediately practicable to visit site,
  - MSC Executive is satisfied that risk levels are minimal,
  - CB is confident the client understands and meets requirements and
  - An on-site assessment will be completed in three months.
- Expires in three months
- Requires submission of risk assessment to MSC Executive based on various criteria

<b>Risk Area</b>	<b>Criteria</b>	<b>Threshold/ Consideration</b>	<b>Risk</b>
A. Corporate history	1. N°. of years trading	> 3 years	Low
		< 3 years	Medium
	2. Has the CB undertaken other audits (MSC or other) for the client?	Yes: with positive conformance	Low
		Yes: with negative conformance	High
		No	Medium
B. Documentation and quality control	Use of certified quality control systems	Yes (i.e. ISO 9001; BRC; EFSIS)	Low
		No	Medium
	Record keeping	> 3 years	Low
		< 3 years	Medium
C. Personnel and their awareness of the MSC Standard and its requirements	Formally nominated manager responsible for MSC CoC certification	Yes	Low
		No	High
	2. MSC CoC standards briefing	Face-to-face	Low
		Remote	Medium

Risk Area	Criteria	Threshold/ Consideration		Risk
D. Physical segregation	1. Use of similar non-certified material	Yes	Must be low risk on D.2	
		No		Low
	2. Are production runs of certified and non-certified material either physically segregated or run at different times?	Yes		Low
		No		High
E. Traceability	1. Systems for tracing certified outputs through production batches to individual raw material deliveries	In place and previously certified		Low
		In place (non-certified)		Medium
		Absent		High
	2. Systems for assessing Input: Output conversion ratios for raw material – finished product lines	In place and previously certified		Low
		In place (non-certified)		Medium
		Absent		
F. Product packaging and identification	1. Will products be securely sealed (i.e. vacuum / MAP)	Yes		Low
		No		High
	2. Product labelling systems satisfy MSC CoC Principles 4 & 5	Yes		Low
		No		Medium



## **Surveillance**

Random checks and formal audits

Informed stakeholders

## **Enforcement**

Certifier sanctions

Trade mark laws



# MSC Chain of Custody

## The MSC Logo

- The only internationally recognised eco-label for fisheries
- A registered trademark with use controlled through a licence agreement
- Demonstrates full traceability
- Offers third party endorsement

# MSC Chain of Custody

## What is a 'logo licence'?



- The final part of the MSC's traceability scheme.
- A legal requirement to use the MSC logo.

## What is its purpose?

- Protects the value of the logo for legitimate users.
- Ensures consistent application of the logo to enhance consumer recognition.
- Allows MSC to collect revenue for the work that goes into making the Standard and program possible.



# MSC Chain of Custody

Designed to address consumer concerns that what they buy is what they expect – increasingly important in today's marketplaces

Helps that MSC protect its reputation – i.e. risk minimisation

Helps the MSC to create value in its brand (logo)



MARINE STEWARDSHIP

COUNCIL

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