



# Sustainable seafood in every link

## MSC Chain of Custody Standard

Consumers are increasingly concerned with the environmental impact of what they eat. Certification to the MSC Chain of Custody Standard enables you to demonstrate to consumers that your seafood product originated from an MSC certified sustainable fishery.

Seafood is a major segment in the food produce market. Because it is the world's most important renewable food source, fishing is a high-environmental-impact activity; several fish stocks are seriously over-exploited, leading to damages both from an economic and environmental point of view. With growing consumer concern about what they eat in terms of product origin and environmental impact, and nutritional value, increased focus is placed on sustainability in the fishing sector.

The MSC Chain of Custody Standard applies to any market player (individual organisations or groups) with ownership of the product or where the seafood product is transformed or repacked, including wholesalers, processors, retailers, caterers and traders.

It guarantees that any product bearing the MSC eco-label is from a certified sustainable fishery. Each member of the supply chain that claims ownership of the product or transforms the product must be certified up to the point of the product entering its final, consumer-ready packaging. The eco-label adds value to the product as it provides assurance to consumers that the products' origins are sustainable.

### What are the benefits?

Certification to the MSC Chain of Custody Standard enables your organisation to:

- Meet consumer demand for product sourcing information
- Differentiate your products
- Meet consumer demand for accountability and building consumer trust
- Support the positioning of your product with the eco-label
- Get a competitive edge when dealing with retailers

Use of the MSC eco-label on seafood products indicates that the product originated from a certified fishery. It is permitted only where there has been an independent verification against the MSC Chain of Custody Standard.

### How we can help you

The Marine Stewardship Council has decided not to carry out certification itself, but to accredit third party certification bodies to do this on their behalf. As an accredited certification body, DNV (Det Norske Veritas) can assess the market players (individual organisations or groups) against the MSC Chain of Custody Standard and issue the certificates. To evaluate the integrity of the food chain traceability for relevant fish and fish products, and their origin from an MSC certified fishery, DNV assesses involved processes, evaluates related records, and reconcile product quantity.

### How can I prepare for certification?

1. Contact DNV to get more information on the certification scheme
2. Give responsibility for progress to a person within your organisation and get a designated contact person in the certification body
3. Make sure you have a clear purpose and understanding of what you want to accomplish through the certification process
4. Decide what should be certified in terms of the fish and particular products/product groups
5. Have a clear understanding of probable time frames
6. Ensure the support and input of relevant supply chain actors

The certification process will require documentation on the supply chain to verify that the product that will use the MSC logo originated from an MSC certified fishery.

The MSC eco-label may be used on and off product by companies that have signed a logo licensing agreement with Marine Stewardship Council International.



### What is the Marine Stewardship Council (MSC)?

The Marine Stewardship Council (MSC) is an independent, global, non-profit organisation. It was first set up as a joint effort to solve the problem of over-fishing by Unilever and the WWF in 1997. It became independent in 1999 and continues to work to enhance responsible development of seafood resources, ensure the sustainability of global fish stocks and the health of the marine ecosystem. Its mission is “to safeguard the world’s seafood supply by promoting the best environmental choice”, working to prevent the decline of the world’s most important renewable food source.

### Why partner with DNV?

DNV is a leading provider of services for managing risk, combining in-depth technical expertise and industry knowledge to help organisations along the food supply chain enhance their performance responsibly. As an independent foundation with the objective of safeguarding life, property and the environment, we believe in a partnership approach toward sustainable business.

Offering a comprehensive range of advisory, certification, training and technical services, DNV helps businesses manage the risks in their own operations and along the supply chain. Pro-actively managing your risks will effectively protect and build your brand, while demonstrating to stakeholders that you are committed to quality, safety and sustainability.

DNV is a market leader with a global reputation for excellence. We operate from more than 300 offices worldwide; our employees speak your language and know your local needs, customs and market.

DNV offers competence and expertise in all sectors and can therefore satisfy sector-specific requirements relevant for all food producers and operators.

DNV’s extensive local presence, consolidated experience and acknowledged competence in the field of risk management make us an ideal partner for companies in the food and beverage industry.