





Aquaculture Stewardship Council

Creating Change on the Water

Jose Villalon- WWF US 17 November 2009



□ The ASC will offer farm level annual certification.

The ASC will use accredited third-party Certification Bodies (CB) that are ISO 65 compliant.

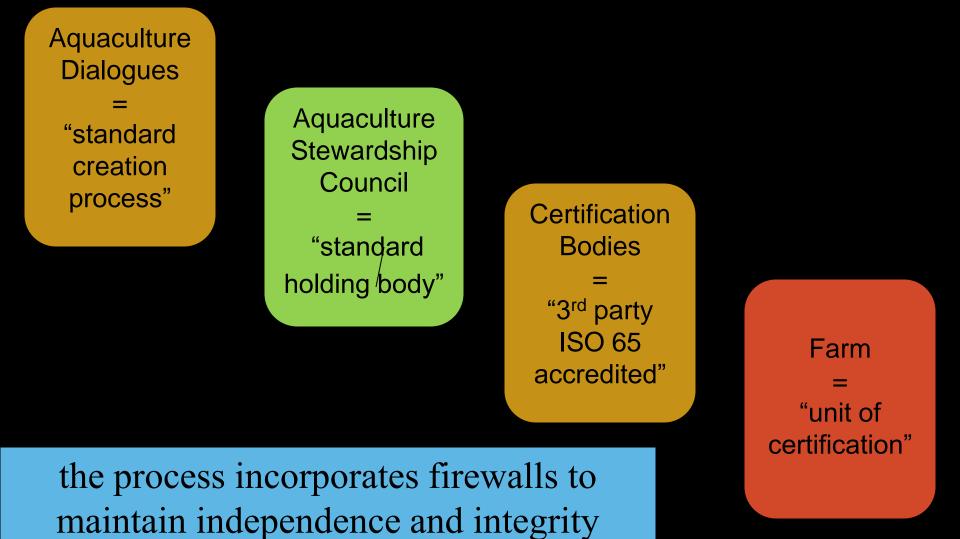
The ASC will initially offer certification for 12 aquaculture commodity species, which are: salmon, shrimp, pangasius, tilapia, freshwater trout, oysters, mussels, clams, scallops, abalone, cobia, and seriola.

The ASC standards will focus on minimizing environmental and social impacts.

The ASC will "partner" with accredited organizations that offer food safety standards and traceability. Thus offering "one-stopshopping" for certification.



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May take 24 months to develop the independent ASC.

Development Director Philip Smith is tasked with:

- □Sourcing potential partners and funding for start-up costs.
- Updating business plan and projections.
- Creating the administrative and institutionalization of the ASC (governance, by-laws, etc...); and , ASC set up – office, website, staff, etc.
- Establishing a certification process.
- A multi-stakeholder Advisory Group consisting of 20-35 representatives from seafood buyers, aquaculture producers, feed manufacturers, and NGOs will help guide ASC development



Interim Option with GlobalG.A.P.

➡For those Aquaculture Dialogue standards that are complete prior to ASC being operational, GlobalG.A.P. will be offering a certification against the Dialogue standards as an environmental/social "add-on" to their current scheme.

This provides seafood buyers and aquaculture producers who want product that meets the Dialogue standards an interim option.

Agreement with GlobalG.A.P. is non-exclusive.



For more information or to get involved in the ASC development process, contact:

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