

ASC-certified Salmon – recommended by Seafood Watch

Choosing ASC means buying farmed salmon produced to the highest industry standards—promoting responsible farming practices to move the aquaculture industry towards sustainability.



The Aquaculture Stewardship Council (ASC)

promotes responsibly farmed seafood through its extensive certification and labeling program.

The ASC takes a comprehensive approach to improving the performance of salmon farms. Farm performance is measured against:

8 principles	43 criteria
154 performance indicators	521 compliance points

Farms that meet the ASC standards deliver real environmental and social benefits.

Farms must show they are actively minimizing their environmental impact:



Optimal fish health



Restrictions on chemicals and antibiotics



Protection of ecosystems



Responsible use of water and natural resources

Farms must demonstrate they are having a positive social impact:



Good working environments and fair pay



Work in respect and dialogue with their local communities



No forced labor



Conscientious neighbor



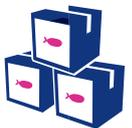
The ASC continues to **make programmatic improvements**. The ASC Salmon Standard now mandates the use of **more sustainable feed** by reducing the amount of wild fish used.

Increasing supply of ASC-certified farmed salmon

At present, **nearly a quarter of the farmed salmon** produced globally is **ASC-certified**.



The **Global Salmon Initiative (GSI)** is a leadership group of salmon farmers, who have made it their target to be **100% ASC-certified by 2020**.



That would be over **1.1 million tons of farmed salmon** produced to the **highest environmental and social standards**.

Monterey Bay Aquarium Seafood Watch®



In recognition of the strength and evolution of the ASC Salmon Standard, the **Monterey Bay Aquarium's Seafood Watch** program now **recommends seafood buyers purchase ASC-certified salmon**.



Seafood Watch is among the **world's most recognized and respected sources** of information about sustainable seafood. Its recommendations are developed through a rigorous assessment of the environmental impacts of fishing and farming operations, allowing buyers and consumers to make **informed decisions on what seafood to buy**.



By purchasing certified seafood recognized by Seafood Watch, consumers and businesses can feel confident that the seafood they are buying is produced to the highest industry standards, and is **the right choice for the future of our oceans**.



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