

BlueAquaEdu



Maxime ENGLER

Market development manager France
ASC



**Setting The
Standard for
Seafood**

AQUACULTURE STEWARDSHIP COUNCIL Role of certification to drive sustainability

Workshop Aquaculture – 7th of July 2025



Co-funded by the
European Union

ASC in a nutshell

-  Independent NGO, founded in 2010 (WWF and IDH)
-  Drive the aquaculture sector to be **more environmentally sustainable** and **socially responsible**
-  Third party certification scheme
-  Robust requirements based on the latest science and best practices
-  Proven impacts
-  High transparency
-  Traceability through the all supply chain

ASC Standards

How to address sustainability from feed to fish ?



ASC Standards

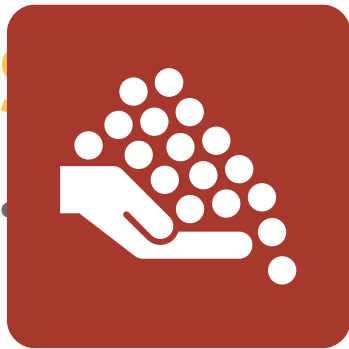
The structure of our standards

- Strong requirements **based on latest science** and **best practices**
- **Performance indicators** with metrics
- Monitoring performances and **data reporting** mandatory with **corrective actions**
- **Update** of the standard every **3 to 5 years**
 - Developments and revisions with technical working groups of international experts: NGOs, Universities, Scientists, Producers, Suppliers, Retailers, etc.
- With **transparent public consultations**

ASC only aquaculture certification scheme **compliant with [ISEAL](#) code of conduct**

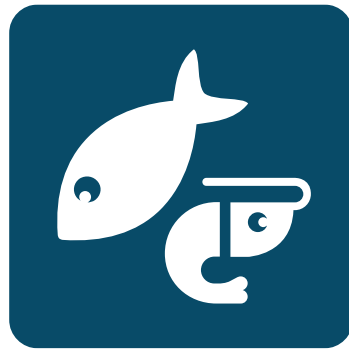


ASC covers the all supply chain



Feedmills

Feed Standard



Farms

Farm Standard



Supply Chain

Chain of Custody Standard
(shared with MSC)



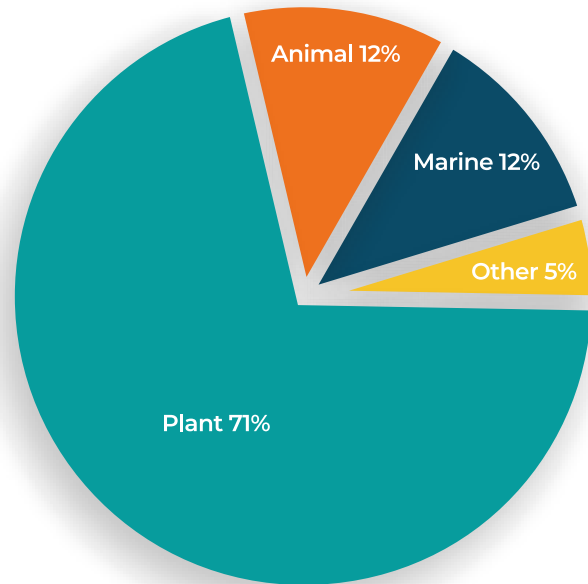
ASC Label

Mandatory
Oct 2025

Launch
May 2025

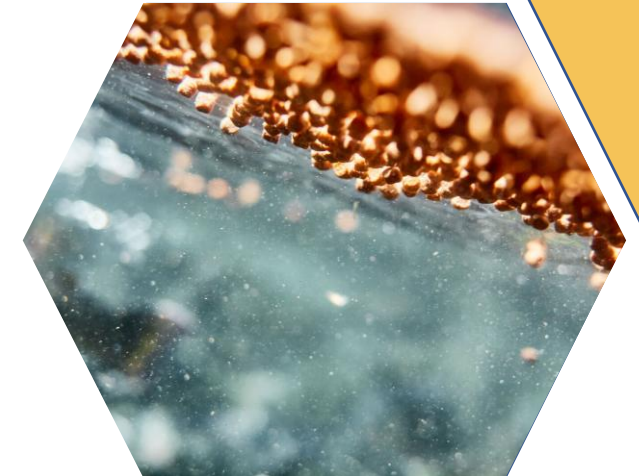
ASC FEED STANDARD

Tackle the main impact of aquaculture



- Environmental and social impacts of feed are a source of concern for a growing number of consumers
- The focus so far has been mainly on the impacts caused by marine ingredients
- But globally, marine ingredients make up just 12% of total feed ingredients – approx. 70-75% of ingredient volume in aquafeed is derived from agriculture
- Up to **50 ingredients** in feed

→ It needs a holistic approach!



ASC FEED STANDARD

Up to 90% of a (fed) aquaculture farm's environmental impact is in feed, largely due to raw material production

ASC Feed Standard

(mandatory 31 October 2025)

- ✓ **Prescriptive due diligence on all aquafeed ingredients** (>1% inclusion) to demonstrate low risk for legal, social and environmental impacts
- ✓ **Soy, palm and majority inclusion** (>50%) plant ingredients **legal and illegal deforestation free** (not just soy and palm oil)
- ✓ **Mandatory timebound improvement** in certified marine ingredients
- ✓ Requires a supplier code of conduct to be passed two levels upstream



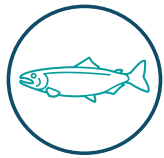
ASC Farm Standard

- ✓ Source ASC compliant feed (latest from 31 October 2025)
- ✓ **Species specific limits on fishmeal and fish oil from wild catch** – to ensure for efficient use

ASC Farm Standard

Alignment of our 12 standards to one global standard

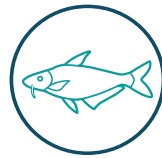
12 species specific standards



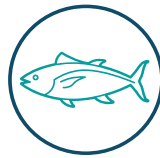
SALMON



BIVALVE



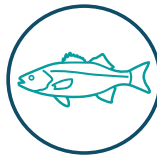
PANGASIUS



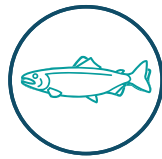
SERIOLA &
COBIA



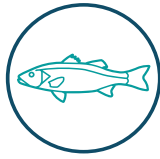
ABALONE



TROPICAL FINFISH



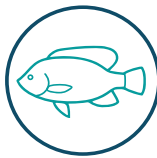
TROUT



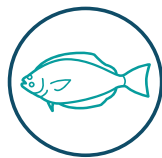
PIKE PERCH



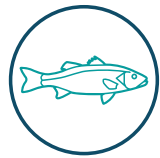
SRHIMP



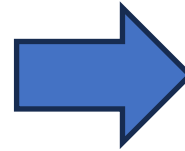
TILAPIA



FLATFISH



SEABREAM,
SEABASS



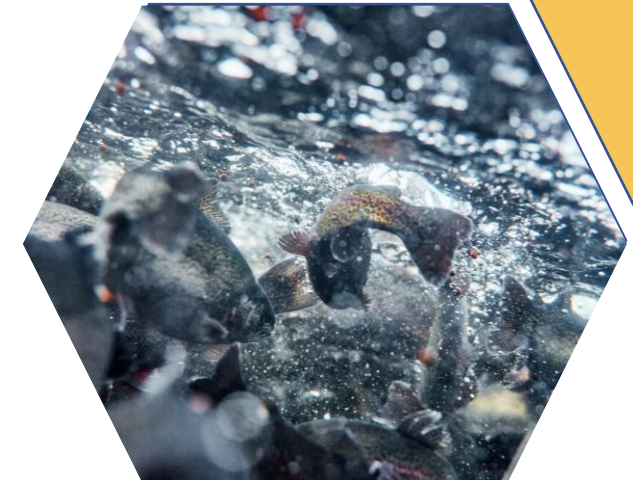
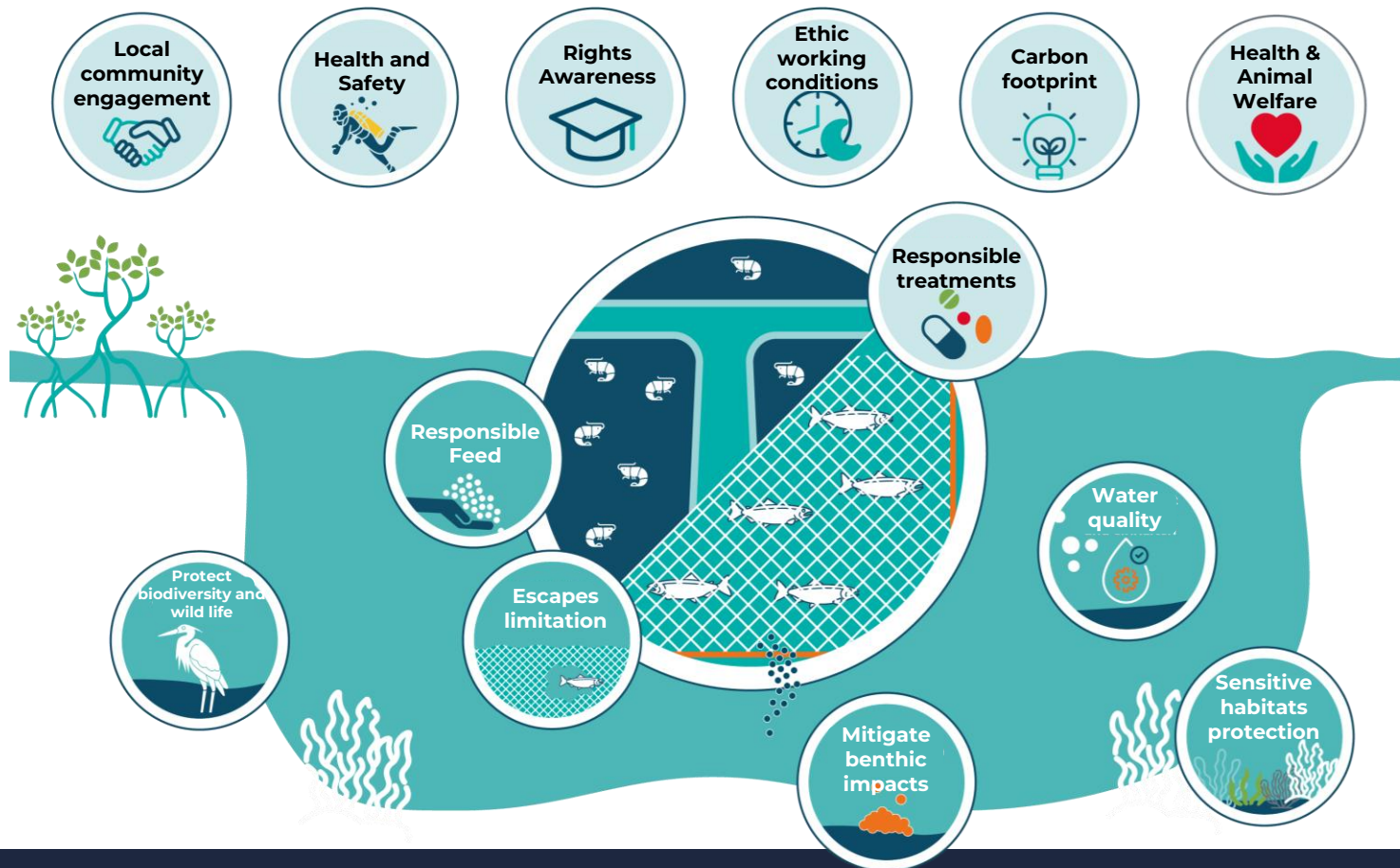
ASC Farm Standard

4 Principles



ASC Farm Standard

Tackle a large amount of risk at the farm level



ASC Farm Standard

Protection of the environment and the biodiversity

Environmental Risk Assessment for all farms, to tackle specific risks for each site



Protection of sensitive and critical habitats: preserve mangroves, posidonia meadows



Mitigate environmental impacts: reduce effluents, monitor and reduce impacts on the benthic floor



Escapes: based on the IUCN methodology with strict limits (salmon < 300 fish per production cycle)



Water quality: maintain good water quality, with strict thresholds – collaboration between farms mandatory to monitor and to implement collective actions



ASC Farm Standard

Carbon Footprint – Calculate and Reduce

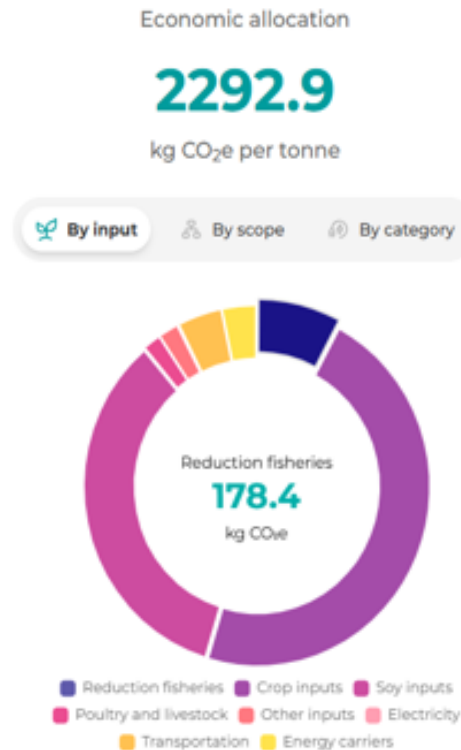
An approach robust, cohesive and verified from Feed to Farm



Calculate scope 1, 2 and 3 : ASC
carbon footprint calculator



Plan to reduce carbon footprint:
targets based on science



ASC Carbon Tool

ASC Farm Standard

Health and Animal Welfare

Embedding fish health and welfare throughout the all time



Preserve animal welfare in daily practices – Implementation of humane handling and slaughter



Responsible use of antibiotic: strict limits and plan to reduce the use of treatment | Antibiotics are not allowed for shrimp



Phase out for eyestalk ablation free broodstock



ASC : **1st place** in the benchmark of *Aquatic Life Institute* on animal welfare
Benchmark available [ici](#),



ASC Farm Standard

Human rights

Addressing the broadest range of human rights concerns



Rights Awareness



Forced labour
Child labour



Accommodation



Living Wages



Health and security



Community
engagement



Working hours



Discrimination



Grievance
mechanism



Transparent
contracts



Collective bargaining
Freedom of association



Workplace
Conduct response



ASC impacts

Example Shrimp sector



**1 515 environmental
improvements**



Source : [ASC Impact Report 2023](#)



**22 000 protected workers
1 436 social improvements**



Source : [ASC Impact Report 2023](#)



ASC Farms have **better performances**
In Asia, ASC farms use less water and have
a better FCR



Source : [Davis and Boyd \(2021\)](#)

ASC Endorsements



Proven Impacts

More than 7 000 environmental and social improvements in 2023



Only aquaculture certification scheme **ISEAL** compliant, ISEAL listed in **CSRD** european directive



Very well aligned with multiple european directives

CSRD – Due diligence - Green claims – Deforestation – Forced Labour Ban



ASC joined **SBTN** steering committee



Endorsments by **other NGOs** or **Institutions**



Blue Finance

TNFD - BNP - Deutsche Bank



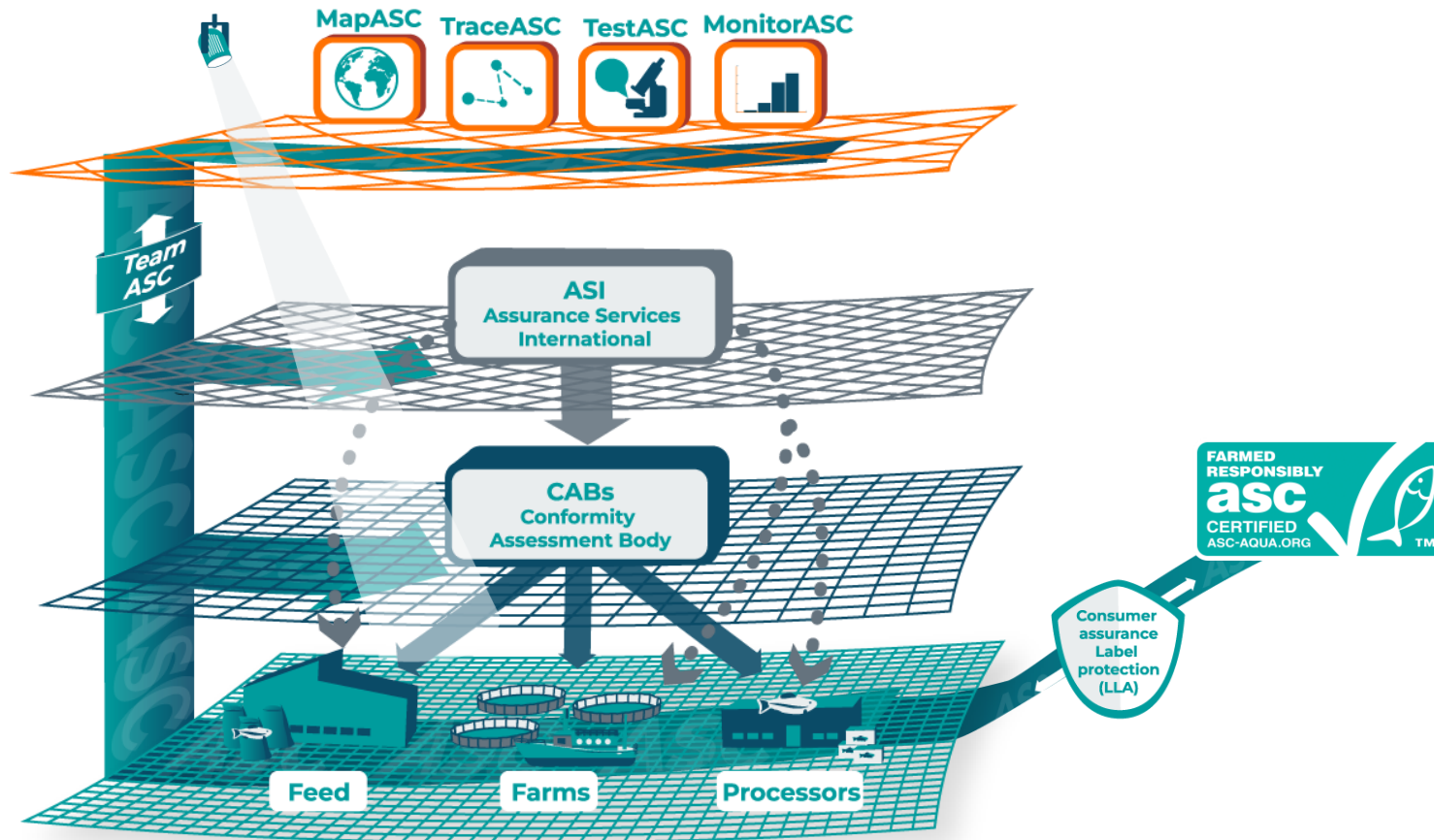
ASC Assurance

Traceability and integrity of ASC products



ASC Assurance Net

Providing the level of assurance requested by consumers



6

Consumers choose the **ASC label**

- Consumers assured of responsible seafood farming

5

YOU verify **all layers**

- Transparency of entire process

4

Team ASC monitors **all layers**

- Constant review of all processes

3

ASC Toolkit mitigates **risks**

- TestASC, TraceASC, MapASC, MonitorASC

2

ASI verifies **CABs**

- Verifying the Verifiers

1

CABs verify **Certificate Holders**

- Verifying standards compliance

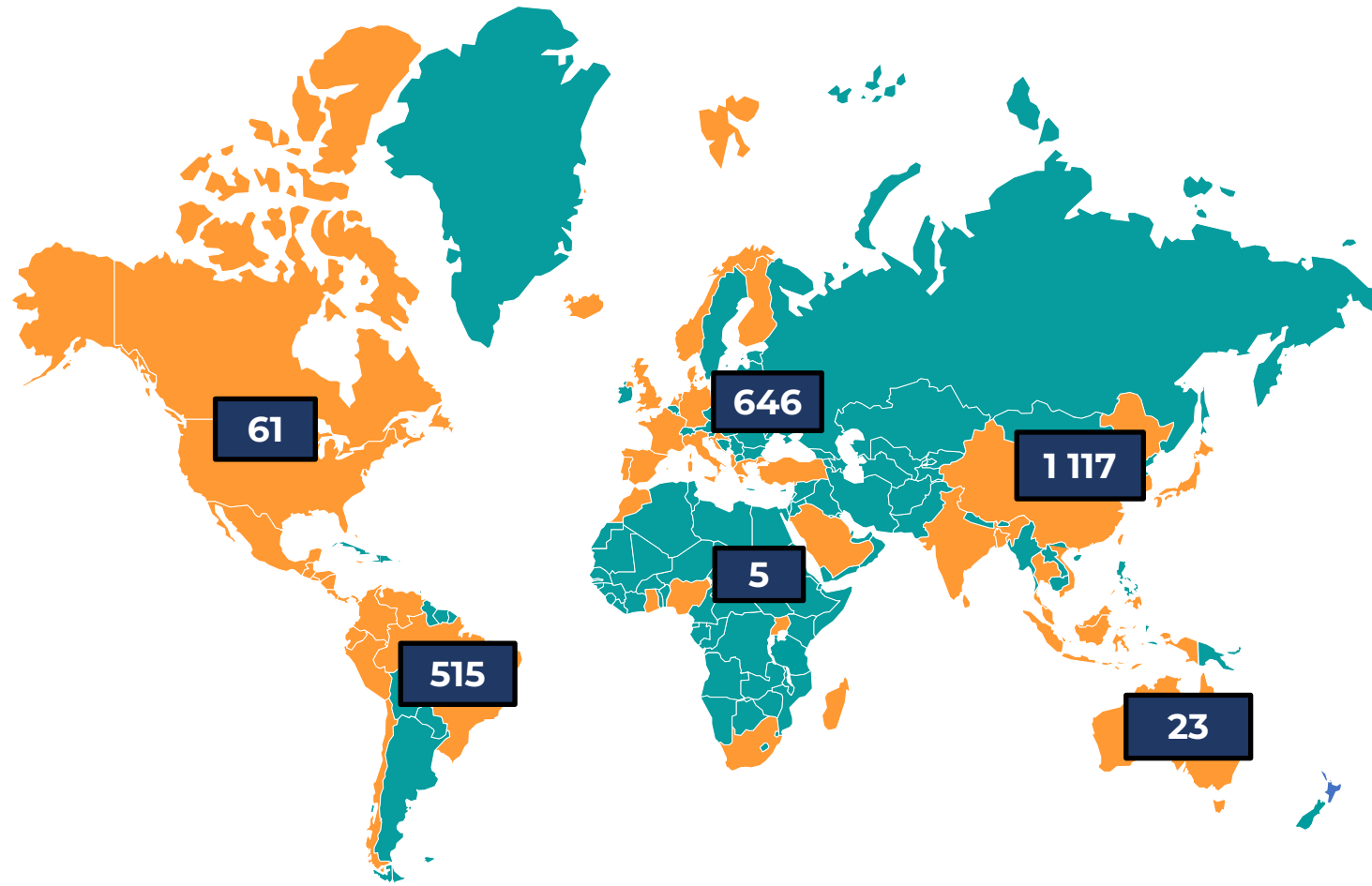
ASC in the world

Production & Consumption



ASC Production

ASC : a multi species network



Only **3%** of the production is ASC
certified in the world

2 300 ASC Farms
30 ASC Feed mills

Consumer expectations

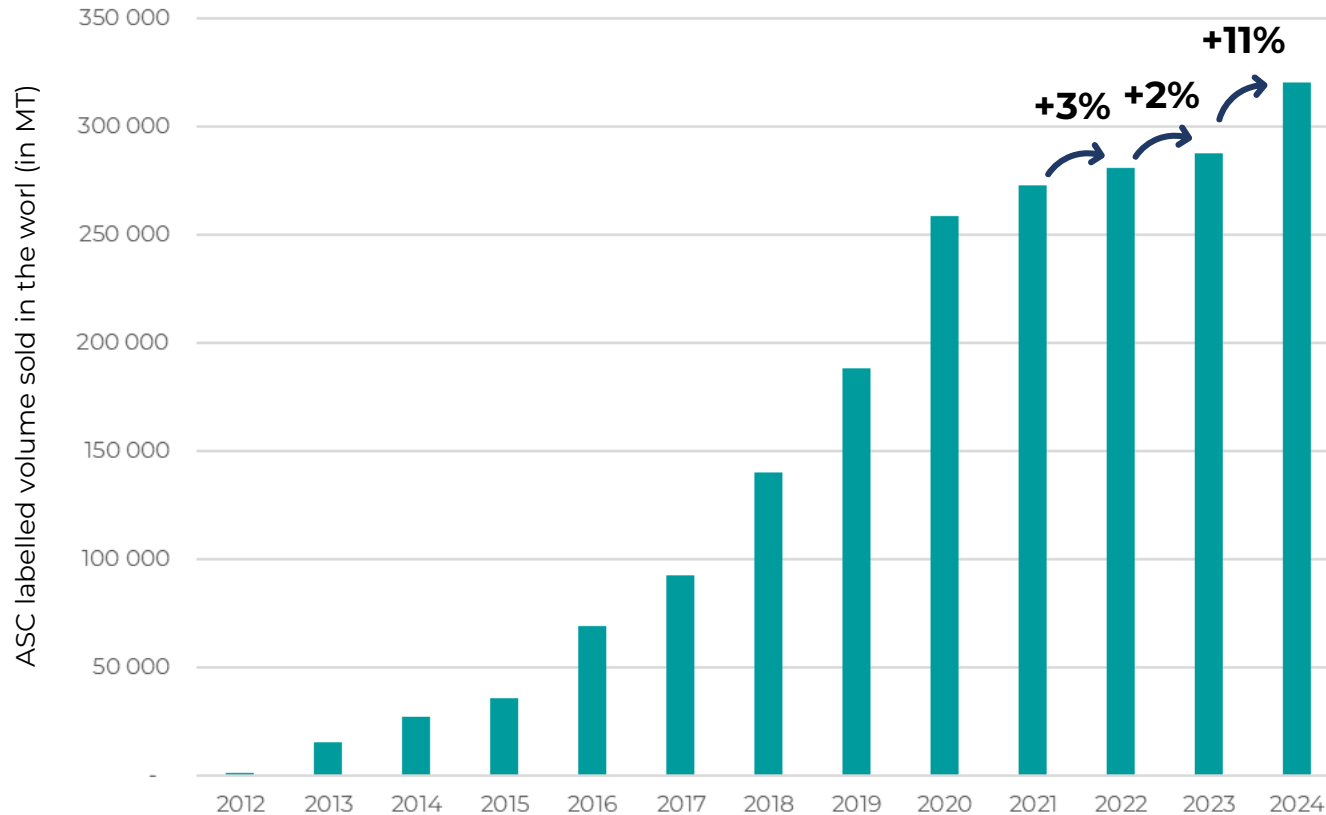
Results from our surveys – France example

- When the consumer has a choice between two equivalent products, **71%** of French consumers will buy the one that is **less harmful to people and the environment**.
- **62%** of French consumers want to buy **products with sustainable claims**
- **Independent responsible certification programs** with labels on packaging are the **most trusted source** of information for consumers
- **6 out of 10** French people are **willing to buy a more expensive** seafood product if the seafood has been farmed in **a responsible way**



ASC products

A increasing demand



Top 3 countries in the world



France : 55 KT



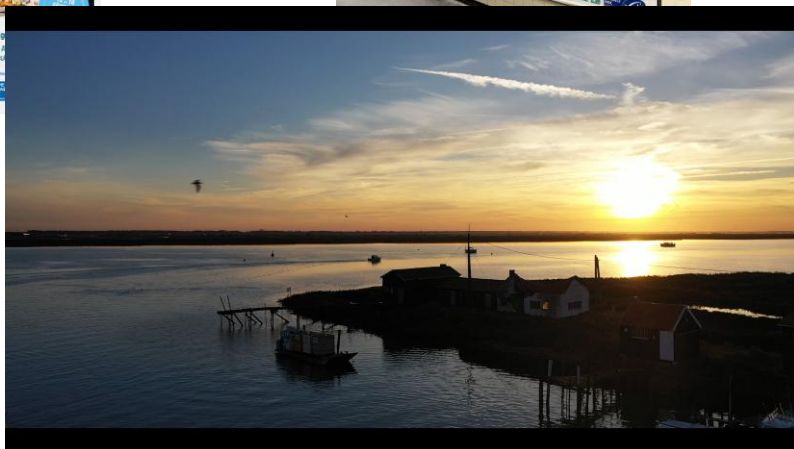
Germany : 49 KT



Netherland : 23 KT

Campaigns to increase awareness

Example in France – Think Fish Week



Campaigns to increase awareness

Some results – French campaign



19 MILLIONS

French people reached by
the campaign with media



8,6 MILLIONS

View of the emblematic
video



11 MILLIONS

People reached in the
parisian metro



6 MILLIONS

People reached with French television

Since 2019, ASC awareness
increased a lot




+21,3 points

36,5% of consumers know ASC label in
2019 vs. **57,8% in 2024**



ASC in a nutshell

-  Independent NGO, founded in 2010 (WWF and IDH)
-  Drive the aquaculture sector to be **more environmentally sustainable and more socially responsible**
-  Third party certification scheme
-  Robust requirements based on the latest science and best practices
-  Proven impacts
-  High transparency
-  Traceability through the all supply chain





Setting The
Standard for
Seafood

BlueAquaEdu



THANK YOU FOR YOUR ATTENTION
QUESTIONS ?



maxime.engler@asc-aqua.org



Aquaculture
Stewardship Council



ASCaqua



Co-funded by the
European Union