



ASC Farm Standard for Seabass, Sea Bream and Meagre

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Why create a standard for seabass, bream and meagre?

- Seabass/bream aquaculture throughout the entire region
- Long culture history – fast growth in last 15 years
- Important job provider; at the same time the ecosystem is under pressure
- Main culture system: cages
- Impacts are all related to cage-culture

Global Aquaculture Production for species (tonnes)

Source: [FAO FishStat](#)



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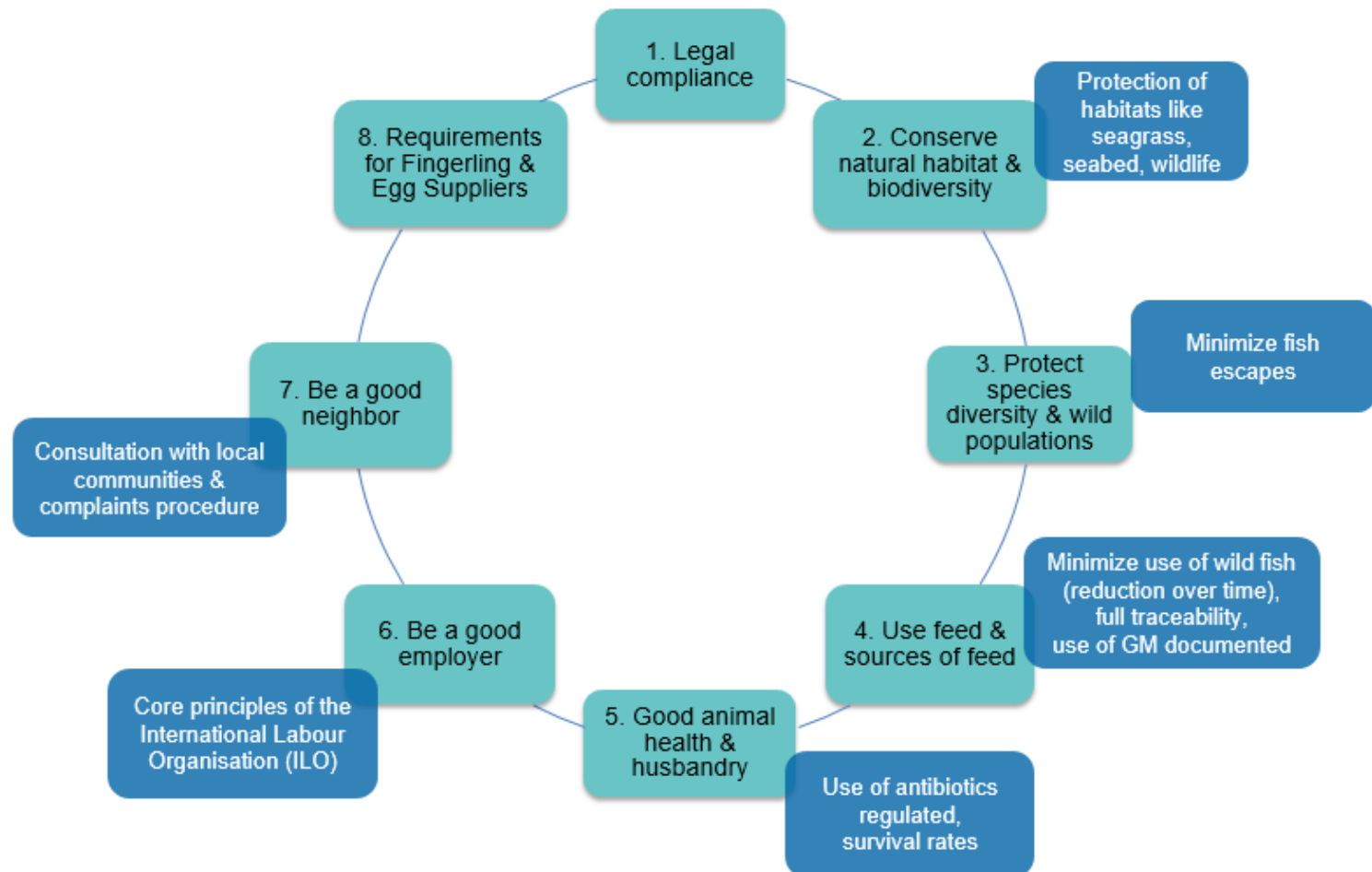


The Development of the Standard

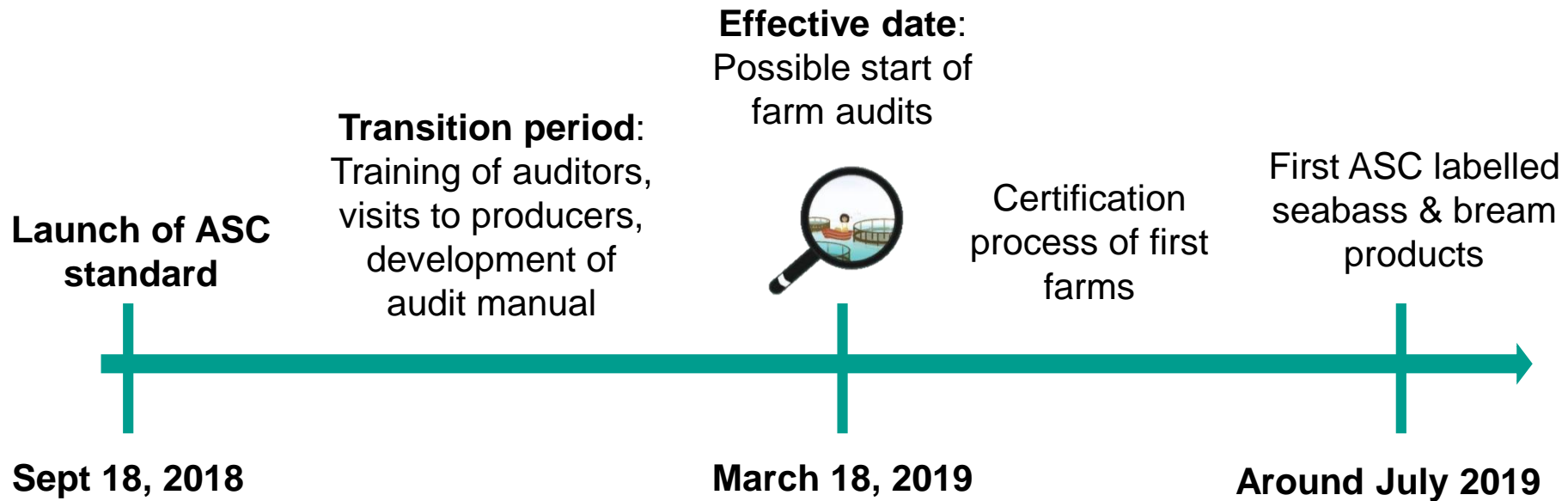
- Based on content from existing standards, mainly salmon and seriola/cobia
- Site visits / pilot audits at farms in Croatia, Greece, Spain and Turkey & literature review to set performance metrics
- 2 rounds of public consultation in 2017
- ISEAL-compliant in process and content
- For all species of the genera Sparus, Pagrus, Argyrosomus and Dicentrarchus



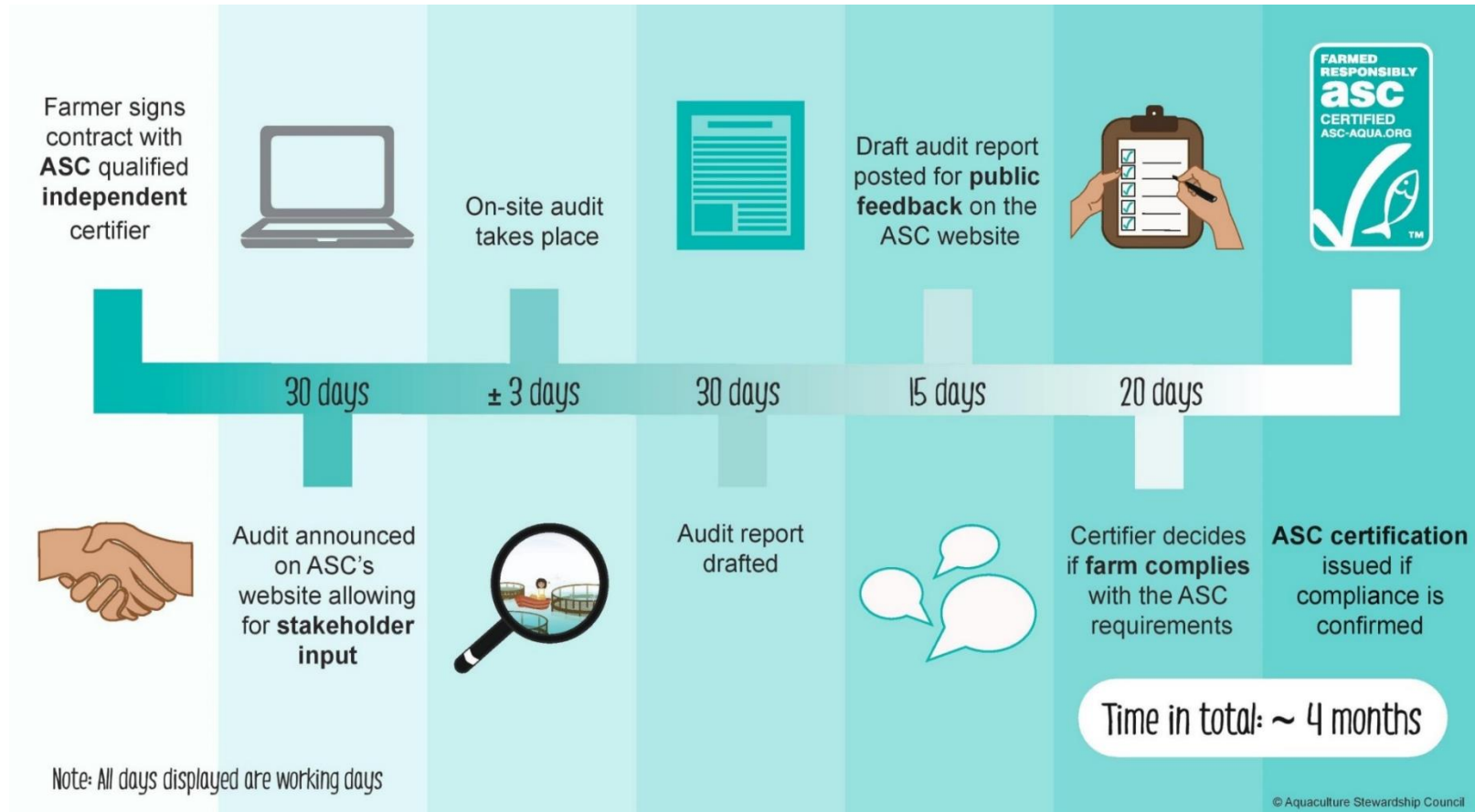
The 8 principles of the standard covers key environmental and social impacts



Timeline towards ASC certified seabass & sea bream



What does the ASC certification process look like?



What is happening in the market?



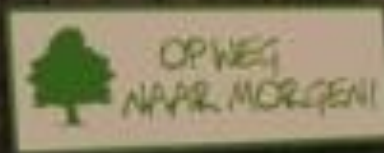


**Offering ASC
certified salmon in
384 IKEA
restaurants in 48
countries**

**Lidl Germany,
Netherlands and
Belgium committed to
source 100% ASC
certified farmed
seafood by 2018**

VERSE VIS

100% VERANTWOORD





FILIÈRE QUALITÉ Carrefour

Ingjerd Nordheim
Eleveuse de saumon
à Hitra, Norvège,
partenaire depuis
plus de 20 ans.



Le saumon de Norvège
Filière Qualité Carrefour

- ① Fermes certifiées ASC
- ② Fraîcheur garantie
- ③ Sans traitement antibiotique et nourri sans OGM (CO,

**Carrefour in France revolutionizing
the market: selling ASC salmon and shrimp
at 30 certified fresh fish counters**



AQUACULTURE
RESPONSABLE

asc

ASC-AQUA.ORG



ASC-C-01102

Market potential for ASC-labeled sea bream & seabass products

- Biggest potential:
- **Germany (DACH):**
 - Sea bream very popular: 5,000 tons of sea bream fillets imported annually, especially from Turkey & Croatia
 - Both retail & food service
 - Germany is the country with most ASC produce sold; no. 2 in terms of approved ASC - labeled products
- **United Kingdom:**
 - Largest importer of sea bass fillets – both frozen and fresh
 - ASC both in retail (e.g. shrimp) and food service (e.g. pangasius)

Market potential for ASC-labeled sea bream & seabass products

- Interesting market - **France:**
- Big consumer of sea bream (7,000 tons) and also consumption of seabass increasing
- Import traditionally from Greece, Spain potentially coming
- Receptiveness of ecolabels & awareness of ASC growing over the last 2 years
- Development to be seen – **Spain & Italy:**
- Biggest per capita consumption, but mostly whole-fish
- Individual brands and retail might be forerunners



Fish Forward awareness raising campaign

A WWF poster for the Fish Forward campaign. It features a fisherman in a white t-shirt and yellow overalls holding a large, dead cod fish vertically by its tail. The fish has a very large, bulging eye. The background is a coastal scene at sunset or sunrise, with a boat and buildings visible. A white rectangular box with a black border is in the upper left, containing the text 'OVA VRSTA BI USKORO MOGLA NESTATI. I RIBA TAKOĐER!'. In the top right corner, there is a small logo for 'PROJEKT SUSTINJIVOSTI EUROPSKA UNIJA' and the European Union flag. At the bottom, there is a block of text in Croatian, the WWF logo, and a website URL.

**OVA VRSTA BI USKORO
MOGLA NESTATI.
I RIBA TAKOĐER!**

**PREKOMJERNI RIBOLOV
DIREKTNJA JE PRIJETNJA OPSTANKU
VIŠE OD 800 MILIJUNA LJUDI.**

**NAPRAVI RAZLIKU, BIRAJ ODRŽIVE PROIZVODE IZ RIBARSTVA.
PREUZMI WWF-OV VODIČ ZA KUPNJU RIBE NA: WWW.KOJURIBUKUPITI.ORG**

PROJEKT SUSTINJIVOSTI EUROPSKA UNIJA

WWF

Crabmer. The poster has been produced with the financial contribution of the European Union. The poster is a work of the European Union.

www.kojuribukupiti.org



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www.fishforward.eu



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