

MARINE STEWARDSHIP COUNCIL INTERNATIONAL CERTIFIED INGREDIENT PERCENTAGE RULES



INTRODUCTION

The use of the MSC ecolabel on packaged products is intended to inform and influence a customer's purchasing decisions. The claims associated with the use of the MSC ecolabel must therefore be clear, truthful and as consistent as possible.

In a product bearing the MSC ecolabel, the total seafood content should be from an MSC certified sustainable source. The MSC does however allow a **maximum of 5% non-certified seafood in the total seafood content. The certificate holder shall apply to MSC (ecolabel@msc.org) if it wishes to use non-certified seafood ingredients on a product bearing the MSC ecolabel.**

This document provides instructions on the calculation of this percentage rule on the various scenarios in which this could occur.

APPLICABILITY TO ASC-CERTIFIED PRODUCTS

This procedure also applies to **ASC-certified products** that include a percentage of non-certified seafood ingredients. The terms 'MSC-certified' and 'MSC ecolabel' should be replaced with 'ASC-certified' and 'ASC logo' respectively in this procedure when applied to ASC products.

CALCULATION OF THE 5% RULE

The percentage of non-MSC certified seafood ingredients in a product carrying the MSC ecolabel shall be calculated using the following formula:

- a) Dividing the total net weight (excluding water and added salt) of not MSC certified seafood ingredients by the total weight (excluding water and added salt) of the combined and not MSC certified seafood ingredients in the finished product; or
- b) Dividing the fluid volume of all non-MSC certified seafood ingredients (excluding water and added salt) by the fluid volume of the combined certified and non-MSC certified seafood ingredients in the finished product (excluding water and added salt) if the product and ingredients are liquid. If the liquid product is identified as being reconstituted from concentrates, the calculation should be made based on single-strength concentrations of the ingredients and finished product;
- c) For products containing non-MSC certified seafood ingredients in both solid and liquid form, dividing the combined weight of the non-MSC certified seafood solid ingredients and the weight of the liquid ingredients (excluding water and added salt) by the total weight (excluding water and added salt) of the combined certified and non-MSC certified seafood in the finished product.

The percentage shall be determined by the Chain of Custody certificate holder that owns the product at the time of packing. The organisation may use information provided by other suppliers in determining the percentage.

DISPLAY TEXT AND CLAIMS ON CERTIFIED SEAFOOD PRODUCTS WHICH DO NOT MEET CERTIFIED INGREDIENT PERCENTAGE RULE

In some scenarios where a product has over 5% of non-certified seafood, the MSC has on-pack text/claim rules.

These rules take into account factors such as the MSC's credibility, as they do not meet the conditions for the display of the ecolabel.

Display text and claim rules:

- **No MSC ecolabel can appear on the packaging at all.**
- **No text referring to the MSC can appear on the front of the packaging.**
- **Only version 3 of the MSC claims can be used on pack. This version references the seafood ingredients which are actually certified.**

Version 3: The XXXXXX (insert seafood species) in this product comes from a fishery that has been independently certified to the MSC's standard for a well-managed and sustainable fishery. www.msc.org

- The MSC's website address shall be displayed.
- The ingredients section must specify which seafood ingredient is certified. For example, an Alaska salmon ingredient should be described as 'MSC certified Alaska salmon' or 'Alaska salmon – MSC certified'.

Note: royalties are still applicable to consumer-facing products

ALTERNATIVE CLAIM RULES FOR FISH OIL PRODUCTS USING NON-MSC CERTIFIED FISH GELATINE CAPSULES

In certain circumstances, gelatine used in the production of capsules for fish oil products may originate from a non-certified fish source. **If this equates to the percentage ingredient rule not being met, these products are allowed to display the MSC ecolabel on the front of pack but must also only use the version 3 claim, as per the above rule, in order to ensure that the claim on-pack is verifiable.**