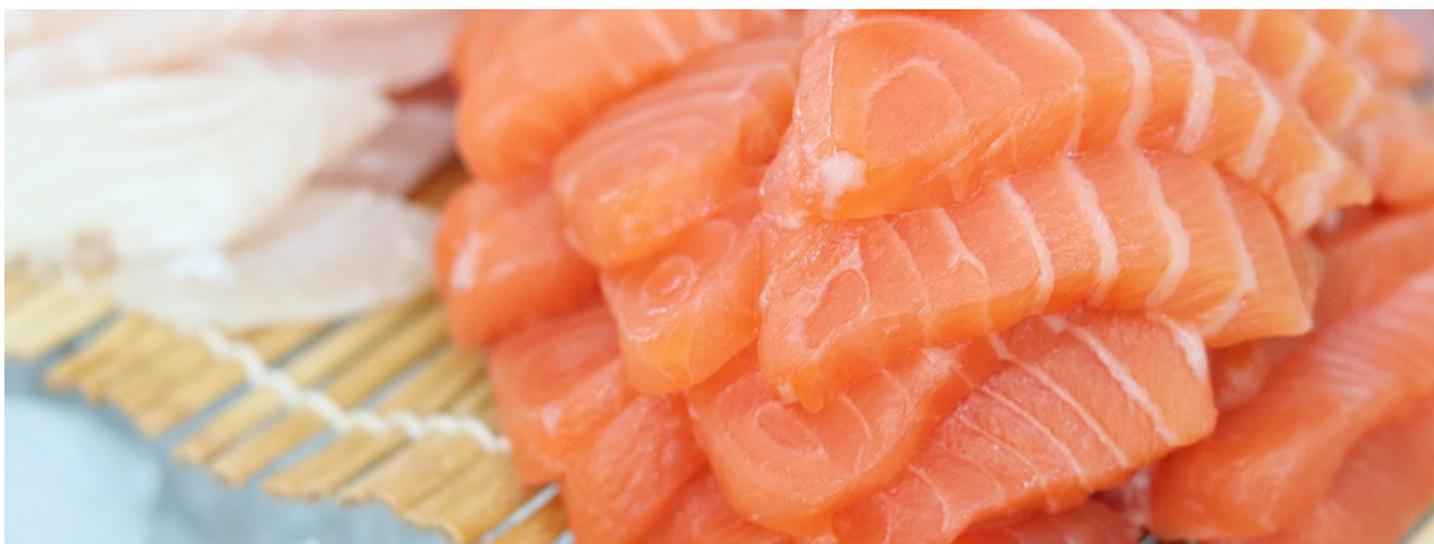


MSC Chain of Custody certification



MSC Chain of Custody certification with Kiwa: prove your products' traceability, support sustainable fishing and a healthy ocean, and meet customer demands.

Whether your company sells fish directly to customers on a plate, frozen in a box or served at an event, Marine Stewardship Council (MSC) Chain of Custody certification can prove to consumers that the fish you're selling was responsibly sourced, with respect for animals and the environment.

For a product to carry the MSC label at the final point of sale, all the companies in the sales chain – including yours – must be certified by an independent certification body.

A globally-recognized environmental certification program, the MSC Chain of Custody lets you market the fish and shellfish you sell as coming from MSC-certified sources; the blue MSC label shows that the fish were caught in a way that ensures healthy oceans and safeguards seafood supplies for the future – something your customers care about.

Focus

Retail stores, fish counters, restaurants and caterers that want to sell sustainably sourced fish and shellfish.

What you need to know

To be sold with the blue MSC label, fish and shellfish have to come from a fishery that has been certified to the MSC Fisheries Standard – that means they come from a sustainable source.

When fish products move through the value chain from the ocean to the plate, they must be tracked; MSC Chain of Custody certification enables companies in that value chain – like yours – prove the origin of their certified products.

The MSC Chain of Custody Standard has five principles:

1. Purchasing from a certified supplier

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2. Certified products are identifiable
3. Certified products are segregated
4. Traceable and volumes are recorded
5. The organization has a management system

Getting certified with Kiwa

Sustainability and ocean health are key concerns in the seafood industry, and as part of the fish and shellfish value chain, you have a responsibility to support them. Your customers and partners want to see proof that your products came from sustainable sources – from fisheries that operate well, with respect for the marine environment.

You can partner with Kiwa for your MSC certification in Europe. By doing so, you can be sure that your MSC-labelled products are traceable back to a sustainable source, and that you can meet your responsibilities to protect the marine environment, as well as fulfilling your customers' needs.

MSC Fisheries Stand

To be certified to the MSC Fisheries Stand, fisheries have to prove that:

- The fish stocks they are tapping into are sustainable
- They have minimized their impact on the environment
- They are managing their operations effectively

USPs/benefits

- *Boost your profits* – by enabling you to sell MSC-certified fish and shellfish, MSC Chain of Custody certification can win you new customers – and improve profit
- *Ensure traceability* – with MSC certification, you can be sure of the origin of your fish and shellfish supplies, and show that you manage traceability
- *Demonstrate your commitment to sustainability* – MSC certification shows that you take responsibility for your role in a sustainable seafood market and a healthy ocean
- *Meet customers' needs* – by selling MSC-certified fish, you can meet customers' demands for proof of responsible fishing
- *Strengthen your position in the supply chain* – MSC certification lets you work as part of a certified value chain, supporting responsible fishing
- *Improve your reputation* – as the world's leading seafood traceability standard, MSC Chain of Custody certification can help enhance your reputation, providing marketing opportunities
- *Protect tomorrow's seafood supply* – by supporting sustainable fishing, you can protect your own future supply of fish and shellfish, reducing business risk

Application

Send your request to se.info@kiwa.com

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Comments and complaints about Kiwa Sweden

Please send your ideas, suggestions and complaints to us. Send them to se.info@kiwa.com, and they will be handled. When we have handled your point of view we will communicate what actions we have done.

If you want to complain

You are always welcome to contact us with comments and complaints. Use the contact form.

When an issue is received, it is given to an officer, who was not involved in the issue since earlier. Within a week you will have feedback on your complaint.

If the question needs to be more evaluated you will get an expected timeframe. If the complaint is about any by us certified person, the certified person will have information about the complaint.

When the evaluation is done you will have feedback. If the complaint is about one by us certified person, of course that person also will have the information.

If you want to appeal

If Kiwa Sweden have made a decision you are not satisfied with you have the possibility to appeal the decision within 3 weeks since you have received the decision. Use the contact form. This is applicable for all our services except for Organic certification according to (EG) 834/2007, where the appeal shall be sent to Länsstyrelsen i Stockholms län, Box 22067, 104 22 Stockholm, or stockholm@lansstyrelsen.se.

When an appeal has been received it is given to an officer, not the same who made the decision. Within a week you will have feedback with a confirmation that your appeal was received and when it will be handled by our Certification Committee. The decision about the appeal will be taken by the Certification Committee and you will be noted as soon the minutes are regulated.