

# ALASKA SEAFOOD

## RESPONSIBLE FISHERIES CERTIFICATION

**A**laska seafood has long been regarded as a trusted source for wild and sustainable seafood. Now, as an additional service to the entire Alaska seafood industry, the Alaska Seafood Marketing Institute (ASMI) will offer an independent, third-party certification of the management of the major commercial Alaska fisheries.

This certification is being provided as an additional level of assurance that all seafood from Alaska is sustainable, resting atop Alaska's long-held reputation as a world model for responsible fisheries management.

In fact, the Alaska Constitution mandates that Alaska's fisheries be managed for sustainability. For over 50 years, Alaska has followed strict standards and employed a science-based approach to ensure the long-term health and sustainability of its fish and the environment.

### WHO IS PROVIDING THE CERTIFICATION?

Global Trust Certification, Ltd. is an internationally recognized and accredited certification body and leader in seafood standards development.

Global Trust was selected because of their extensive experience in certifying other best-practice fisheries around the world.



### WHAT ARE THE BENEFITS OF CERTIFICATION?

This robust and accredited certification will provide additional value for Alaska seafood producers and processors selling in markets where third-party certification is required or desirable.

Because the certification is being provided through ASMI, it will be free to Alaska customers. ASMI is not developing a new front-facing ecolabel. This is intended to provide independent third-party assurance that Alaska's fisheries are responsibly managed. However, the Alaska Seafood logo is available free of charge for those who wish to identify the Alaska origin.

The Global Trust certification will enhance the Alaska origin as a leading source of sustainable seafood.

## WHAT ARE THE STANDARDS OF THE CERTIFICATION?

- Major Alaska fisheries will be assessed for conformance to the United Nations Food and Agriculture Organization (FAO) Code of Conduct for Responsible Fisheries and the FAO Guidelines for Ecolabelling Fishery Products.
- The substantive requirements of the FAO Codes are the world's most widely recognized sustainability criteria.
- The standards also reflect application of the international requirements for bodies operating product certification programs known in the industry as ISO 65 Accreditation.



## HOW DOES THE CERTIFICATION WORK?

- Global Trust will design the methodology, assessment tools and provide full certification of the fisheries against the FAO standards.
- The major commercial Alaska fisheries including salmon, shellfish, groundfish, halibut and black cod will then be assessed for conformance to the FAO standards.
- Global Trust will begin work immediately, with the goal of completing the first of the certifications in 2011.
- This certification does not impact participation by Alaska seafood suppliers or their customers in other third-party ecolabelling programs. Participation in ecolabelling programs is a business decision appropriately made by individual companies and is compatible with this independent certification of Alaska's fisheries management.



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