



Wild, Natural & Sustainable®

FAO-Based Responsible Fisheries Management Certification Key Points

- Not everyone requires certification of our fisheries because they know about Alaska's 50+ years of leadership and commitment to sustainability.
 - Alaska is the only State with a constitutional mandate for sustainability
 - The passage of the Magnusson-Stevens Act, all federal fisheries are sustainably managed
- Therefore, in Alaska, certification is an option, not a requirement, to claim that our fisheries are responsibly managed.

- However, some of our customers have requested a background assurance certificate from an independent 3rd party that could be used as part of their CSR programs. These customers are not interested in eco-labels; they simply want to demonstrate they source from legal and responsibly managed fisheries.

- With these customers in mind, Alaska is offering a new and alternative 3rd party certification that meets the highest standards required in the marketplace.

- This new certification is called the FAO-Based Responsible Fisheries Management certification program and is based on FAO reference documents:
 - Principles of the standard developed by largest global intergovernmental organization
 - The FAO documents used are considered the best globally acceptable and balanced framework for fisheries eco-certification
 - FAO documents are naturally compliant with ISEAL requirements

- The new certification has formal ISO Accreditation:
 - Currently the only formal ISO accredited fishery certification
 - Confirms accurate representation and use of the FAO documents as a standard
 - Confirms accurate, credible and objective assessment has been made relative to the standard

- This certification does not change the way the fisheries in Alaska themselves are managed; it just provides the independent assurance that our fisheries are being responsibly managed.

- Bottom line benefits to you:
 - This new certification is less expensive than other certifications/eco-labels because there is no logo licensing fees.
 - You are not required to use a logo on your packing unless you want to make a certification claim.
 - The Alaska Seafood brand and logo resonates with consumers far more than any eco-label, giving you a product in your store or on your menu that your customers are more connected to.

- So far, Alaska Salmon, Halibut, Black Cod/Sablefish and Pollock have been certified. Alaska Cod and Crab are scheduled for 2012.