



# Please Join Us to Protect the Oceans!

Our sustainable seafood programme at Market Place by Jasons aims to help protect the oceans by offering to our customers with sustainable seafood choices. All seafood marked with our Sustainable Seafood icon are from sustainable sources certified by various international bodies.

## What is Sustainable seafood?

- ✓ Seafood captured or farmed in a way which minimises harm to the marine environment
- ✓ Seafood species under non-fully fished stock status
- ✓ Seafood coming from well-managed fisheries or farms verified as sustainable by a certification body

## Sustainable Seafood Certification Bodies

Before achieving certifications and being qualified as sustainable seafood, the participating fishing farms and aqua-cultural grounds will need to accomplish a set of wild-catching or aquaculture practices and standards; in which these independent assessments are carried out by aquaculture and fisheries auditors.

Sustainable seafood offered by Market Place by Jasons are all certificated by one of the following international bodies:



### Marine Stewardship Council (MSC)

MSC is an independent and international non-profit wild-capture fisheries certification and ecolabelling program that meets the practice requirements for maintaining sustainable oceans. Seafood products meeting the MSC standards will obtain a blue MSC ecolabel.



### Aquaculture Stewardship Council (ASC)

ASC is an independent and international non-profit organisation that manages the world's leading certification and labelling program for responsible aquaculture. Seafood products complying the ASC standards are recognised with the green ASC ecolabel. Precise requirements are set forth for responsible farming and feed, and chain of custody under the ASC standards. Standards set for the chain of custody is applicable to the entire sustainable seafood supply chain which provide information about identification, classification, traceability of origin and production procedures to the public.



### Best Aquaculture Practices Certification (BAP)

BAP is a comprehensive and proven third-party aquaculture certification programme focusing on the improvement of environmental, social, and economic performances of the aquaculture supply chain of responsibly farmed seafood. The aim of BAP is to enhance education on sustainable seafood to the public. It is an aquaculture certification that encompasses the entire production chain including farms, processing plants, hatcheries and feed mills; with standards that cover virtually most of the finfish, crustacean, and mollusk species sourced by more than 150 retail and foodservice companies worldwide.