



## 與我們攜手，一起保護海洋！

Market Place by Jasons 成立的「可持續發展海產計劃」，希望為顧客提供更多環保海產的選擇，同時與社會攜手保護海洋。而我們所有被標記為可持續發展海產的產品，均已通過國際認可組織認證。

## 甚麼是可持續發展海產？

- ✓ 以對海洋帶來最少傷害的方式捕撈或養殖的海鮮
- ✓ 未受過度捕撈威脅的海鮮品種
- ✓ 來自受到良好管理的漁業或養殖場，並符合一系列由認證組織制定之環保指標的海鮮

## 可持續發展海產認證組織

漁業或養殖場在海鮮產品得到可持續發展海產認證前，須實行並通過一系列由水產養殖及漁業專家獨立審核的野生捕撈或水產養殖措施及標準。

Market Place by Jasons 所出售的可持續發展海產，均已獲取下列其中一間機構的認證：



### 海洋管理委員會 (MSC)

海洋管理委員會(MSC) 是一獨立及全球性非牟利組織，並成立野生捕撈海產及生態標籤制度，用以維護海洋之可持續發展。獲認證的海鮮產品，其包裝上均會貼上藍色之MSC環保標籤。



### 水產養殖管理委員會 (ASC)

水產養殖管理委員會(ASC) 為獨立、全球性非牟利組織，管理全球水產養殖業的社會責任，以及主要相關認可證書及標籤制度。獲ASC認證的海鮮產品，包裝上均會貼上其綠色ASC標籤。

此外，對於養殖、餵飼或處理程序，ASC均有一套嚴格規管準則，而這套標準更適用於整個可持續發展海產的供應鏈，讓大眾可識別、分類及追溯來源與處理程序。



### 最佳水產養殖規範認證 (BAP)

最佳水產養殖規範(BAP) 是一個全面的第三方水產養殖及漁業認證計劃，專門為改善水產養殖及漁業的環境、社會及經濟發展而成立，旨在推動可持續發展海鮮之公眾教育。BAP是一套能涵蓋整個海鮮供應鏈計劃的水產養殖及漁業認證，包括養殖場、加工場、育苗場及飼料庫，並有一套能覆蓋全球超過150間零售業及餐飲公司所出售之魚類、甲殼類和軟體海產的標準。



# 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.