



25-27 FEB 2018
MESSE BREMEN

SCOPE
AQUACULTURE WORKSHOP

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Market
Development
Manager EU GAA



"Marketing and the benefits of Certifications as a marketing tool"

"In this fast moving World of today, consumer's expectations rise ever higher. Whether that be for innovation, instant gratification or the best that money can buy, the security of 'trust' both in the product and in the Brand cannot be over emphasised.

People want their view of a brand's worthiness to be trusted unconditionally and interrogated and supported by a Third 'Independent' Party, as this demonstrates the company's complete faith in their systems, their personnel, their product and their Brand and this in the end...helps sell more product."



Don't be afraid of your MARKET!





Our Mission



To promote responsible
aquaculture practices through

...and Our Vision..To feed the world through
responsible aquaculture



Education

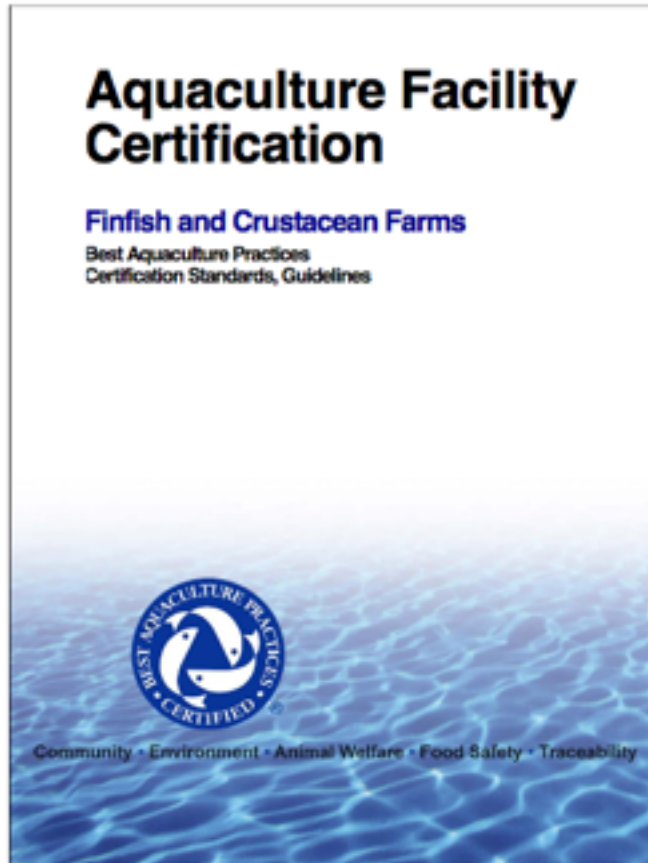


Demonstration



Advocacy

BAP standards for the whole supply chain



BAP Fisheries/Shellfish Farm Standards - Issue 2, Revision 2 - November 2016

Previous issue invalid after



Farms

- Finfish & Crustacean
- Mussels / Mollusks
- Salmon

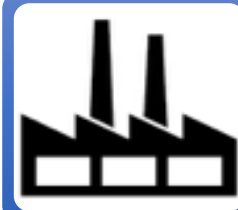


Hatcheries & Nurseries

- Finfish
- Crustaceans
- Mollusks



Feedmills



Processing Plants

What do the BAP Standards Cover?

Best Aquaculture Practices is the world's most comprehensive third-party certification program, addressing all of the components necessary to conduct aquaculture operations in a responsible and sustainable manner.

Traceability: Supply chain traceability from the source to the marketplace is mandated by the BAP program



Environmental Responsibility

Compliance with standards that address such issues as habitat conservation, water quality and effluent.

Animal Health & Welfare

Best practices in animal husbandry, addressing such issues as disease control.

Food Safety

Assurance that no banned antibiotics or other chemicals are used and that all approved chemical treatments are carried out in a responsible fashion.

Social Responsibility

Adherence to local laws for worker safety, child labor and community rights.



Food Safety



Comprehensive

Processing plant, farm, hatchery & feed mill

GFSI

The BAP seafood processing plant standards are benchmarked against the latest Global Food Safety Initiative food safety requirements.

Proactive on Antibiotics

BAP takes a proactive stance against the abuse of antibiotics in aquaculture. Restrictions on antibiotic use are addressed in great detail in the BAP finfish and crustacean farm standards and BAP seafood processing plant standards. The BAP program integrity team also monitors federal detention lists regularly, the only third-party aquaculture program to do so.

'3G' Integrity from Independent Benchmarkers

- Environmental Integrity: Global Sustainable Seafood Initiative (GSSI)
- Food Safety: Global Food Safety Initiative (GFSI)
- Social Accountability: Global Social Compliance Programme (GSCP)



BAP Star System



**The Responsible
Seafood Choice**

Four Stars

BAP-certified processing plant with associated farms, hatcheries and feed mills

Three Stars

BAP-certified processing plant with associated farms and hatchery or feed mill

Two Stars

BAP-certified processing plant with associated farms

One Star

BAP-certified processing plant

The BAP Difference



We are a third-party certification: this ensures your audit is fair, legal and traceable.



Our standards are scientific, rigorous, and always evolving to meet changes in aquaculture.



We are the only certification that encompasses the entire production chain: farms, processing plants, hatcheries and feed mills.



Over 140 retail and foodservice companies are publicly committed to sourcing seafood from BAP-certified facilities



We cover dozens of species, representing 98.8% of the world's farmed finfish, crustacean and mollusk production.



To be BAP certified is to prove your commitment to the environment, social integrity, and the health of animal and consumer.



BAP standards cover virtually 100% of the finfish, crustacean and mollusk species produced globally.

Why BAP?



Supply Chain Transparency Reporting

This is not chain of custody that certifies a system of recording, this is mass balance reporting to ensure appropriate certified production capacities are in place



Unannounced Food Safety Sampling/Testing

The only aquaculture scheme to have robust 3rd party anti-biotic testing



Benchmarked for credibility

And BAP does not allow 'variances', another word for non-conformances!



No Logo Licensing Fee

We do not charge for use of the BAP logo



iBAP Improver Program

At no extra cost for facilities who graduate



Coverage Across the Entire Production Chain

BAP is the world's only aquaculture certification program that covers the entire production chain (hatcheries, feed mills, farms and processing plants)




BAP: An Industry Leader



BAP

The most comprehensive, proven & trusted certification program in the world.

© 2018 The Global Aquaculture Alliance

Principal Features			ASC	GlobalGAP	BRC
COMPREHENSIVE					
	All Encompassing Standard				
	Farm	■	■	■	
	Hatchery	■			
	Feed Mill	■			
	Processing Plant	■			■
	Issues Addressed				
	Environmental	■	■	■	
	Social	■	■	Add On	
	Food Safety	■		■	■
	Animal Welfare	■		■	
PROVEN					
	Third Party International Benchmarking				
	Global Sustainable Seafood Initiative (GSSI)	■			
	Global Food Safety Initiative (GFSI)	■		■	■
	Global Social Compliance Programme (GSCP)	■			
TRUSTED					
	Only 100% Compliance Gains Certification/No Variances	■			Grades of Passes
	Supply Chain Transparency Technology	■			
	Robust Internal Program Integrity	■			
	Chain of Custody Verification	■	■	■	■
	Mass Balancing Verification	■	■	■	■
	Third Party Food Safety, Residue and Effluent Testing	■			
	Exclusively Seafood	■	■		

MARKETING SUPPORT



We need to ‘run like the wind’ if we are to close the gap on the seafood requirement needed to feed the world!



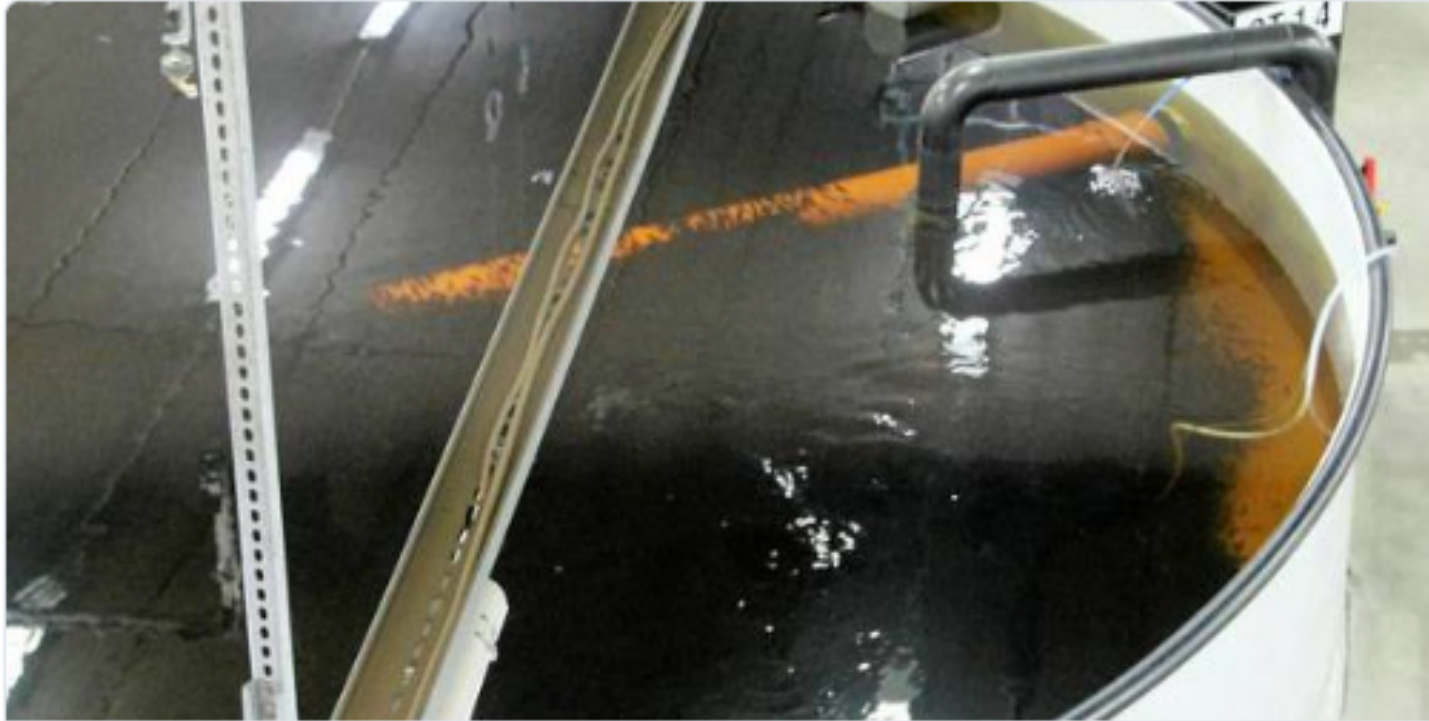
**We are in
a perfect
Market
Space!**



IntraFish Media @IntraFish · 23h



Norwegian firm building €72 million land-based salmon farm in China



Norwegian firm building €72 million land-based salmon f

The company has ambitious plans for attacking the Chinese market.

intrafish.com

Two secrets to marketing Aquaculture Products successfully!



MARKETING SUPPORT



It's all in the name!

Professor Michael Baker Strathclyde University...

Restaurant La Crevette

MENU



Albrecht Konigsee 's
famous fresh farmed King
Prawns



15 Euros

**Which menu
would you
choose....?**

Restaurant Le Crevette

MENU

Farmed King Prawns



Sorry! no
certification
available

15 Euros

Restaurant La Crevette

MENU

Albrecht Konigsee 's
famous fresh farmed King
Prawns from La

15 Euros



Sorry! no
certification
available

Restaurant Le Crevette

MENU

Farmed King Prawns

15 Euros



Part 1

Voluntary Code of Conduct on Environmentally Responsible Fish and Seafood Sourcing

1. Objective

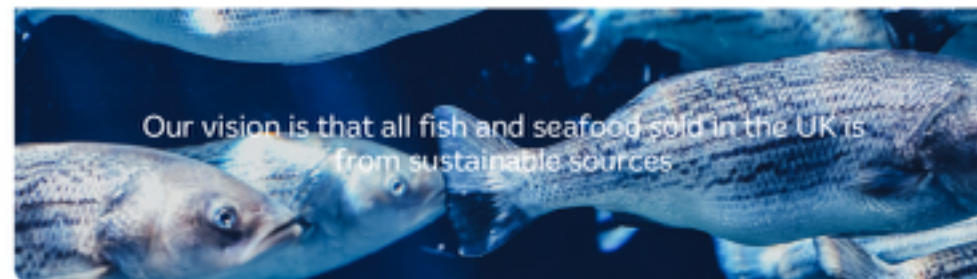
The Sustainable Seafood Coalition (SSC) is a progressive partnership of businesses co-operating to address important issues in fish and seafood sustainability. This Sourcing Code outlines general good practice in fish and seafood sourcing which will be used by SSC members to inform their own policies for fish and seafood procurement.

This Code applies equally to all members irrespective of size or sector. It is accompanied by the SSC guidance document which helps members to implement the Code.

2. Scope

This Code covers the sourcing of all fish and seafood (hereafter 'fish'). It is not a certification standard. It focuses on environmental concerns relating directly to fisheries and aquaculture. Other wider considerations are beyond the scope of the Code at this time.

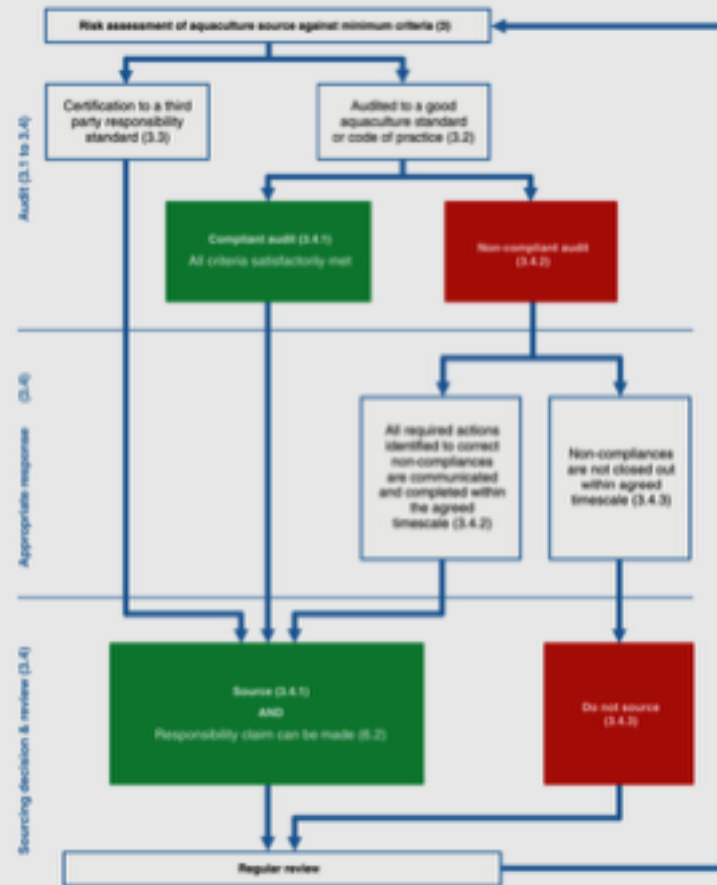
This Code relates to sourcing processes and behaviours regarding members' fish buying practices for own brand fish. It underpins the SSC Voluntary Code of Conduct on Environmental Claims.



We have seven aims to help achieve this:

- 1 To promote responsible and sustainable fish and seafood consumption.
- 2 To support a wide range of responsibly sourced seafood in the UK market.
- 3 To commit to the SSC voluntary code of conduct on environmentally responsible fish and seafood sourcing.
- 4 To commit to the SSC voluntary code of conduct on environmental claims.
- 5 To influence changes in policy relevant to seafood sustainability at UK, EU and international level, where deemed appropriate by members.
- 6 To build national and global alliances.
- 7 To inform the public debate on seafood.

Figure 1: Decision tree for aquaculture sourcing.
(The numbers in parentheses point to the relevant section of the guidance.)



4.1 Sustainability

This relates to the current environmental and management status of the fish. Members will only make sustainability claims if they are satisfied the following minimum criteria are met:

- The source fishery or aquaculture source(s) is/are consistent with the principles of relevant key international standards and codes of conduct; and
- An independently audited chain of custody is in place to trace the fish to its (fishery or aquaculture) source.

Members will demonstrate that these criteria have been met by at least one of the following:

- Certification to a third party sustainability standard; or
- Independent third party audit.

For aquaculture (Figure 1, page 10)

Members will ensure that sources are either certified to a third party responsibility standard or audited as compliant to a good aquaculture standard or code of practice. All required actions identified to correct non-compliances are communicated and the timescale for this is agreed. If either of these cannot be ensured then the member will not source.



LOCHMUIR !

The name was chosen by a panel of consumers as it represented and reinforced the concept that the salmon was from Scotland!

Andrew Mallinson, M&S fish expert, said: "It's a name chosen by a panel of consumers because it had the most Scottish resonance. It emphasises that the fish is Scottish.

Read more at: <https://www.scotsman.com/news/uk/m-and-s-lochmuir-salmon-only-lochmuir-doesn-t-exist-1-1131606>

It's all in the name!



...It's all in the name!



<https://lochduart.com>

...it has to have independent credibility

2nd!



Point of sale marketing support

12:31
gaalliance.org

Consumers

- Why Buy BAP?
- What Products Are Certified?
- Where to Buy BAP
- Frequently Asked Questions

Retailers

- Why Sell BAP?
- What Products Are Certified?
- Frequently Asked Questions

Marketing Toolkit





Marketing Toolkit

Use your ← → (arrow) keys to browse

◀ Prev 3 of 5 Next ▶

Signage

Educate and inspire your customers with in-store signage — such as countertop displays, window and floor clings, ceiling and floor banners and shelf danglers and wobblers — or print and digital advertisements. For other file formats and sizes, contact Becky Holt at becky.holt@gaalliance.org.





Best Aquaculture Practices Certification

Make the responsible seafood choice.

Choose farmed seafood from a BAP-certified aquaculture facility.



Look for the BAP label
on frozen and prepared
seafood products.



**Ask for seafood from
BAP-certified facilities**
for fresh seafood products

**Your purchase supports farmers
who raise seafood in a responsible manner.**

About one in every two fish consumed worldwide is farm-raised. As demand for seafood increases, aquaculture will play an even greater role in global seafood consumption. BAP certification assures that the seafood you're eating was farmed and processed in a responsible manner.

Best Aquaculture Practices (BAP) is a third-party certification program that addresses all components necessary to farm seafood in a responsible manner, including:

Environmental Responsibility

Social Responsibility

Food Safety

Animal Health and Welfare

Traceability



Point of sale marketing support



We Support
Responsible
Aquaculture



We Support
Responsible
Aquaculture



We Support
Responsible
Aquaculture



 Aquaculture



Best Aquaculture Practices Information Packet

.....
www.bapcertification.org



BAP MARKETING
MATERIALS AVAILABLE
IN CHINESE!



High quality
photographic pdf's are
available



We Support Responsible
Aquaculture

Fact sheets available from the BAP Webpage

Retailers

- Why Sell BAP
- What Products Are BAP Certified
- Marketing Resources
- Buyers FAQ

**Marketing toolkit:
Download and print
consumer-friendly
materials**

GAA Fact Sheet
[Download PDF](#)

BAP Fact Sheet
[Download PDF](#)

Food Supply Infographic
[Download PDF](#)

BAP Info for Buyers
[Download PDF](#)

BAP Info for Consumers
[Download PDF](#)

Pillars of Sustainability
[Download PDF](#)

**Designed to help you communicate
the benefits of responsible aquaculture
and the BAP program to your customers**

Google™ Custom Search



<https://www.bapcertification.org/Marketplace/MarketingToolkit>



GAA's new online community where members, industry, consumers, and academia, foster relationships through:

- discussion boards,
- ask-an-expert features,
- private portals,
- courses,
- global event registration,
- consumer forums
- and more...

<http://mygaa.aquaculturealliance.org/home>

The screenshot shows the homepage of the MyGAA Aquaculture Community website. The header features the MyGAA logo and navigation links: Home, Communities, Directory, Events, Browse, and Participate. A search bar is located on the right. The main banner image shows a person working on a boat with the text "FIND your calling". Below the banner, there are three columns of content: Quick Links (Watch Videos, Farm Directory, Species Glossary), Job Postings (Fish Management & Aquaculture Sciences Instructor..., Fish Health Specialist w/), Upcoming Events (Aquaculture America 2017, World Ocean Summit 2017, Wisconsin Aquaculture Conference), Highlight (Innovative Aquaculture Education at The Island School in Eleuthera, Bahamas), Latest Discussions (Introduce Yourself Here!, Fish Management & Aquaculture Sciences Instructor...), and a video player showing "Aquaculture: The Way o...".

MyGAA
Aquaculture Community

Contact Us Code of Conduct

Home Communities Directory Events Browse Participate



search

FIND your calling

QUICK LINKS

- [Watch Videos](#)
- [Farm Directory](#)
- [Species Glossary](#)

JOB POSTINGS

-  **Fish Management & Aquaculture Sciences Instructor...**
BY: [DEVAN MESERVE](#), YESTERDAY
Posted in: [Job Postings](#)
-  **Fish Health Specialist w/**

UPCOMING EVENTS



- Aquaculture America 2017**
Feb 19 - 22, (MT)
San Antonio, TX, United States
- World Ocean Summit 2017**
Feb 22 - 24, (SGT)
Nusa Dua, Bali, Indonesia
- Wisconsin Aquaculture Conference**
Mar 3 - 4, (CT)
Marshfield, WI, United States

HIGHLIGHT

Innovative Aquaculture Education
at The Island School in Eleuthera, Bahamas

Aquaculture: The Way o...

LATEST DISCUSSIONS

-  **Introduce Yourself Here!**
BY: [BECKY HOLT](#), 29 DAYS AGO
Posted in: [Aquaculture Community](#)
1. Who are you? 2. What interests you about aquaculture? Welcome! I'm the Membership Manager of the Global Aquaculture Alliance, and I'll be your contact for questions related to MyGAA or becoming an official member of the GAA. At GAA we...
-  **Fish Management & Aquaculture Sciences Instructor...**
BY: [DEVAN MESERVE](#), YESTERDAY
Posted in: [Job Postings](#)
Description: Under the direct supervision of the Dean,

ADVOCATE online Magazine



Global Aquaculture Alliance – Products

<http://mygaa.aquaculturealliance.org/home>



Membership



MyGAA Online Community



GAA Academy



Annual GOAL Conference



GAA Films



The Advocate







Thank You

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aquaculturealliance

