

Information for Businesses Making Seafood Sustainability Claims

Certification and Ratings Collaboration

CASS Annual Conference
September 2026

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Seafood Certification & Ratings Collaboration Complementary Roles Brief | January 2018

*Ratified by Aquaculture Stewardship Council, Fair Trade USA, Monterey Bay Aquarium Seafood Watch, Sustainable Fisheries Partnership, and Marine Stewardship Council. **The statements in this document about certification and ratings programs apply only to the programs who have ratified the document.***

Language note: *Our certification and ratings programs have different claims. The term sustainable/responsible is used in this document to refer collectively to seafood that is environmentally and/or socially sustainable and/or responsible.*

Regulation (and litigation) of claims is changing

Some examples:

- C-59 (the “anti-greenwashing”) Act in Canada
- The EU’s Empowering Consumers Directive (EmpCo), which just came into force
- Litigation over alleged greenwashing in the US has been on the rise



*Why are we
doing this?*

**To help businesses assess whether their claims meet
the level of practice we follow in our own programs.**

****This document is for informational purposes only. Countries have different regulations for sustainability claims and we recommend consulting your legal counsel to ensure your claims comply with relevant laws****

We cover three types of claims:

- 1. Seafood product claims**
- 2. Business participation in improvement programs**
- 3. Progress against seafood sourcing commitments**

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Claims about Seafood Products

Guidelines for seafood product claims:

- Clear, accurate and transparent
- Controlled by the program on which the claim is based
- Independent verification
- Independent supply chain assurance



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Claims about business participation in improvement programs

Guidelines for business participation claims:

- Clear, accurate and transparent
- The business making the claim makes available evidence to support it



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Claims about progress against seafood sourcing commitments

Guidelines for progress against seafood sourcing commitments:

- Grounded in a specific, timebound and public seafood sourcing commitment
- Understandable and specific about the time period, scope, and progress achieved
- Accurate, transparent and documented



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We welcome your questions and feedback!

Next Steps:

- Come join our discussion group!
- Check out the document for yourself
www.certificationandratings.org/claims



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