

Traceability

We subject every link in the supply chain, 'from fishery to plate' to a traceability audit to ensure the MSC Ecolabel continues to stand for certified sustainable fishing.

Businesses that wish to get MSC certified appoint an independent, third party, accredited auditor to assess their business to the MSC Standard.

The MSC Chain of Custody Standard also helps to keep illegally-caught fish out of the seafood supply chain by ensuring traceability from product to fishing vessel.

99%
of DNA tested products were found to be correctly identified as the fish advertised.

2800+

Chain of Custody certificates have been issued which verify that each company in the supply chain maintains records, which trace products to their source.

"All vessels in the MSC programme bar-code every single box of fish as it is produced on board, and that is audited and checked by us. We know, to the nearest few kilos, exactly what has been caught in a year – and that has helped us to measure the stock better."

- Harriet Hall, Director of Fisheries for South Georgia and the South Sandwich Islands



The Marine Stewardship Council uses its ecolabel and fishery certification program to transform the seafood industry to a more sustainable basis. Maintaining livelihoods and ensuring the oceans are teeming with life.

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