

Procedure 6: Ecolabel Management and Market Surveillance

Certified Seafood International (CSI) Certification Program

Fully Aligned to ISO 17065



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1. Purpose

To describe the procedure CSI follows for managing the use of the CSI ecolabel and claim and for performing market surveillance of CSI ecolabel and claim usage.

2. Background

This procedure outlines the policies and processes governing the use of the CSI ecolabel and claims by certified Chain of Custody (CoC) clients. Ecolabels available for use include the Certified Seafood International (“CSI Certified”) ecolabel indicating origin and the Certified Seafood International non-origin ecolabel. Details, including examples and claim language, on the use of CSI ecolabels and claims are contained in the most current version of the CSI Ecolabel and Claim Guidelines (“Ecolabel Guidelines”) document found on the CSI website. The use of CSI ecolabel and / or claim by CoC holders requires the execution of a CSI Partner Agreement or CSI Limited Use Authorization Agreement detailed below. The oversight and monitoring of products represented as certified are intended to instill confidence in purchasers that only certified products will be claimed as having met the requirements of the CSI Certification Program.

3. Ecolabel Management

3.1. Application

Certified CoC clients interested in utilizing the CSI ecolabel and / or claim should contact CSI Marketing and Chain of Custody Director or designee who will seek information from the client as to the intended use of the CSI ecolabel and / or claim and provide information on the two options, CSI Partner Agreement or CSI Limited Authorized Use Agreement, available to CoC holders. The CoC client must execute a CSI Partner Agreement or CSI Limited Authorized User Agreement to utilize the CSI ecolabel and / or claim. Specific criteria are found in the CSI Ecolabel Guidelines but generally, the CSI Partner Agreement grants the use of the ecolabel and claim on eligible consumer packaged products, in direct sales to consumers, and in other B2B or non-consumer settings while the CSI Limited Authorized User Agreement grants more limited use to B2B and non-consumer settings. Proof of Chain of Custody Certificate number is required prior to executing an agreement to utilize CSI ecolabel or claim. In the execution of a CSI agreement, CoC clients agree to the CSI Ecolabel Guidelines dictating the use of ecolabels and claims.

The use of CSI ecolabel or claims on a product can be used only in connection with catch from a fishery independently certified under the CSI Program expressly identified in the Chain of Custody Certificate.

3.2. Approval Process

The use of the CSI ecolabel or claim on packaging and in marketing materials (such as advertisements, packaging, web pages, collateral materials, point of sale materials, and video footage) must be reviewed and approved by CSI Marketing and Chain of Custody Director, or designee. The CSI Ecolabel Guidelines provide detailed information on the use of the ecolabel and claim including approved claim language, use of ecolabel and claim on consumer and B2B packaging and in other settings.

The process for approved use of CSI ecolabel and claim shall be:

- a) CSI staff will provide the Client with the CSI Ecolabel Guidelines and either a CSI Partner Agreement or CSI Limited Use Authorization Agreement;
- b) The Client will sign either a CSI Partner Agreement or CSI Limited Use Authorization Agreement noting the CoC certificate number where indicated on the agreement;
- c) Upon receipt of the signed agreement by the client, CSI will verify the client's CoC certificate is valid, countersign the agreement, provide a copy to the client, and provide CSI ecolabel artwork for use by the Client to develop draft packaging designs for approval;
- d) The Client will provide the CSI Marketing and Chain of Custody Director with proposed packaging designs for review; and
- e) Upon approval of packaging designs, CSI will confirm in writing to the Client that its use of the packaging designs has been approved.

CSI will retain copies of all documents and materials used in the approval process.

4. Market Surveillance

4.1. Client Site

The relevant Certification Body will be responsible for monitoring the use of the ecolabel and claim during all audits. The Certification Body will record the type of use and extent of the use of the ecolabel and claim. The Certification Body will report any misuse of the ecolabel and claim to the CSI Vice President, Program and Standards

4.2. Market Sites

On a quarterly basis, through contracted market surveillance assessors or Overseas Marketing Representatives (OMRs), CSI staff, or designee, will check retail establishments in market areas where the ecolabel is being used to ensure that the use is compliant with the CSI Ecolabel Guidelines. The OMRs or assessor will randomly check products in relevant retail stores and make a report on the correct or incorrect use of the logo to the CSI Vice President, Program and Standards

4.3. Discontinued Use

The Client shall promptly advise the CSI Marketing and Chain of Custody Director in writing if it decides to discontinue use of the ecolabel and claim. A Client may resume use of the ecolabel and claim upon re-executing a CSI Partner or CSI Limited Use Authorization Agreement with CSI.

4.4.Sanctions

Any reported or discovered unauthorized or improper use of the ecolabel or claim by a Client will constitute a breach of the respective agreement with CSI and a violation of CSI's trademark rights.

Upon notice of any such breach or violation, the Client will immediately cease use, distribution or display of any products, materials or packaging in breach of the agreement, and CSI reserves the right to take any action it deems appropriate to safeguard the integrity and goodwill associated with the logo.

CSI Vice President, Program and Standards, or designee will be responsible for liaising with the Client to correct the improper use of the ecolabel and claim. These actions are in addition to any follow-up actions that may be required by the Certification Body regarding non-conformities arising because of improper use of the ecolabel or claim.

Use of the ecolabel or claim by a non-certified CoC Client will be reported to CSI. CSI's Marketing and Chain of Custody Director will lead an investigation into the improper use of the ecolabel and / or claim by collecting information from the reporting party, documenting use in the market (website, on products, etc) and make a determination as to whether the use was improper. Upon determination of improper use, the CSI Marketing and Chain of Custody Director will turn over the information to CSI's Executive Director who will contact in writing the organization improperly using the CSI ecolabel and / or claim to inform them of the improper use and work to resolve the improper use either through executing appropriate agreement or ceasing the production and sale of affected products.