



Where to use the RFM Eco-Label

Featuring the RFM eco-label shows your customers that your wild-caught seafood comes from a certified responsibly managed source. And that's just good business according to research firm Datassential.

89% of consumers say the RFM eco-label **DRIVES PURCHASE**

85% of consumers say including the **ORIGIN** on the RFM eco-label is important

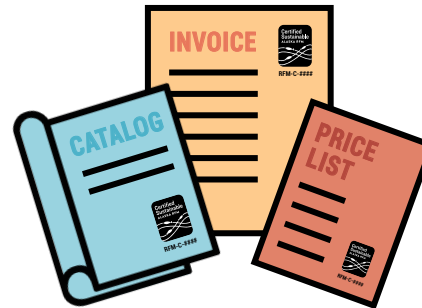
As a reminder RFM charges zero logo fees, ever, and is the only wild-capture certification program to feature **ORIGIN** on its eco-label, giving customers confidence the seafood is traceable to its point of origin.

To receive the full RFM brandmark guidelines, email us at rfm@rfmcertification.org

TOP PLACES TO INCLUDE THE RFM ECO-LABEL

Every RFM labeled product must carry your Chain of Custody (CoC) certification number next to the RFM logo.

INVOICING, PRICE LISTS CATALOGS

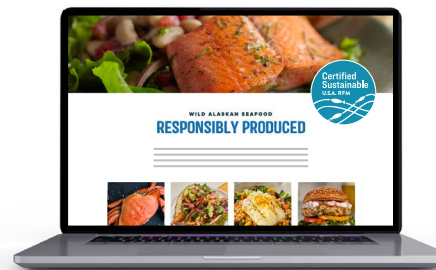


CASE, TOTES



Artwork available for customizing your RFM CoC STICKER

WEBSITE



PRODUCT PACKAGING



TRADESHOW



There are many other places to use the RFM eco-label including on menus, point-of-sale, sales collateral, and social media content.

rfmcertification.org