



# Why RFM Certification?

Affordable | Highlights Origin | Globally Recognized | Accessible | Credible

Responsible Fisheries Management (RFM) is one of the most credible and robust wild-capture sustainable seafood certification programs in the marketplace. It helps suppliers and customers stop paying unnecessary logo fees and prioritizes origin...which as studies show, increases seafood sales.

## RFM Certification Offers Affordability and Independence

Throughout the seafood supply chain, companies want to demonstrate they are sourcing from certified sustainable fisheries. One of the main ways to do this is by purchasing certified sustainable seafood and then displaying a certification ecolabel. This can be costly, as most seafood certification programs charge the supply chain to use their ecolabels, generating revenue for their certification programs. This is not the case with RFM – RFM lets the supply chain demonstrate proof of certified sustainable sourcing without paying logo licensing fees. The RFM logo is free to use at all times.

RFM does not generate any revenue on the marketing of its logo, nor does its success depend on any financial gain through logo licensing. The RFM logo is available for use by those with RFM Chain of Custody to communicate, at no cost, the origin and sustainability of their seafood. RFM's goal is to make traceable, certified sustainable seafood accessible to all.

To further the affordability of RFM, the Program developed a unified Chain of Custody standard in partnership with the [Iceland Responsible Fisheries program](#). The standardization of a single chain of custody between these certification programs will decrease costs and increase certified seafood availability and logo recognition.

## RFM Recognizes Origin is Key Motivator for Seafood Purchase

### ORIGIN

RFM logos always include origin, like these for fisheries from Alaska and for Pacific Whiting (USA).



RFM recognizes the power of origin for motivating purchase, which is why it's included in the RFM logo. Whether it's Alaska, or any other origin, the RFM logo tells where their food comes from. That's the story consumers want to hear. Other certification programs don't include origin in their logos.

- 64% of U.S. consumers want to know the source/origin of seafood they purchase.
- 73% of affluent U.S. consumers and 66% of all U.S. consumers are more likely to purchase when they see the word 'Alaska'.
- In Japan, 80% of consumers said they wanted to purchase Alaska seafood when 'Alaska' was on the label.

## RFM Certification is Recognized by GSSI

Adding to its credibility, RFM Certification was the first certification program to be recognized by the Global Sustainable Seafood Initiative (GSSI). This means that its Fishery Standard is in alignment with all 143 Essential Components of the GSSI benchmark. GSSI is a global platform with over 95 global partners, including retailers, suppliers, and NGOs, who support certification programs that are successfully benchmarked as responsible and sustainable.

### RFM Certification is Accessible

The RFM Certification Program owner, Certified Seafood Collaborative (CSC), is made up of members that are experts, invested in the success of a sustainable fishing industry. As a result, they provide a real understanding of harvesting and fishery issues, and the needs of RFM Fishery Clients.

### RFM Certification Stability

RFM is directly based on criteria from the United Nations Food and Agriculture (FAO), which provides the world's most recognized fisheries management guidance. Developed with the participation of the world's leading fishery biologists, environmental organizations and fishery managers from 70 countries, any change to FAO criteria and guidance documents occurs through a measured, deliberative process. By relying on FAO criteria, the RFM standard is stable and not prone to frequent changes that can result from undue influence of special interests.

### RFM Certification is Verification not Fisheries Management

RFM Certification is founded on the idea that a seafood certification program is *verification* of responsible fisheries management and governance; it is not a substitute for responsible fisheries management nor fisheries governance. In a nutshell...

| Certification <u>IS</u> :  | Certification Is <u>NOT</u> :          |
|--|--|
| Verification that research and fisheries management is based on sound methodology and governance | Marine research nor fisheries advice   |
| A process that allows fisheries management to remain the function of the competent authorities   | Interference with fisheries management |
| An opportunity to let the market know your seafood is from a responsibly managed fishery         | A means to generate logo revenue       |

### RFM's Administrative Cost Sharing is Minimal

With zero logo licensing fees, the only administrative fees for the industry are based on a current five-year average of the value of landings, which are paid by RFM fishery clients. This is estimated to be \$8,500 for each \$50 million of ex-vessel value, which is \$.00017 of each dollar.