

An aerial photograph of a coastal region featuring several islands and peninsulas. The land is covered in dense evergreen forests, with some areas showing brownish vegetation, possibly due to seasonal changes or fire. The water is a deep blue-green color, reflecting the sky. In the lower right, a small boat with a white cabin and a mast is visible on the water. The sky is overcast with soft, grey clouds. The overall scene is serene and natural.

# Certified Seafood Committee

ASMI Update

November 8, 2025

# Committee Purpose & Goals

CSI

Governance

Standards and Testing

Funding/Fees Model

Marketing/Communications



# Committee Purpose & Goals

Support ASMI's promotion of the responsible management of Alaska's fisheries

Support choice in certification and identification of origin

# Why Certified Seafood International

Choice

Credibility

Efficiency

Origin

Global Reach



# CSI Board



Christine Penney  
Chair



Libby Woodhatch  
Vice-chair



Matt Tinning  
Sec. / Treasurer



Sevrine Bethy



Tom Birdsall



Mark Fina



Jonty Jankovich



Akiyo Matono



Klaus Nielsen



Sally Roach



Pedro Zapata

# Committees of the Board

Fishery Standard Committee

Unified Chain of Custody Technical Advisory  
Committee

Alaska Regional Advisory Committee

Finance Committee

Appointments Committee

# Program Standards

GSSI Monitoring of Continuing Alignment Completed

Current RFM Fishery Standard remains available now  
Assessment of Alaska Herring nearing completion

Revised Fishery Standard Draft - Ready for Testing

Chain of Custody

Unified Chain of Custody with Iceland Responsible Fisheries Program  
New Unpackaged at Point-of-Sale Module

# Fishery Standard Testing

Diverse range of fisheries – gear type/species/region

Utilize variety of Certification Bodies

*South African hake*

*Norway/NE Atlantic cod*

*Denmark plaice*

*Sprat*

*Norway/NE Atlantic prawn*

*Canadian surf clam*

*Alaska pollock*

*Alaska salmon*

*New Zealand hoki/hake/ling*

# Funding and Fees Model

Global industry seed funding

RFM Program transfer

CSI Fishery Clients fees through June 2026

Transition to New Fees Model

Fishery Clients → Supply Chain Entities

# Using CSI Ecolabel

Consumer ecolabel



Partner Agreement

Other claims/logo use  
(general use and B2B only)



Limited Use Agreement

# Partner Agreement

## Use of the ecolabel and claim with consumers

### Users

- Brands / processors producing consumer-ready CSI certified products
- Restaurants / retail sites selling CSI certified seafood unpackaged direct to consumer

Annual fees ranging from \$500 to \$100,000

# Partner Program Tiers

<b>Wholesale Value (USD)</b>	<b>Fee (USD)</b>
\$1,000,000 or less	\$500
\$1,000,001 - \$2,500,000	\$1,000
\$2,500,001 - \$4,500,000	\$3,000
\$4,500,001 - \$8,000,000	\$6,000
\$8,000,001 - \$12,000,000	\$9,000
\$12,000,001 - \$17,000,000	\$14,000
\$17,000,001 - \$25,000,000	\$20,000
\$25,000,001 - \$35,000,000	\$30,000
\$35,000,001 - \$50,000,000	\$40,000
\$50,000,001 - \$75,000,000	\$50,000
\$75,000,001 - \$100,000,000	\$60,000
\$100,000,001 - \$150,000,000	\$70,000
\$150,000,001 - \$200,000,000	\$80,000
\$200,000,001 - \$300,000,000	\$90,000
\$300,000,001 or more	\$100,000

Based on  
wholesale value  
USD of certified  
product sold  
packed for or to  
consumers

# Partner Uses of Ecolabel

Pickenpack Seafoods

Guter Fang!  
**ALASKA-SEELACHS BURGER**  
2 PATTIES

HÖCHSTE QUALITÄT AUS ALASKAS KLAREN GEWÄSSERN.

LAUCH-ZWIEBEL

**DENNER**  
Special  
240g (100g = 1.22)  
**2.95**  
Nettofüllmenge  
240g e

CSI Certified ALASKA  
RFM-C-00036

Serviervorschlag

Wild Caught **GULF SHRIMP**

Shrimp with a superior taste!

There's just really nothing like them. It's all about the nutrient-rich waters of the Gulf of Mexico. The pristine waters of the gulf are embedded with a unique flavor profile that is absorbed into the shrimp to provide an unmistakable, robust, sweet taste.

Not only are Gulf shrimp bursting with palatable flavor as a result of its natural habitat, the nutritional value and health benefits of these tasty crustaceans are impressive.

Naturally Renewable and Sustainable

CSI Certified U.S.A.  
RFM-COC-812

"This seafood comes from the Gulf of America's Wild American Shrimp fishery, independently certified as meeting CSI's environmentally responsible fishery management standard"

**QUICK & EASY THAWING & COOKING DIRECTIONS**  
Food Safety: Cook thoroughly to an internal temperature of at least 145°F.

**THAWING INSTRUCTIONS**  
Place frozen shrimp into a strainer and rinse with cold water for 5 minutes. Rotate shrimp while rinsing. Let drain 2 to 3 minutes before cooking.

**BOILING THAWED SHRIMP**  
Fill a large pot halfway with water and bring it to a boil. Add thawed shrimp to the pot, submerging completely. Cover the pot and cook for 2-5 minutes depending on size. Drain the shrimp. Sprinkle with optional seasonings such as salt and pepper.

**AIR FRYER**  
350°F PREHEAT & COOKING TEMPERATURE  
3-5:00 THAWED SHRIMP  
Place a single layer of thawed shrimp in the air fryer basket or tray for 3 to 5 minutes until opaque and pink. Flip the shrimp halfway through cooking.

AIR FRYERS VARY - COOKING TIME MAY NEED ADJUSTMENT.

Wild Caught **GULF SHRIMP**

RAW - PEELED

PRODUCT OF THE USA

**KEEP FROZEN**

NET WT. 16 OZ (1 LB) 454g

CAUGHT IN THE USA

# Limited Use Agreement

General Use of the CSI Ecolabel – websites, business-to-business

## Users

Companies using CSI assurance as part of sourcing policy

Companies who can advance their goals, mission, objectives, or policies using CSI

Annual flat fee USD \$500

# Strategic Partnerships

ASMI and its Certified Seafood Committee  
Template for relationships with other regional  
marketing associations

## Other Certification Programs

Global Seafood Alliance (GSA)

Japan's Marine Eco Label program (MEL)

Iceland Responsible Fisheries (IRF)

# In the Marketplace

RESEALABLE & TEAR HERE

NEW!



**Trident SEAFOODS**

AIR FRY IN 8-9 MINUTES

## CRISPY FISH STICKS

CSI Certified ALASKA

SUSTAINABLY WILD CAUGHT IN ALASKA

APPROXIMATELY <b>20</b> FISH STICKS PER BAG	MADE IN THE USA*	12g PROTEIN — PER SERVING — 680mg OMEGA-3	MADE FROM WHOLE FILLETS OF ALASKA POLLOCK
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RAW AND READY TO COOK  
KEEP FROZEN | DO NOT THAW

NET WT. 18.4 oz (1 lb 2.4 oz) 522 g



**Trident SEAFOODS**

APPROXIMATELY  
**20**  
Fish  
Sticks

## CRISPY FISH STICKS



**Pickenpack**  
Seafoods

Guter Fang!

LAUCH-ZWIEBEL

## ALASKA-SEELACHS BURGER

2 PATTIES

HÖCHSTE QUALITÄT AUS ALASKAS KLAREN GEWÄSSERN.

CSI in the Marketplace

CSI Certified ALASKA

REM-C-00036

**DENNER**  
Special  
240 g (100 g = 1.22)  
**2.95**

Nettofüllmenge  
240g e

BUTCHERBOX®

INDIVIDUALLY  
WRAPPED  
PORTIONS

WILD-CAUGHT  
**Alaska Cod**

SUSTAINABLY HARVESTED  
Off the coast of Alaska in the  
Gulf of Alaska and Bering Sea



PRODUCT OF USA  
KEEP FROZEN. READY TO COOK (RAW).

NET WT. 32 OZ (2 LB) 907g

*Wild Caught*  
**GULF SHRIMP**  
 Shrimp with a superior taste!

There's just really nothing like them. It's all about the nutrient-rich waters of the Gulf of Mexico. The pristine waters of the gulf are embedded with a unique flavor profile that is absorbed into the shrimp to provide an unmistakable, robust, sweet taste.

Not only are Gulf shrimp bursting with palatable flavor as a result of its natural habitat, the nutritional value and health benefits of these tasty crustaceans are impressive.

*Naturally Renewable and Sustainable*

**CSI**  
 Certified  
 U.S.A.  
 RFM-COC-012

"This seafood comes from the Gulf of America's Wild American Shrimp fishery, independently certified as meeting CSI's environmentally responsible fishery management standard"

**QUICK & EASY THAWING & COOKING DIRECTIONS**  
**Food Safety:** Cook thoroughly to an internal temperature of at least 145°F.

**THAWING INSTRUCTIONS**  
 Place frozen shrimp into a strainer and rinse with cold water for 5 minutes. Rotate Shrimp while rinsing. Let drain 2 to 3 minutes before cooking.

**BOILING THAWED SHRIMP**  
 Fill a large pot halfway with water and bring it to a boil. Add thawed shrimp to the pot, submerging completely. Cover the pot and cook for 2-5 minutes depending on size. Drain the shrimp. Sprinkle with optional seasonings such as salt and pepper.

**AIR FRYER**  
**350°F** PREHEAT & COOKING TEMPERATURE  
**3-5:00** THAWED SHRIMP  
 Place a single layer of thawed shrimp in the air fryer basket or tray for 3 to 5 minutes until opaque and pink. Flip the shrimp halfway through cooking.

**AIR FRYERS VARY - COOKING TIME MAY NEED ADJUSTMENT.**




**Big Easy FOODS**  
 Louisiana Cuisine

*Wild Caught*  
**GULF SHRIMP**  
 RAW - PEELED



CAUGHT IN THE USA

PRODUCT OF THE USA

**KEEP FROZEN**

NET WT. 16 OZ (1 LB) 454g


**NEW CHAPTER** EST. 1982

**WHOLEMEGA™ FISH OIL**

**CLINICALLY PROVEN HEART SUPPORT\***

**NUTRITION CRAFTED FOR:**  
 Heart, Brain, Eye, Joint & Skin Support\*

**THE MAGIC INSIDE:**  
 935 mg of highly absorbable† good Omegas per 2-softgel serving, fresh-pressed from upcycled wild salmon



**BSE-FREE 180 SOFTGELS**

MEETS NSF MERCURY TESTING STANDARDS

**CSI** COCALA234  
**NSF** CERTIFIED GLUTEN-FREE  
**NSF** CONTENTS CERTIFIED  
**UP** CYCLED CERTIFIED

DIETARY SUPPLEMENT



**40/50 SHRIMP PER LB.**

**ALWAYS**  
**WILD CAUGHT**  
*American Shrimp*

**KEY WEST PINK ★ SHELL-ON**

**100** CALORIES | **23G** PROTEIN | **SUSTAINABLY SOURCED**

**RAW, READY TO COOK**

**PRODUCT OF USA**

NET WT 32 OZ (2lbs.) 907g | Keep Frozen

**FROZEN FLOUNDER FILLETS, IQF**  
*Limanda aspera*  
**WILD CAUGHT**



PRODUCT OF INDONESIA  
 FISHING / CATCH AREA : WILD CAUGHT, USA, FAO 67  
 NET WT 10 LBS (4.54KG)



**TRUE WAVE**



RFM-COC-006

DISTRIBUTED BY:  
 GROBEST SEAFOOD GLOBAL, INC  
 LA VERNE, CA 91750 USA



0 1585 00672 9

Nutrition Facts	Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
	<b>Total Fat</b> 0.5g	0.5g	1%	<b>Total Carbohydrate</b> 0g
8 servings per container	Saturated Fat 0g	0%	Dietary Fiber 0g	0%
<b>Serving size:</b> 4oz (112g)	Trans Fat 0g		Total Sugars 0g	
About 12 Shrimp	<b>Cholesterol</b> 180mg	60%	Incl. 0g Added Sugars	0%
<b>Calories per serving</b> 100	<b>Sodium</b> 135mg	6%	<b>Protein</b> 23g	
	Vitamin D 0mg 0% • Calcium 73mg 6% • Iron 1mg 6% • Potassium 299mg 6%			

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: WILD CAUGHT SHRIMP, SODIUM BISULFITE (PRESERVATIVE)  
 CONTAINS: CRUSTACEAN SHELLFISH (SHRIMP)



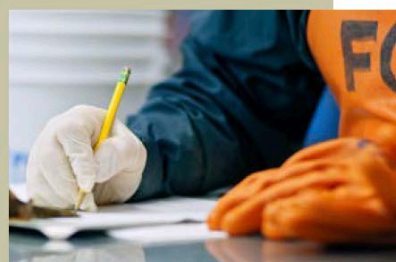
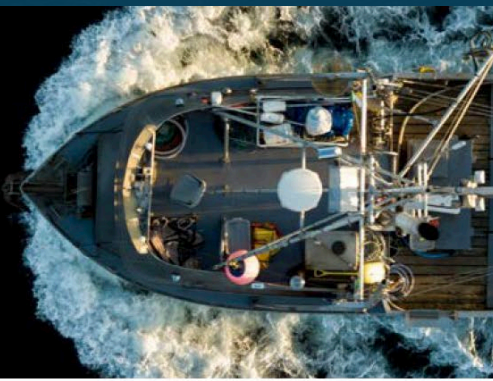
DISTRIBUTED BY: COX'S WHOLESALE SEAFOOD, LLC TAMPA, FL 33684



RFM-COC-013

## Powered by Experts, Backed by Experience.

CSI was created by people who live and breathe wild fisheries—managers, scientists, harvesters, conservationists. When you choose CSI-certified seafood, you're working with a program built from firsthand experience and deep expertise.



Ready to certify your fishery or get CSI Chain of Custody?

MIKE KRAFT, Executive Director, [mkraft@csicertified.org](mailto:mkraft@csicertified.org)  
JEFF REGNART, Vice President, Program and Standards, [jregnard@csicertified.org](mailto:jregnard@csicertified.org)  
TRICIA SANGUINETTI, Director, Marketing & Chain of Custody, [tsanguinetti@csicertified.org](mailto:tsanguinetti@csicertified.org)

### Strong Start. Global Ambition.

Launched in April 2021, CSI has over 3 million metric tons of certified sustainable fisheries management. Our membership includes representatives from 15 countries, including South Africa, Mexico, and the United States, with fisheries globally and a supply chain.

### Our Standards

CSI certifies against the Global Sustainable Seafood Initiative (GSSI) Standard of Conduct and Environmental Protection. No compromise on credibility. No compromise on proven management. We ensure full traceability, drawing from RFM and Iceland RMA.

### Strong Governance

CSI is governed by expert committees. As a non-profit (U.S.), we are driven—prioritizing the best for the seafood sector.

**CERTIFIED SEAFOOD**  
**IT'S YOUR COMPLIANCE**  
**Credible. Affordable.**

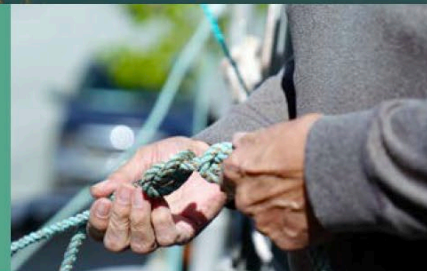


# Certified Seafood International

A Smarter Choice for Global Seafood Certification  
GAIN MARKET ACCESS | BUILD TRUST | SAVE COSTS

## WE'RE PROUD TO OFFER A NEW CHOICE IN THE CERTIFICATION OF WILD-CAPTURE SEAFOOD.

Certified Seafood International (CSI) gives you a credible, cost-effective, and transparent alternative—with the global reach your business needs. CSI assesses environmentally responsible fishery management, using a rigorous standard grounded in internationally recognized UN FAO guidelines.



## Why CSI? We're Focused on What Matters.

<b>Credibility You Can Trust</b>	CSI is benchmarked by the Global Sustainable Seafood Initiative (GSSI) and built on the internationally recognized guidance of the United Nations FAO. That means your seafood meets the gold standard—independently verified for environmental responsibility.
<b>Cost-Efficient Without Compromise</b>	We believe certification shouldn't come with a heavy financial burden. CSI delivers rigorous third-party assurance at lower cost, thanks to a clear standard and streamlined operations. You get value for money—without cutting corners.
<b>Clear Harvest Origin Labeling</b>	Show exactly where your seafood comes from. CSI's ecolabel offers the option to include harvest origin, building consumer trust and adding premium value. Our online platform provides transparency for certified fisheries, more meaningfully connecting buyers and sellers.
<b>A Catalyst for Continuous Improvement</b>	CSI helps good fisheries become great. By offering a stable, internationally recognized standard, we provide a clear path for fisheries seeking to achieve certification, helping to raise the bar industry-wide.



## Certified Seafood International (CSI) At-a-Glance FAQs for Buyers

Global Recognition. Credible Assurance. Transparency & Value.



### CSI was built to deliver choice and competition in wild-capture seafood certification.

Until now, global options have been limited. CSI breaks that bottleneck—reducing risk, lowering costs, and giving you sourcing flexibility. Just as aquaculture benefits from choice in certification, so will wild-capture.

### At-a-Glance FAQs

- [? What Does CSI Certify?](#)
- [? How Is CSI Different From Other Certification Programs?](#)
- [? What Is the Process for Certifying a Fishery?](#)
- [? Dual Certification? No Problem.](#)
- [? Chain of Custody: Who Needs It?](#)
- [? Ecolabel Usage: You're in Control.](#)
- [? Logo Licensing Fees?](#)
- [? Cost Overview.](#)
- [? The CSI Advantage.](#)

### Certified Seafood International (CSI)

### Overview.

	Type	Typical Cost Range
Initial Certification	Initial Certification	USD \$50,000 - \$75,000
Annual Surveillance (remote)	Annual Surveillance (remote)	USD \$15,000 - \$22,000
Chain of Custody	Single Site Initial Audit	USD \$1,500 - \$2,500
Chain of Custody	Annual Fee	USD \$500 - \$100,000
Ecolabel Usage	Ecolabel Usage	Ecolabel users are required to join CSI's membership program and pay an annual fee based on their total sales volume of certified seafood. Details of our the specific fee tiers for ecolabel users are available on our website.



### The CSI Advantage.

- Global credibility backed by GSSI
- Reduced certification costs
- The option to highlight origin and other tools to tell the story of your seafood
- Transparent chain of custody
- Strong stakeholder support, built on the RFM legacy and rapid global engagement
- A certification that supports your brand—not overshadows it

### Ready to learn more or get started?

Visit [csicertified.org](http://csicertified.org) to read more about our program and contact one of our team members

- Mike Kraft, Executive Director, [mkraft@csicertified.org](mailto:mkraft@csicertified.org)
- Jeff Regnart, VP Program and Standards, [jregnard@csicertified.org](mailto:jregnard@csicertified.org)
- Tricia Sanguinetti, Marketing and Chain of Custody Director, [tsanguinetti@csicertified.org](mailto:tsanguinetti@csicertified.org)

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All located at [csicertified.org/resources](http://csicertified.org/resources)



TQRCCG

# Certified Seafood Forum - Tokyo

Highlight

## Advancing Choice in Responsible Seafood

October 20, 2025 – The Okura Tokyo

129 industry professionals

Japanese seafood importers,  
trading companies, processors,  
retailers, and Japanese  
agencies/initiatives



### Speakers:

Mike Kraft, Exec Dir, CSI

Satoshi Matsumoto, JCCU

Mike Kocsis, CEO, GSA

Yusuke Sato, Maruha Nichiro Corp

# Certified Seafood Forum - Tokyo

Highlight

## Advancing Choice in Responsible Seafood

Survey to seminar visitors shows...

84% of respondents answered that they fully understood the CSI Certification Program

97% of respondents answered that they are interested in future events regarding the CSI Certification Program



# Thank you



Wild, Natural & Sustainable®