



RFM

Procedure 6:

RFM Certified Seal

Management and Market

Surveillance

Alaska Responsible Fisheries Management (RFM)

Certification Program

17065

Procedure 6: RFM Certified Seal Management and Market Surveillance

1. Purpose

This procedure outlines how the RFM Certified Seal is issued to certified CoC clients and how its use is monitored and policed. It is understood that the RFM Program was largely designed to be a business to business communication tool, not business to consumer, and therefore there is very limited use of the RFM Certified Seal by certified clients. The majority (90%) of Certified Clients continue to use the generic Alaska Seafood Logo. Should the use of the RFM Certified Seal become more actively used then this procedure may need to be enhanced.

2. Method

Application

Certified RFM Clients must apply to the Sustainability Director to request use of the RFM Certified Seal. This must be via the Term and Conditions (T&C) Form for Use of the RFM Certified Seal. The Client will sign the T&C to show that they clearly understand the rules of using the Seal.

The RFM Certified Seal, and/or claim, can be used only in connection with catch from certified Alaska fisheries expressly identified in the Chain of Custody Certificate. Proof of Chain of Custody Certificate number must be provided to the Sustainability Director in order to complete a T&C Form.

All uses of the RFM Certified Seal on packaging and marketing materials (such as advertisements, packaging, web pages, collateral materials, POS materials, and video footage) must be reviewed and approved by the ASMI Sustainability Director or delegated RFM Team member, in advance of printing and/or publishing, as follows:

- a) The Certification Body will copy the Sustainability Director on an email to the client confirming Certification;
- b) Copies of the CoC Certificate and the Annex will be attached in the email;
- c) The RFM team will create a folder in the ASMI 'shared' drive where the documents will reside.
- d) The RFM Team will send an email to the client welcoming them to the program and will include the Seal Guidelines and Seal T&C;
- e) Once the signed T&C is received, the RFM Team will send the hi-resolution RFM Seal images (for the Certified CoC Client to draft designs for approval), and a countersigned T&C;

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- f) The RFM Team will update the <http://certification.alaskaseafood.org/chain-suppliers> page on the website;
- g) The RFM Team will update the 'Certified Suppliers Excel Spreadsheet' on the shared drive with the new CoC Client;
- h) The signed T&C will reside in the system as a PDF;
- i) If or when a Certified CoC Client submits RFM Certified Seal design proofs for approval, the Sustainability Director or a delegated team member will be responsible for the approval and the communication of approval back to the Certified CoC Client via email; and
- ii) A sub-folder for the Seal use Approval will be created and the approved species will be highlighted on 'Certified Suppliers Excel Spreadsheet', which resides on the ASMI Drive.

The Sustainability Director will inform the relevant Certification Body of the type and extent of use of the RFM Certified Seal by the Certified CoC Client.

The Sustainability Director will also inform the relevant Overseas Marketing Representative (OMR) of the use of the Seal in the OMR's area of geographic responsibility.

Monitoring

Client Site:

The relevant Certification Body will be responsible for monitoring the use of the RFM Certified Seal during a site visit. The Certification Body will record the type of use and extent of the use of the RFM Certified Seal. The Certification Body will report any misuse of the RFM Certified Seal to the Sustainability Director.

Market Sites:

The Sustainability Director will either:

- a) Ask relevant OMRs on a quarterly basis to check retail establishments in market areas where the RFM Certified Seal is being used. The OMRs will randomly check products in relevant retail stores and make a report on the correct or incorrect use of the RFM Seal to the Sustainability Director; or
- b) Contract market surveillance assessors on a quarterly basis to check retail establishments in market areas where the RFM Certified Seal is being used. The assessors will randomly check products in relevant retail stores and make a report on the correct or incorrect use of the RFM Seal to the Sustainability Director.

Discontinued Use:

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The Certified CoC Client shall promptly notify the ASMI Sustainability Director in writing if it decides to discontinue use of the Alaska RFM Certified Seal. Subject to strict compliance with these terms and conditions, a Licensee may resume use of the Alaska RFM Certified Seal upon written notice to ASMI.

Monitoring (continued)

Sanctions:

Any reported, or discovered unauthorized or improper use of the Alaska RFM Certified Seal by Licensee will constitute a breach of the T&C and a violation of ASMI's trademark rights.

Upon any such breach or violation, the Certified CoC Client will immediately cease use, distribution or display of any products, materials or packaging in breach of these terms and conditions, and ASMI reserves the right to take any action it deems appropriate to safeguard the integrity and goodwill associated with the Alaska RFM Certified Seal.

The Sustainability Director will be responsible for liaising with the Certified CoC Client until the use of the RFM Certified Seal is corrected or the use of the seal is discontinued.

Any major breach of T&C or use of the RFM Certified Seal by a non-certified CoC client will be reported to and managed by the ASMI Board of Directors.

3. Reports

The Sustainability Director will produce and maintain an annual Seal Monitoring report using sub-reports from:

- a) Certification Bodies;
- b) OMRs/assessors;
- c) Certified CoC Clients; and
- d) Any Complaint/Corrective Action Records.

www.alaskaseafood.org

rfm@alaskaseafood.org