



Why RFM Certification?

Affordable | Highlights Origin | Globally Recognized | Accessible | Credible

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, in large part, as most seafood certification programs charge the supply chain to use their ecolabel (logo licensing fees), which actually generates revenue for these certification programs to exist. 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 all the time.

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 used purely as a way for those with RFM Chain of Custody to communicate, at no cost, the origin and that their seafood is certified sustainable. RFM's goal is to make certified sustainable and traceable seafood more accessible to all.

To further the affordability of RFM, the Program is developing a joint Chain of Custody with Iceland. The standardization of a single chain of custody between RFM programs will not only decrease costs but additionally will increase market penetration through greater logo recognition.

RFM Recognizes Origin is Key Motivator for Seafood Purchase

RFM recognizes the power of origin for motivating purchase, which is why it's included in the RFM logo. Whether it's Alaska, Washington or any other origin, the RFM logo tells the story consumers desire – where their food comes from. 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 logos always proudly include the fisheries origin, like in this example of Alaska RFM

RFM Certification is Recognized by GSSI

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

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. Additionally, RFM is based in the U.S., making the CSC and RFM staff accessible to 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.

As a result of using FAO criteria, RFM is not beholden to special interests that results in frequent changing criteria for standards nor standards measurement. Other certification schemes can't offer this level of stability.

Responsible Fisheries Management (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 Is: | Certification Is Not: |
|--|--|
| 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 |
| | A means to generate logo revenue |

More Info on Logo Fees

In contrast to RFM, the Marine Stewardship Council (MSC) charges .5% of net wholesale value to companies that use its logo, adding cost to the supply chain for those wanting to visually demonstrate sustainable seafood sourcing. For their 2019-2020 fiscal year MSC garnered 80.5% of its income from logo licensing. This is an increase of **10.27%** since 2015-2016 and a **91.66%** since 2009-2010*.

| MSC Total Income from Logo Licensing (%)*: | Fiscal Year*: |
|--|---------------|
| 80.5% | 2019-2020 |
| 73% | 2015-2016 |
| 42% | 2009-2010 |

*Source:

<https://www.msc.org/docs/default-source/default-document-library/about-the-msc/msc-annual-report-2019-2020.pdf>
https://www.msc.org/docs/default-source/default-document-library/about-the-msc/msc-annual-report-2015-16-english.pdf?sfvrsn=1ca05650_6
https://www.msc.org/docs/default-source/ff-files/rapports-annuels/msc-annual-report_2009-10.pdf?sfvrsn=7ebb132_2