



RFM Procedure 6: Certified Sustainable Alaska RFM Seal Management and Market Surveillance

Alaska Responsible Fisheries Management (RFM)
Certification Program
17065



Procedure 6: Certified Sustainable Alaska RFM Seal Management and Market Surveillance

1. Purpose

This procedure outlines the policies and processes governing the use of the Certified Sustainable Alaska RFM seal and claims by certified CoC clients. The oversight and monitoring of products represented as RFM certified are intended to instill confidence in purchasers that only certified products will be claimed as having met the requirements of the RFM Certification Program.

2. Method

2.1 Application

Certified CoC clients must submit an application to the Executive Director, or designee, for use of the Certified Sustainable Alaska RFM seal. CoC clients must agree to the Terms and Conditions for Use of the Alaska Certified Sustainable Alaska RFM seal and Claims (hereafter, the “T&C”).

The Certified Sustainable Alaska RFM seal, or claim of certification under the RFM Program, can be used only in connection with catch from an Alaska fishery independently certified under the Alaska RFM Program expressly identified in the Chain of Custody Certificate. Proof of Chain of Custody Certificate number must be provided to the ASMI Executive Director, or designee, with the application.

All claims of products as RFM Certified and uses of the Certified Sustainable Alaska RFM seal on packaging and marketing materials (such as advertisements, packaging, web pages, collateral materials, point of sale materials, and video footage) must be reviewed and approved by the Executive Director, or designee.

Example of claims:

“This product comes from sustainable Alaska (can name the Alaska species) fishery that has been independently certified to the Responsible Fisheries Management (RFM) Certification Program.”

“This product comes from a sustainable Alaska (can name the Alaska species) fishery that has been independently certified as responsibly managed.”

The process for approval of shall be:

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The Certification Body must confirm Client's certification by providing the Executive Director, or designee, copies of the CoC Certificate and its Annex;

- a) The RFM Team will provide the Client with the Seal and Brandmark Standards and T&C;
- b) The Client must provide the RFM Team with signed T&C;
- c) upon receipt of the signed T&C, the RFM Team provide the Client a countersigned copy of the T&C and low-resolution RFM Seal images for use by the Client to develop draft packaging designs for approval;
- d) The Client will provide with the RFM Team with proposed packaging designs for review for compliance with the Seal Guidelines and T&C;
- e) Upon approval of packaging designs, the RFM Team will send a hi-resolution version of the logo for use by the Client as proposed in the Client's packaging designs and confirm to the Client that its use of the packaging designs has been approved and that the Client has been added to the list of certified suppliers.

The RFM Team will retain copies of all documents and materials used in the approval process.

The Executive Director, or designee, will inform all relevant Overseas Marketing Representatives (OMRs) of the use of the Seal in the OMRs' areas of geographic responsibility.

2.2 Market Surveillance

2.2.1 Client Site

The relevant Certification Body will be responsible for monitoring the use of the Certified Sustainable Alaska RFM seal during all site visits. The Certification Body will record the type of use and extent of the use of the Certified Sustainable Alaska RFM seal. The Certification Body will report any misuse of the Certified Sustainable Alaska RFM seal to the Executive Director, or designee.

2.2.2 Market Sites

On a quarterly basis, through contracted market surveillance assessors or OMRs, the Executive Director, or designee, will check retail establishments in market areas where the Certified Sustainable Alaska RFM seal is being used to ensure that the use is compliant with the T&Cs. The OMRs or assessor will randomly check products in relevant retail stores and make a report on the correct or incorrect use of the RFM Seal to the Executive Director, or

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designee.

2.3 Discontinued Use

The Client shall promptly notify the ASMI Executive Director, or designee, in writing if it decides to discontinue use of the Alaska Certified Sustainable Alaska RFM seal. A Client may resume use of the Alaska Certified Sustainable Alaska RFM seal upon written notice to ASMI, provided that the use is in compliance with the T&Cs.

2.4 Sanctions

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

Upon notice of any such breach or violation, the Client will immediately cease use, distribution or display of any products, materials or packaging in breach of the T&Cs, and ASMI reserves the right to take any action it deems appropriate to safeguard the integrity and goodwill associated with the Alaska Certified Sustainable Alaska RFM seal.

The ASMI Executive Director, or designee, will be responsible for liaising with the Client to correct the improper use of the Certified Sustainable Alaska RFM seal. These actions are in addition to any follow-up actions that may be required by the Certification Body regarding non-conformities arising as a result of improper use of the Certified Sustainable Alaska RFM seal.

Any significant misuse of T&C or use of the Certified Sustainable Alaska RFM seal by a non-certified CoC Client will be reported to and managed by the ASMI Board of Directors.

3. Market Surveillance Report

The ASMI Executive Director, or designee, will produce an annual Market Surveillance report of its monitoring of the use of the RFM Seal. The report will draw information from:

- Certification Bodies;
- OMRs/assessors;
- Clients; and
- Any Complaint/Corrective Action Records.



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