

## Certification and Brand Tools for the Canadian Seafood Farming Industry

In its continuing effort to ensure the international competitiveness of the Canadian seafood farming industry, the Canadian Aquaculture Industry Alliance (CAIA) has focused on the development of two certification tools.

Third-party certification is a powerful means of demonstrating to customers and to government our commitment to environmentally responsible production of safe, high quality seafood products.

### Safe Quality Food Certification Program

The Food Marketing Institute (FMI), an influential association of retailers and wholesalers whose members represent over 26,000 retail stores in over 50 countries, acquired the Safe Quality Food (SQF) Certification Program in 2003.

The SQF Program is a HACCP-based food safety and quality management system designed specifically for the food industry with application at all links in the food supply chain.

Salmon of the Americas (SOTA) initiated with FMI the development of the SQF Farmed Salmon Certification Program. The Program encompasses farmed salmon production and processing, and addresses food safety, product quality, environmental stewardship, animal care and worker health and safety.

The SQF Farmed Salmon Certification Program is available only to SOTA members, and program implementation in North America is being lead by CAIA.

Once a company has successfully passed the third party audit, it will be given the right to use the SQF logo on their products.



## National Code System for Responsible Aquaculture

The National Code System for Responsible Aquaculture provides a series of HACCP-based national standards for food safety, environmental management and product traceability for Canadian seafood farming operations. The Code addresses the same categories of risks as the SQF Program

The National Code System for Responsible Aquaculture is available for use by all CAIA members, including producers, processors and feed companies. SQF Certified companies will be recognized as meeting the National Code System for Responsible Aquaculture standards as well.

### Brand Canada



As a symbol of our pride as a world leader in the environmentally responsible production of safe, quality aquaculture products, the Canadian seafood farming industry has developed the *Brand Canada* logo.

The Honourable Geoff Regan, Minister of Fisheries and Oceans, unveiled the *Brand Canada* logo at a reception hosted by the Canadian Consulate at the Boston Seafood Show, March 14, 2004.

Any company which passes an SQF audit, or a National Code System for Responsible Aquaculture audit will be given the right to use the *Brand Canada* logo on their products.

### Your Choice

The SQF Program, National Code System for Responsible Aquaculture and *Brand Canada* are tools developed by CAIA for the Canadian seafood farming industry. If there is sufficient interest, CAIA will facilitate the development of a SQF certification program for non-salmonid and shellfish producers.

Participation is voluntary, and is not a condition of membership in CAIA or SOTA. It is the responsibility of companies to determine whether these tools will be beneficial to their individual operations.