

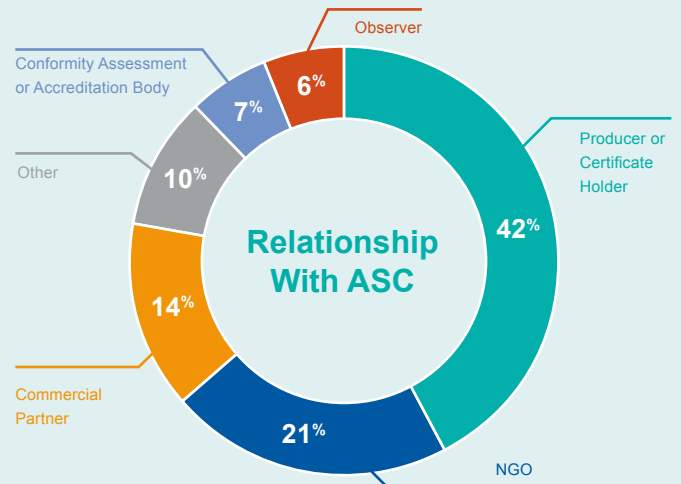
# ASC Stakeholder Survey: Key Insights



## Background

In January and February 2022, ASC ran a stakeholder survey designed to identify where the organisation is doing well, areas where improvements could be made and where future challenges and opportunities lie. Questions broadly focused around the themes of **challenges and opportunities**, and **perceptions of ASC**.

Working with the Conversation Studio to analyse these responses, 229 participants completed the survey from across a range of sectors and countries:



## Challenges and opportunities

In this section we saw that sustainability appeared as both positive trend as well as a challenge in the mind of stakeholders.

**Growing consumer sustainability-awareness**

- New technologies
- Fish playing key role in protein provision
- Responsibility
- Demand for certified products

**Opportunities**

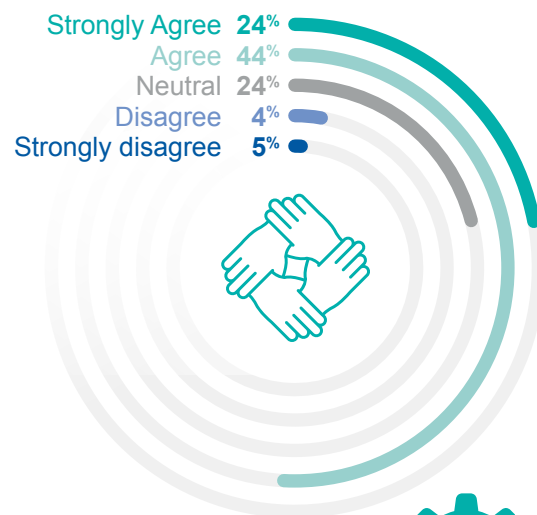
**Sustainability of the industry**

- Mitigating environmental impact of industry
- Risk of being unable to keep up with demand
- Stock depletion

**Challenges**

## How effectively does ASC collaborate with other organisations?

ASC is an effective collaborator



**7 out of 10**

respondents see ASC as an effective collaborator



## Perceptions of ASC

### How beneficial is ASC to your organisation?

Stakeholders mentioned three key benefits that ASC offers them:



ASC gives consumers an easy choice and ensures they can make a difference



ASC stimulates businesses to improve their production processes with a long-term objective



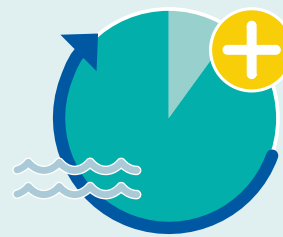
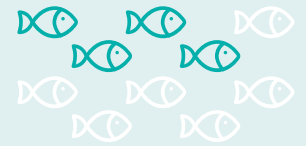
ASC open doors to new customers and markets

## Relationship with ASC

While the figures represent a good step towards more organisations feeling positive about how ASC works with them, there is still further work to be done by ASC in this area:

**>4 in 10**

people believe that ASC is responding well to the feedback provided



**<1 in 10**

feel that ASC is responding badly to their feedback

## What are ASC's most important benefits for your organisation?

In this question, stakeholders were asked to rank benefits in order of importance to them:

ASC certification protects workers and their local communities



ASC certified seafood is tasty and healthy, and doesn't harm the oceans, coast and wildlife



ASC certification verifies where seafood comes from, where it was raised and how it gets to your plate



ASC certified products meet the strictest standards for water quality, feed ingredients, antibiotics use and fish health



The ASC logo verifies that seafood is farmed and fed in a sustainable way



ASC certified products meet the highest standards for environmental and social responsibility



## Perception of ASC

Strongly Agree

Strongly Disagree



ASC responds to emerging challenges and opportunities in the market



All information ASC provides is backed by good science



ASC is trustworthy



The information ASC provides and publishes is credible