



# IFFO RS and MarinTrust logo Transition procedure

April 1, 2020

## About this document

This document is intended to help all current certified factories, accepted sites, and applicants under the MarinTrust Programme<sup>1</sup> formally known IFFO RS Programme, to understand the changes that have been made, how the rebranding and its guidelines, found here, will affect their business and the actions that they must now take.

## What is new or has changed?

The name of the company has changed from IFFO RS Ltd to MarinTrust Ltd and in turn the logo of the company has been updated. There will no longer be a separate logo for the Chain of Custody standard. Instead, **both MarinTrust and MarinTrust Chain of Custody compliant factories will use the same logo.**

## When will these changes come into effect?

**From the 1<sup>st</sup> May 2020**, a transition period will be put in place to allow current certified factories to adjust to the new branding and its guidelines.

All current certified and accepted sites under the MarinTrust Programme will have **12 months from the transition launch to phase out the use of the IFFO RS and/or IFFO RS CoC logo and must ensure that these logos are no longer in circulation after 1<sup>st</sup> April 2021**. This will then be verified during the next onsite audit and will make up part of the compliance criteria of V2.0 of the Chain of Custody standard to be launched in August 2020, and V2.1 of the MarinTrust V2.1 standard to be launched in December 2021.

In addition, all current certified factories, accepted sites, and applicants under the MarinTrust Programme will be required to **sign the MarinTrust Licence Agreement and Claims policy that will be made available on the MarinTrust website [here](#) and return to [standards@marin-trust.com](mailto:standards@marin-trust.com) by 1<sup>st</sup> August 2020**. This will further help MarinTrust to protect and enforce the integrity of the logo usage and claim.

Should you have any further questions about the rebranding or how the change in the logo may affect you, please contact us at [standards@marin-trust.com](mailto:standards@marin-trust.com).

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<sup>1</sup> MarinTrust Programme refers to the MarinTrust Standard, MarinTrust Chain of Custody Standard and IFFO RS Improver Programme, formally known as the IFFO RS Standard, IFFO RS Chain of Custody Standard and IFFO RS Improver Programme.



The company's purpose, vision and mission has also been updated to ensure it remains relevant for its stakeholders:

#### **Our Purpose**

“To champion best practice for Marine Ingredients”

#### **Our Vision**

“To make Marine Ingredients recognised as the best and most important source of animal and human nutrition”.

#### **Our Mission**

“To improve the global responsibility of the sourcing and production of Marine Ingredients”.

More information about MarinTrust can be found [here](#).

## What do you need to do?

So what is it than you need to do? All you need to do is take the following 2 steps.

- 1) Phase out the use of the IFFO RS and/or IFFO RS CoC logo and ensure that these logos are no longer in use after **1st April 2021**, and use the MarinTrust logo and claims in line with the brand guidelines and Licence Agreement and Claims policy
- 2) Sign the MarinTrust Licence Agreement and Claims policy that will be made available on the MarinTrust website [here](#) and return to [standards@marin-trust.com](mailto:standards@marin-trust.com) by **1st August 2020**.

## What remains unchanged?

It is important to note that the requirements for the MarinTrust Standard, MarinTrust Chain of Custody (CoC) Standard, and Improver Programme Acceptance have not changed due to the rebranding. Current certified and accepted sites will retain their certification and acceptance status in line with the certification and acceptance cycle (3 years with annual onsite audits).

Annual fees cover protection and enforcement of the integrity of the logo usage and claim. They remain unchanged. Find out more [here](#).