

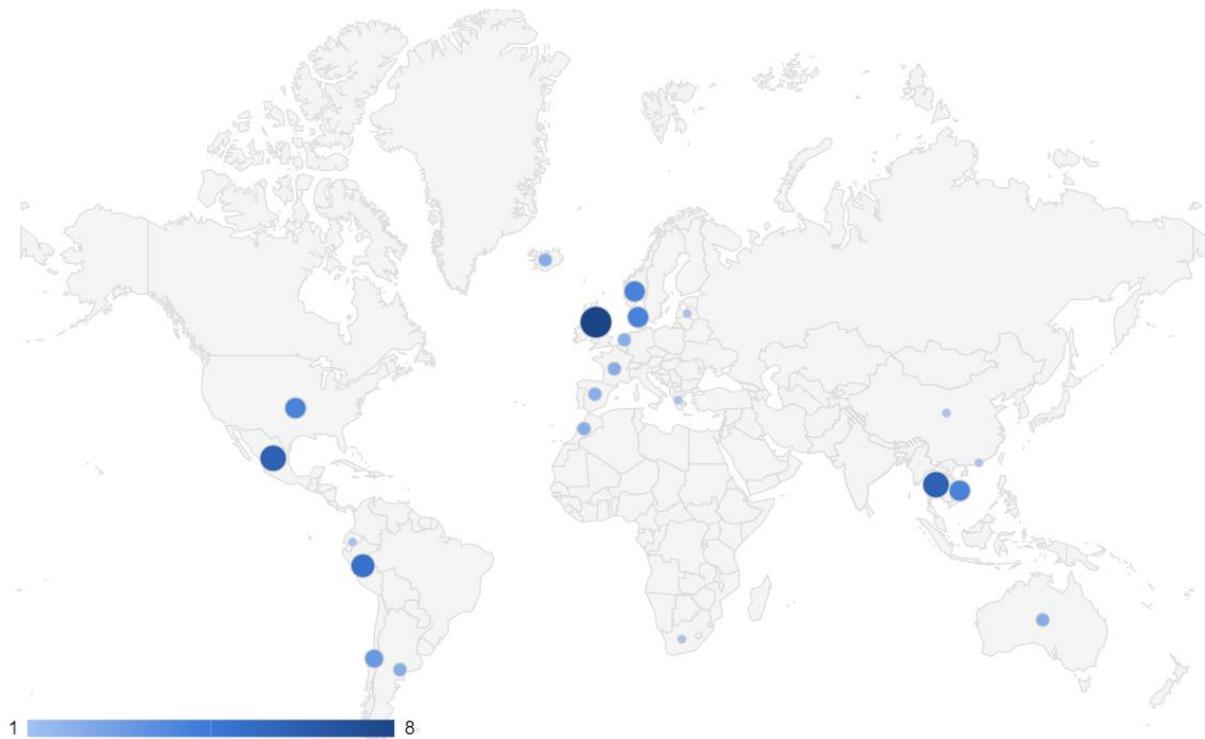
2021 MarinTrust Surveys

In January 2021 MarinTrust issued two surveys. One was sent out to stakeholders of MarinTrust and one to key contacts at all MarinTrust certified sites. The surveys were an attempt to gauge the continuing success of the Standard. Questions on the certified sites survey focused on the reasons for and experiences of applying to MarinTrust, the extent to which MarinTrust has improved market access, and the impact of the development of the Improver Programme. In the survey for stakeholders, respondents were asked to consider industry awareness of MarinTrust, particularly the Monitoring, Evaluation and Learning (MEL) System.

The certified sites survey received 42 responses and the stakeholders survey received 22 responses.

In the certified sites survey, respondents were asked to express how satisfied they were with MarinTrust certification as a percentage. The average result was a very satisfactory **81%**.

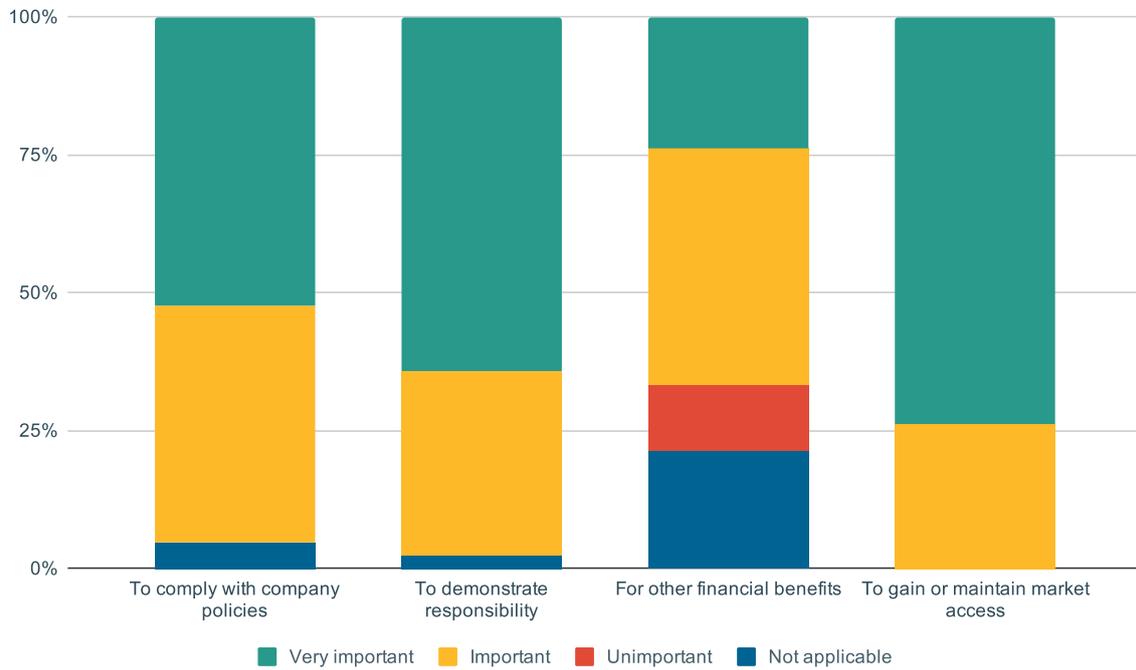
There was an impressive range of responses from MarinTrust sites and stakeholders around the globe, as illustrated in the below geochart:



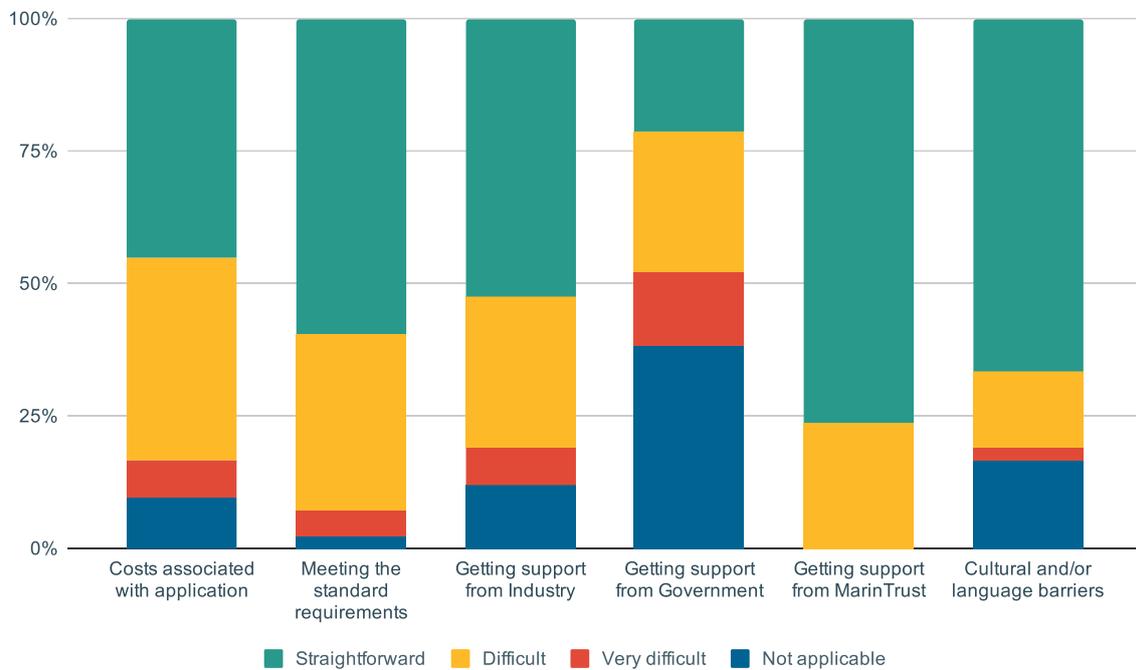
There is a breakdown of the responses below followed by a sample of some of the issues that were raised when respondents were asked for further comments.

Breakdown of certified sites survey results

Why did you apply to MarinTrust?



Please tell us about your experience with the following when applying to MarinTrust:



The respondents were asked to what extent being certified by MarinTrust affected their market access and/or opportunity to sell certified material. **7%** had no opinion either way, **38%** felt that it was improved somewhat and **55%** felt that it was improved a lot.

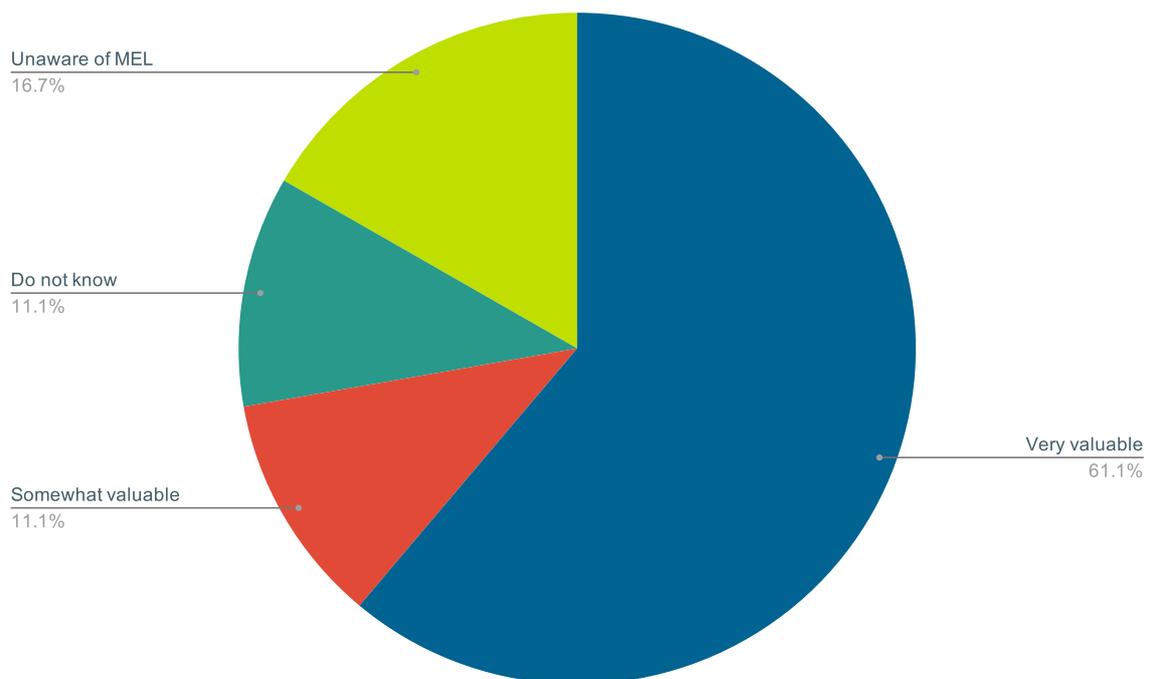
The respondents were also asked if the MarinTrust Programme became more credible because of the development of the MarinTrust Improver Programme. For **43%** there was no difference, for **2%** MarinTrust had become less credible and for **55%** MarinTrust had become more credible. This is an area we aim to improve through our communication strategy.

Breakdown of stakeholders survey results

Respondents were asked if they were aware that MarinTrust has an active Monitoring, Evaluation and Learning (MEL) System as of 2017. **56%** were aware and **44%** were not but would be interested in learning more. This is another area where improved communication can help provide more targeted information to those stakeholders who were not aware of certain aspects of the MarinTrust programme.

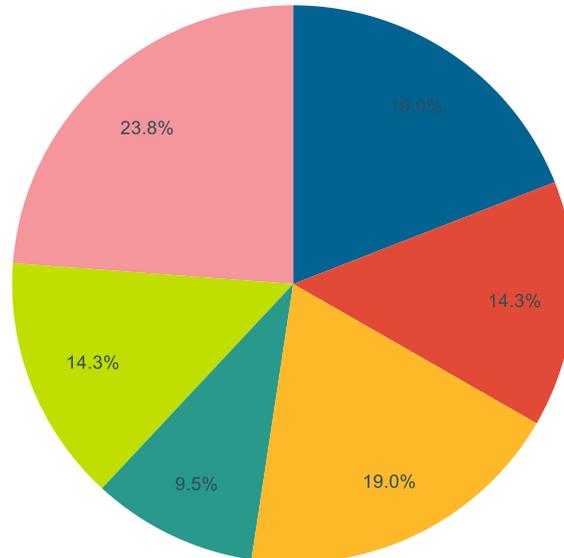
Further questions are broken down below:

To what extent do you deem the MarinTrust MEL System to be valuable?



Which of the following represents your involvement, if any, in the development of the MarinTrust MEL?

- Attended a MarinTrust MEL workshop
- Direct consultation with MarinTrust
- I serve on a MarinTrust Committee/Board
- Involved in another capacity
- I would like to have been involved but was not aware
- I was not involved at all



Comments

The comments on the surveys were varied and there was no general theme, although it was evident that there is a desire for a reduction in bureaucracy and a belief that for MarinTrust to grow there needs to be more industry-wide investment in sustainability, particularly in Thailand and Vietnam.

One respondent commented on the influence and respect that MarinTrust has in the markets of Central and South America. However, another respondent from this region found that they had not achieved any development or access to new markets based on their MarinTrust certification. This is an area where MarinTrust continue to carry out advocacy and awareness work with a variety of stakeholders, including industry and government, to promote and raise the profile of certified Marine Ingredients on behalf of our certified and accepted sites.

It was mentioned in one comment that the application process would be easier if the form was available in a language other than English. This is a question that has also been raised in the last year on MarinTrust application forms. The MarinTrust Governing Body Committee are continually reviewing the Standard and the how accessible it is for users. Feedback on the language of the standard and documentation is part of this review process.

The renaming of MarinTrust from IFFO RS was picked up on by one respondent who commented that it made the difference between MarinTrust and IFFO (The Marine Ingredient Organisation) clearer and more transparent. This is great news for MarinTrust as one of the main reasons for rebranding was to ensure that MarinTrust could be identified as a distinct programme and protect the credibility of the Standard.

These comments, along with the results of the surveys, will be fundamental to our evaluation and development of the MarinTrust programme via the Monitoring, Evaluation and Learning system and will help guide the development of the next version of the Standard (Version 3).

Contact

If you want to provide any further comments, or you would like to discuss any aspects of the surveys in more detail, please contact us here: standards@marin-trust.com