

Relates to	Comment	Frequency of comment	MarinTrust response
Administration	MarinTrust's contact list is insufficiently updated, even after our factory explicitly requests to have contact persons / details updated. This had led to important emails being missed.	4	The new CRM database and online application system recently launched by MarinTrust in 2024 will help reduce administrative error caused by changes to email contacts. This system will also give users more control over who is the main contact for each role and the ability to make changes through an online portal. In addition MarinTrust has streamlined communication channels so applicants can contact the relevant staff member more effectively.
Approved Fisheries	MarinTrust needs to review existing approved fisheries as inconsistencies are found.	1	MarinTrust has been strengthening its assurance systems (including external peer review process, fishery assessor training, quality control checklists and information management through our CRM database) which are expected to continually improve the consistency and quality of fishery assessments.
Approved Fisheries	Concern about the lack of guidance for (unforeseen) circumstances and feedback is not picked up quickly enough. This may lead to perceived weakness of MarinTrust, making the organization vulnerable to NGO criticism.	1	Unforeseen circumstances guidance (check with assurance team) - feedback not picked up quickly enough - more details requested.
Communication	We are in contact with different people at MarinTrust and this can be confusing, we often don't know who to reach out to.	1	MarinTrust has streamlined communication channels so applicants can contact the relevant staff member more effectively. Communication will be sent out to certificate holders and Improver Programme sites clarifying the relevant contact details.
Communication	Interaction between factory and MarinTrust is generally good and consistent	5	Thank you for the positive feedback on the communications between factories and MT. The new CRM system and additional improvements to our communication will help continue to strengthen this.
Communication	MarinTrust can improve communication about engagement opportunities	1	MarinTrust are consistently looking for ways to improve our communications and engagement opportunities. As well as providing contact information on our website, we are providing more information on social media regarding events and workshops we will be running and that our team will be attending throughout the year.
Improver Programme	Improver Programme is a very important initiative	2	Thank you for this positive feedback. We are continually looking for ways to strengthen the IP and work with stakeholders to ensure this is a programme recognised in the supply chain.

Improver Programme	MarinTrust should be more proactive in India and have a more developed sales pitch for joining the FIP / Improver Programme. There is a lot of potential but without additional efforts by MarinTrust, respondent does not expect short-term successes.	1	We are continually working to improve our communication and outreach for the MarinTrust programme and how we can better engage the relevant global stakeholders. Initiatives like the Improver Programme depend on supply chain demand and recognition, so MarinTrust is also actively engaging with feed producers and other buyers such as the petfood industry to ensure they fully understand how the Improver Programme works and that it is fit for purpose and provides the necessary assurances for the market. We have also integrated the
Improver Programme	Marintrust should put more effort into increasing the acceptance of Improver Programme materials. Challenge to get this accepted was addressed by Indian and Thai participants.	2	SFP FIP rating on our Improver Programme Accepted FIP profiles which provides a brief overview of the progress made by the FIPs as well as pushing recognition of the IP by feed and aquaculture standards and educating funders like Finance Earth
Improver Programme	We were able to achieve our goal of offering more diversity in products thanks to the Improver Programme	1	Thank you for this positive feedback. Please also see our comment above for ongoing work to engage stakeholders in the IP.
Improver Programme	Improver Programme does not help to get a premium price for the products, whereas Certification does.	1	Although MarinTrust cannot directly dictate the price of products, ongoing engagement with the supply chain, directed webinars with companies and our communication plan will all help towards increasing and maintaining the acceptance of IP products by the market place.
Outreach	MarinTrust needs to be more serious about being a significant player in the field of fisheries expertise.	1	MarinTrust are a certification scheme dedicated to the responsible sourcing and production of marine ingredients and therefore our focus is on ensuring we can provide assurances for this part of the supply chain. We are very aware that the raw material being used, in this case whole fish and by-products, are an essential element of responsible sourcing for marine ingredients and we work with experts and other programmes specialising in fisheries to provide the relevant oversight.
Pricing	Pricing system of paying annually per species, per FAO Area, is too pricy for our factory, especially as we have to pay for it before we know if we will be able to purchase this species. Being a smaller plant, not having our own canneries, causes uncertainties in our supply. Therefore much money is spent and sometimes wasted through this pricing model.	1	MarinTrust accept that the current pricing structure has been a challenge for some of our users. This structure will be changing with the transition to Version 3 of the factory standard, and with it the revision of the fishery assessment process (and specifically for by-products with a new mechanism developed). This should help towards resolving the pricing challenges and we welcome continued feedback on this matter.

Stadard update	Pilots have been helpful to prepare for the standard changes	1	Thank you for the positive feedback. The ongoing participation and feedback from our users is essential to ensure the standard programme remains fit-for-purpose and a vehicle for continuous improvement.
Stadard update	Changes in Factory Standard following version updates have been minor and were not cause for concern	1	Thank you for the positive feedback. By piloting and testing the new standard version with our users we aimed to ensure that any changes made to the requirements will be viable and will not reduce accessibility, while maintaining the credibility and robustness of the programme.
Staff training	MarinTrust Certification supported improved training of our staff	2	Thank you for the positive feedback. With the recent launch of Version 3 of the factory standard we hope to continue providing the relevant resources to support staff training in the area of responsible sourcing and production of marine ingredients.