



MarinTrust Logo and Claims Management Procedures and Policies

Document PRO-023(prev. C4) – Version 3.0

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Prepared by: MarinTrust

Reviewed by: Technical Assurance Committee

Approved by: Governing Body Committee

1. Purpose

- 1.1. This procedure outlines how use of the MarinTrust Logo and associated claims is managed, how agreements are issued to certified facilities and how their use is monitored and recorded.
- 1.2. Appendix A sets out brand use requirements.

2. Introduction

- 2.1. As a business-to-business certification programme the use of the MarinTrust logo is not eco-labelling directed at the end user of the marine ingredient products.
- 2.2. All certified and accepted facilities under the MarinTrust Programme must sign the Licence Agreement and Claims policy as follows.
 - All Certified facilities to either the Factory Standard or Chain of Custody Standard must sign the **MarinTrust Licence Agreement and Claims Policy** available in the downloads section of the MarinTrust website.
 - All Improver Programme Accepted facilities must sign the **MarinTrust Improver Programme Claims Agreement** available in the downloads section of the MarinTrust website.
- 2.3. These agreements allow MarinTrust to further protect and enforce the integrity of the MarinTrust brand, including logo and claim usage. Certified facilities that wish to use the MarinTrust Logo and/or associated claims must do so in line with the MarinTrust Brand Use Requirements and send artwork for approval to standards@marin-trust.com prior to use.
- 2.4. Only certificate holders listed on the MarinTrust website may use the MarinTrust branding and make a claim of certification. The use of the MarinTrust logo or claims of certification may only be used in connection with products originating from Approved MarinTrust Fisheries or by-products, or, compliant material providers as part of the Chain of Custody certificate.
- 2.5. MarinTrust Improver Programme accepted facilities may not use the MarinTrust logo, but they may sell products within the approved scope as MarinTrust Improver Programme material and make a claim of MarinTrust Improver Programme Accepted status. In order to make a claim, the facility must be listed in the MarinTrust Improver Programme Accepted

facilities list on the MarinTrust website, and they must also be listed as a stakeholder in a MarinTrust accepted Fishery Improvement Project (FIP) on the MarinTrust website.

3. Procedures

- 3.1. Any use of MarinTrust branding must only be by those who:
 - Hold a valid certificate
 - Have signed a licence agreement
 - Follow the logo and claims management procedures and policies
 - Adhere to the brand use requirements
 - Follow the process for reviewing agreement and artwork.
- 3.2. Upon gaining MarinTrust Certification (MarinTrust Standard or Chain of Custody) or acceptance, Certificate holders or Accepted facilities are required to sign and return to the MarinTrust Secretariat the MarinTrust License Agreement or Improver Programme claims policy respectively, prior to using the MarinTrust Branding where applicable.
- 3.3. All Certified facilities wishing to use the MarinTrust logo and/or associated claims must have first signed and returned the MarinTrust Licence Agreement and Claims Policy to the MarinTrust secretariat. The certificate holder will then become a Logo & Claims Licensee and must abide by the License and by the Claims Policy as set out in this document.
- 3.4. Prior to each use of the MarinTrust Branding (including use in printed materials, digital materials and packaging) the User must submit the proposed use (including copies of any relevant artwork and/or designs) to standards@marin-trust.com (or such alternative address that MarinTrust provides to the User) for approval.

MarinTrust shall take reasonable steps to review the proposed use within a reasonable time, and only once the proposed use has been approved in writing by MarinTrust shall the certificate holder be permitted to use the MarinTrust Branding in accordance with the written approval. Please refer to guidance for reviewing agreement and artwork.
- 3.5. MarinTrust shall keep a record of the approvals granted and the certificate holder shall provide MarinTrust (and/or its agents, including a Certification Body) with such information, as MarinTrust may reasonably require, to verify the certificate holder's compliance with the approvals granted.

- 3.6. Please note that, as detailed in the MarinTrust Certification License Agreement, the allowed claims refer only to certification status, and the nature of the standard certified to, i.e. not to any site- or scheme-specific data.

4. Policy for users certified under the MarinTrust Standard

4.1. Once approved by MarinTrust, in using the MarinTrust Branding the User shall:

- Only use the MarinTrust Branding in connection with marine ingredient products (such as fishmeal and fish oil) that have been produced from plants that have been certified under the MarinTrust Programme and which appear in the list of certified fishmeal plants on the MarinTrust website (which may be changed and updated from time to time).
- Be permitted to use the MarinTrust Branding on packaging material and associated products providing that such products have come from factories that are certified under the MarinTrust Programme and that they use raw material that has been approved by MarinTrust.
- Be permitted to use the MarinTrust Branding on the premises of the User's factory to demonstrate its compliance to the MarinTrust Programme, providing that the factory remains certified under the MarinTrust Programme.
- Be permitted to display the MarinTrust Branding in non-production facilities (such as office headquarters) providing that such display does not give the impression that the company as a whole has been approved under the MarinTrust Programme.
- Ensure that the MarinTrust Branding is not displayed in any production facilities that are not certified under the MarinTrust Programme.

5. Policy for Users certified under the MarinTrust Chain of Custody Standard

5.1. Once approved by MarinTrust, in using the MarinTrust Branding, the User shall:

- Only use the MarinTrust Branding in connection with fishmeal and fish oil from the certified fishmeal plants expressly identified in the Chain of Custody certificate issued to the User.

- Use the MarinTrust Branding in connection with marine ingredient products (such as fishmeal and fish oil) from a certified plant only if its entire supply chain from the certified factory has received a Chain of Custody certificate.
- Not use the MarinTrust Branding in connection with combined or prepared products unless all the fishmeal or fish oil in such products is from a certified MarinTrust factory and is from a fully certified supply chain.
- Be permitted to use the MarinTrust Branding on packaging material and associated products providing that such products have come from factories that are certified under the MarinTrust Programme and that they use raw material that has been approved by MarinTrust.
- Be permitted to use the MarinTrust Branding on the premises of the User's factory to demonstrate its compliance to the MarinTrust Programme, providing that the factory remains certified under the MarinTrust Programme.
- Be permitted to display the MarinTrust Branding in non-production facilities (such as office headquarters) providing that such display does not give the impression that the company as a whole has been approved under the MarinTrust Programme.
- Ensure that the MarinTrust Branding is not displayed in any production facilities that are not certified under the MarinTrust Programme.

6. Monitoring

- 6.1. The relevant Certification Body (CB) will be responsible for monitoring use of the MarinTrust Logo and/or associated claims during on-site visits. The CB will record the type of use and extent of the use of the MarinTrust Logo and associated claims within the relevant audit report. The CB will report any misuse of the MarinTrust Logo and/or associated claims to the MarinTrust Secretariat via email to standards@marin-trust.com or direct to MarinTrust staff member emails.
- 6.2. In addition to applying for each use of the MarinTrust logo and/or associated claims for prior approval, the Licensee shall promptly notify the MarinTrust Secretariat in writing if it decides to discontinue use of the MarinTrust logo. Subject to strict compliance with the Brand Guidelines and MarinTrust Licence Agreement and Claims Policy, the Licensee may resume use of the MarinTrust upon written notice to the MarinTrust secretariat.
- 6.3. MarinTrust also implements the MarinTrust Procedures for Monitoring and Investigating Incidents of Misrepresentation and Corruption.

7. Corrective Actions

- 7.1. Any unauthorised or improper use of the MarinTrust Logo and/or associated claims by a Licensee will constitute a breach of the MarinTrust Licence Agreement and Claims Policy or MarinTrust Improver Programme Claims Agreement. Non-conformities as outlined in the relevant standard shall be raised and corrective actions, where applicable, agreed.
- 7.2. Upon any such breach or violation:
- The Licensee will immediately cease use, distribution or display of any materials or packaging in breach of MarinTrust requirements and policies.
 - The Licensee will immediately notify all those in the onward supply chain regarding any material to which a logo or claim has been or may have been incorrectly applied.
 - MarinTrust reserves the right to take any action it deems appropriate to safeguard the integrity and goodwill associated with MarinTrust.
- 7.3. The associated CB, with the support of the MarinTrust Secretariat if required, will be responsible for liaising with the Licensee until the use of the MarinTrust Logo and/or associated claims is corrected or the use of the Logo is discontinued. If necessary, CBs may visit the site in order to verify the discontinued use or corrected use of the MarinTrust logo and/or associated claims.

8. Record keeping

- 8.1. The MarinTrust Secretariat shall keep a record of all signed MarinTrust Licence Agreements and Claims Policies and MarinTrust Improver Programme Claims Agreements and a log of all logo and claims requests which shall include, but not be limited to:
- Company name.
 - Facility name(s) (if applicable).
 - Certificate number.
 - Date relevant logo and/or associated claim agreement signed.
 - List/description of each use of the MarinTrust logo and/or associated claim (e.g. website, fish meal packaging).
- 8.2. CBs shall also keep a record of all approved artwork in relation to requests for use of the MarinTrust logo for record and monitoring purposes.
- 8.3. In addition, MarinTrust shall keep a log of all notifications of misuse, misrepresentation and/or non-conformances raised which shall include, but not limited to:

- Date of misuse, misrepresentation and/or non-conformances raised.
- Company name.
- Plant name(s) (if applicable).
- Certificate number (if not certified this shall be recorded also).
- Description of the misuse, misrepresentation and/or non-conformances raised.
- Investigation or corrective action follow up status.

Appendix A: Brand Use Requirements

A1 Use of logo

A1.1 The logo can be placed over imagery but should always be perfectly legible and visible at all times.

A1.2 Logo colours should be used accordingly.



A1.3 The MarinTrust logo must not be re-drawn or altered in any way. It must remain at its supplied proportions.

A1.4 The logo in its entirety must always be visible.

A1.5 The two preceding IFFO RS logo - RS Assured and RS Chain of Custody – should no longer be used.

A1.6 Accepted FIPs under the MarinTrust Improver Programme shall not use the MarinTrust logo.

A2 Spelling

A2.1 When used in plain text, MarinTrust spells without any space.

A2.2 Both M (Marin) and T (Trust) have capital letters.

A3 Acceptable MarinTrust statements

B3.1 Example MarinTrust Statements where the User is certified under the MarinTrust Standard:

- *[insert certified factory name]* is a MarinTrust certified site/factory.
- *[insert certified ingredient i.e. Fishmeal, Fish Oil]* comes from a MarinTrust certified site/factory that has been independently certified to the MarinTrust standard for the responsible production of Marine Ingredients.
- This *[insert certified ingredient i.e. Fishmeal, Fish Oil]* has met the MarinTrust standard for responsible supply of marine ingredients.

A3.2 Example MarinTrust Statements where the User is certified under the MarinTrust Chain of Custody Standard

- *[insert certified company name]* is MarinTrust Chain of Custody certified.
- *[insert certified ingredient i.e. Fishmeal, Fish Oil]* comes from a MarinTrust CoC certified company that has been independently certified to the MarinTrust Chain of Custody standard for the responsible supply of Marine Ingredients;

A3.3 Example MarinTrust Statements where the User is accepted under the MarinTrust Improver Programme.

Note that:

- Whilst those that are accepted onto the MarinTrust Improver Programme (MarinTrust IP) are not able to use the MarinTrust logo, they may sell products within the approved scope as MarinTrust Improver Programme material.
- In order for a site to make an MarinTrust IP claim, a site must be listed in the MarinTrust Improver Programme Accepted Sites list on the MarinTrust website and they must also be listed as a stakeholder in an MarinTrust accepted Fishery Improvement Project (FIP) on the MarinTrust website. The species being used as a raw material for the MarinTrust IP claim must also be listed within the relevant FIP scope on the MarinTrust website.

- *[insert accepted factory name]* is a MarinTrust Improver Programme Accepted Site.
- *[insert approved ingredient i.e. Fishmeal, Fish Oil]* comes from a MarinTrust Improver Programme Accepted site/factory that has been independently verified to meet the requirements of the Improver Programme
- This *[insert approved ingredient i.e. Fishmeal, Fish Oil]* is accepted, as part of the Fishery Improvement Programme (FIP) scope, under the MarinTrust Improver Programme.

AMENDMENT LOG

DATE	ISSUE	AMENDMENT	AUTHORISED BY
01/03/2021	2.0	MarinTrust Header & Footer inserted	Libby Woodhatch
01/03/2021	2.0	Reference of IFFO RS amended to MarinTrust throughout document where applicable	Libby Woodhatch
01/03/2021	2.0	Change in purpose from 'policed' to 'recorded'	Libby Woodhatch
01/03/2021	2.0	Addition of introduction	Libby Woodhatch
01/03/2021	2.0	Full update of method to align with update of current practice after publication of new licence agreements for the MarinTrust branding	Libby Woodhatch
01/03/2021	2.0	Addition of 'via email to standards@marin-trust.com or direct MarinTrust staff member emails.' In paragraph 1 of section 2.0 monitoring.	Libby Woodhatch
01/03/2021	2.0	Addition of requirement of completing and returning licence agreement to the MarinTrust secretariat in section 2.0 monitoring, paragraph 1.	Libby Woodhatch
01/03/2021	2.0	Addition of wording ' <i>Non-conformities as outlined in the relevant standard shall be raised and corrective actions where applicable agreed</i> ' to first paragraph, section 3.0 Corrective Actions.	Libby Woodhatch
01/03/2021	2.0	Update of wording in final paragraph of section 3.0 Corrective Actions to reflect the Certification Body is responsible for liaising with the client in question when breaches of logo use compliance has been determined., but with support from the MarinTrust Secretariat. And addition of stipulating that should the certification body feel necessary, they may follow up with an onsite visit.	Libby Woodhatch
01/03/2021	2.0	Updated section 4.0 to be in relation to records of logo related activities to reflect current practice and specify key information about logo activities that	Libby Woodhatch

		should be recorded for effective monitoring.	
01/05/2025	3.0	Change from 'sites' to 'facilities' throughout.	Governing Body Committee
01/05/2025	3.0	Section 1.0: Change title from 'method' to 'procedure'. Inclusion of criteria for the use of MarinTrust Branding.	Governing Body Committee
01/05/2025	3.0	Renumbering of the sections throughout.	Governing Body Committee
01/05/2025	3.0	Clarification on the allowed claims by MarinTrust.	Governing Body Committee
01/05/2025	3.0	Addition of claims policy for users certified under MarinTrust Standard and COC Standard.	Governing Body Committee
01/05/2025	3.0	Section 7.0: Inclusion of explicit guidance about clients reporting on any changes that would affect their ability to make claims.	Governing Body Committee
01/05/2025	3.0	Addition of guidance for reviewing agreement and artwork as an appendix.	Governing Body Committee
01/05/2025	3.0	Consolidation of brand guidelines and logo management procedure.	Governing Body Committee
01/05/2025	3.0	Addition of reference to MarinTrust Procedures for Monitoring and Investigating Incidents of Misrepresentation and Corruption	Governing Body Committee