Dear [Buyer Name],

We’re proud to share an update that we believe aligns with your commitment to sourcing responsible seafood. We are now [Best Aquaculture Practices](https://bapcertification.org/) (BAP) certified.

We chose to pursue BAP certification because BAP is the most comprehensive third-party aquaculture certification program in the world. BAP standards cover the entire aquaculture production chain (the processing plant, farm, hatchery, and feed mill) as well as the four pillars of responsible seafood – environmental responsibility, social accountability, food safety and animal health and welfare.

Here's why BAP certification matters:

* **Supports Your Responsible Sourcing Goals**

BAP standards are endorsed by more than 200 leading retail and foodservice companies around the world, align with sustainability frameworks and are benchmarked by internationally recognized third parties. Specifically, the Seafood Processing Standard (SPS) is benchmarked by the Global Food Safety Initiative (GFSI), BAP’s Farm Standard, Salmon Farm Standard and Mollusk Farm Standard are benchmarked by the Global Sustainable Seafood Initiative (GSSI). BAP also aligns with the UN Sustainable Development Goals (SDGs), especially SDG 2 (Zero Hunger), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), and SDG 14 (Life Below Water).

* **Builds Consumer Confidence**

BAP is more than a label – it is a signal of trust. In fact, when surveyed, almost half of consumers said they have favorable views of retailers who display the BAP label, and 64% would choose products with the BAP label over other proteins (Source: [Changing Tastes, 2021](https://www.globalseafood.org/blog/changing-tastes-study/)).

* **Non-Conformities Must Be Resolved**

BAP requires producers to meet the standard as written and address any non-conformities found during the audit to be addressed before attaining certification. In other words, no variances are permitted.

We’d love the opportunity to talk more about how our products can support your sourcing needs and sustainability goals. Thank you for your continued commitment to responsible sourcing.