

# Messaging Guide

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Use this guide to help you message your certification to your customers via your website, social media accounts, marketing assets, and more.

## Suggested Website Copy



We're committed to producing seafood responsibly so that future generations can enjoy the seafood we do today. As part of this commitment, we're proud to have attained Best Aquaculture Practices (BAP) certification for our [list facilities]. BAP is the world's most comprehensive third-party aquaculture certification program, with standards that cover the entire production chain, including the processing plant, farm, hatchery and feed mill. BAP standards address environmental responsibility, social accountability, food safety and animal health and welfare. Learn more at [bapcertification.org](http://bapcertification.org).

**Note:** If you are adding this to a consumer-facing page, you can link to [bap.globalseafood.org](http://bap.globalseafood.org) instead.

## Suggested Social Post Copy

We're proud to be #BAPcertified! Best Aquaculture Practices (BAP) is a third-party certification program that covers the entire farmed seafood production chain, including the processing plant, farm, hatchery and feed. BAP-certified producers are held to the highest standards, which cover environmental responsibility, worker welfare, food safety and animal welfare. Look for the blue BAP certified label on our packaging!

### For four-star producers:

We're proud to be a 4-star #BAPcertified producer! 4 stars is the highest designation achievable, and means that our entire production chain has been certified to Best Aquaculture Practices (BAP) standards. This includes our processing plant, farm, hatchery and feed mill. BAP-certified producers are held to the highest standards, which cover environmental responsibility, worker welfare, food safety and animal welfare. Look for the blue BAP certified label on our packaging!

**BAP is always looking to cross-promote and share content from certified producers! If you're posting on Instagram, remember to tag @bapcertification in your post.**

A note on terminology: BAP recommends using the term 'responsible' instead of 'sustainable.' We define responsible as "adherence to comprehensive and demanding social, environmental and food safety practices both in operations and in relationships with suppliers, customers and the community." Sustainability, on the other hand, we define as "a theoretical state that is improbable to achieve, because it implies fully renewable inputs with no wastes or impacts. In practice, sustainability is a journey toward ever improving efficiency and compatibility."