



Messaging Guide

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



For plant and vessel certification:

We're committed to producing seafood responsibly, and as part of that commitment, we're proud to have attained Best Seafood Practices (BSP) certification for our processing plants and vessels. BSP is a third-party certification program that certifies operational best practices at processing plants and safe working conditions aboard fishing vessels. BSP standards address social accountability, environmental responsibility and food safety. To learn more, visit bspcertification.org.

Suggested Social Post Copy

We're proud to share that we are Best Seafood Practices (BSP) certified! BSP is a third-party certification program that certifies operational best practices in processing plants and safe working conditions aboard fishing vessels. We're committed to using responsible practices for our people, our planet and our customers. Thank you to our team for making this possible – we're excited to continue raising the bar for accountability in the seafood industry. Look for the blue BSP certified label on our packaging!

Note: If you're posting on LinkedIn, remember to tag BSP in your post!

A note on terminology: BSP 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."