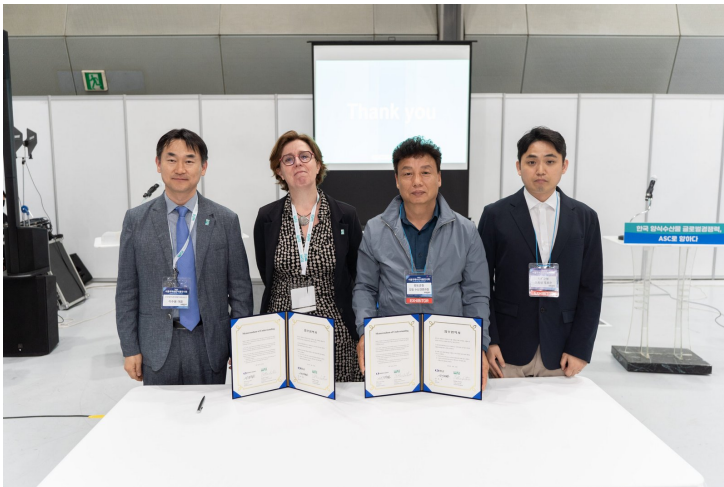


## Aquaculture Stewardship Council (ASC) expands presence in South Korea

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Aquaculture Stewardship Council (ASC) has expanded its presence in South Korea to meet the growing demand for responsible aquaculture in Asian countries, the current most productive region in the world for aquaculture.

ASC has well established its presence in South Korea and is gaining momentum steadily. There are now 73 ASC certified farm sites in South Korea—28 seaweed, 44 abalone and 1 shrimp, with overall annual ASC certified volumes of more than 11,000 tonnes. The largest number of ASC-labelled seaweed and abalone products globally are farmed in South Korea.

“The uptake of responsible seafood farming practices in South Korea is a boon for responsible aquaculture in Asia and around the world,” said Esther Luiten, ASC’s Global Market Development Director. “South Korean distributors and brands like CJ Freshway, IKEA, Lottemart and Olga have made commitments to ASC certification that are creating real change in the retail market.”

Martin Lee is the new General Manager overseeing operations in South Korea and managing with robust experience in market development in sustainability sectors in Asia, including sustainability certifications.

“South Korea is a major producer of seaweed, and ASC certification is giving Korean farms a way to meet international market demands for responsibly produced seaweed. ASC certification makes South Korean aquaculture products more competitive within the global market,” said Martin Lee.

More than 85 attendees from South Korean farms, seafood suppliers, retailers, local governments and more gathered during the event to discuss the benefits of responsible aquaculture for the environment and local communities at the first Korea Sustainable Aquaculture Seminar, held in April.

A memorandum of understanding (MoU) was signed by ASC and Wando-gun, a county on South Korea's southern coast that supports responsible seafood farming. The MoU indicates collaboration by agreeing "to work together to develop a responsible aquaculture industry" and "to promote understanding of responsible aquaculture to the market and consumers."

Woo-cheol Shin, Mayor of Wando County said "We believe that ASC certification is important for the development of the aquaculture industry in Wando-gun and for the promotion of our farmed seafood products in South Korea and internationally."