



ASC-MSC SEAWEED PROGRAM

Building Trust in the Global Seaweed Industry

Collaborating today for a
sustainable tomorrow



Andy Yi

Head of Seaweed Program, ASC & MSC

June 17, 2026

Why Responsible Growth Matters

Seaweed already has strong sustainability potential

- ✓ Low-input production
- ✓ Expanding applications
- ✓ Growing global demand

But rapid growth also brings new expectations

- ✓ Traceability
- ✓ Responsible site management
- ✓ Social responsibility
- ✓ Long-term environmental credibility



Success creates complexity.
Responsible systems are essential to sustain it.



ASC-MSC SEAWEED PROGRAM

ASC-MSC Seaweed Program

A joint certification program for
sustainable and responsible
seaweed production.



Environmental sustainability



Social responsibility



Supply chain traceability

How does the ASC & MSC ecolabel work?



Consumers recognize that seafood with the ASC & MSC ecolabel is produced **sustainably and responsibly**.



Consumers value it. They **pay a premium** or choose **more ecolabelled products**.



Procurement policies for ecolabelled products are **spreading** among global retailers.



A BETTER STANDARD FOR OUR PLANET



Retail-driven sustainability

Mozuku farm **joined** the ASC-MSC Seaweed Program



Initiative driven by
AEON, Japan's
leading retailer



First mozuku farm
to join the
ASC-MSC Seaweed
Program



151 MT
Annual
production



Premium pricing
agreed compared
to non-certified
products

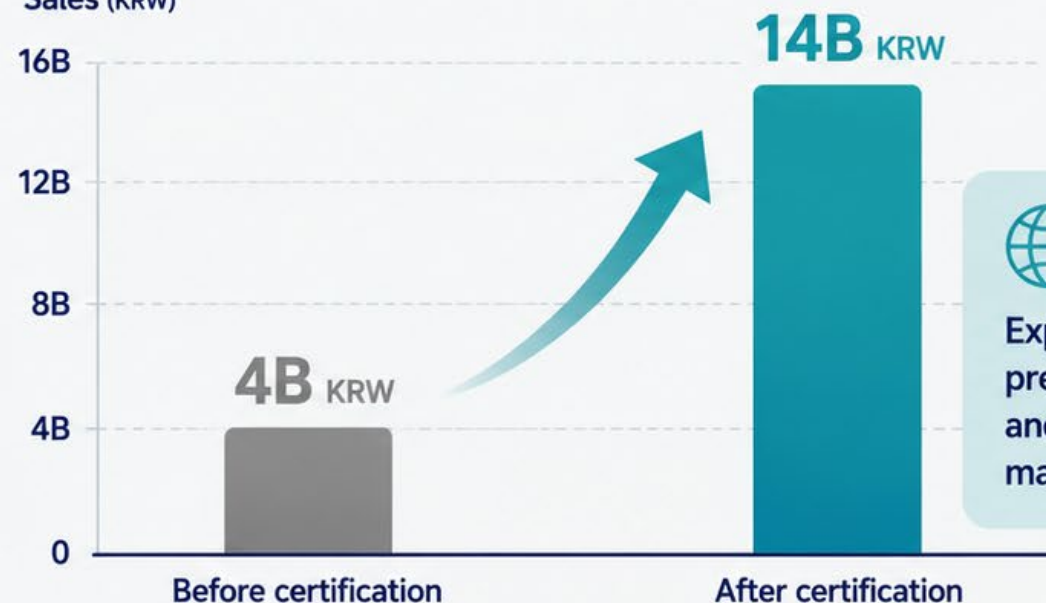
“ *Joining the Program is a key step toward stronger **market differentiation**.* ”

Churayuna Co., Ltd. (Mozuku Farm)

Market expansion through certification

GIJANG SUSTAINABLE SEAWEED NETWORK

Sales (KRW)



“ Expanded into premium domestic and international markets. ”



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Thank you!

The future of seaweed depends
not only on growth —
but on how **sustainably and
responsibly produced** we scale it.



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