



# PRIZEFISH PROJECT



**PILOTING OF ECO-INNOVATIVE  
FISHERY SUPPLY-CHAINS TO MARKET  
ADDED-VALUE ADRIATIC FISH  
PRODUCTS**

***The Certification Programme "ARFM – Adriatic  
Responsible Fisheries Management"***

***Cross-Border Training Module  
(Activities 3.4 - 4.4)***



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# 1. CERTIFICATION IN THE ADRIATIC SEA AND THE PRIZEFISH PROJECT

The European territorial cooperation project "Prizefish - Piloting of eco-innovative fishery supply-chains to market added-value Adriatic fish products", co-funded by the INTERREG VA Italy - Croatia 2014-2020 Programme, sets the ambitious goal of contributing to the renewal of the entire Adriatic fish supply chain, developing sustainable fishery products from an environmental, economic and social point of view.

The project was funded under the "Blue Innovation" priority axis of the Programme, aimed to improve the conditions for innovation in the most relevant sectors of the **Blue Economy** for the Adriatic Regions involved, which also include fisheries and aquaculture activities.

The low rate of innovation of a highly traditional sector, the limited size of many fishing enterprises and the lack of a constant dialogue with public institutions and research bodies contributed to a limited adoption of actions aimed to promote eco-sustainability of fisheries products that can also give added value to Adriatic products, already appreciated by consumers, and thus improve their position in European and international markets.

The project took up this challenge developing a **certification scheme** focused on the concept of "origin" with reference to the fisheries products of the Adriatic Sea, in detail from the Geographical Sub Areas **GSA 17** (North and Central Adriatic) and **GSA 18** (Southern Adriatic), with the aim of improving the conditions of over-exploited biological resources and the

marine environment, as well as including socio-economic aspects in the certification, particularly relevant for the involved coastal communities.

An eco-label will be associated to the certification scheme, in order to add value to the Adriatic fisheries products and promote their expansion in international markets.

The certification developed named **Adriatic Responsible Fisheries Management (ARFM) Certification Program** could be potentially requested and applied to all the fisheries carrying out their activities in the above-mentioned Adriatic areas.

Specifically, the Prizefish project is aimed to provide sector operators the opportunity to promote and valorize their products by means of a certification program covering both the fishing activities at sea (ARFM Programme) and the product after landing (Chain of Custody or CoC).

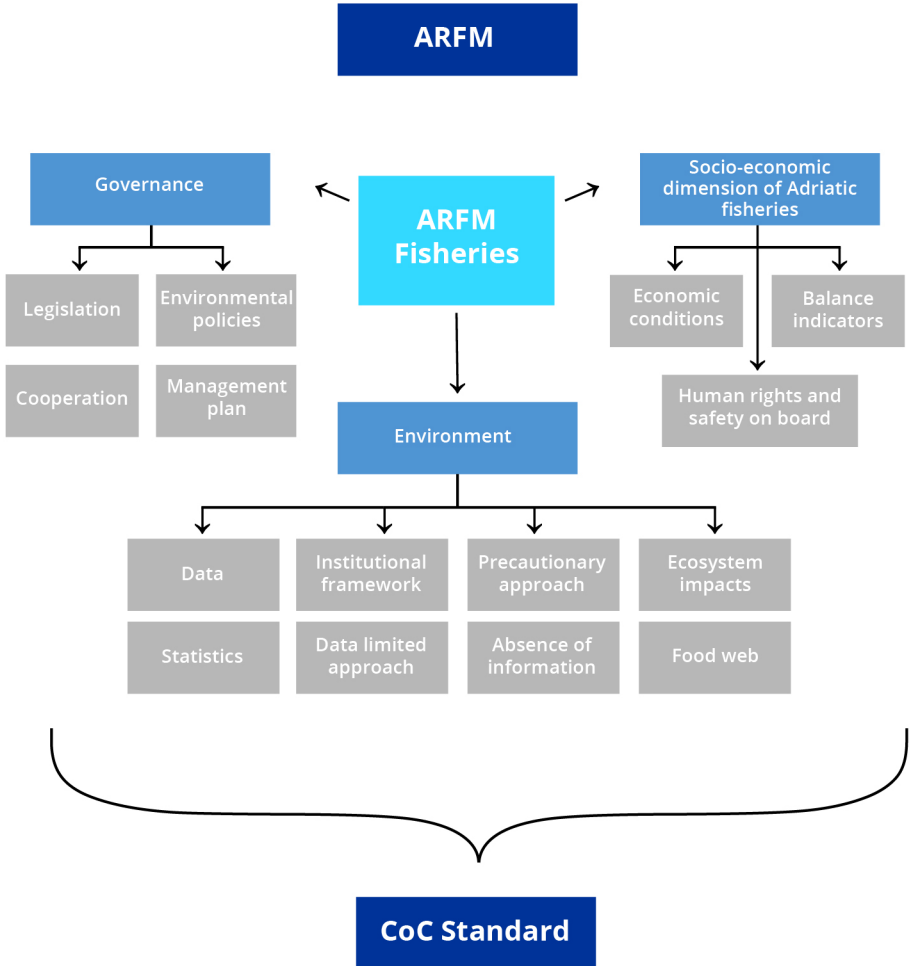
This document is a summary of the activities implemented within the project which lead to the definition of a proposal of a Certification Program **“Adriatic Responsible Fisheries Management (ARFM)”** and is aimed to transfer the information and involve all the operators potentially interested to join the program in the future.

The Adriatic Responsible Fisheries Management (ARFM) certification scheme or program defines the standards that must be observed by the professional fishing operators of the Adriatic Sea (within the GSA 17 and GSA 18 geographical sub-areas) to obtain the certification.

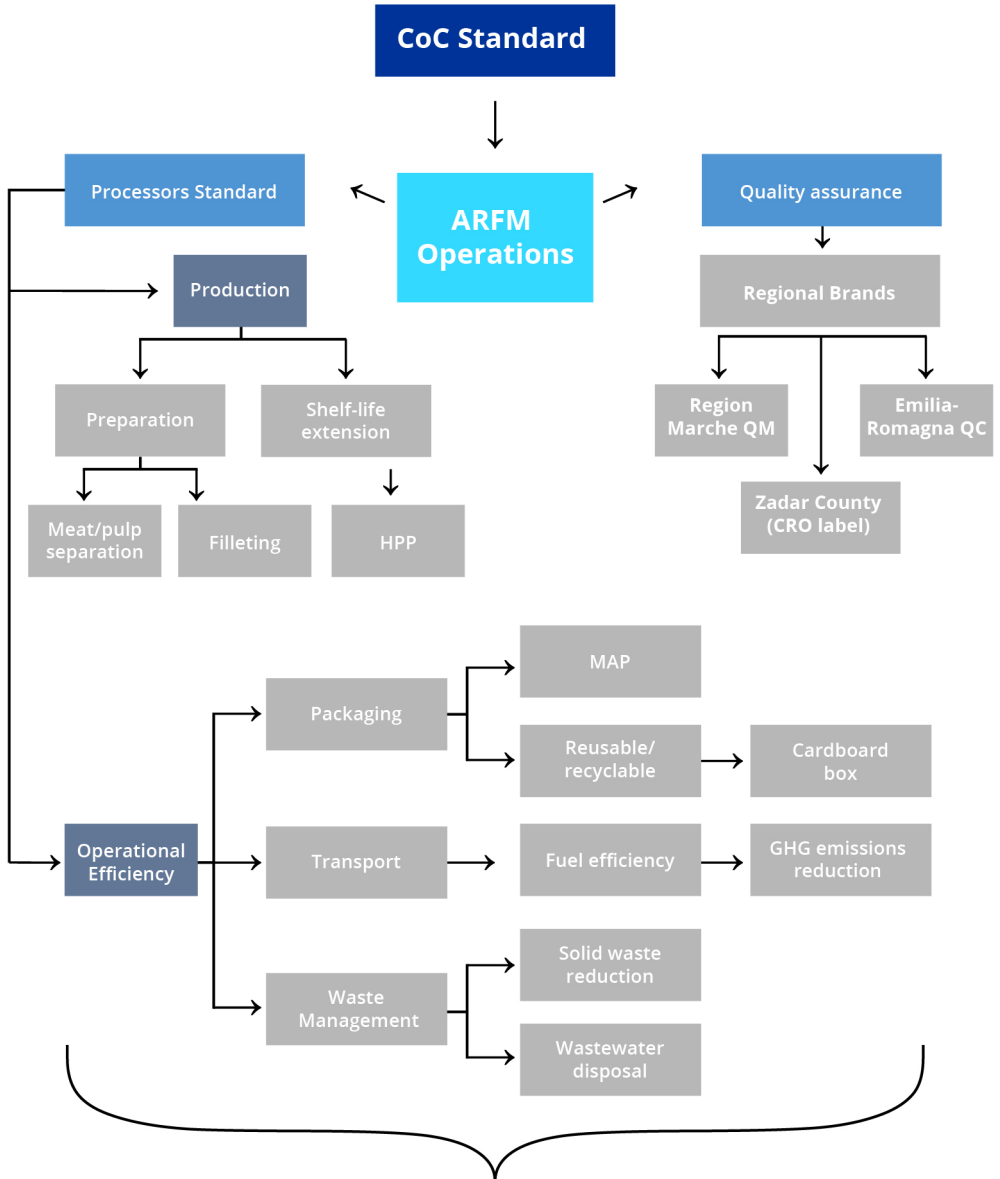
In detail, the ARFM Program is referred to the primary production phase from catches at sea up to the point of landing. After the landing, the **Chain of Custody (CoC)** standards also defined within the Prizefish project shall be applied. The CoC concerns the sustainability of the entire chain up to the consumer and deals with the entire process aspects, including the most innovative ones linked to environmental and socio-economic sustainability.

Many Adriatic Regions have already developed label and certification schemes, each with its own characteristics, however most of them are mainly linked to the quality of the product after landing and do not take into account the catches at sea. Among the CoC standards we can find also many **regional and local quality brands**, as reported, and clarified in the diagram below (Figure 1) and the link with the ARFM certification.

Figure 1 – Diagram of Adriatic RFM and Chain of Custody (CoC) Standards







**Certified product coming from responsible fishery and responsible operators**

Furthermore, the ARFM programme could help in identifying some Adriatic “responsible” fisheries and prepare them to obtain also, at a later stage, a Marine Stewardship Council (MSC) certification as “sustainable fisheries”, after having obtained and maintained the ARFM certification several years.

## 2. THE “ARFM” CERTIFICATION SCHEME

The ARFM Programme is based on the general principles deriving from the “**Code of Conduct for Responsible Fisheries**” adopted by the Food and Agriculture Organization of the United Nations (FAO) in 1995. The Code sets out principles and international standards of behaviour for responsible practices with a view to ensuring the effective conservation, management, and development of aquatic resources, respecting the ecosystems and the biodiversity.

Therefore, the following fisheries cannot be covered by the ARFM:

- Fisheries using poison or explosives;
- Fisheries likely to incur in by-catch of amphibians, reptiles, birds and/or mammals;
- Fishing operators which have been condemned (or accused of) human rights violations, notably forced and child labour violations, within the last three years;
- Fisheries conducted in water where fishing rights are questioned because of borders disputes.

**The ARFM certification process consists of six (6) major steps, pointed out in the diagram below:**

- a. APPLICATION;
- b. PRELIMINARY EVALUATION (optional);
- c. IN-DEPTH EVALUATION;
- d. CERTIFICATION;
- e. PROGRESS MONITORING;
- f. RE-EVALUATION (optional).

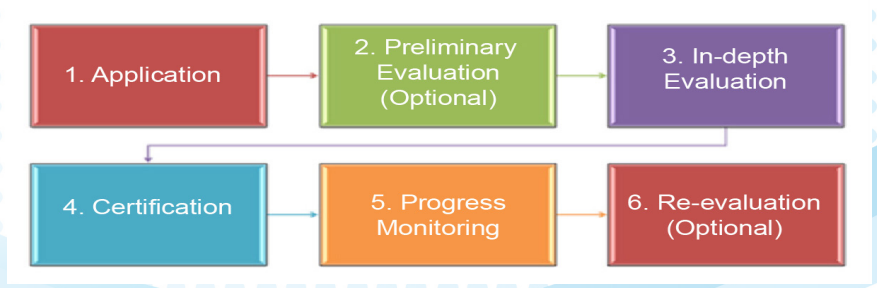


Figure 2 – The ARFM Certification Process

## a. Application

The potential **Applicant** (a fishing enterprise, a Producer Organization, a fishing association or a group of fishing organizations) shall select an independent **Certification Body (CB)** among a list of independent certifiers published on the ARFM website. The Applicant is required to: (1) sign an agreement with the selected Certification Body; (2) pay the costs for the Certification process; (3) provide the Certification Body with all the data for the fishery assessment; (4) in case of positive evaluation, after having obtained the ARFM certification, undertake any improvement/corrective action requested. In this first stage the following documents are foreseen:

- ***the ARFM Programme Application Form***, that contains all reference information of the Applicant (company HQ, home address, telephone, etc...) and the identification of the fishery (as combination of species/gear) and geographical area;
- ***the ARFM Applicant checklist*** that shall contain, at least, reference to: stock assessment reports, recent scientific advice, landings data, information on the vessels pursuing the fishery (including catch methods and gears and available catch or effort data), employment contracts and conditions practiced, a free section to be filled with other reports, maps and relevant documents.

The CB shall assign an identification number to the Application and shall then notify the receipt to the Applicant.

## b. Preliminary Evaluation (optional)

The aim of this stage is to make a preliminary estimate of the fishery's consistency with the ARFM standards before entering the in-depth evaluation, i.e. the next step of the certification process. Therefore, once the Application has been accepted, the ARFM process enters in a preliminary evaluation stage aimed to detect possible criticalities or gaps in the fishery performance that can negatively affect the certification. Preliminary evaluation is an optional stage of the procedure, since the Applicant may choose to go directly to the in-depth evaluation of the fishery, under the next step of the procedure.

The fishery is evaluated, even in the preliminary evaluation phase according to the **3 ARFM key principles (1. Governance; 2. Environment; 3. Socio-Economic Aspects)**. In detail, the CB shall make a preliminary estimate of the extent the fishery is consistent with the ARFM standards based on a provisional, not yet complete, set of data provided by the Applicant. The evaluation activity may include an exchange (physical meeting or also by remote) between the Applicant and the Certification Body, as well as preliminary site visits and consultation of stakeholders. The findings of the preliminary evaluation are used by the evaluation group of the CB to draw up a ***"Preliminary evaluation report"***. The Report tells the Applicant whether it is likely to achieve certification and identifies the potential weaknesses and relevant issues that need to be addressed. The Applicant, shall use the report to adapt and prepare its fishery to enter in the next stage of the procedure.

### c. In-depth evaluation

The third stage of the ARFM procedure represents the core of the certification process and the in-depth evaluation include the stakeholders' consultation, site visit and review by external experts. This stage ends attributing a score to the Fishery according to each Specific Indicator (SI) of the ARMF standards.

The documents produced in this stage:

- **Reports to the Stakeholders**, a publication of the CB published on the ARFM website in which the CB announce to stakeholders that the fishery is undergoing and in-depth evaluation. Stakeholders can provide written inputs within 30 days;
- **Fishery Report card**, in which are reported the results of the Evaluation Group based on the information and evidence collected marking the fishery performance against the ARFM standards, attributing the score to each Specific Indicator. At this stage it contains a provisional determination of whether the fishery should be/should not be certified;
- **External reviewers' report**, that include the results of the Fishery Report card examination by independent experts (external reviewers), which are pulled from a shortlist drawn up by the ARFM;
- **Report of the Applicant** to be attached.

## d. Certification

The evaluation process ends with a final evaluation. There are three possible options:

1. The fishery is certified ARFM.
2. The fishery is certified ARFM, subject to an action plan.
3. The fishery is not certified.

The Fishery report card, accompanied by statements of reasons explaining the marks awarded, is published on the ARFM website under the name **Provisional Certification Report - open to Public Comments**.

The CB then compiles a **Final Certification Report** containing a **Certification decision**.

The CB shall notify the Applicant in writing of its decision within 7 working days.

In case 2), the certificate will not be issued until the Applicant has accepted conditions and provided a detailed Action plan to address non-conformance, in accordance with the timeline established in the Report. The plan is submitted to the Evaluation Group for approval.

In case 1), and in case 2) after approval, the ARFM certificate is issued to the Applicant by the CB.

### e. Monitoring

The ARFM certification period lasts up for 8 years, starting from the date of issue of the certificate. During this period, the fishery is submitted every two years to surveillance audits and must undertake corrective actions and/or make the improvements required/or recommended to remain certified. **An Audit Report** is produced at the end, outlining results and the next actions to be undertaken.

### f. Re-evaluation (optional)

Re-evaluation process should happen within 8 years from the last-issued certificate.



### 3. THE ARFM STANDARD

The Standard developed in the framework of the Prizefish process (deliverable 3.2.3: Sustainability guidelines) focuses on 3 Key principles or components or pillars for evaluating fisheries:

#### 1. GOVERNANCE

#### 2. ENVIRONMENT

#### 3. SOCIO-ECONOMIC ASPECT



Figure 3 – Three core pillars of the ARFM standard for fisheries evaluation

Components 1-3 in turn contain nine **Supporting Articles (SA)**, each made up of **Specific Indicators (SI)**, which are used to evaluate the full, partial or noncompliance with detailed rules (Table 1). During the ARFM process, the Evaluation Group shall evaluate each fishery's performance against the standards, examining in each Specific Indicator the key-elements set out in the criteria outlined in the second part of this report

(see Part II). Therefore, the Specific Indicator is the ‘reference unit’ to be used to estimate the level of compliance of a fishery with the standards requested by the ARFM.

Table 1 – Structure of the Adriatic RFM

<u>Components</u>	<u>Supporting Articles (SA)</u>	<u>Specific Indicators (SI)</u>
<b>GOVERNANCE</b>	1.1. There shall be a structured and legally mandated management system based upon and respecting international, national, and local fishery laws, for the responsible utilization of the target stock and conservation of the marine environment.	1.1.1. Legislation 1.1.2. Cooperation
	1.2. A clear decision-making process is part of the management system to achieve the objectives foreseen by international, national, and local fishery laws and has an appropriate approach to avoid conflicts.	1.2.1. Environmental policies 1.2.2. Management plan or a set of management measures
<b>ENVIRONMENT</b>	2.1. There shall be an effective fishery data (dependent and independent) collection and analysis system for stock management purposes.	2.1.1. Data collection/ Statistics
	2.2. To support its optimum utilization, there shall be regular stock assessment activities appropriate for the fishery resource—its range, the species biology, and the ecosystem—all undertaken in accordance with acknowledged scientific standards.	2.2.1. Institutional framework 2.2.2. Data limited approach

	<p>2.3. Management actions and measures for the conservation of stock and the aquatic environment shall be based on the precautionary approach. Where information is deficient, a suitable method using risk assessment shall be adopted to consider uncertainty.</p>	<p>2.3.1. Precautionary approach</p> <p>2.3.2. Absence of information</p>
	<p>2.4. Considerations of fishery interactions and their effects on the ecosystem shall be based on best available science, local knowledge where it can be objectively verified, and a risk-based management approach to determine the most probable adverse impacts. Adverse impacts on the fishery on the ecosystem shall be appropriately assessed and effectively addressed.</p>	<p>2.4.1 Ecosystem impacts</p> <p>2.4.2. Food web</p>
<b>SOCIO-ECONOMIC</b>	<p>3.1. The economic, social, and cultural value of resources (e.g., where a fishery is based on local traditions) shall be assessed to assist decision making on their use.</p>	<p>3.1.1. Economic conditions</p>
	<p>3.2. Excess fishing capacity shall be avoided, and exploitation of the stocks shall remain economically viable.</p>	<p>3.2.1. Capacity indicators</p>
	<p>3.3. The fishery activity shall work in full compliance with international laws on labour and human rights.</p>	<p>3.3.1. Human rights and safety on board</p>

In each Specific Indicator, the evaluation is organized at two levels: the first is the assessment of 'the Fishery' for which the application was submitted - assessment component (CoE), and the second is the assessment of the condition of a formal candidate for certification (namely the 'Applicant' or the 'Fisher'/group of Fishers) - accreditation component (CoA).

More specifically:

- **The Component of Evaluation (CoE) – 'The Fishery':** considers primarily the species which makes up the principal target of the fishery and specifies the fishery under assessment, the gear type/s employed and the key management organization/s within GSA 17 and/or GSA 18. Associated non-target species in the CoE do not form part of the certified species claim. Therefore, the CoE is the reference framework, which include all the vessels practicing the fisheries concerned in the concerned area (GSA 17 and/or GSA 18).
- **Component of Accreditation (CoA) – 'The Fisher/group of Fishers':** is a subgroup of the CoE and is constituted by a group of vessel (or even a single vessel) targeting the same species of the CoE and using the same gear of the CoE active in a specific geographical area where the fishery is exerted within GSA17 and/or GSA 18. The CoA is the formal candidate applicant to enter in the certification process (from a single fisherman to an entire fleet coordinated, for example, by a Producer Organization – PO or to the entire CoE).

To determine the performance of a fishery, the Evaluation group shall score each Specific Indicator at level of CoE and at level of CoA using the following grid, with clear rationales being provided at each step:

Table 2 – ARFM marking system

ARFM marking grid				
CoE	2	3	4	5
CoA	2	3	4	5
Final mark (CoE + CoA)	4	6	8	10
Level of compliance	Low Confidence Rating	Medium Confidence Rating	Medium/High Confidence Rating	High Confidence Rating

For each Specific Indicator, the final mark shall be based on the sum of the two individual scores given separately for the CoE and for the CoA.

**To be certified, a fishery must score  $\geq 6$  (CoE + CoA) for each of the 14 Specific Indicators as well as an average of 8 out of 10 (CoE + CoA) across all Specific Indicators under each of the three key components (Governance, Environment and Socio-economic Aspect).**

If the fishery is scored between 6 and 7 for any Specific Indicator, the Applicant is required to improve the fishery's performance against that Indicator by means of an action plan, so that it will get 8 or above within 5 years. This leads the fishery being certified ARFM 'subject to an action plan'.

The ARFM requirements have been developed, within the project deliverables, at the level of each Specific Indicators (SI). For each SI, two elements are considered:

- **What assessors check:** this section is intended to provide an insight of the types of documents and sources of information that can be used by the Evaluation Group at both the CoE and the CoA level to evaluate a fishery performance against the ARFM Standard.
- **Possible measures to address shortcomings in the fishery's performance:** this part is intended to outline example actions that can/should be developed at CoE level and undertaken by the Applicant at CoA level (notably through the development of a specific action plan) to address the weaknesses and inconsistencies identified in the fishery performance.

## 4. THE CHAIN OF CUSTODY (CoC)

A supply chain covers different stages of product transformation. From the point of origin, processing and handling by various owners (i.e. change of custody) to distribution and labelling, products need to be tracked to the final customer. Simultaneously, the final certified product should be traced back to its original source (and fishing vessel) so that the claims of its legality could be verified.

**Chain of Custody (CoC) aims to provide accountability and improve transparency throughout the supply chain.** The product is tracked to verify its quality and origin, but also to improve other factors that follow the production system such as human rights and environmental conditions. Thus, a set of measures and requirements for controlling the movement of raw materials and products is needed, at each stage of the supply chain.

**The ARFM CoC Standard is developed to ensure the traceability of ARFM certified products throughout the supply chain,** support the responsible fisheries practices and maintain the credibility of the certification mark. This is a second important component of the whole ARFM certification process, complemented by the Fisheries Standard.

**A unique certification mark** which can demonstrate compliance of the certified product to the CoC Standard will be developed as part of the ARFM program. The outlined requirements will be subjected to continual review and improvement based on the latest updates and innovative solutions.

The CoC Standard contains four principles:

1. CoC Management System
2. Traceability
3. Labelling
4. Multi-site Requirements

Each of the principles includes a set of different criteria, consisted of multiple performance indicators.

## 4.1 Conformance Evaluation

**During the auditing, all performance indicators are evaluated so that the Applicant organization can demonstrate full compliance with the corresponding requirements.** The findings from the audits are classified as conformities and non-conformities, and serve as a benchmark for certification decision. A certification body could either allow or prevent certificate issuance, and in case of any nonconformities (major or minor) certain corrective actions will need to be demonstrated for certificate approval.

**The requirements of the Standard are classified as Crucial, Relevant and Recommended,** according to their level of importance.

***Crucial Requirements:*** Full conformance to the corresponding indicator is mandatory, with demonstrable evidence or information by the Applicant organization. In case of lack of compliance with crucial requirements, **Major Non Conformity** is generated and the organization has to undertake corrective actions which, if implemented, may lead to correction of all major non conformities.



*Relevant Requirements:* Full conformity to these requirements is mandatory, with enough evidence or information provided by the Applicant organization. In case of lack of compliance with relevant requirements, **Minor Non Conformity** is generated and the organization needs to propose corrective actions (with implementation plan) to be submitted to certification body.

*Recommended Requirements:* For the product to be certified, full conformity to these requirements is not mandatory, but is advisable. Any lack of compliance shall be included in the Audit Report as recommendation, and during the following audit organization may advise certification body of any implemented corrective actions.

## 4.2 Certification Guidelines

In the Table below, the minimum requirements for achieving chain of custody certification are presented. Their objective is **to demonstrate that the material and products purchased from ARFM certified fisheries, processed, labelled and sold, really originate from well-managed and responsible sources.**

The certification is applicable both to single-site operators, as well as to multi-site organizations where a company has more than one site which are individually audited and a single CoC certificate is issued defining all the sites/locations.

N.	Compliance Indicators	Level	Interpretation Guidance
<p><b>Principle 1: CoC Management System</b>  <i>The Operator's Chain of Custody Management System is consisted of a centrally controlled documentation and responsible key personnel that monitors inputs/outputs of certified products and oversees the traceability operations.</i></p>			
1.1.	The Operator shall document the control procedures to ensure the integrity of the certified products and applicability to all certification requirements.	Crucial	<p>The Operator may either use:</p> <ul style="list-style-type: none"> <li>• flowchart that includes all steps in the process where certified products can enter or leave the system;</li> <li>• records of potential mixing, or any other transformation of the certified raw material;</li> <li>• documentation of personnel's responsibilities towards CoC management.</li> </ul>
1.2.	The Operator is compliant with applicable laws (national, regional, international) concerning handling, processing and any other relevant operations in the product's life cycle while owning the custody.	Crucial	To check the list of the legal requirements please refer to D4.3.2. <i>Report on Standards' qualification.</i>
1.3.	The personnel handling and processing certified seafood products is trained for proper implementation of the CoC management.	Relevant	<p>This shall be ensured by including at least one of the following:</p> <ul style="list-style-type: none"> <li>• documentation for acknowledging skills and knowledge gained during the training (eg. certificate);</li> <li>• records of trainings/ coaching.</li> </ul>

1.4.	<p>The Operator shall implement internal inspection at their premises at least once a year, covering all products under the same certification scope, to monitor conformance with all requirements of the ARFM Chain of Custody system, and to eliminate any nonconformities.</p>	Recommended	<p>Records of those internal audits shall be kept, maintained and available in case that any potential correction action is needed. These records may include, but not limited to the following:</p> <ul style="list-style-type: none"> <li>• documentation with detailed description of non-conformities;</li> <li>• clearly stated corrective action and time-scale for correction;</li> <li>• stated responsible person addressing non-conformities;</li> <li>• verification of the implementation of the corrective actions, within 28 days from the start of the procedure.</li> </ul>
1.5.	<p>The Operator shall have a binding agreement with all contractors next in chain to which the custody is transferred. The contractor or subcontractor shall be certified against ARFM Chain of Custody standard.</p>	Relevant	<p>Sales documentation or any other kind of proof of purchase has to demonstrate transfer of legal ownership between actors in supply chain.</p>
1.6.	<p>All the documents and up-to-date records that demonstrate the conformity with all applicable certification requirements shall be kept for a minimum period of three (3) years or more so that it exceeds the shelf life of the certified product.</p>	Relevant	<p>The requested documentation includes but is not limited to the following:</p> <ul style="list-style-type: none"> <li>• maintained procedures, training records, purchase/sales documents, control of non-conforming products, records of suppliers and outsourcing, complaints.</li> </ul>

## Principle 2: Traceability

*There is a traceability system in place to ensure that only fish caught by the ARFM certified fishers is sold as certified. Seafood products are traceable throughout Operator's supply chain by established procedures that allow for documenting movement and location of such products.*

### 2.1. The Origin - raw material is sourced from certified suppliers

2.1.1	The Operator has a process in place to ensure that only the seafood products that are sourced from the certified ARFM vessels shall carry the official certified seal.	Crucial	If buying directly from a fishery this process has to include verification that the fishery has a valid certificate and checking fishery assessment audit report and if applicable - valid CoC certificate.
2.1.2	The Operator keeps the documentation received with the certified products for identifying their origin, including vessel name, gear used, country of origin and fishing area.	Crucial	
2.1.3	A record of all inputs of certified material/ products is maintained to trace back those incoming products to certified fisheries/ suppliers.	Crucial	This shall be accomplished by showing the following information: supplier's name, their CoC certificate number and evidence of certificate validity.

### 2.2. Identification - each certified product or batch of products is identifiable at each step of the supply chain

2.2.1.	The Operator shall implement a system for the identification of certified products by visual or physical recognition at all stages from the purchase to final sale.	Crucial	
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2.2.2.	The Operator shall demonstrate the existence of internal procedures for handling certified products in their facilities, in accordance with the certification claims.	Crucial	
2.2.3.	Seafood products that are sold as certified shall be identifiable on the receipts and sales invoices, except to the final consumers.	Crucial	This may be done by using acronym (i.e. ARFM), the Chain of Custody code, unique product code or similar system of identification.
<b>2.3. Segregation - mixing of certified seafood with non-certified is not allowed</b>			
2.3.1.	There is a system in place to ensure that certified and non-certified products are not mixed during the transportation and storage.	Crucial	
2.3.2.	If non-certified seafood is mixed as an ingredient in certified product, such final product shall not be able to carry the ARFM certification, except for the compound products (eg. ready-to-cook meal) where there is 5% or less of non-certified seafood in the total seafood content.	Crucial	
2.3.3.	Where necessary, certified products will be clearly separated from non-certified products, by physical or temporal separation.	Relevant	

2.3.4.	The Operator has a recall system in place that is activated if the mixing of certified and non-certified seafood occurs. The certified product shall be recalled and the relevant certification body is notified within 3 working days. The recall system will be tested once per year and the relevant documentation will be kept for inspection purposes.	Relevant	
<b>2.4. Volume calculation</b> - input and output volumes of certified products are recorded and maintained			
2.4.1.	The Operator shall maintain the records of brought and sold quantities for them to be calculated.	Relevant	
2.4.2.	The records of volumes purchased/received need to be maintained, but the records of volumes sold/served to final consumers do not have to be recorded.	Relevant	
2.4.3.	If there are any changes to internal or external records, this needs to be clearly documented.	Relevant	
2.4.4.	If the certified product is transformed at any stage (processed, re-packed and similar) and at any given time, records need to allow for conversion rates to be calculated.	Relevant	Conversion rate is a factor describing the change in quantity of a material. It is up to the Operator how this conversion rate will be calculated upon the explanation of the methodology used and reasons behind it.

2.4.5.	The Operator has a process in place to ensure that the output volumes with the ARFM claims at any time do not exceed the input volumes.	Crucial	
2.4.6.	The traceability records shall be kept unchanged, complete and accurate.	Relevant	
<b>Principle 3: Labelling</b> - <i>As a method of identifying and distinction of certified products at any stage of the supply chain, labelling techniques are used to mark such products on the package, containers, pallets or similar.</i>			
3.1.	The certified product shall be labelled or otherwise be identified in a manner that demonstrates maintenance of traceability during processing, storage and delivery to final customer.	Crucial	
3.2.	The minimum labelling requirements will include the following necessary information: <ul style="list-style-type: none"> <li>- Commercial or latin species name</li> <li>- Country of origin</li> <li>- Fishing area</li> <li>- Product description</li> <li>- Production code number/ product code</li> </ul>	Crucial	
3.3.	Each output of batches/lots of certified products shall be identified as ARFM certified on packaging or associated documentation (eg. sales invoice).	Crucial	

3.4.	The Operator shall use the ARFM logo only on the products originating from the raw material supplied by the ARFM certified fishers and other certified suppliers.	Crucial	
3.5.	A secure system for production, storage and application of product labels with the ARFM mark exists, to ensure correct labelling of the certified seafood products.	Relevant	
3.6.	The Operator may apply the ARFM label on the ARFM-certified seafood products following the requirements for use of the trademarks specified in the subsection Trademark use of this document.	Relevant	
3.7.	The Operator shall have a system in place that ensures only certified products are labelled as such on packaging, menus and other materials associated with these products, to prevent misuse and mislabelling.	Crucial	
3.8.	Certified products shall not be mislabelled by species, origin, catch area, or certification trademark.	Crucial	



**4. Multi-site Requirements** - *If the Operator has more than one site or activities carried out in multiple locations, the requirements for Chain of Custody certification shall apply to all locations, with one application to multi-site certification, if certain rules are followed.*

4.1. A multi-site organization of an Operator is considered as such if it fulfills the following criteria:

4.1.1.	All registered sites shall have a contractual (signed agreement) or legal (eg. common ownership) link with a central office of the named multi-site organization.	Crucial	Register of sites shall include the following: <ul style="list-style-type: none"> <li>• Name of each site/location;</li> <li>• Full address;</li> <li>• Contact details, including contacts of responsible staff;</li> <li>• Handled products;</li> <li>• Scope.</li> </ul>
4.1.2.	The sites are subjected to internal audits by the central office.	Recommended	
4.1.3.	Centrally administered and common controlled management system is applied to all sites, as laid down in central documentation system.	Crucial	
4.2.	A documented policy exists to ensure that the multi-site organization is committed to the ARFM CoC standard requirements, and it is communicated to all sites within the organization.	Crucial	
4.3.	A sampling plan for the multiple sites for the initial and re-certification audits may be done based on the square root of the total number of sites within the scope of the Operator's application for certification.	Recommended	

4.4.	The Operator shall assign one trained person responsible for coordinating multi-site activities with respect to the Standard.	Recommended	
4.5.	If the multi-site organization outsources transport or storage services, the third-party company shall ensure product traceability during transportation, distribution, storage.	Relevant	This can be achieved by using documentary evidence (contract or similar).
4.6.	Each output of the certified products shall be clearly identified as the ARFM certified on packaging and/or associating documentation.	Crucial	
4.7.	The certification body will be informed about any changes in multi-site organization, within 10 days from the registration.	Relevant	This change can include, but is not limited to: change of the ownership, exclusion or inclusion of one or more sites etc.
4.8.	Any new sites added to the organization shall be subjected to an internal audit to the Standard before being recognized by the member site register.	Recommended	

## 5. CONCLUSION

This document contains a summary of the certification process starting from the fisherman till to the product marketing certified with the ARFM Standard (Adriatic Responsible Fisheries Management), made up of the ARFM certification scheme and the Chain of Custody, conceived and proposed within the Prizefish Project which combines principles of environmental, social and economic sustainability, in order to raise awareness and bring the information to the attention of the operators of the fisheries sector that could be interested. It represents, at the same time, an opportunity for the fisheries operators of the Adriatic Sea, since the products will have a high value being certified through compliance with regulations and standards and checked and verified by an impartial “third party” certifier. Like other certifications as the European PDOs or PGIs the ARFM standard can be a guarantee of origin and quality and of a product coming from responsible fishing where sustainability can be encountered along the entire process, covering the whole supply chain up to the consumer.

The certification body will assess if the fishery is responsible considering the whole environmental and socio-economic aspects of a **fishery product traced and certified ARFM**, which could also meet the growing demand and perception of consumers eager to buy a sustainable product of guaranteed quality. The design of the ARFM standard was coordinated by the CNR-IRBIM, the section relating to the Chain of Custody by the University of Bologna with the project partners cooperation. Further, Producers Organizations partners of the project and other operators have been involved in the ARFM development by means of stakeholders’ meetings organized both in Italy and in Croatia.

## THE PROJECT PRIZEFISH IN A NUTSHELL

**Title:** Piloting of eco-innovative fishery supply-chains to market added-value Adriatic fish products

**Motto:** Fishing better! Gaining more!  
Respecting the Adriatic Sea!

**Description:** The project PRIZEFISH aims to increase the competitiveness on the European and international market of Small and Medium-sized Enterprises (SMEs) and Italian and Croatian Producers' Organizations (POs), operating in the fishery sector

### Objectives:

- Increase the Adriatic fishery competitiveness through the development of innovative technologies, paying attention to environmental and economic sustainability.
- Increase the efficiency of Italian and Croatian Adriatic SMEs and OPs in the production and selling of eco-certified and high value-added fishery products.
- Improve the competitiveness of SMEs and OPs within the fish markets both at European and International level.

## Partnership

Prizefish, coordinated by the Centre for Research in Environmental Sciences – CIRSA of the University of Bologna, involves six Croatian and seven Italian Partners including among others Research Bodies, Regional Administrations and Producers' Organizations. The project is funded by European Union within the Priority Axis 1 Blue Innovation of the Interreg Italy-Croatia 2014-2020 CBC Programme.

Further to the University of Bologna, Lead partner of the project, partnership is composed by:

- Zadar County (HR)
- National Research Council Ancona, Institute for Marine Biological Resources and Biotechnology (IT)
- Agency for Agro-food Sector Services of Marche Region - ASSAM (IT)
- CESTHA, Experimental Centre for Habitat Conservation (IT)
- Secondary High School 'Remo Brindisi' - Pole of Sea Crafts (IT)
- Institute of Oceanography and Fisheries of Split, IOF (HR)
- National Institute of Oceanography and Applied Geophysics, OGS (IT)
- Fisherman's Cooperative OMEGA3 (HR)
- Fishing Cooperative ISTRA (HR)
- O.P. BIVALVIA VENETO S.C., Producers Organization of Bivalve Mollusc of the Veneto (IT)
- Ministry of Agriculture (HR)
- RERA SD, Public Institution RERA S.D for coordination and development of Split- Dalmatia County (HR)
- Emilia Romagna Region (IT)

Information in English language available on the web site  
<https://www.italy-croatia.eu/web/prizefish>

## Social media



<https://www.facebook.com/prizefish>



[https://www.instagram.com/\\_prizefish\\_/](https://www.instagram.com/_prizefish_/)



<https://www.linkedin.com/company/prizefish>

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**Italy - Croatia**  
**PRIZEFISH**

European Regional Development Fund



EUROPEAN UNION



JAVNA USTANOVA  
**rerasd**



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