

WELCOME TO THE ROC (RESTAURANT AND CATERER) GROUP



THIS IS YOUR MSC CERTIFICATION HANDBOOK. This handbook is for the restaurant or site manager and will take you through everything you need to do to achieve Marine Stewardship Council 'Chain of Custody' certification through the ROC Group, and therefore get the MSC ecolabel on your menu.

If you need any help or have questions, see myrocgroup.co.uk or email fishforthefuture@gmail.com

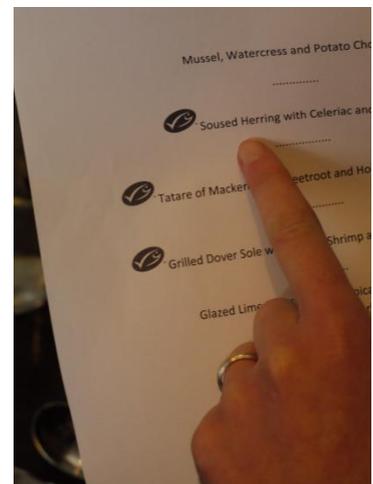
WHAT IS CHAIN OF CUSTODY CERTIFICATION AND WHY IS IT IMPORTANT?

Chain of Custody certification is the system used by the MSC to ensure that:

- The MSC ecolabel comes with a solid guarantee that the fish is from an MSC certified, sustainable fishery
- The investment that fisheries make in achieving and maintaining MSC certification is protected
- Customers have confidence that the Marine Stewardship Council programme is credible

The aim of CoC certification is to prevent non-MSC fish being sold as MSC, due to:

- **Incorrect ordering**
- **Mixing up in the kitchen**
- **Mislabelling when selling, or substituting when sold out.**



The following requirements therefore aim to ensure that MSC certified fish is recorded and identifiable throughout the business, to minimise the chances that they are mixed up or mis-sold.

THE ROC GROUP MODEL

The ROC Group is a new system which makes certification easier and more accessible for smaller businesses, by joining together under a Group Certificate. One large group (rather than numerous single-site certificates) benefits from economies of scale and makes certification costs lower. The ROC group also has a Group Manager on hand to help businesses through the process.

The ROC Group certificate is dependent on all members of the group following the requirements in this handbook and using the MSC trademarks correctly. If this does not happen, and deliberate misuse occurs, your business will be suspended from the group certificate. In severe cases, the certificate for the whole group could be affected which would jeopardise whether the ROC Group can continue to operate. It is therefore very important that these requirements are taken seriously by all restaurants in the group.

FIRST STEPS AND QUESTIONS

- Not all the fish on the menu needs to be MSC certified, but you should try to have a regular enough supply that you have some products to add the ecolabel to on your menu.

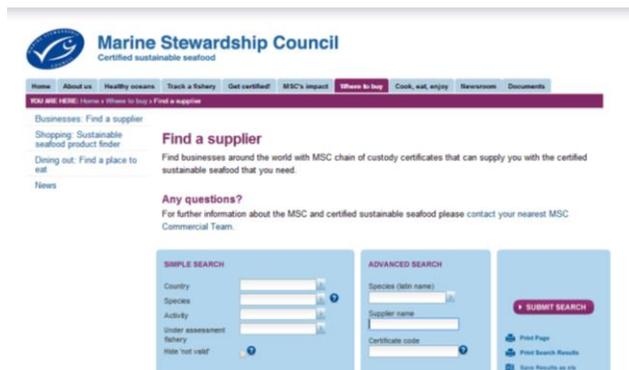
- You must have a valid food hygiene certificate with a rating of 3 or above (or the Scottish equivalent), to be part of the ROC group. It shows that you as a business are capable of managing good operating practices and keeping records.

THE MSC CHAIN OF CUSTODY REQUIREMENTS

The below requirements (1-8) must be in place to become certified through the ROC Group.

1. MSC FISH MUST BE PURCHASED FROM A CERTIFIED SUPPLIER, LISTED ON THE MSC SUPPLIER DIRECTORY

To keep the chain of custody complete, your supplier must have a valid MSC Certificate, and the definitive listing for certified companies is the MSC's supplier directory here: cert.msc.org/supplierdirectory. Suppliers sometimes get a little confused about this, and it can result in big problems for restaurants so you *must check the supplier directory* (and not take your suppliers' word for it!).



2. WHEN MSC FISH IS RECEIVED, THE ACCOMPANYING PAPERWORK MUST IDENTIFY THE MSC CERTIFIED PRODUCT/S.

It isn't enough just to have MSC labelled on packaging, there must also be a paper record which identifies the MSC fish delivered (so a paper trail is kept even when the packaging is discarded). Different suppliers have different ways of doing this and any of the following are ok:

- Text such as 'MSC' written in the product description on the invoice or delivery note
- A unique delivery code used for the MSC product, plus a written note (such as an email) from your supplier to confirm that this product code relates to an MSC certified product.

QTY	DESCRIPTION	CODE	REF	W/HOUSE	VAT	UNIT
3	COD FLT S/L 16-32OZ GADUS MSC 3X6.81KG GADUS MORHUA FAO No27 MSC CERTIFIED FISHERY - REF NO: MSC-C-53154 / MEP-C-250 (04/12/15)	AO001	AG0720A	FNET	Z	9
4	COD FLT S/L 16-32OZ GADUS MSC 3X6.81KG GADUS MORHUA FAO No27 MSC CERTIFIED FISHERY - REF NO: MSC-C-53154 / MEP-C-250 (04/12/15)	AO001	AG0720A	HSH2	Z	
2	HADD FLT S/O 10-14OZ GEIR MSC 3X6.81KG MELANOGRAMMUS AEGLEFINUS FAO No27 LINE CAUGHT MSC CERTIFIED FISHERY - REF NO: MSC-C-53154	AO001	CG1420	FNET	Z	

3. STAFF RECEIVING DELIVERIES MUST IDENTIFY AND RESPOND WHEN INCORRECT PRODUCTS ARE RECEIVED.

Staff must check that the product delivered matches the accompanying paperwork (which should clearly say which products are MSC, as per the requirement above). You may respond to incorrect deliveries by any of the following, as is best for your business:

- Rejecting delivery and send back with supplier
- Informing the head chef to sell as a non-MSC certified menu item (e.g. a special)

- Printing a menu for that day without ecolabel, or removing the ecolabel, or saying your MSC dishes are sold out.

4. YOU MUST KEEP DOCUMENTS TO SHOW THE AMOUNT OF MSC FISH YOU RECEIVE

You must keep your invoices or delivery notes (or other documentation to show how much MSC certified fish you buy), as you probably already do. **You do not need to duplicate any records for the purposes of MSC certification.**

- **The records must show the volume delivered** – for example the number of boxes and how much is in each box
- **Your records don't need to be kept on-site**; they can be in remote storage as long as they can be accessed within ten days if requested
- **You must keep records for 3 years** – but you do not need to have 3 years' worth of backdated records before you can get certified, you must just start holding onto these records from the point you are certified.

5. YOU MUST BE ABLE TO IDENTIFY MSC FISH IN STORAGE

You (and staff handling the fish) need to be able to tell apart MSC and non-MSC fish through the storage and preparation stages in your business, including when it is sold, so that MSC and non-MSC aren't accidentally confused. The test is; for every fish on the premises can you tell if it is MSC certified or not?

You can use whatever method you choose to do this, it just needs to be *adequate for your type of business, and likelihood of mixing*. For example, if you just sell one MSC certified dish and it looks very different to your other fish, your staff will have no trouble knowing which is MSC. If you have lots of similar-looking whitefish species for fish and chips, only some of which are MSC, you will probably need to go further and label trays and storage containers. Some ideas from restaurants...



Keep fish in original packaging in the freezer



Label MSC shelves or boxes



Add MSC on date stickers

6. MSC AND NON-MSC FISH MUST NOT BE MIXED TOGETHER OR SUBSTITUTED

In the same way as for an incorrect delivery; if you run out or sell out of MSC certified fish, you must not substitute MSC fish for a non-MSC alternative. Instead, you must say that the dish is sold out, or print a menu for that day without ecolabel, or remove the ecolabel from the menu.

7. YOU MUST UNDERSTAND YOUR DELIVERY BOX → DISH CONVERSION RATES

You need to understand, for each dish sold, roughly how the amount delivered converts to portions sold. Exact figures aren't needed, just the number of dishes you normally expect to get from each box delivered.

8. STAFF MUST BE TRAINED AS APPROPRIATE TO THEIR ROLES

Staff will need some training, so they understand what they need to do to maintain the storage and identification requirements, and what to do if something goes wrong. But not all staff need to know everything:

- **Staff that place orders** must know how which products to order as MSC certified and how to do this
- **Staff handling deliveries** must know that they need to check delivered product against the accompanying paperwork and what to do in the case of an incorrect delivery
- **Front of house staff** must have an understanding of what the MSC ecolabel means and be able to tell customers (they are your best marketing tool after all!)
- Staff need to know that they must inform a manager if there is a problem relating to MSC certified fish. (The manager must then follow the steps in section 8 below)

All the materials are provided to run a training session online at myrogroup.co.uk, in the 'resources' section. You must then have a way of making sure this happens for new staff, the easiest way is probably if **MSC information is integrated into your induction training**, so new staff understand the MSC requirements as appropriate to their role.

9. YOU MUST USE THE MSC ECOLABEL CORRECTLY

1. You must have a valid MSC Ecolabel Licence Agreement

To use the MSC trademarks (which are the ecolabel, the words 'Marine Stewardship Council' and acronym 'MSC') you must have a licence with the MSC – because their use comes with certain terms and conditions. A Licence will be sent to you automatically by the MSC once you are certified.

The cost of the MSC license is separate to the cost of the ROC Group audit. The Licence Fee is how the MSC fund its work with fisheries and the supply chain. For all businesses whose MSC purchases are below \$250,000 (i.e. who spend less than \$250,000 per year on MSC fish), the fee is \$250 (£170). For the full fee structure, see msc.org/licencefee

2. The MSC ecolabel must be used according to the following rules:

- **One person must be designated as the person who takes responsibility for using the ecolabel**, and ensures the ecolabel is only used on the menu for certified products.
- Once you are certified you can use the MSC ecolabel in lots of other places too, including your website, (there are lots of innovate ways to get the message out there, for example using the ecolabel on chef whites)

When designing menus, you must follow these rules to make sure that the trademarks are used consistently in restaurants across the world, which helps create a strong brand and grow consumer recognition.

You will be sent 2 types of ecolabel when you sign your Ecolabel Licence Agreement:

1. BLUE OVAL



2. EXPLANATION TEXT



1. Place the explanation text somewhere on the top or bottom of the menu or menu board – not tilted, squashed or distorted

2. Put the blue oval next to MSC dish to clearly show which dish is MSC.

'MSC' can also be used in the description.

3. The blue oval is slightly slanted (20 degrees to horizontal). Don't forget the TM

4. Make sure the explanation text (on printed menus) is at least 10mm high. On menu boards etc there's no minimum size but

5. Put your CoC code next to the explanation text



3. Your designs must be submitted before printing to ecolabel@msc.org. The MSC will then inform you how frequently they need to check ecolabel use.

4. Dishes containing both MSC and non-MSC must be described accurately.

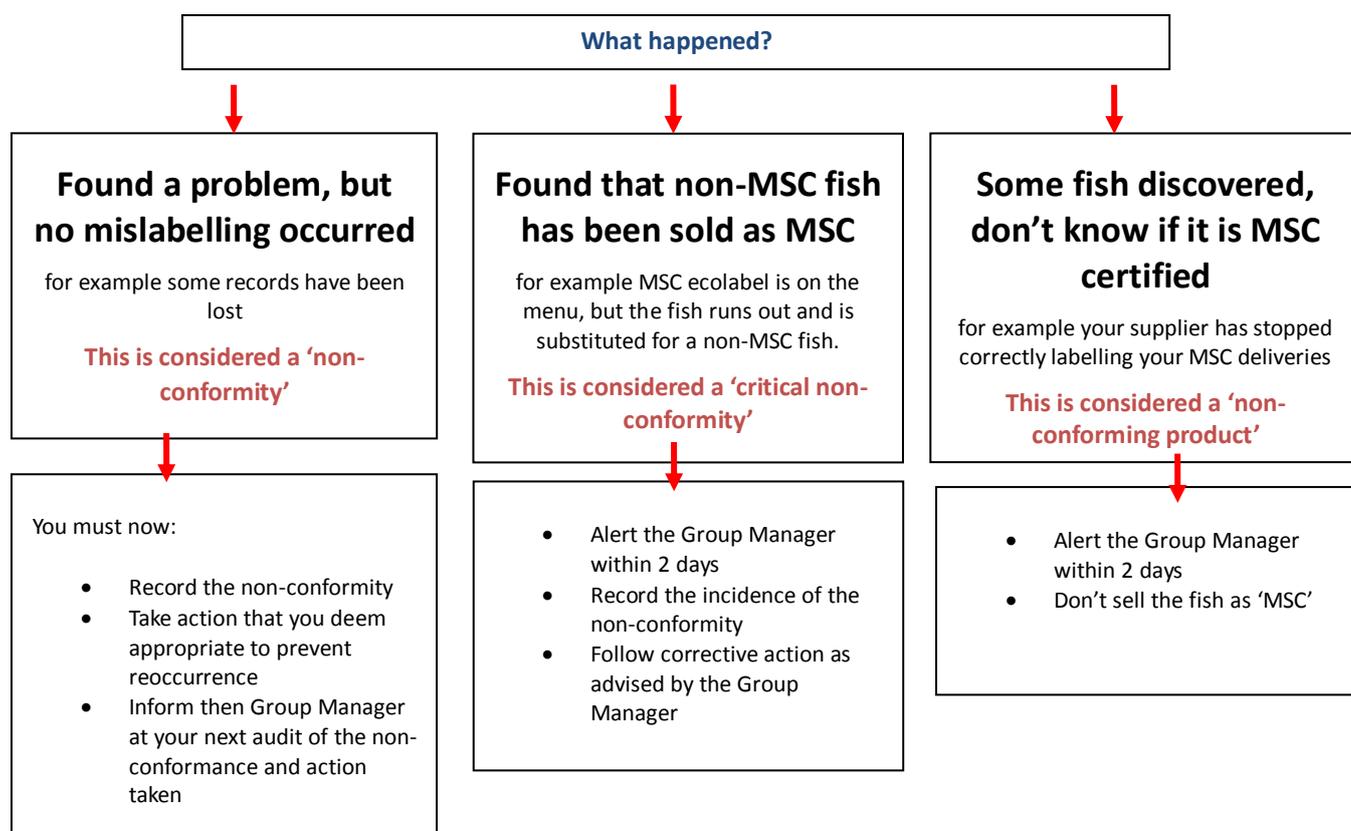
This is only relevant if you serve any dishes which contain both MSC and non-MSC fish. You must:

- Not use the MSC roundel next to the dish

- Correctly describe the MSC and non-MSC ingredients to make sure it's clear, for example (if only the cod is MSC): 'Fish stew with gurnard, razor clam and MSC Cod' not 'MSC fish stew' or 'fish stew with MSC cod, razor clam and gurnard'

10. YOU MUST TAKE CERTAIN ACTIONS IF PROBLEMS OCCUR

A Non-conformance is a situation in which there has been a breakdown in the requirements, for example, staff forget to follow the labelling procedures and mix up MSC and non-MSC fish. A non-conformance is not the end of the world, but it is important that incidents are reported to a manager in the shop and in certain cases reported to the ROC Group manager straight away, because if they occur regularly, then steps can be taken to improve the systems across the ROC group. There is a procedure that you must follow depending on the severity of the non-conformance:



11. YOU MUST INFORM THE GROUP MANAGER OF CHANGES TO YOUR BUSINESS

Over the year you may wish to add new MSC **species** to your menu, or use new **suppliers**. Please inform the Group Manager by emailing fishforthefuture@gmail.com when you do so, and your scope will be updated.

OTHER THINGS TO KNOW:

The above requirements outline what you need to do to achieve MSC certification. Below is some information about what will happen next and anything else you should be aware of:

AUDITS

A sample of restaurants will also be selected for audit by an external auditor, to check that the group system works. If you are selected, you may be contacted separately by the auditor. According to the MSC requirements, The Group Manager might not be informed and won't be attending.

During the course of your certificate you may also be audited or asked to provide paperwork records at short notice, and auditors may request access to your records and kitchen, and to speak to staff.

The MSC also carry out systematic DNA testing of MSC products across the world, to confirm the integrity of the supply chain. As a CoC holder you may be visited and asked to provide a sample of your fish for testing. The results have always been extremely good (99% positive last year), but you can be assured that the MSC never publish the names of the CoC holders sampled, or individual results - only ever as an aggregate.

GRANTING CERTIFICATION

If any problems are found during the audit the Group Manager will simply work with you to correct them. Once everything is ok the Group Manager will award your certification.

You will then be given a unique Chain of Custody code, and a list of the 'scope' of your certification (i.e. the species you are allowed to sell) and **you are officially certified!** Once you have a Licence Agreement with the MSC (see section 8) you can begin using the ecolabel on your menus and other material.

ANNUAL REVIEW

Each year, a review will be conducted to check you are still following the requirements and inform you of any changes. Normally this will be remote and paper-based, which is convenient for you and also keeps the group costs down. However, if there are issues found at your initial audit, or during the year, the Group Manager may judge that an onsite audit is required, and you will be informed accordingly.

Changes to requirements

If the MSC policies or procedures change, you may be required to make changes and confirm with the Group Manager that these have been done. These will be communicated by email.

WHAT NEXT?

Once the above requirements are in place, please complete the [ROC Group Application Form](#), which is available online on the 'resources' page of the ROC Group website. This will then be reviewed by the Group Manager, who will inform you whether or not an on-site audit is required, and if so arrange a suitable date.