

# NGOs blast certification group for 'green-washing' farmed salmon standard

More than 70 groups are criticizing the body over the latest version of its salmon standard.



BAP logo on package of farmed salmon. New BAP logo. (Photo: BAP/GAA)

**Dominic Welling**

Correspondent



Published 8 May 2024, 19:11

More than 70 environmental, animal welfare, and community groups are criticizing certification group Global Seafood Alliance (GSA) for "green-washing" the salmon farming industry with the latest version of its Best Aquaculture Practices (BAP) standard.

In an [open letter](#) to the GSA's [new CEO, Mike Kocsis](#), the groups accused the organization of certifying farms and facilities linked with illegal activity and environmental damage.

The 76 groups, based in 18 different countries, criticized the new standard for failing to limit the impact of issues such as sea lice, disease, chemicals and water quality.

"Instead, the standard relies on farms meeting their minimal legal obligations and following business as usual practices," the groups state in the letter.

Devan Meserve, vice president of marketing and communications at Global Seafood Alliance, defended the new standard in a statement emailed to **IntraFish**, noting that the BAP salmon farming standard was developed with an experienced technical committee and approved by a standards oversight committee made up of representatives from academia, the NGO community and industry experts.

Meserve said the standard, officially called the BAP Salmon Farm Standard Issue 3.0, included more comprehensive guidelines for farmers, including "significant changes" to social responsibility rules and interactions with predators and other wildlife.

The comment period for the standard closed May 5. All comments received will be considered for inclusion in the final draft, and publicly available on the BAP website, Meserve added.

The NGOs' letter follows [recent exposes by the Associated Press, the Outlaw Ocean Project and Corporate Accountability Lab](#) that alleged forced labor, child labor and worker exploitation in some BAP-certified facilities in the Indian shrimp supply chain.

The Corporate Accountability Lab said in its report that while the standards were "laudable," they were regularly violated and in practice functioned "as little more than marketing ploys that fail to protect workers or the environment."

In April, the GSA said [no conclusions had been drawn from its internal investigation of the allegations](#).

The GSA said it was assessing potential improvements such as how best to incorporate genuine worker input into the BAP program, reviewing the way in which its claims are evaluated, and potentially changing reporting requirements onsite.

It also said it is looking at ways to collaborate with organizations to help improve the overall audit process.

The GSA and the Aquaculture Stewardship Council (ASC), which was also criticized in the investigations, remain critical components of retail and foodservice operators' purchasing strategy.

Dana Cleaveley, a market analyst with SeaChoice, one of the NGOs mounting the opposition to the latest salmon standard, said in a press release that retailers "must quit relying on these flawed certifications, stop the green-washing, and do their own environmental and human rights due diligence on their seafood supply chains."

(Copyright)

**Download the IntraFish app**

Stay a step ahead on seafood. Get news, analysis and insight on-the-go with the IntraFish app.

[Download now](#)

Podcasts

APRIL 1 · 40 MIN

We are expecting way too much from seafood eco-labels

IntraFish Podcast

⋮

▶ Play

See More ↗

See how your data is managed...

- [GSA](#)
- [Global Seafood Alliance](#)
- [Best Aquaculture Practices](#)
- [BAP](#)
- [Certification](#)
- [🔔 Be notified](#)

Published 8 May 2024, 19:11 | Updated 8 May 2024, 19:11

[📄 Copy link](#)