BAP is the most comprehensive, proven and trusted third-party aquaculture certification program. We’ve been improving the environmental, social and economic performance of the aquaculture supply chain and growing the global supply of responsibly farmed seafood since 2002.
MEMBERSHIP

Benefits of Membership

BAP-certified endorsers are members of GAA and have access to the benefits listed here. Visit the GAA or BAP website to find additional resources and to check the status of your membership.

- Access to the Member Toolkit
- $600 off your GOAL conference registration
- Online Courses
- Webinars
- Media Monitoring and Outreach Reports
- GAA Films Exclusives
- Quarterly member-only newsletter

Creating a login on the GAA website will grant you access to the resources within your membership level.

Together we can change the practices and perceptions of aquaculture and we look forward to hearing your thoughts on our program.
### BAP: An Industry Leader

**Principal Features**

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**Issues Addressed**

- All Encompassing Standard
- Third Party International Benchmarking
- Environmental
- Food Safety
- Animal Welfare

**Grades of Passes**

- Salmon & Shrimp

Companies provide BAP with specific data relative to their needs by species and the facilities in their supply chains. Once BAP has obtained the necessary data, it can identify gaps, risks and overlaps and work with companies to develop a plan to address them. This process helps to increase engagement throughout the supply and production chain and increase the volume of BAP product.

### RESPONSIBLE SEAFOOD

**BAP Transparency**

As a BAP endorser, companies are encouraged to work with the BAP market development team to gain visibility into their supply chains through BAP’s supply chain transparency program.

BAP offers this service free of charge to provide insight into each company’s needs for BAP product compared to what is available in the supply chain. This service is a great benefit to being an endorser and something no other aquaculture certification program provides.

If you’re interested in becoming a BAP endorser, contact: Chris Trosin, VP of BAP business development, at chris.trosin@bapcertification.org.

**Here’s How It Works**

1. **STEP ONE: Agreement with Endorser**
2. **STEP TWO: Letters to Supplier**
3. **STEP THREE: Collect Data**
4. **STEP FOUR: Analyze Data**
5. **STEP FIVE: Present to Endorsers/Suppliers**
6. **STEP SIX: Project Kick Off**
7. **STEP SEVEN: Manage the Process in PORTal**
We’ve structured our program to ensure the highest level of integrity, with a team of staff members dedicated to ensuring that independent, third-party certification bodies (CBs) and auditors as well as BAP-certified aquaculture facilities are in compliance with program requirements.

Certification Bodies
BAP partners with third-party certification bodies (CBs) around the world to provide the easiest and timeliest audit of your operations. To be recognizable by BAP, CBs must be accredited under ISO/IEC Guide 17065 by an International Accreditation Forum-member accreditation body and a Multilateral Recognition Arrangements signatory to another internationally recognized scheme.

Audit Training
Auditors must be trained and accredited by the BAP program integrity team in order to audit a facility against the BAP standards. CBs, auditors and facilities are subject to announced and unannounced on-site audits as well as desk audits, and all are subject to suspension for non-compliance. New auditor candidates, existing auditors requiring refresher training, and observers are encouraged to attend our regularly held BAP auditor training courses.

Logo Policing:
We maintain a logo approval and logo-policing process to ensure that the BAP logo is being used appropriately. If you have specific questions regarding logo use, please contact logos@bapcertification.org.

Questions? Contact: programintegrity@bapcertification.org

BAP Standards Process
The Global Aquaculture Alliance (GAA) coordinates the development of the BAP certification standards for seafood processing plants, farms, hatcheries and feed mills. The standards are developed and continually updated through the production/method specific technical committees and under the guidance of a Standards Coordinator as well as a 12-member Standards Oversight Committee (SOC) comprised of members with expertise in the appropriate representation: one-third conservation, one-third academia and one-third industry. After review by the SOC, standards are modified, if necessary, and posted for 60 days of public comment. The committee’s consideration of comments leads to a final draft that must be approved by the SOC and GAA Board of Directors before implementation.
TOOLs FOR SUCCESS
BAP Marketing Toolkit

Work with the BAP marketing team to help spread the word about your sustainable sourcing policies. We’re always looking to partner with our endorsers to develop new marketing assets and campaigns. BAP has a variety of resources available to endorsers in the BAP Marketing Toolkit, and any of them can be customized to meet your needs.

For more information, please contact Elise Avallon at elise.avallon@bapcertification.org.

The BAP Marketing Toolkit Includes:

• Clings
• Ice Picks
• In-Store Signage
• Social Media Posts
• Recipe Videos
• Fact Sheets

Freezer Case Clings

The BAP Marketing Toolkit Includes:

G A A Opportunities and Resources

The Global Aquaculture Alliance promotes responsible aquaculture practices through education, advocacy and demonstration.

TOOLs FOR SUCCESS

GAA Membership
GAA Membership is now free to BAP endorsers. To learn more about the benefits of your membership, please contact Jason Trott, jason.trott@aquaculturealliance.org.

GAA Academy
The Global Aquaculture Academy is our online educational platform featuring courses on issues related to aquaculture. For more information, please contact Justin Grant, justin.grant@aquaculturealliance.org.

GOAL
GOAL (Global Outlook for Aquaculture Leadership) is a pre-competitive event an opportunity to put day-to-day business aside and bring together all industry segments to discuss shared responsibilities and goals. For more information, please contact Steven Hedlund, steven.hedlund@aquaculturealliance.org.

Aquademia Podcast
Aquademia is your go-to podcast for a fresh take on all things seafood. The podcast aims to educate consumers and industry professionals on how seafood is connected with the issues facing our planet, what consumers can do to help, and arm them with the knowledge to make better seafood choices! For more information, please contact Shaun O’Loughlin, shaun.oloughlin@aquaculturealliance.org.

G A A Advocate
The Global Aquaculture Advocate publishes new features and technical articles about the evolution of aquaculture, one of the world’s fastest growing industries. For more information, please contact James Wright, james.wright@aquaculturealliance.org.

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