Why Links are Important

The BAP program uses a star system to represent each part of the farmed seafood supply chain, which includes the processing plant, farm, hatchery and feed mill. Links are used to show how a product flows through this chain, from one BAP-certified facility to another.

Links are important because the information provided by facilities is used to validate the facility’s chain of custody so that customers can understand where the product originated from. A plant that is four-star capable should have valid links to at least one certified farm, hatchery and feed mill.

Ensuring our producers have current links in our system is essential to providing marketplace endorsers with the information they need to help them better understand their supply chain and make necessary buying decisions. Our producers can update their links any time by logging into the BAP website and selecting “View/Edit Your Profile.”

Under “Current Multi-Star Links,” you can manage your confirmed links by sending requests between facilities to approve or deny. Should you have any questions, please contact your BAP specialist.

To see a video tutorial on how to create multistar links, click here.

Learn more at www.bapcertification.org