



Best Aquaculture Practices Certification: Program Evolution

**Jim Heerin
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global aquaculture
the alliance

Jim Heerin

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- Lawyer and aquaculturist Jim Heerin is president of Best Aquaculture Practices Certification Management. He has served the BAP program since 2006, when he became executive vice president of BAPCM's forerunner, the Aquaculture Certification Council. Heerin was also the treasurer of the Global Aquaculture Alliance until 2005.
- In 1966, while practicing law in Pennsylvania, USA, Heerin formed Sea Farms, Inc., a start-up enterprise dedicated to shrimp farm research and development. A Founding Member of the GAA, Sea Farms later became Sea Farms International, Ltd. Its integrated hatchery, production and processing facilities in Honduras supply value-added products to high-end markets in the U.S. and Europe



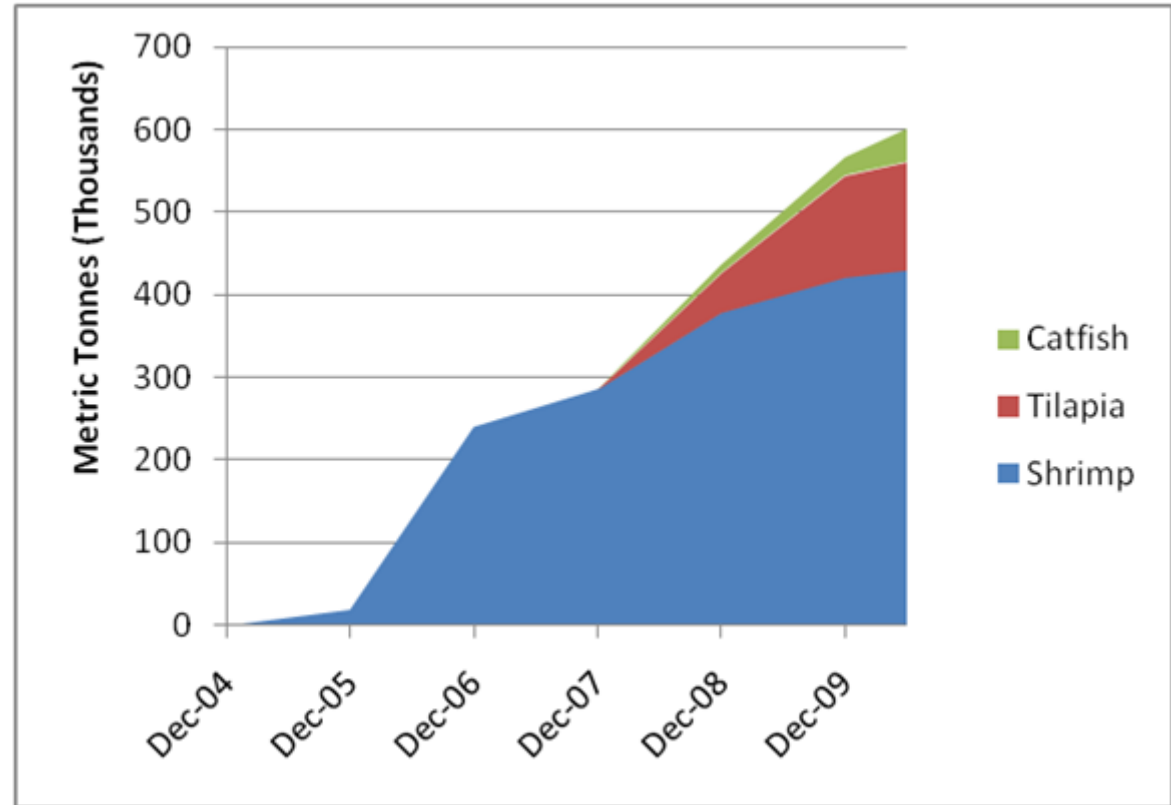
1. Growing Program

Current BAP Standards

- Shrimp
- Channel Catfish
- Tilapia
- *Pangasius*
- Processing Plants
- Feed Mills

Pending

- Salmon
- Mussels



2. Current BAP-Certified Facilities

- Hatcheries: 28
- Farms: 251
- Processing plants: 138
- 24 new plants and 92 new farms thus far in 2010



3. Finished Product Volumes

- Shrimp: 464,409 MT
- Catfish: 55,449 MT
- Tilapia: 140,474 MT
- Since inception in 2007, over 660,000 MT – nearly 1.5 billion pounds of finished product.



4. BAP Market Endorsement

- Approximately 70% of major retailers in U.S. support BAP certification
 - Walmart, Sam's Club
 - Target
 - Darden Restaurants
- Program growing in Canada and U.K.
 - Sobey's
 - ASDA
 - Lyons Seafood
 - The Cooperative



5. BAP Certification Management

- Changing market environment demands greater independence



6. BAP Certification Management

- ISO 65 certification bodies
- GFSI benchmarking of BAP processing plant standards



7. BAP Certification Management

- BAP Certification Management (formerly ACC) administers certification process.
 - Coordination, record keeping
 - Contracts with ISO bodies
 - Trains inspectors
 - Manages traceability
 - Performs unscheduled audits
 - Oversees use of BAP retail mark



8. BAP Retail Mark

- Star system
- One to three stars – four soon
- As of August 31, 2010:
36 two-star facilities,
23 three-star facilities



The Responsible
Seafood Choice.



9. Where From Here?

- Additional BAP standards
- Further harmonization of standards
- Further Integration of GAA, BAPCM





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