



*Yellowtail Kingfish from The Kingfish Company.
Photo by Piers Dawson.*



A FIELD GUIDE FOR CHEFS

A Chef's Guide to Best Aquaculture Practices

Sourcing responsibly farmed seafood for your menu

Why Aquaculture?

Responsible approaches to feeding the world's growing population are more critical now than ever before. With an anticipated ten billion people expected to inhabit the planet by 2050, the demand for animal protein is expected to increase by 52 percent. Aquaculture can play a key role in meeting the growing demand for food responsibly and providing a healthy source of protein now and for future generations.



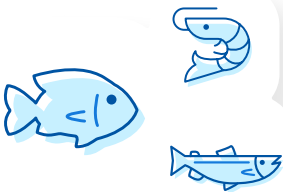
Meets Growing Demand

The world's fastest-growing food sector — bridging the gap between supply and rising demand.



Lower Environmental Impact

Fewer greenhouse emissions, less fresh water and feed per pound than land-based animal proteins.



Lean Protein, Year-Round

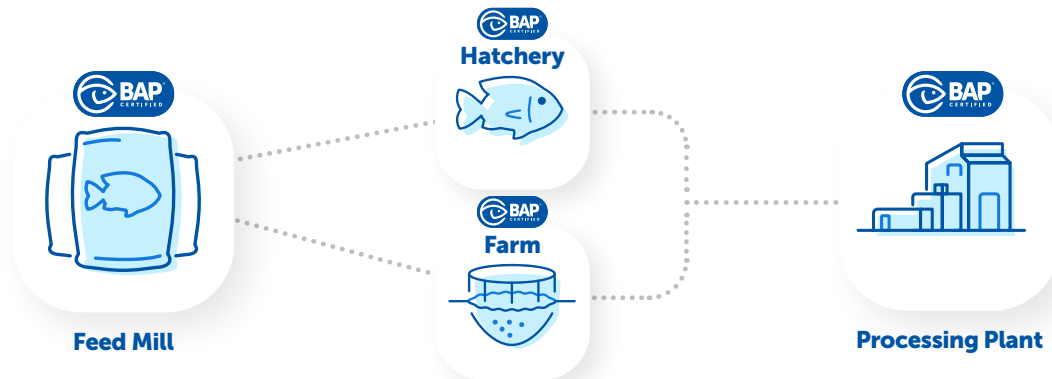
A consistent, nutritious supply of seafood regardless of season.

What is Best Aquaculture Practices?

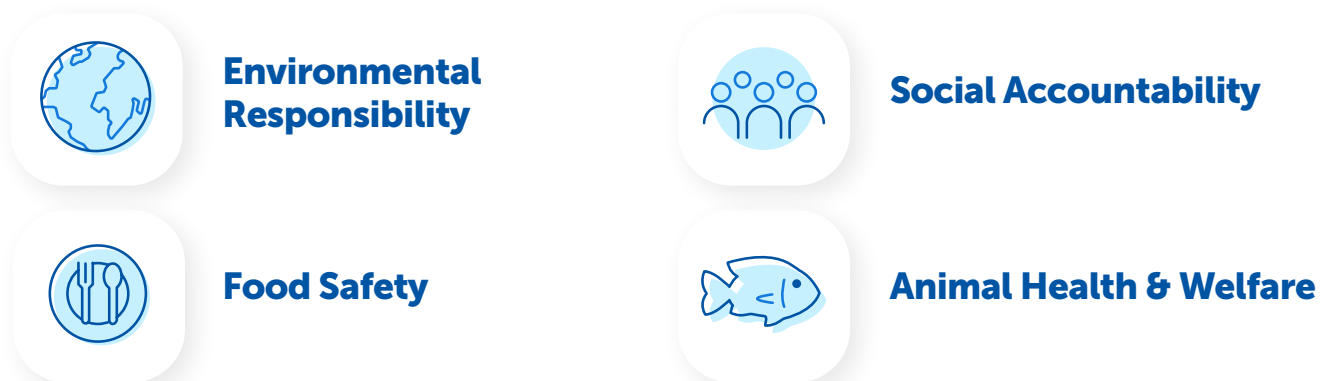
BAP is the world's most comprehensive third-party certification program for farmed seafood, with standards that cover the entire production chain, including processing plant, farm, hatchery and feed mill. More than 4,000 aquaculture producers worldwide are certified to BAP standards, which cover

critically important issues in environmental responsibility, social accountability, food safety and animal welfare. BAP-certified producers undergo an annual third-party audit to attain certification and address any non-conformities found during the audit to receive their certificate.

THE PRODUCTION CHAIN



BUILT ON FOUR PILLARS





The BAP Logo

Producers may use the BAP label on their products to demonstrate their commitment to responsible practices. If they choose to use the label, they also must display their certification number clearly on the package. This number can be used to look up the facility the product came from on the BAP website.



THE FOUR STAR SYSTEM

BAP uses a star system to show which parts of the chain are certified. Four stars is the highest designation achievable, which means the entire production chain is certified.

**Best
Aquaculture
Practices.**

- ★ Processor
- ★ Farm
- ★ Hatchery
- ★ Feed

CERT # P12345

bapcertification.org



What Species Are Certified?

More than 60 species from producers around the world are certified to BAP standards.

Atlantic Salmon

Barramundi

Catfish

Clams

Coho Salmon

King Prawns

Mussels

Oysters

Pangasius

Rainbow Trout

Scallop

Seabass

Seabream

Tilapia

Yellowtail Kingfish

...and many more



For a full list of BAP-certified species, visit the certified producer page

Scan QR code or click link below

[See full list](#)



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Responsible Seafood Deserves a Place on the Menu

71%



of consumers trust information about seafood from chefs — *you are one of the most trusted voices.*

88%

of people surveyed enjoy eating fish or seafood

62%

say seafood is one of the healthiest proteins

67%



trust products carrying the BAP label

50%+



more likely to buy seafood with the BAP logo

40%

willing to pay more for responsibly farmed fish

Also worth knowing:

More than half of consumers want to avoid seafood from irresponsible companies.

Being 'safe to eat' is one of the most important factors for consumers.

Animal welfare, environmental responsibility and traceability all matter.



Research from 2025 GlobeScan survey conducted in Canada, Spain, France, the United Kingdom and the United States.

Get in touch.
logos@globalseafood.org

How Can I Inform My Staff & Customers?

Ask your distributor for BAP-certified options, and reach out for help communicating about BAP. Our marketing team can create something unique to your restaurant, social page or website.

Get in touch with our marketing team!

logos@globalseafood.org

Examples of ways you can talk about BAP:



Back of House Poster

Helps staff answer customer questions.



Add the logo to your menu

No specific product call-out permitted.



Talk about it on your site

Share your responsible-sourcing story.



Post & tag us on social

We'll amplify your commitment.