



# CERTIFIED USERS

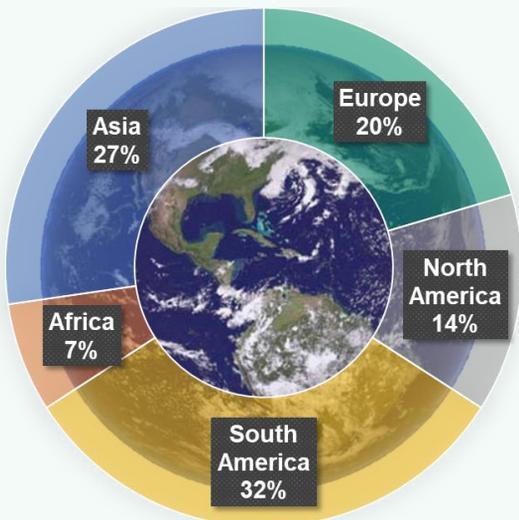
## IFFO RS 2017 SURVEY REPORT

*Driving responsible behaviour for a sustainable future*

As part of IFFO RS' Monitoring, Evaluation and Learning (MEL) system and in order to facilitate the collection of stakeholder opinions and feedback, IFFO RS have released a number of surveys. Data from these surveys will be used as part of the annual IFFO RS MEL system report to provide up-to-date information to stakeholders and other interested parties. This also allows annual changes to be highlighted as well as providing an opportunity for improvements to be implemented.

Survey 2 was sent to those who were certified with an IFFO RS standard as of 2017. The motivation for this survey is **to gain a better understanding of factors that influence application** as well as **the benefits of being IFFO RS certified** i.e. the driving factors for certification.

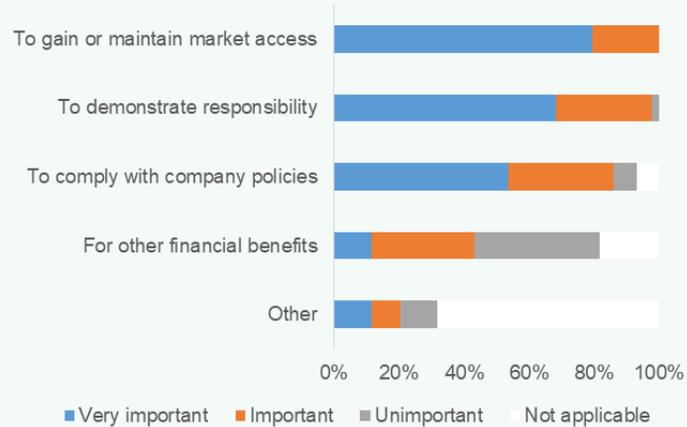
Of the **44 responders** that completed the survey, **73%** were IFFO RS certified and **27%** IFFO RS Chain of Custody certified. The majority (**63%**) of those who responded have been certified for over 3 years, with **23%** certified for 1 to 3 years and **14%** for less than 1 year. The global distribution of responders can be seen in the chart below, with the highest proportion from South America (**32%**) followed by Asia (**27%**).



This distribution is a reasonable representation of the global distribution of those IFFO RS certified as of 2017 with **48%** of those certified in South America, **25%** in Europe, **17%** in Asia and **5%** in both North America and Africa.

### Reasons for IFFO RS application

Responders were asked to identify how important different factors were to their decision to apply for IFFO RS certification.



The factors that were very important or important were:

- **to gain or maintain market access - 100%**
- **to demonstrate responsibility - 98%**
- **to comply with company policies - 86%**

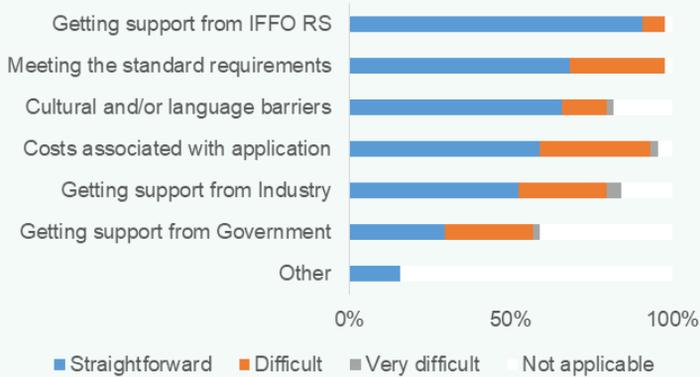
In addition to the factors above, **certification requested or insisted upon by customers** was also mentioned by responders which is also linked to market access.

### Experience during application to IFFO RS

Gaining a better understanding of what applicants perceive as straightforward or difficult when applying for IFFO RS certification allows IFFO RS to work towards making appropriate changes to improve specific aspects of the process. Of the factors outlined on the reverse side, responders found the following straightforward:

- **support from IFFO RS - 91%**
- **support from government - 30%** (41% said that this was not applicable to them)

Between **52%** and **68%** of responders said that other factors within the process were straightforward (see graph for details).



This question highlights that in general, the appropriate support is available for applicants, however there are some aspects where improvements can be made. Responders found the following either difficult or very difficult:

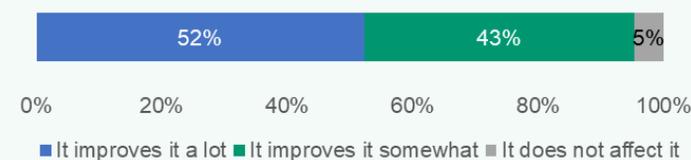
- *costs associated with application* - 18%
- *support from industry* - 16%
- *support from government* - 15%
- *meeting the requirements of the standard* - 15%

### Satisfaction with IFFO RS certification

It is important to understand whether those certified by IFFO RS are satisfied with the process and benefits gained from certification. The average satisfaction of those currently IFFO RS certified was **77%**.

The region with the highest average satisfaction was Africa at **85%**, followed by South America at **84%**. North America and Asia had an average satisfaction of **76%** and **73%** respectively and Europe had the lowest average satisfaction of **68%**.

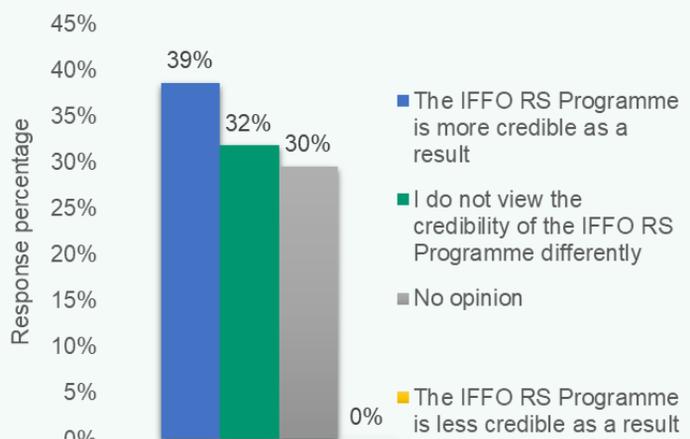
### How IFFO RS certification affects market access and/or opportunity to sell certified material



**95%** of responders said that being IFFO RS certified *'improved their market access and/or opportunity to sell certified material'* either a lot (**52%**) or somewhat (**43%**). This enforces the current IFFO RS Theory of Change model that market access drives certification.

### View of the IFFO RS Programme following the Improver Programme development

Following the development of the IFFO RS Improver Programme it is important to understand the perception of those who are already certified with IFFO RS. Positively, **39%** of responders felt that the IFFO RS Programme is *'more credible as a result'* and **32%** *'do not view the credibility any differently'*. No-one found the programme less credible as a result. This is a perception that IFFO RS aim to maintain through further development in association with stakeholders and maintaining robust procedures.



### Other comments

Additional comments left by responders also shine a light on other issues and areas for improvement. These include:

- *refining how IFFO RS market themselves,*
- *increasing visibility within the supply chain,*
- *further collaboration across the standards in the marine ingredients supply chain.*

### Future targets

As part of its development, IFFO RS aims to continue to gain a broader understanding of stakeholder perceptions and any issues flagged as a results of these surveys. IFFO RS will work towards *improving accessibility* in areas outlined here as well as *increasing our satisfaction rating*. A main focus of this will be to *improve advocacy of the standard* and *increase awareness of its benefits*. IFFO RS also aim to maintain the good perception regarding the IFFO RS Improver Programme.

IFFO RS is open to, and welcome any ideas and suggestions. Please contact the IFFO RS Monitoring, Evaluation and Learning Coordinator at [nclark@iffors.com](mailto:nclark@iffors.com).

If you have any comments, questions or suggestions please contact us using one of the following methods: