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Date: June 2009

To: Marine Aquarium Retailers

RE: Announcing the new MAC Licensed Retailer Program

A number of marine aquarium retailers around the globe have been purchasing MAC Certified Organisms from certified industry operators for years but have been unable to sell them as such, due to the various complexities and costs of becoming a certified retailer. The Marine Aquarium Council (MAC) is pleased to announce the launch of a new interim licensed retailer program designed to allow retailers who satisfactorily complete the MAC self-assessment questionnaire and agree to the terms of the licensing agreement to sell MAC Certified Organisms and to advertise product as such.

Legislative authorities worldwide are moving to further regulate the trade of marine aquarium organisms, making it more important than ever to demonstrate self-sustainability of the trade in terms of conservation, sustainable use, and biological diversity. This program will help reduce leakage of certified product through the chain of custody and allow a greater number of hobbyists to purchase sustainably harvested and handled organisms. The program will also act as a preliminary step to retailer certification as it incorporates basic requirements of MAC's Handling, Husbandry, and Transport (HHT) Standard, but does not require third party certification.

Retailers wishing to participate in this program are asked to contact Marine Aquarium Council via email (retailers@aquariumcouncil.org) or our website (www.aquariumcouncil.org) to obtain the necessary forms, guidance documents, and supplementary information about the program. When complete, the form should be mailed with payment (outlined in Appendix One) to the MAC address listed above, c/o Licensed Retailer Program. Once approved by MAC, you will be granted a license to sell MAC certified product and use the MAC label in accordance with the rules and regulations of the program. Licensed retailers will get the added benefit of being listed on the MAC website as sellers of certified marine organisms.

MAC encourages you to participate in this new program so as to help open up the sale of certified product to those who desire them, resulting in an increased awareness of MAC products, programs, and services.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Mainenti", is positioned below the word "Sincerely,".

David Mainenti
Executive Director



APPENDIX ONE

FEE STRUCTURE FOR LICENSED RETAILER PROGRAM

Participation in the licensed retailer program is voluntary, but does require an annual membership based on the number of stores in operation at the time the application is signed. The cost of this program for 2009-2010 is as follows:

Number of Retail Outlets	Annual Fees	
	Main Fee	Additional Store Fee (per store)
1	US\$250 / €225	n/a
<3	US\$200 / €175	US\$50 / €40
4 – 10	US\$150 / €125	US\$40 / €30
>10	US\$100 / €75	US\$30 / €25

Please include payment to the Marine Aquarium Council by check with the submission of your completed application. Retailers who participate in this program can reap a number of benefits including, but not limited to, the following:

- Listing of your company on the MAC website as a licensed retailer.
- Ability to differentiate your products from competitors.
- Allows you to display the traceability of certified product back to its sustainable source.
- Ability to use and display a clear and easily identifiable eco-label with certified products you sell.
- Provides assurance to customers that certified product has passed rigorous and credible standards for sustainable ecosystem management and the handling and husbandry of organisms.
- Places your company at the heart of a growing and effective voluntary standards movement that supports sustainability of goods and services purchased by customers on a regular basis.
- Informs your customers that you support environmental responsibility in the trade and are committed to ensuring a continued supply of marine organisms for future generations to come.
- Increases consumer recognition and understanding of the rapidly growing market for certified products.



LICENSED RETAILER PROGRAM APPLICATION FORM

Name of Organization	
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Contact Name	
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Title	
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Street Address 1			
Street Address 2			
City		State	
Zip Code		Country	
Type of Business		# of Outlets	

Telephone		Fax	
Email			
Website			

Do you authorize MAC to display this information on our website if your application is approved?	Yes <input type="checkbox"/> No <input type="checkbox"/>
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Who do you purchase certified organisms from?	

1. Do you pledge to properly segregate and label certified and non-certified organisms using separate holding and display tanks?	Yes <input type="checkbox"/> No <input type="checkbox"/>
2. Do you have a system of traceability in place that can document the source of origin and chain of custody for certified organisms?	Yes <input type="checkbox"/> No <input type="checkbox"/>
3. Do you agree to abide by all required local, national, and international rules and regulations pertaining to the trade of marine aquarium organisms?	Yes <input type="checkbox"/> No <input type="checkbox"/>
4. Do you have appropriate animal husbandry practices in place that ensure for the proper welfare of marine aquarium organisms?	Yes <input type="checkbox"/> No <input type="checkbox"/>
5. Do you track mortality on a periodic basis?	Yes <input type="checkbox"/> No <input type="checkbox"/>
6. Do you agree to periodically provide MAC with aggregate data on the trade of certified organisms so as to improve the overall certification system?	Yes <input type="checkbox"/> No <input type="checkbox"/>
7. Do you ensure that your operations are conducted in a financially sound and in the most sustainable manner possible?	Yes <input type="checkbox"/> No <input type="checkbox"/>
8. Do you agree to follow all terms and conditions outlined in the MAC Label Guide?	Yes <input type="checkbox"/> No <input type="checkbox"/>

NO FALSE STATEMENTS: I hereby declare that the above statements are true and that I have not suppressed or misstated any facts and I agree that this declaration shall form a part of my licensure. I understand that untrue statements could void my license.

Authorized Signature		Date	
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Mail, Fax, or Email Your Completed Application to:
 Marine Aquarium Council c/o Licensed Retailer Program
 P.O. Box 235878, Honolulu, HI 96823 USA
 Tel: +1 (808) 550-8217 • Fax: +1 (888) 531-1694 • Email: retailers@aquariumcouncil.org