

Sustainable Seafood: Solutions for the Food Service Sector



Sustainable Seafood: Challenges and Opportunities

In food production, the fishery and aquaculture sector is one of the most complex, as it has associated environmental, social and ethical concerns that may directly impact the public perception of hotels & restaurants or institutional food service companies offering seafood choices to their guests.

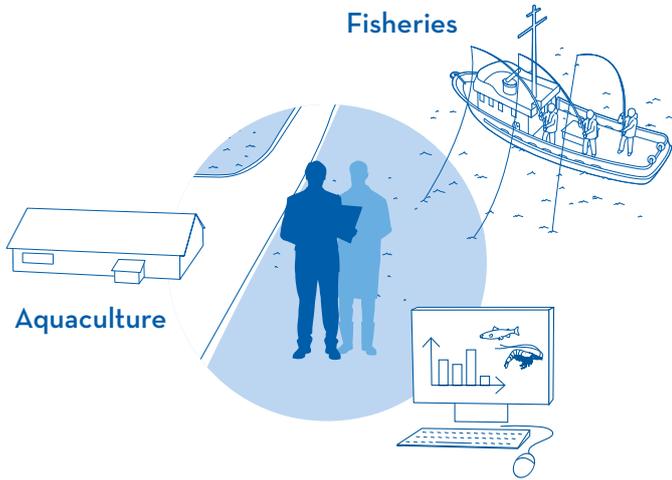
There is wide acceptance within the hospitality sector that sustainability is essential to long term successful business strategies. Restaurants, hotels, private catering businesses and food service companies are confronted with an increasing number of demands that challenge their ability to keep up with the complexities surrounding sustainable seafood and responsible sourcing, on both global and local levels.

Furthermore, there is increasing pressure on the food service sector to implement responsible practices and credibly verify the sustainability of the seafood choices offered.

Solutions for Hospitality and Food Service Companies

In a world where consumer awareness, NGO campaigns, public pressure and underlying conditions for sourcing in producer countries are often not aligned, it takes a dedicated approach to address the issues at stake and to develop viable solutions. A sustainable seafood sourcing strategy is a cornerstone of public perception for both local players as well as global actors.

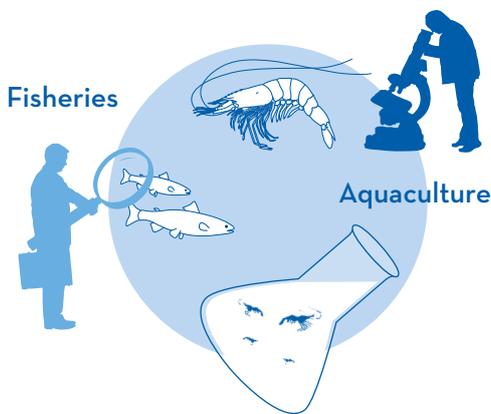
With an experienced team of consultants, Blueyou is well equipped to provide effective services to both the hospitality and food service sectors. Blueyou offers practical solutions at the local and global scales across the world and accompanies clients on the path to improvement.



A: SEAFOOD POLICY & SOURCING CRITERIA

- Principles of responsible Sourcing
- Criteria for Capture Fisheries
- Criteria for Aquaculture

Based on the specific needs of clients, Blueyou develops seafood sourcing policies that include criteria for both capture fishery and farmed seafood products that can be applied on the scale relevant to the client's operations.



B: STATUS ANALYSIS & ASSESSMENTS

- Analysis of Existing Seafood Spent
- Sustainability Assessments
- Risk and Impact Classification of Seafood

Blueyou performs desk-based sustainability analyses of the client's current seafood offerings and provides the client with a complete overview on where the company currently stands and on which specific areas the improvement process should be primarily focused.



C: IMPLEMENTATION & IMPROVEMENT

- Sourcing Guidelines for Chefs
- Guidance for Improvement Process
- Access to Better Products and Origins

Blueyou supports clients during the implementation process, which focuses on the required sustainability improvements of existing supply chains and products, in line with the defined sourcing policy and any identified gaps and risks. For clients operating internationally, global sourcing standards are broken down to local conditions. Blueyou not only offers guidance for the improvement of existing supply chains, but also for access to new products and alternative, better choices on both the local and global levels.



Blueyou Mission Statement

At Blueyou, our mission is to be at the forefront of transforming global seafood production towards a more sustainable future by harnessing the power of consumer markets and bridging the gap between producers and buyers.

About Blueyou Consulting

Blueyou is a consulting company that focuses on sustainable fisheries and aquaculture and their related supply and value chains. Blueyou's services include conceptual, science-based guidance and advice as well as practical implementation work in the fisheries and aquaculture sector. Blueyou serves a wide range of clientele, which includes international organizations and governmental bodies, the food production and retail industry, NGO's as well as other public organizations and authorities.

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