



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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FIRST SHRIMP FARM WORLDWIDE ACHIEVES ASC CERTIFICATION

Zürich, Switzerland - The Aquaculture Stewardship Council (ASC) has announced the first shrimp farms to achieve certification. Owned and managed by the Ecuadorian company Omarsa, a group of three shrimp farms have completed the assessment process and are now the first shrimp farms in the world to receive ASC certification.

The vertically integrated farms have been undergoing a rigorous improvement process, managed in close collaboration and under technical guidance by Blueyou Consulting, over the past 3 years to ensure their compliance with the new ASC standard.

"We are thrilled to see our partner, Omarsa, as the world's first ASC certified shrimp farm. The extensive, low-input farming systems used by the company, combined with professional farm management, the use of sustainably produced feed, and the implementation of a community development plan have been the cornerstones of this major achievement," says René Benguerel, Blueyou's Managing Director.

Omarsa's certification is largely the result of the company's longstanding commitment to responsible and sustainable aquaculture practices. Under the ASC's Biodiversity-inclusive Environmental Impact Assessment (BEIA) and the Participatory Social Impact Assessment (PSIA), Omarsa has been able to demonstrate a well-balanced approach to addressing the environmental and social aspects of marine shrimp farming.

For Sandro Coglitore, Managing Director of Omarsa, the route to certification was a positive experience: *"We are very proud and happy to receive an official third party recognition for our continuous engagement for more sustainable and socially responsible shrimp farming in Ecuador. The ASC standard for farmed shrimp is definitely quite demanding - and it's good to see that our efforts and investments have led to a successful certification".*



The aquaculture improvement and ASC compliance process was funded in part by the IDH Farmers in Transition (FIT) Fund, which provides financial assistance to aquaculture producers in an attempt to keep up with the increasing global demand for sustainably farmed shrimp. The FIT Fund supports farmers to implement more sustainable practices that meet buying requirements and help to future-proof the sector by improving social and environmental performance.

For Roy van Daatselaar, who manages the FIT Fund, the ASC certification of Omarsa is an important step into right direction. *“We are happy to learn about the successful completion of our project with Omarsa and Blueyou Consulting in Ecuador. Based on these experiences, we hope to see more Latin American producers participating in the ASC program”*

Especially in the wake of the negative press farmed shrimp has received lately (early mortality syndrome crisis, human trafficking, etc.), ASC certified shrimp is in high demand by sustainably-minded consumers in Europe and North America who want to support production that is free of negative environmental and social impacts.

“Our retailers clients have been waiting for the ASC to certify shrimp farms for more than four years – we will be launching the first ASC certified shrimp in the Scandinavian market soon,” says Jesper Hansen, CEO of Planets Pride in Denmark. The company has been partnering with Blueyou and Omarsa throughout the improvement process and is Omarsa's partner of choice for the Scandinavian Market.

ABOUT BLUEYOU CONSULTING

Blueyou Consulting is an internationally recognized consulting and service company focused on sustainable fisheries and aquaculture and their related seafood supply chains. The Blueyou team of consultants includes professionals in the field of fisheries and aquaculture as well as those in supply chain management, logistics and marketing. Blueyou Consulting works within an extensive worldwide network, which includes government and non-government organizations, scientific research institutions as well as private companies in the seafood production and market sectors.

MEDIA CONTACT AND FURTHER INQUIRIES

For more information about Blueyou Consulting's other aquaculture and fishery improvement programs, please contact Laura Peet at laura.peet@blueyou.com and visit us on the web at www.blueyou.com.

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