

# Consulting for Sustainable Fisheries





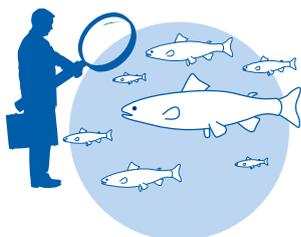
## Challenges and Opportunities

Fisheries remain the only food sector in the world that directly exploits wild resources. More than a century of overfishing and ineffective fisheries management has degraded most fish stocks and aquatic ecosystems to a level at which future returns are not secured – threatening aquatic life and the livelihoods of millions of people who depend on it. There is wide acceptance within the fishery and seafood sector that sustainability is essential to the success of any future business strategy. Blueyou Consulting recognizes that this development offers both opportunities and challenges that must be adequately addressed.

- What are the key criteria for sustainably harvested seafood?
- How can critical impacts be quantified and reduced?
- What tools exist to improve availability and reliability of fishery data?
- By what incentives can stakeholders be encouraged to embrace more responsible practices?
- Which challenges and opportunities exist for small-scale fisheries?

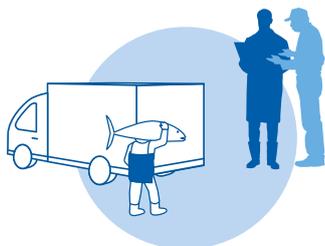
# Services and Solutions by Blueyou Consulting

With an international team of fisheries scientists, seafood experts and supply chain consultants, Blueyou Consulting offers a full range of services providing scientific, technical and market-based solutions to ensure the long-term sustainability and economic profitability of fisheries:



## Resource Assessment and Impact Studies

- Biological and economic resource assessment
- Aquatic resource modeling
- Environmental impact and life cycle assessments (EIA, LCA)



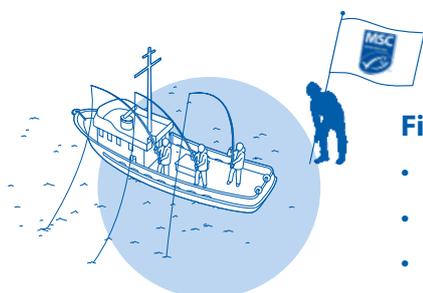
## Fishery Data and Supply Chain Integrity

- Catch documentation schemes (CDS)
- Traceability solutions and chain of custody schemes (CoC)
- Food safety and seafood quality assurance



## Governance and Fisheries Management

- Fisheries organization, governance and management capacities
- Awareness creation and capacity building
- Integrated management policies and fishery co-management



## Fisheries Improvement (FIP) and Seafood Certification

- Development of fishery improvement projects (FIP)
- Project management, monitoring and evaluation of FIPs
- Guidance on fishery certification and facilitation of auditing process



## Economic Analysis and Value Chains

- Economic studies on seafood trade and value chains
- Optimization of resource use and economic benefits
- Fair trade models for community-based fisheries



## 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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