

# Sustainable Seafood: Solutions for Seafood Businesses



# **Sustainable Seafood: Challenges and Opportunities**

There is wide acceptance within the seafood sector today that sustainability is essential to long term business strategies. Seafood distributors, retailers and food service operators are confronted with an increasing number of client demands that challenge their ability to keep up with the complexities surrounding sustainable seafood. In turn, there is increasing pressure on the industry to implement responsible practices, develop instruments to quantify impacts of seafood production, and credibly verify the improved performance of fishery and aquaculture suppliers.

## **Solutions and Advice offered by Blueyou Consulting**

In a world where consumer awareness and buying patterns, NGO campaigns, public pressure and local conditions in producing countries are often not aligned, it takes a dedicated approach to address the issues at stake and to develop viable solutions for businesses to realize their sustainable seafood strategies.

With an experienced team of international consultants, Blueyou is well equipped with the necessary perspectives and skills to help market actors navigate through the challenging landscape of seafood sustainability.

# Blueyou Consulting offers practical Solutions for Seafood Businesses



## 1. Sustainability Assessments

- Seafood sustainability assessments and scientific analysis
- Guidance on different NGO methodologies and seafood consumer guides
- Onsite evaluation of producer performance



## 2. Seafood Sourcing Policies

- Development of seafood sourcing policies
- Tailor-made solutions for local and international procurement
- Implementation of sourcing policies



## 3. Improvement of Seafood Supply Chains

- Analysis of existing supply chains (traceability, economic performance, food safety)
- Implementation of traceability and supply chain integrity solutions
- Development and conduction of fishery and aquaculture improvement projects (FIPs and AIPs)



## 4. Environmental Impact Analysis

- Life cycle assessments (LCAs) of seafood
- Impact assessments of seafood production
- Carbon footprint of seafood from both fisheries and aquaculture



## 5. Seafood Certification

- Strategic guidance on existing seafood certification schemes
- Certification solutions for B-to-B and B-to-C levels
- Assessment of effectiveness of seafood eco-labels
- Facilitation of seafood certification with credible auditing bodies



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

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