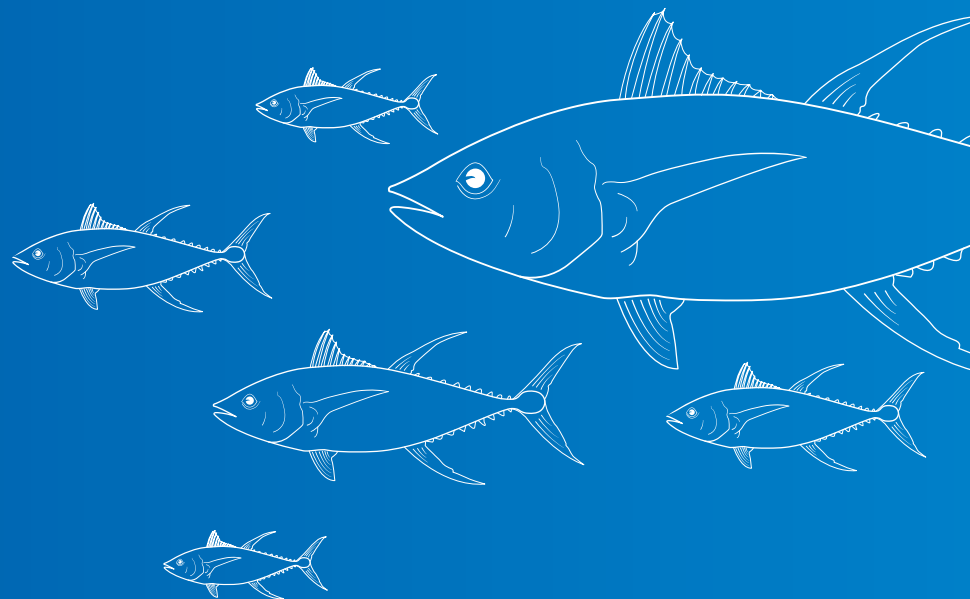
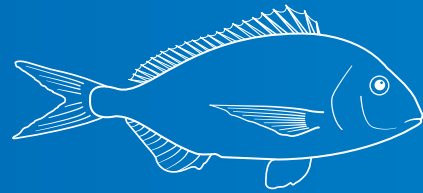


Products & Supply Chains



Sustainable Seafood Solutions for Responsible Markets

Blueyou Consulting offers a unique business-to-business sourcing and supply chain management programme for sustainable seafood products. The programme engages with aquaculture and fishery operators worldwide and facilitates the process of improvement, the promotion of better practices and the reduction of environmental and social impacts.

By combining partnerships with fishery and aquaculture stakeholders with professional supply chain and sourcing services for markets in Europe, North America and Asia-Pacific, Blueyou Consulting creates economic incentives as key drivers for positive change in today's seafood industry.

Blueyou's services and products are available to anyone that is interested in sustainable seafood procurement. The program specifically addresses seafood importers, distributors, retailers and food service companies that have a genuine long-term interest in more sustainable, transparent and responsible seafood supply chains.

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 governmental and nongovernmental organisations, scientific research institutions as well as private companies in the seafood production and market sectors.

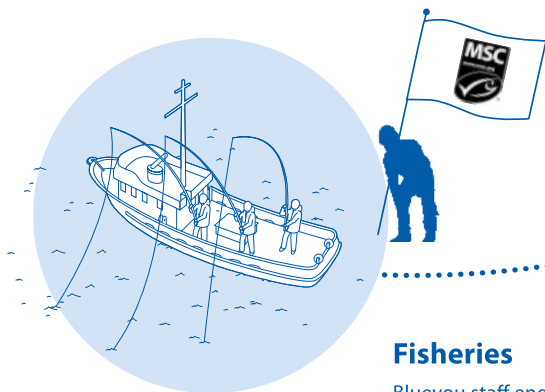
© 2012 Blueyou Consulting Ltd. All rights reserved.

Integrated Sourcing Solutions for Sustainable Seafood

Blueyou Consulting offers unique procurement solutions for sustainable seafood, based on integrated and transparent supply chains. The business-to-business platform offers direct sourcing access to producers in the fisheries and aquaculture sector.

Fishery Supply Chain

The integration of all actors along fishery supply chains allows for a holistic approach to fisheries improvement. Strengthening the individual positions of stakeholders in the supply chain helps to build the incentives that are the key drivers for sustainability improvements.

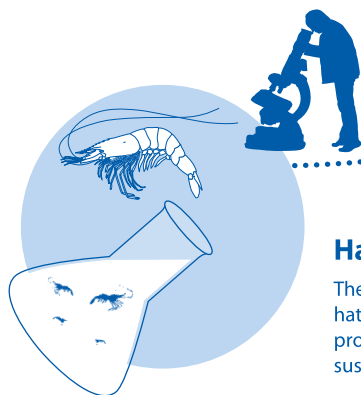


Fisheries

Blueyou staff engage with fisheries to create greater sustainability awareness and provide valuable advice about how improvements can be achieved, including food safety, product quality, traceability and financial management to better secure livelihoods.

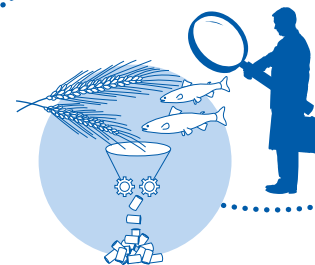
Aquaculture Supply Chain

Farmed seafood supply chains encompass all steps of production within an integrated quality management process. Creating awareness and understanding about the specific elements of sustainability and their translation into better practices are key elements of Blueyou's aquaculture improvement programs.



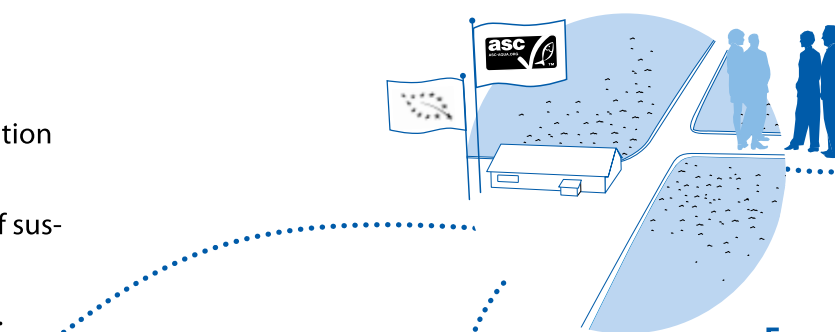
Hatchery

The provision of high-quality juveniles / PLs from hatcheries that have effective bio-security protocols in place is an essential part of every sustainable aquaculture supply chain.



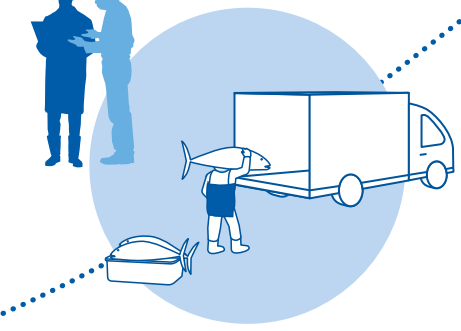
Feed Mill

Experts from Blueyou work with the feed industry and facilitate the development of sustainable aquafeeds by offering guidance and advice for sourcing suitable raw materials.



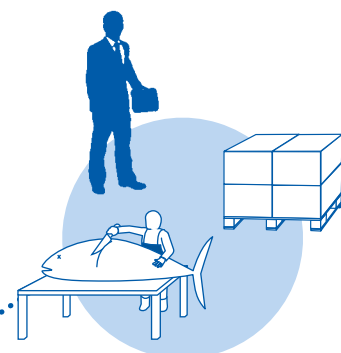
Farm

On the farm level, Blueyou aquaculture experts facilitate the process of aquaculture improvement by raising awareness about environmental issues, implementing better practices and working towards achieving independent verification according to credible standards for farmed seafood.



Fish Traders

Blueyou experts work with fish traders to improve seafood handling practices, business management, food safety and traceability. Safeguarding proper and fair business practices for fishermen is an essential element of responsible seafood supply chains.



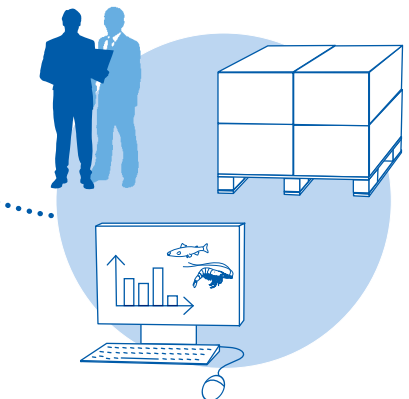
Processing and Export

Dedicated processing and export companies work directly with Blueyou consultants on traceability, product integrity and responsible sourcing practices and are a critical part of every fishery and aquaculture supply chain. The quality management integrates all components of the supply chain and allows for full traceability and transparency of the production process.



Market Services

Blueyou's services for seafood buyers include the facilitation of direct sourcing, integrated supply chain management as well as support in marketing and consumer communication.



Direct Sourcing

Blueyou offers a unique platform for the direct sourcing of sustainable seafood products. Clients have direct access to processing factories or aquaculture operations that are partners of Blueyou's aquaculture program.

Supply Chain Management

Direct sourcing services are complemented by a full range of supply chain management components that are critically important for improving the effectiveness and reliability of supply chains:

- Coordination between product supply and demand
- Planning of production and harvests according to orders
- Risk management for mitigation of supply shortages
- Constant monitoring and quality assurance of the production process
- Pre-shipment inspections on client demand

Marketing and Communication Support

Blueyou consultants support clients in the marketing of sustainable seafood products, communication aimed at consumers and creating greater awareness of sustainability in the seafood market.

