



Business Policy

SUPPLY CHAIN INTEGRITY | TRANSPARENCY | SOCIAL RESPONSIBILITY

1. Legal Compliance	Blueyou strives to be fully compliant with existing national and international laws of food legislation, food safety and supply chain integrity and food declaration. Blueyou believes that correctly identified and declared food products are the basis for mutual trust between producers and consumers and are therefore of fundamental importance for more responsible and sustainable practices in the seafood industry
2. Species Identity	Blueyou checks and approves the correct (scientific) species identity for every seafood product procured and commercialized. Blueyou informs buyers and consumers on both local (commercial) names as well as scientific names of the species. Blueyou may undertake genetic analysis for correct species identity and regular monitoring for compliance with this policy
3. Product Origin	Blueyou correctly informs about the products' origin with regards to aquaculture (farmed species) or wild caught origin (fisheries) including detailed information to geographic origin such as capture and production countries, zones and areas
4. Method of Production	Blueyou indicates the exact method of production for farmed seafood or capture gear for wild caught species
5. Traceability	Blueyou implements a traceability system along its entire supply chains and provides traceability information on all packed and commercialized products for consumers and buyers
6. Expiry Date	Blueyou declares the exact date of manufacturing and the date of expiry, as per internal testing and analysis of products quality. Also, Blueyou informs buyers and consumers on the correct handling practices in order to keep products in good quality until consumption
7. Ingredients	Blueyou provides a list of all ingredients for every seafood product packed and commercialized. For frozen and glazed products, the exact amount of glazing is indicated
8. Allergens	Allergenic compounds are declared on the product label
9. Product Specifications	Blueyou openly informs seafood suppliers and clients on all relevant parameters of product specifications in order to create the basis for correct, transparent and effective implementation of standards, procedures and client expectations within all business processes
10. Social Responsibility	<p>Blueyou is committed to the principles of social responsibility in global seafood supply chains. As an active member of the amfori-network, Blueyou is actively taking part in the Business Social Compliance Initiative (BSCI) and endorses the underlying Code of Conduct (CoC) of the BSCI. Blueyou is committed to adhere to the BSCI core values of continuous improvement, cooperation and empowerment in close collaboration with its suppliers worldwide and reinforce social responsibility and the principles of the code of conduct in all its supply chain for wild caught and farmed seafood:</p> <ul style="list-style-type: none">- Rights of freedom of association and collective bargaining- Occupational health and safety- No bonded labour and no child labour- Special protection for young workers- Fair remuneration and ethical business behaviour- Decent working hours and no precarious employment- No discrimination- Protection of environment
11. Small-scale Producers, Livelihoods and Fair Trade	Blueyou acknowledges the importance of small-scale producers in global supply chains of wild-caught and farmed seafood and actively works on improvement of market access, value chains and product positioning from smallholders on global markets. Blueyou actively works with Fair Trade organisations on models of fair trade for global seafood commodities and promotes such products on international markets