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## MEDIA RELEASE

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### FOR IMMEDIATE RELEASE

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### LAUNCH OF SELVA SHRIMP® - SUSTAINABLE BLACK TIGER PRAWNS FROM A UNIQUE AQUACULTURE IMPROVEMENT INITIATIVE

**Blueyou Consulting is pleased to announce the official launch of Selva Shrimp®, a premium black tiger prawn that delivers a high quality product coupled with a strong sustainability and traceability verification program.**

This unique program features black tiger prawns that are sustainably grown in mangrove forests in southern Vietnam. By maintaining a functional ecosystem of mangrove forests and aquatic species, shrimp are raised using the natural productivity of the surrounding forest habitat with no external inputs such as feed, fertilizers and chemicals. With little intervention, shrimp grow to large sizes and possess a succulent flavor and natural, vibrant color.

#### **Aquaculture Improvement, Conservation of Mangroves and Improved Livelihoods**

Selva Shrimp® black tiger prawns not only offer a sustainable seafood choice, but also create a direct link between consumers and small-holder farming communities in Southeast Asia. Through this direct link, the program creates economic incentives to support and improve the conditions for small-scale shrimp farmers and the more effective conservation of mangrove forests in coastal habitats.

Local experts from Blueyou Consulting are working with small-scale farmers and local authorities to foster improvements in shrimp farming practices and mangrove conservation. The Selva Shrimp® initiative ultimately aims at achieving the standards of the Aquaculture Stewardship Council (ASC). A set of transparent criteria is used as guidance for the referring aquaculture improvement process, which also involves the development of an internal control system (ICS) for farm clusters.

The Selva Shrimp® criteria are subject to an independent on-site verification process. The improvement project in Vietnam also features direct interaction with the farmers and shrimp processors to build a traceability system in addition to the sustainability improvements.



### **Sourcing Services for Seafood Businesses**

The Selva Shrimp® program combines ground-level aquaculture improvement work in Southeast Asia with business-to-business services for sustainable shrimp sourcing and consumer marketing worldwide, offering markets a rare opportunity for a sustainable source of black tiger prawns.

“We believe that our initiative has made a significant step towards achieving the sustainability goals that the market has been seeking,” says Anh Pham, the local project manager for the Selva Shrimp® program in Vietnam. “Our major goal is to build relationships with the farming communities and local authorities to foster the sustainable development of this unique shrimp farming sector - and we hope that our efforts in Vietnam are rewarded in the marketplace.”

### **Best Choice Ranking by Leading Environmental NGOs**

As a first step, these efforts have been officially recognized by leading NGOs, with Selva Shrimp® being the first and only farmed black tiger shrimp to achieve a ["Best Choice" ranking](#) by the Monterey Bay Aquarium's [Seafood Watch® program](#) (United States) and the [Ocean Wise™](#) (Canada) stamp of approval.

“We are extremely happy to see leading NGOs recognizing the assets and the environmental benefits of our aquaculture improvement initiative in Vietnam,” says René Benguerel, Managing Director of Blueyou Consulting. “This clearly shows that sustainable shrimp farming is possible and that there are indeed choices available for environmentally conscious consumers. The challenge is now on our team to commit seafood businesses and build solid relationships between buyers and the participating farming communities in Vietnam.”

Marketing efforts for Selva Shrimp® products will be focused on Europe, North America and Australia, with the food service sector being a primary target for these high quality prawns. Products will be featured at the launch of Canada's first [National Sustainable Seafood Day](#) event at the Four Seasons Hotel in Vancouver with celebrity chef Ned Bell on May 3 and at the Monterey Bay Aquarium's [Cooking for Solutions](#) event with celebrity chef Elena Hernandez, May 17-19.

### **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 Selva Shrimp® or Blueyou Consulting's other aquaculture and fishery improvement programs, please contact Laura Peet at [laura.peet@blueyou.com](mailto:laura.peet@blueyou.com) and visit us on the web at [www.blueyou.com](http://www.blueyou.com) and [www.selvashrimp.com](http://www.selvashrimp.com).

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