



PRESS RELEASE

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FOR IMMEDIATE RELEASE

March 9, 2015

BLUEYOU AND MINH PHU FORM STRATEGIC PARTNERSHIP FOR SUSTAINABLE BLACK TIGER SHRIMP

Zürich, Switzerland & Ho Chi Minh City, Vietnam –The Nhung Mien Forest Management Board has achieved the world’s first [Selva Shrimp®](#) certification for its integrated shrimp-mangrove farming, which ensures the restoration and conservation of mangrove forests in Ca Mau Province, Vietnam. The shrimp-mangrove forest area, which is managed by Minh Phu Seafood Corporation, is a collaboration of hundreds of small-scale farmers.

An environmentally sustainable alternative to conventionally farmed shrimp, Selva Shrimp® black tiger prawns are grown in established mangrove forests and verified according to sustainability criteria developed by Blueyou Consulting. By maintaining a functional ecosystem of mangroves and aquatic species, shrimp are raised using the natural productivity of the surrounding forest habitat with no need for feed, fertilizers or chemicals. This method of farming has long been praised for its environmental and social sustainability and appreciated by local and regional consumers for its exceptional quality and natural taste, but has yet to gain its deserved traction in international markets.

Urs Baumgartner, Selva Shrimp® Program Director, further explains, “shrimp-mangrove farming systems reflect the complexity of ecosystems — not only from an ecological perspective but also for socio-economic reasons. Due to a multitude of stakeholders and interests involved, cooperation among parties is essential and certification thus becomes a lengthy and rigorous process.”

To emphasize the cooperation needed, Blueyou Consulting has established a strategic partnership for the distribution of Selva Shrimp® products worldwide with Vietnam’s biggest seafood exporter Minh Phu Corporation, who has been active in Ca Mau province since the



beginning of the blue revolution, and select import and distribution partners in the US, Canada and other countries.

Marketing efforts for Selva Shrimp® are globally focused, with plans to further the brand's reach in the US, Canada, Europe, and Japan. Blueyou Consulting together with Minh Phu will be attending Seafood Expo North America in Boston, March 15-17, 2015, to showcase Selva Shrimp® as well as other improvement programs and sustainable seafood products.

Verified and approved by IMO, Selva Shrimp® is the first and only black tiger shrimp product to be recommended as a "Best Choice" by the Monterey Bay Aquarium's Seafood Watch program.

"With prawns being the number one most popular seafood item in North America, it's great to finally see farming operations improving and providing a sustainable prawn option that our restaurant and retail partners love," says Theodora Geach, Ocean Wise Seafood Specialist.

Since conventional shrimp farming is often associated with negative environmental and social impacts, Selva Shrimp® has been gaining recognition among sustainability-minded buyers in North American and European markets due to its environmental performance and focus on small-scale farmers.

Baumgartner adds, "the Selva Shrimp® program supports farmers and the Vietnamese government to achieve their goal of protecting existing mangrove forests while also expanding aquaculture production – an apparent contradiction that can only be solved with integrated farming systems."

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 and visit us on the web at www.blueyou.com.

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