



Seafood Sourcing Policy

PRODUCTS FROM WILD CAPTURE FISHERIES

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| 1. Legal Compliance | Blueyou strives to be in full compliance with all national and international laws and regulations in the primary fishery sector and the secondary seafood processing industry. Blueyou actively promotes best practices and compliance and supports fishery stakeholders, seafood raw material suppliers, and local authorities in the effective implementation of existing laws, regulations, ordinances, and their corresponding local enforcement systems |
| 2. IUU Fishing | Blueyou does not commercialize wild-caught seafood that originates from illegal, unregulated and undocumented (IUU) fisheries. Wherever there is evidence for IUU fishing, Blueyou implements adequate business processes within Fishery Improvement Programs (FIP) in close collaboration with fishery stakeholders and local authorities in order to bring fishery operators and seafood processors in full compliance with non-IUU conditions. Such measures include (1) registration and licencing of vessels, (2) effective documentation and monitoring of catch and landings, (3) enforcement of operational fishery regulations such as temporal or spatial closures, catch limits, minimum size limits and (4) implementation of effective traceability systems throughout fishery supply chains |
| 3. Gear Impact | Blueyou does not source seafood that has been caught using illegal gear such as cyanide or dynamite or by destructive gear (e.g. bottom trawl, dredges) that has been applied on sensitive habitats such as coral reefs or seamounts |
| 4. Selective Gear | Blueyou gives sourcing preference to capture gear and methods that catch target species selectively, reducing by-catch and discards to a minimum |
| 5. Endangered Species | Blueyou does not commercialize species that are considered endangered or of concern by national or international institutions ¹ |
| 6. Stock Status | Blueyou does not procure seafood species considered overfished or depleted stocks according to the official stock assessments, unless there is an effective fishery management framework in place that will likely result in the recovery of the respective stocks (on the basis of the same stock assessment), and which is strictly monitored and implemented. If stocks are officially overfished and the success of a recovery plan appears uncertain, trading of the respective fishery products might only be acceptable if sourced from small-scale fishery-type that have a minor contribution (< 20%) to total mortality |
| 7. Size Limits and Reproduction | Where minimal size limits are not in place or not meaningful, Blueyou defines and implements minimal commercial size limits to avoid growth overfishing and to ensure that organisms have exceeded the size of maturation before capture, i.e. avoiding the commercialization of juvenile species |
| 8. Fishery Management and Fishery Improvement (FIP) | Blueyou actively promotes and supports initiatives for improved management and regulation of fisheries and supports programs that address the development of fishery management systems and effective enforcement frameworks. Blueyou actively reaches out and partners with fishery improvement projects (FIPs) and creates beneficial, market-incentivized conditions for driving change and reform in fisheries. For the commercialization of products from FIPs, Blueyou uses the guidance and criteria for credible and effective FIP defined by CASS ² , monitored and evaluated by fisheryprogress.org. ³ |
| 9. Third Party Verification, Assessment and Seafood Certification | Blueyou actively works with third party verification, assessment and certification schemes in order to credibly identify sources of sustainably caught seafood. Blueyou promotes standards which have been developed in line with ISEAL-Alliance criteria such as the Marine Stewardship Council (MSC) for sustainably managed fisheries. Also, Blueyou aligns its sourcing activities in line with existing fishery assessment schemes such as the Monterey Bay Aquarium's Seafood Watch™ program, giving sourcing preference to "Best Choice" ranked products always |

¹ Including: IUCN Red List status endangered (EN) or critically endangered (CR), or listed by CITES

² Conservation Alliance for Seafood Solutions

³ FIP progress tracking on www.fisheryprogress.org