

360°

Policy

Transparency

By making informed choices, consumers have the power to direct the food industry towards more sustainable and responsible practices. Our policy for transparency safeguards that all 360° Seafood Selection product information is shared and available to everyone.

Scope of Policy: This policy addresses the transparency and contents of information provided for seafood products and their underlying supply chains.

Applicability: All seafood products which are packed and commercialized under the 360° Seafood Selection brand, owned and managed by Blueyou, including the underlying supply chains and origins, from fisheries and farming operations to the licensed seafood manufacturing and packing facilities.

Verification: Combination of company internal and external, third party independent audit and verification procedures.

Version N°: Version 1.0 | March 2020

1.	Labelling	All 360° Seafood Selection products are correctly labelled with the following list of specifications on final packaging and labels.
2.	Species	Correct scientific species name and official commercial name.
3.	Type of Origin	Type of origin, either (1) Wild capture fisheries or (2) Aquaculture.
4.	Geographic Origin and Production Methods	<p>Aquaculture Origins:</p> <ul style="list-style-type: none"> • Country of origin • Area of origin (Province, County etc.) • Method of production <p>Wild Capture Fisheries Origins:</p> <ul style="list-style-type: none"> • Country of origin • Catch areas by FAO (FAO Zone) • Detailed area of fishing (if applicable) • Capture gear
5.	Operation Type	<p>Aquaculture Origins:</p> <ul style="list-style-type: none"> • Small-scale farming • Family-owned operator • Corporate operation <p>Wild Capture Fisheries Origins:</p> <ul style="list-style-type: none"> • Small-scale artisanal fisheries • Semi-industrial fleets • Industrial fleets
6.	Seafood Manufacturing	Country of final seafood manufacturing and packing
7.	Ingredients and Additives	All ingredients, including processing additives (if applicable)
8.	Weight and Calibres	Information about net weight and sizes of products.
9.	Allergens	Declaration of all relevant, potential allergen