

360°

Environmental Policy

Farmed Seafood

As the fastest growing food industry, aquaculture offers tremendous potential to supply a growing world population with sustainably produced, highly nutritious and healthy food. Our policy ensures that all 360° Seafood Selection products are farmed responsibly, minimizing negative environmental impacts and using the inherent natural productivity of aquatic systems to grow healthy and tasty seafood.

Scope of Policy: This policy and the underlying sourcing standards address the impact of aquaculture operations on the environment.

Applicability: All seafood products and their farmed raw material origins which are sourced, manufactured and packed under the 360° Seafood Selection brand, owned and managed by Blueyou.

Limit of Scope: This policy does not address environmental impacts of the seafood processing and manufacturing, packaging, global seafood logistics, and route-to-market distribution sectors.

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

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B.1.	Legal Compliance	The aquaculture operation must be operated in full compliance with the relevant national and international laws and regulations. 360° Seafood Selection actively promotes best practices for compliance and supports aquaculture stakeholders and local authorities in the effective implementation of existing laws, regulations, ordinances, and their corresponding local enforcement frameworks.
B.2.	Habitat Impacts	360° Seafood Selection does not procure seafood from farms that have caused the conversion of sensitive ecosystems such as mangrove forest and wetlands and promotes the restoration of valuable habitats where conversion has previously occurred.
B.3.	Discharge and Chemicals	Aquaculture operations must implement best practices and systems that minimize effluent discharge into the environment. 360° Seafood Selection does not procure seafood species which have been raised using toxic, persistent and/or illegal chemicals, antibiotics or other drugs.
B.4.	Feed Conversion	360° Seafood Selection promotes farming systems that result in a high net conversion rate of external feed inputs into farmed species' biomass. ¹
B.5.	Marine Feed Ingredients	Aquaculture suppliers that rely on the use of marine feed ingredients must demonstrate the exclusive use of responsibly produced fishmeal and fish oil from sustainable fisheries ² or from processing by-products from human grade fish processing.
B.6.	Non GMO	360° Seafood Selection does not procure seafood species that are genetically modified and promotes the use of GMO-free feed ingredients and raw materials.
B.7.	Exotic Species	360° Seafood Selection does not commercialize exotic (newly introduced) seafood species unless (1) the species' introduction complied with all relevant national and international laws and regulations and (2) there is scientific evidence that the introduced species has no negative impact on native biodiversity and ecosystems.
B.8.	Origins of Juveniles	360° Seafood Selection does not commercialize seafood from farming operations that depend on wild capture of juveniles. By default, only farming systems based on hatchery-reared juveniles or PL's are accepted. Aquaculture operations relying on wild-caught juveniles are only accepted if the following conditions are met: (1) The respective wild stock is not overfished, and (2) the operator integrates an effective stock enhancement program for the respective species.
B.9.	Third Party Verification, Seafood Assessment and Certification	360° Seafood Selection promotes products certified as organic by standards of Organics International (IFOAM) and the Aquaculture Stewardship Council (ASC). Additionally, 360° Seafood Selection aligns its sourcing decisions with existing farmed seafood assessment schemes such as the Monterey Bay Aquarium's Seafood Watch™ program, always giving sourcing preference to "Best Choice" ranked products.
B.10.	Small-scale Farmers and Fair Trade	360° Seafood Selection acknowledges the importance of small-scale farmers in global supply chains and gives sourcing preference to seafood products from family-operated, small-scale aquaculture operators. 360° Seafood Selection also actively promotes Fair Trade Certified™ seafood products and implements fair trade programs with farming communities.

¹ Blueyou may provide guidance and benchmark indicators for feed conversion ratios (FCR) and feed conversion efficiencies (FCE) for specific species and farming systems

² According to standards of IFFO RS and / or MSC