

360°

Environmental Policy

Wild Caught Seafood

Catching fish makes a lot of sense: Wild seafood is the last naturally produced food source to this day! However, where humans act as hunters and gatherers, effective management and responsible practices are essential to keep stocks at safe levels and minimize impacts on our oceans, rivers, and lakes. Our policy for wild-caught seafood offers guidance to fishers, industry, and government toward improved practices and safeguards compliance to our standards by worldwide suppliers.

Scope of Policy: This policy and the underlying sourcing standards address the impact of wild capture fisheries on the environment.

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

Limit of Scope: The 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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A.1. Legal Compliance	The fishery 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 fishery stakeholders and local authorities in the effective implementation of existing laws, regulations, ordinances, along with their corresponding local enforcement frameworks.
A.2. IUU Fishing	360° Seafood Selection does not commercialize wild-caught seafood originating from illegal, unreported and unregulated (IUU) fisheries. Where there is evidence for IUU fishing, 360° Seafood Selection supports and undertakes adequate improvement efforts in close collaboration with fishery stakeholders and local authorities in order to bring fishery operators 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.
A.3. Gear Impact	360° Seafood Selection does not source seafood that has been caught using illegal gear such as cyanide or dynamite or by using destructive gear (e.g. bottom trawl, dredges) in contact with sensitive habitats such as coral reefs or seamounts.
A.4. Catch Selectivity	Sourcing preference is given to capture gear and methods that selectively catch target species, reducing by-catch and discards to a minimum.
A.5. Endangered Species	360° Seafood Selection does not commercialize species that are considered endangered or of conservation concern by national or international institutions. ¹
A.6. Stock Status	Seafood species and their corresponding stocks that are considered overfished or depleted are not commercialized by 360° Seafood Selection, unless there is an effective fishery management framework in place that will likely result in the recovery of the respective stocks, and which is strictly monitored and implemented. If stocks are officially overfished and the success of a recovery plan appears uncertain, commercialization of the respective fishery products may be acceptable if sourced from small-scale fisheries which have a minor contribution (< 10%) to total fishing mortality of the corresponding stock.
A.7. Size Limits and Reproduction	Where minimal size limits are not in place or existing size limits are not supported by current scientific knowledge, 360° Seafood Selection defines and implements minimal commercial size limits in order to avoid growth overfishing and to ensure that organisms have exceeded the size of maturation before capture, i.e. avoiding the catch and commercialization of juvenile species.
A.8. Fishery Management and Fishery Improvement (FIP)	360° Seafood Selection 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. 360° Seafood Selection actively partners with fishery improvement projects (FIPs) and creates beneficial, market-incentivized conditions for driving policy change and reform in fisheries. For the commercialization of products from FIPs, 360° Seafood Selection uses the guidance and criteria for credible and effective FIP defined by CASS ² , monitored and evaluated by fisheryprogress.org. ³
A.9. Third Party Verification, Seafood Assessment and Certification	360° Seafood Selection promotes products certified by the Marine Stewardship Council (MSC) for sustainably managed fisheries. Additionally, Blueyou aligns its sourcing decisions with existing fishery assessment schemes such as the Monterey Bay Aquarium's Seafood Watch™ program, giving sourcing preference to "Best Choice" ranked products.
A.10. Small-scale Fisheries and Fair Trade	360° Seafood Selection acknowledges the importance of small-scale fisheries in global supply chains and gives sourcing preference to seafood products from artisanal coastal fisheries. 360° Seafood Selection actively promotes Fair Trade Certified™ seafood products and implements fair trade programs with fishing communities.

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