

360°

Environmental Policy

Carbon Footprint

Climate change is today's biggest threat to life on our planet - and food production contributes to more than 25% of global climate change impact. Seafood offers some of the lowest carbon footprint protein choices available – and our policy defines the framework for assessing the carbon footprint of each of our seafood origins while safeguarding an effective and credible process of analysis and information for our customers.

Scope of Policy: This policy addresses the carbon footprint and climate change impact of aquaculture and fisheries supply chains including the manufacturing, final product packaging, and global transport logistics.

Applicability: All seafood products and their wild caught or 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: Independent third party assessment procedures.

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C.1.	Relevance	<p>360° Seafood Selection is aware of the critical, negative impact of global food production systems on the environment - specifically the carbon footprint and climate change potential of animal protein production through the use of fossil fuels and the various emissions produced by primary production systems (agriculture, aquaculture and fisheries).</p> <p>360° Seafood Selection believes that the seafood sector can positively contribute to peoples' healthy and well balanced nutrition by offering high value protein choices with a relatively low carbon footprint when compared to other animal food production systems.</p>
C.2.	Sourcing Preference	<p>360° Seafood Selection preferentially sources seafood origins which have a low carbon footprint and that work towards further reduction of negative impacts on climate change.</p>
C.3.	Assessment and Methodology	<p>To assess and quantify the carbon footprint and climate change impact of product origins, 360° Seafood Selection works with an established, independent research and third party service institution which applies globally established scientific methodologies and protocols that incorporate the best available data. For each analysis, reference is provided to the specific assessment protocol used.</p>
C.4.	Scope of Assessment	<p>The carbon footprint assessment of individual products refer to the primary production of the seafood raw material and the processing into finally packed consumer products, including the packaging materials and global distribution logistics. All energy inputted into the production infrastructure such as farms, fishing vessels, and seafood manufacturing factories are incorporated.</p>
C.5.	Carbon Footprint of 360° Seafood Origins	<p>The carbon footprint related to each 360° Seafood Selection origin (Unit of Origin) is provided, referring specifically to the method of production, such as (for wild caught origins) capture gear, type of fishing vessels, and type of fishing operation or (for aquaculture origins) the method and origin of animal feed. Information on the carbon footprint shall be presented on the final product packaging and the 360° Seafood Selection website.</p>