

360°

Social Policy

Small Scale Producers and Fair Trade

Small-scale, community-based producers generate 50% of global seafood production. Such non-industrial, often family-run fishing and farming operations are specifically exposed to potentially abusive or unfair practices by actors at higher levels of local seafood supply chains. Additionally, small-scale operators often lie beyond the scope of existing third-party certification schemes which offer opportunities for improved market access and higher value for sustainably harvested seafood.

This policy addresses the specific conditions of small-scale producers in the seafood industry and defines the approach to allow such producers to participate in the 360° Seafood Selection program.

Scope of Policy: This policy and the underlying standards addresses the specific conditions and circumstances under which seafood is harvested by small-scale fisheries and aquaculture operations in the relevant countries of origin.

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

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

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1.	General Principles	360° Seafood Selection acknowledges the importance and relevance of small-scale producers in the global seafood sector and is aware of their vulnerability and exposure to various external risks which may have future detrimental impacts on fishing and farming communities. These risks include the consolidation of global seafood supply chains, increased complexities in regulatory frameworks, and changes in environmental productivity due to climate change.
2.	Sourcing Preference	360° Seafood Selection preferentially sources from small-scale producers and supports coastal fishing and farming communities in their efforts to secure and improve market access and to earn fair value for their seafood products. During this selection process, compliance with other components of 360° Seafood Selection sourcing policies such as quality, food safety and environmental impact of the fishing and farming activity are taken into account.
3.	Fair Trade Programs	360° Seafood Selection promotes and develops Fair Trade Certified™ by Fair Trade USA® programs alongside fisheries and aquaculture suppliers which create improved market access and better value for small-scale farming and fishing communities worldwide. 360° Seafood Selection will commit adequate internal resources in order to develop and manage such programs with our supplying partners in the countries of origin.
4.	Recognised Standard	Currently, Fair Trade USA provides the benchmark for social compliance for both wild capture and aquaculture operations. 360° Seafood Selection strives to work alongside Fair Trade USA to establish and source from Fair Trade Certified™ by Fair Trade USA® programs and to ensure that the underlying principles are adhered to in small-scale operations. 360° Seafood Selection recognises the challenges to implementing this particular standard in all situations and so individual fisheries and aquaculture projects will be assessed within this framework.
5.	Promotion and Communication	360° Seafood Selection commits to specifically promote and communicate the origin of seafood from small-scale producers, creating awareness about the importance of this sector and enhancing visibility and position of small-scale producers on global seafood markets.