

A photograph of a fishing boat deck. The deck is covered with a large catch of fish, likely tuna, which are piled up in the foreground. In the background, several crew members are visible, some wearing hard hats and safety gear, working on the deck. The sky is clear and blue. The overall scene is brightly lit, suggesting a sunny day.

Animal Welfare

BUSINESS POLICY

blueYou

Animal Welfare

Scope of Policy	This policy refers to all origins and supply chains of finally packed and manufactured seafood products from wild capture fisheries and farmed origins
Applicability	All seafood products packed under the Blueyou brand
Version	V 1.0 November 2023
Replaced Version	-
Revision Frequency	Annually
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1. Blueyou's Commitment and Policy Summary

As a purpose- and mission-driven seafood company, Blueyou believes that all animals which end up as seafood products in one of the company's global supply chains shall have been raised, captured, handled, and killed with the least amount of stress and suffering. Blueyou recognizes the integral role of animal welfare and health in sustainable food production, and Blueyou commits to progressing toward realizing the highest welfare standards possible within its seafood harvesting systems and supply chains.

Acknowledging the fact that in many seafood supply chains, - specifically in wild-caught seafood harvesting systems -, animal welfare considerations are not yet present, Blueyou commits to a **step-by-step approach for implementing animal welfare improvements in all its seafood supply chains** - along the line of the following guiding principles:

- (1) Create awareness for animal welfare across Blueyou's seafood supply chains, foster openness amongst suppliers, clients and other stakeholders, initiate discussions and create interest and commitment for improvements and change;
- (2) Create partnerships and actively work on improvements on a pre-competitive basis with suppliers, technology providers, animal welfare organizations and scientific institutions;
- (3) Support and undertake research and development in areas of need, specifically in terms of existing challenges for smallholder producers to implement improved practices;
- (4) Ensure smallholder producers from the aquaculture and fishery sector are not excluded from global markets due to specific challenges and hurdles in meeting higher animal welfare standards;
- (5) Define minimal performance standards and implement improved practices, whenever technically realistic and economically feasible;
- (6) Publicly report on the status and progress of animal welfare within Blueyou's supply chains

For the aquaculture sector specifically, - where animals are kept in captivity -, Blueyou's animal welfare policy and underlying improvement standards consider the physiological, psychological, behavioral and relational aspects of an animal's life. Blueyou's policy strives to provide farmed aquatic animals with a "life worth living" by safeguarding (1) appropriate husbandry practices (optimal environmental conditions, providing a nutritionally balanced diet and appropriate health care) as well as (2) providing animals with opportunities for positive experiences (opportunities to exercise choice, access to environmental variability, species-appropriate enrichment, keeping animals in species-appropriate social groups that minimize aggression while promoting appropriate social interaction).

Blueyou recognizes that animal welfare considerations are at a very early stage for most seafood sectors. Hence, practical solutions and recommendations for improvements will be subject to continuous research and development and shall therefore be reflected in regularly updated versions of this business policy.

2. Background and Rationale

Every year, 2.5 - 3 trillion aquatic animals are harvested, caught, and killed in fisheries and aquaculture for human consumption. This number is 35 times higher than globally farmed and slaughtered land animals combined. Yet historically, - unlike in other food-producing sectors -, animal welfare in capture fisheries and aquaculture has been excluded from meaningful welfare consideration and today is still not addressed by most seafood producers, distributors, food service companies and retailers.

Catching, harvesting, handling and slaughtering aquatic animals as raw material for seafood products results in significant stress and suffering. Improper handling practices by fishermen and farmers may result in deterioration of quality, spoilage, and lower shelf life for seafood products.

Scientific research and evidence clearly establish that aquatic animals used for seafood production possess neuroanatomical, behavioral, and physiological attributes that allow them to experience pain and suffering. This is not only true for finfish as vertebrate species, but also for decapod crustaceans such as lobster, crab, and shrimp as well as for cephalopods such as octopus, squid, and cuttlefish.

Blueyou firmly believes that seafood from both wild and farmed origins will play an increasingly important role as a source of healthy, nutritious, and planet-friendly¹ diets across the globe. To enjoy seafood and access its beneficial properties, aquatic animals must be caught, harvested, and killed. As a company, Blueyou is aware of alternatives such as plant-based seafood imitations as well as new technologies for producing seafood in cell-culture laboratory assays, which do not involve the killing of animals.

However, - based on scientific evidence and its overall company vision -, Blueyou favors nature-based and community-inclusive seafood harvesting systems as these have the potential to create planet- and people-friendly protein choices and result in benefits for ecosystems and coastal communities, - as opposed to industrial, artificial food systems controlled by few multinational corporations which primarily strive for creating shareholder value.

For all these reasons, Blueyou believes that the welfare and life of farmed and wild-caught aquatic animals must be given adequate consideration and more respect within the seafood sector.

¹ Refer to Blueyou's sourcing policies for aquaculture, fisheries, climate change and planetary boundaries

3. Strategic Network Partners and Organizations

Blueyou is partnering with the following organizations and initiatives which are working on animal welfare considerations and improvements in the seafood industry:

- Aquatic Life Institute (ALI)
- Catch Welfare Platform

4. Policy Requirements and Standards

FARMED SEAFOOD

Requirements and Standards	Performance Objectives	
1. Promotion of nature-based farming systems	Blueyou promotes nature-based seafood farming and harvesting systems where farmed species live in their natural environment, at species-appropriate stocking densities, feeding on naturally occurring feedstuffs and form part of an integrated aquatic food web, often in the form of polyculture. Such extensive systems may be integrated mangrove aquaculture (IMA) systems for shrimp, crab, and filter-feeding finfish, but also farming systems for bivalve molluscs (clams, oysters, mussels).	70 % of Blueyou’s aquaculture origins shall be nature-based systems that do not rely on external feedstuffs for grow-out and allow species to live in their natural habitat by Dec 2028
2. Promotion of lower trophic species	Blueyou promotes the farming and commercialization of lower trophic seafood species which do not rely on external feedstuffs and do not require animal-based, energy-dense feedstuffs such as fishmeal, fish-oil or other forms of animal-based proteins and fats for grow-out.	Launch five new origins of low trophic seafood species under Blueyou’s “Planet Positive Seafood Portfolio” by Dec 2026
3. Stocking densities and water quality	Blueyou promotes rearing systems with adequate stocking densities which give animals the freedom to move and allow for proper water quality conditions all through the rearing cycle. For farm-raised finfish species such as Salmon, Seabream, Seabass, Barramundi, Tilapia and Pangasius, Blueyou seeks collaboration with suppliers, animal welfare experts and aquaculture certification schemes to monitor, discuss and adjust stocking densities according to the species- and site-specific rearing conditions.	100 % of Blueyou’s farm-raised species to be raised in species- and site-specific stocking density by Dec 2028
4. Mutilation	Blueyou does not support routine mutilation practices during the entire broodstock and rearing cycle of farmed-raised seafood species. This incorporates the eye-stalk ablation of female breeders in shrimp hatchery, the clipping of fins in finfish aquaculture and the removal of legs in crab farming.	No mutilation of animals in Blueyou’s farmed seafood supply chains by Dec 2024

Requirements and Standards

Performance Objectives

5. Stunning and slaughter of finfish	Blueyou requires its suppliers to implement effective stunning procedures by electrocution prior to killing and slaughter. Stunning procedures must be validated and approved for the species of concern, staff must be well trained in handling the stunning technology and regular inspection and on-site visits shall safeguard proper stunning accordingly.	100 % of farmed finfish stunned by electrocution by Dec 2025
6. Stunning and slaughter of shrimp	For farmed shrimp in intensive (industrial) systems with pond harvest batches of > 5 tons / pond / harvest event, Blueyou requires its suppliers to implement effective stunning and killing of shrimp by electrocution. For extensively farmed shrimp raised by smallholder producers (harvest batches 5 – 100 kg per harvest event), Blueyou is seeking collaboration with technology providers and animal welfare organizations to undertake research and development for introducing effective stunning and killing of shrimp.	100 % of intensively farmed shrimp stunned and killed by electrocution by Dec 2025 Initiation of pilot programs in two origins by Dec 2025
7. Stunning and slaughter of crab	For farm-raised crab, Blueyou is assessing current practices of handling and killing from the harvest to the final processing of crab products. Blueyou is assessing the feasibility of introducing electrocution at the level of processing and manufacturing for stunning and killing crab prior to processing and manufacturing (mud crab and mangrove crab)	100 % of farm-raised crabs stunned and killed by electrocution by Dec 2026

WILD CAUGHT SEAFOOD

Requirements and Standards

Performance Objectives

1. Catch and handling practices	Blueyou works with fisheries operators on awareness creation and brings animal welfare considerations to their attention. In supply chains where Blueyou directly works with primary harvesters (fishing fleet operators, fishermen cooperatives or individual fishermen), Blueyou assesses the current status in terms of capture and handling of catch, by-catch and risk for lost gear during the fishing operation and assesses the current status with animal welfare organizations in order to design and initiate improvement and interventions on a pre-competitive level with other actors and stakeholders of a given wild capture seafood supply chain. As guidance for improvement measures, Blueyou refers to the best practices guide by ALI .	70 % of Blueyou’s aquaculture origins shall be nature-based systems that do not rely on external feedstuffs for grow-out and allow species to live in their natural habitat by Dec 2028
2. Stunning and slaughtering	Blueyou works with fisheries operators on awareness creation and brings animal welfare considerations to their attention for the process of stunning, killing and slaughtering fish, decapod crustaceans, squid and octopus. In supply chains where Blueyou directly works with primary harvesters (fishing fleet operators, fishermen cooperatives or individual fishermen), Blueyou initiates improvements such as research & development, innovation and pilot projects in order to introduce improved stunning and killing practices across Blueyou’s wild capture fisheries portfolio.	Launch five new origins of low trophic seafood species under Blueyou’s “Planet Positive Seafood Portfolio” by Dec 2026

5. Implementation of Policy

This policy is implemented within Blueyou’s global seafood supply chains under the technical lead of Blueyou’s impact team, in close collaboration with procurement and quality assurance. The head of policies and impact is responsible for monitoring progress and status of improvement, and annual reporting accordingly.

6. Key Impact Metrics and Reporting

Key Impact Metrics (KIM)

- % nature-based farming systems and origins
- % species raised in adequate stocking densities
- % farmed finfish origins which operate electrocution
- % intensively raised shrimp origins which operate electrocution
- % raised crab origins which operate electrocution
- % total farmed seafood supply chains with no mutilations
- Number of pilot programs initiated in wild capture fisheries supply chains for improved stunning and killing of retained species

Impact Monitoring

Annually by April 30

Reporting

Annual impact report by Blueyou, published on official website
