



# Food Safety & Quality

BUSINESS POLICY

**blueYou**

# Food Safety & Quality

<b>Scope of Policy</b>	This policy applies to all seafood products commercialized by Blueyou from country of origin to final point of sale
<b>Applicability</b>	All seafood products packed under the Blueyou brand
<b>Version</b>	V 1.0 January 2024
<b>Replaced Version</b>	-
<b>Revision Frequency</b>	Annually
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# 1. Blueyou's Commitment and Policy Summary

Blueyou acknowledges the importance of food safety and quality across its entire operation and projects with producers in countries of origin. First and foremost, seafood must be safe to eat. Improving fisheries and aquaculture operations and empowering smallholder producers in getting access to global markets always involves working on food safety and quality as a priority intervention. Safeguarding high and consistent product quality is the baseline and starting point for improving sustainability, social inclusiveness, and animal welfare.

Blueyou commits to allocating adequate resources and capacities for managing food safety risks and safeguarding quality across its entire product portfolio and in all projects with producers in countries of origin. This involves engaging local QA personnel in countries of origin to supervise and monitor the fulfillment of all food safety and quality requirements along supply chains from both fisheries and farming origins.

Blueyou strives to consistently deliver high quality seafood products to its customers worldwide. As seafood is generally considered a high-risk food category, securing quality and food safety on local grounds requires a certain level of awareness, care, and professionalism in growing species, harvesting, post-harvest handling, manufacturing, packing, storage, and transportation. Blueyou selects its partners and suppliers carefully and follows a strict risk-based control and monitoring system along the whole supply chain. Also, in its fisheries and aquaculture projects, Blueyou deploys adequate resources for building capacities and awareness and conducts training of local stakeholders on all food safety and quality-related parameters.

In its commercial seafood business, Blueyou safeguards correct and compliant declaration of all relevant information according to applicable local and international food laws and regulations and provides its customers and consumers with added value in terms of information about species, their origins, method of production, impact on environment and people, animal welfare as well as detailed product specifications.

## 2. Background and Rationale

Seafood is a high-risk product, that is known to be susceptible to hazards in terms of microbiology, marine toxins, bacterial toxins, histamine, heavy metals, environmental pollutants, drug residuals and other potential natural hazards. Unfortunately, food poisoning in seafood is not rare. Despite this high-risk profile, seafood also offers some of the most nutritious and healthy food choices available to billions of people. Combined with the fact that due to their sustainability potential, future food systems need to integrate aquatic blue food origins into the future food mix, it is imperative to secure the safety and quality of seafood products from all origins.

In 2023 alone, the Rapid Alert System of the European Union reported over 440 alerts. These are 10 % more alerts than in 2022. The pricing pressure in the seafood industry leads manufacturers to lower their costs wherever possible. This may lead to poor quality control or, in the worst case, fraudulent activities. Additives are used to alter seafood to make it more appealing or for gaining weight by adding water. Not always are these methods legal or even safe for consumers.

Clearly, there is a direct link between achieving more sustainable and responsible practices in the seafood sector and safeguarding compliance with existing food safety and quality legislation. For Blueyou's work at the forefront of the sustainable seafood movement and its projects with smallholder producers and seafood harvesters, achieving consistency and safeguarding compliance with strict food safety and quality standards is of paramount importance. Quality and sustainability come in one combined package and are expected by educated seafood buyers and conscious consumers.

### 3. Policy Requirements and Standards

Requirements and Standards		Performance Objectives
1. Product declaration	Blueyou safeguards full compliance with existing laws and regulations on food declaration, including fully transparent declaration of ingredients.	Fully implemented across entire portfolio
2. Risk assessment	New seafood origins, species, suppliers and products undergo a thorough risk assessment for evaluating potential food safety and compliance risks and integrate them into the existing food safety system, in advance of commercial launch in Blueyou's portfolio.	Fully implemented across entire portfolio
3. Species identity	Blueyou checks and approves the scientific species identity for every seafood product procured and commercialized. Blueyou informs buyers and consumers on both local (commercial) names as well as scientific names of the species. Blueyou may undertake genetic analysis for correct species identity and regular monitoring for compliance with this policy.	Fully implemented across entire portfolio
4. Product origin	Blueyou informs about the products' origin with regards to aquaculture (farmed species) or wild caught origin (fisheries) including detailed information of geographic origin such as capture areas, harvesting locations and production countries.	Fully implemented across entire portfolio
5. Method of harvesting and production	Blueyou indicates the exact method of production for farmed seafood or capture gear for wild caught species, using the seafood gear code designation of the European Union (EU Gear Code)	Fully implemented across entire portfolio
6. Product specification	Blueyou openly informs seafood suppliers and clients on all relevant parameters of product specifications for creating the basis for correct, transparent and effective implementation of standards, procedures and client expectations within all business processes.	Fully implemented across entire portfolio
7. Treatment	Under Blueyou's brand, fish, cephalopods, crabs, lobsters and bivalve molluscs are not treated with additives and are commercialized as all natural products only. Additives might be added to value-added products and shrimp only.	Fully implemented across entire portfolio
8. Continuous improvement	All complaints or non-conformities directly go into an overall action plan leading to continuous improvement. Additionally, there are internal mechanisms leading the team to regular critical review of processes, related risks, and food safety hazards.	Fully implemented across entire portfolio
9. Third-party certification	Blueyou is <i>IFS Broker</i> certified, implementing a GFSI-accredited food safety standard across its commercial operations	Certified by 31.12.2024

## 4. Implementation of Policy

This policy is implemented by Blueyou’s quality management across all supply chains and commercial seafood operations.

## 5. Key Impact Metrics and Reporting

### Key Impact Metrics (KIM)

- Number of complaints and non-conformities
- Amount and severity of third-party audit deviations

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### Impact Monitoring

Annually by April 30

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### Reporting

Annual impact report by Blueyou, published on official website

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