Supply Chain Integrity & Traceability

BUSINESS POLICY

blueYou

Supply Chain Integrity & Traceability

Scope of Policy	This policy refers to all supply chains of finally packed and manufactured seafood products from wild capture fisheries and farmed origins including the information provided on packaging and commercial documents
Applicability	All seafood products and underlying global supply chains which are commercialized by Blueyou, either packed in Blueyou's brand or private label brands of customers
Version	V 3.0 October 2023
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Revision Frequency	Annually
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1. Blueyou's Commitment and Policy Summary

Blueyou acknowledges that the integrity and traceability of seafood supply chains are the essential basis for responsible and effective management of global aquatic resources. Also, they are of fundamental importance for building trust and confidence with customers and consumers who are interested in making informed choices about their seafood sourcing and buying decisions.

All seafood products commercialized by Blueyou are subject to transparent and traceable supply chains from the point of harvesting of seafood raw materials to the final manufacturing and packing of products. Blueyou continuously improves the effectiveness and interoperability of its traceability system and safeguards the registration and tracking of key data elements along all its seafood supply chains according to the normative standards and guidelines of the Global Dialogue on Seafood Traceability (GDST).

2. Background and Rationale

According to recent studies and surveys, 40 – 45% of all seafood products commercialized in North America and Europe are subject to mislabeling and wrong species declaration. The situation in Asia is unknown. Further, effective management of marine fisheries resources, combating IUU fishing, and the improvement of environmental and social conditions in the seafood sectors remain challenging without realizing more transparency, implementing traceability and securing the integrity of global seafood supply chains.

Blueyou's impact and seafood improvement programs in partnership with coastal communities, smallholder producers and local seafood manufacturing companies depend on transparent supply chains which effectively secure the integrity and quality of seafood products along the entire supply chain. Further, transparency and integrity allow customers and consumers to make informed choices and to contribute to the transformation of the fisheries and aquaculture sector towards planet-friendly and socially inclusive seafood harvesting systems.

3. Strategic Network Partners and Organizations

Blueyou is an active endorser and partner of the Global Dialogue on Seafood Traceability (GDST) and actively commits to the implementation of the underlying core normative standards on seafood traceability across all supply chains from both wild caught and farmed origins.

4. Policy Requirements and Standards

Requirements and Standards		Performance Objectives
1. Traceability system	Blueyou implements and continuously improves its traceability system for all seafood supply chains and provides traceability information for all commercialized products. As a fundamental baseline for traceability, Blueyou uses the normative standards of the GDST and its underlying guidelines for Interoperable Seafood Traceability Systems.	Implementation of normative standards of the GDST across the entire product portfolio by Dec 2026
2. Interoperability and data formatting	Blueyou safeguards capturing and storage of data in a standardized format which allows for the construction of GDST-compliant EPCIS data files to achieve interoperability among traceability systems	Implementation of normative standards of the GDST across the entire product portfolio by Dec 2026
3. Key data elements fisheries products	Blueyou captures, stores and shares the following key data elements (KDE) for products from wild capture fisheries at all relevant critical tracking events (CTE) within the supply chain: - Catch vessel and transshipment data (vessel name, registration, unique vessel ID, flag state) - Species and catch data (retained species, capture gear, date of catch, location, fishing trip) - Catch consolidation and transshipment data (landing port, date, transshipment events) - Seafood processing and manufacturing (raw material origin, date of manufacturing and packing)	Implementation of normative standards of the GDST across the entire product portfolio by Dec 2026
4. Key data elements farmed seafood	Blueyou captures, stores and shares the following key data elements (KDE) for products from aquaculture at all relevant critical tracking events (CTE) within the supply chain: - Origin and operation data (aquaculture farm, location, production units) - Farming inputs data (broodstock, hatchery, feed, feed ingredients, origins of feed ingredients) - Harvesting and species data (species, harvesting unit, volume, farm gate consolidation) - Seafood processing and manufacturing (raw material origin, date of manufacturing and packing)	Implementation of normative standards of the GDST across the entire product portfolio by Dec 2026
5. System adaptation for smallholder producers	Blueyou develops specific traceability and supply chain integrity solutions for seafood raw materials harvested by smallholder producers and adapts traceability and software systems accordingly in order to comply with the standards of the GDST.	Implementation of normative standards of the GDST across the entire product portfolio by Dec 2026

5. Implementation of Policy

This policy is implemented by Blueyou's impact and science team under the lead of the technical director, in close collaboration with sourcing and quality management.

6. Key Impact Metrics and Reporting

Key Impact Metrics (KIM)	Share of seafood origins and supply chains in compliance with GDST normative standards
Impact Monitoring	Annually by April 30
Reporting	Annual impact report by Blueyou, published on official website