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# Blueyou launches aquatic animal welfare policy

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By Responsible Seafood Advocate

## Aquatic animal welfare policy to address 'pressing' issues in aquaculture and wild-capture fisheries

Progressive seafood company Blueyou has recently launched the **first animal welfare policy** (<https://blueyou.com/business-policies#animal-welfare>) for a sustainable seafood portfolio brand worldwide. The policy, created with guidance from the Aquatic Life Institute, represents a significant step toward advancing aquatic animal welfare considerations for the seafood sector.

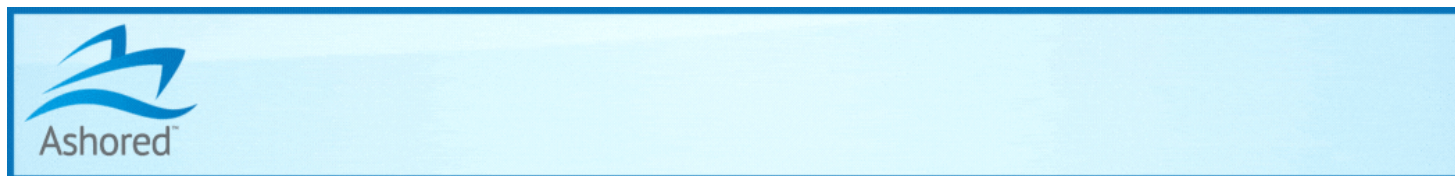
"Blueyou's visionary and clear animal welfare policy is the strongest example that we have seen to date from a major seafood company," said Sophika Kostyniuk, managing director of the Aquatic Life Institute. "Their specific language around minimizing animals' stress and suffering, educating the supply chain around them to create a domino effect, and a commitment to publicly reporting on progress is an excellent model for other seafood companies to adopt."

Blueyou's new animal welfare policy outlines the company's holistic view of the responsible seafood movement. As part of its 10 impact policies, Blueyou recognizes the integral role of animal welfare and health in sustainable food production and is committed to improving the conditions of species raised and caught in their supply chains and origins.



Blueyou has launched an aquatic animal welfare policy that addresses “pressing” issues in aquaculture and wild-capture fisheries. Photo courtesy of Aquatic Life Institute.

“We believe that future seafood origins must be aligned with the planetary boundaries in terms of the environmental impact dimension, including climate change,” said René Benguerel, founder and managing director of Blueyou. “However, of equal importance for Blueyou is the social and community dimension of the seafood industry, as well as the animal welfare of the species being caught and harvested for human consumption – including the species which are affected by indirect side-effects of the industry, such as aquatic animals being used for feed in the farmed sector as well as those being affected by the wild capture fisheries, such as the bait species and bycatch.”



(<https://ashored.ca>).

The policy addresses critical issues in aquaculture, such as stunning before slaughter and mutilation, with plans to make significant progress in these areas by the end of December 2025. Additionally, the policy emphasizes the promotion of nature-based farming systems and the cultivation of lower trophic

species. It also sets high standards for stocking densities and water quality.



## From forest to plate, a shrimp redefining 'farmed'

The explosive growth of shrimp farming has long been associated with mangrove deforestation in Southeast Asia. A silvofishery method of producing the popular seafood is protecting the fragile ecosystems in Vietnam. A hungry marketplace is reaping the rewards.



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The policy also focuses on enhancing welfare in wild-capture fisheries, an area that's just starting to get attention from companies and producers. Blueyou's plan starts with raising awareness among its suppliers and gradually improving welfare standards with guidance from the Aquatic Life Institute. Moreover, its shift towards low trophic species shows how fisheries and aquaculture can be connected, reducing the reliance on wild-caught fish for feed.

**[Read the full policy here. \(https://blueyou.com/business-policies#animal-welfare\)](https://blueyou.com/business-policies#animal-welfare)**

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