

# 2020 SUSTAINABILITY REPORT

Premium, Ready-to-Eat Crab Meat





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# BSF AT A GLANCE

# THE REPORT

Introducing Blue Star Foods' first sustainability report, a document that uncovers the 2018-2020 operations of our South East Asian partner plants located in the Philippines, Indonesia and Sri Lanka, this report embodies our aim to continue growing as an environmentally responsible and ethically sourced seafood business, therefore reaffirming our commitment to transparency and good governance, particularly in matters of sustainable production, equitable distribution of income, and the traceability of our products' provenance. The narrative describes our efforts to contribute to **the United Nation's Sustainable Development Goals (SDGs)**.

The reporting framework prescribed in the Global Reporting Initiative (GRI) Standards: Core option is applied throughout this publication. This report is validated by internal audit and approved by senior management. Unless otherwise stated, operational data refers to performance in processing plants in the Philippines, Indonesia and Sri Lanka with data comparison from previous periods and also including a list of material topics.

The content of this report was defined following the impacts of our value chain on different stakeholders, including suppliers, customers, governments, local communities and civil society. We also engaged external experts with our team for their insights. **The report addresses items of significant importance to BSF's business strategy.**



# MESSAGE FROM THE CEO

**Blue Star Foods** started as a small company with a big dream. Back in 1995, our ambition was to offer the American market with a healthy and delicious crab product that was caught responsibly and produced sustainably. Without losing sight of this vision, we have grown Blue Star into one of the largest importers of pasteurized crab meat in the US and Europe.



“*Throughout the past 25 years, sustainable development has been at the core of our business strategy and brand ethos. For Blue Star, sustainability is not just a trend or clever growth tactic; it is central to our operations, a mainstay of growth and innovation.*”

**Blue Star’s focus on sustainability is stronger than ever, especially now when many of our biggest obstacles to growth are on the sustainability front.** The looming effects of climate change and unsustainable production are the most significant issues that we face. The hardscrabble conditions of some seafood workers who work for exploitative operators is another critical concern that affects the reputation of our industry as a whole. As we navigate our way through the maze of these complex challenges, we remain steadfast in finding a lasting balance between environmental conservation, social equity, and commercial success. To realize this vision, we have taken clear and measurable steps that are specific to our operations and expertise.

## ENSURE THE SUSTAINABILITY OF BLUE CRABS

Our chief sustainability concern is improving the stock of blue crabs in the Philippines, where we source most of our products. By ensuring that blue swimming crab populations and habitats continue to thrive, we directly safeguard the sustainability of our company. As a founding member of the NFI Crab Council, we are at the forefront of promoting strict fisheries management programs. **We support scientific and practical measures that preserve crab as a healthy and plentiful source of protein.** We have a long-term community-based stock enhancement program with marine sanctuaries dedicated to the blue swimming crab in the Philippines. **We also improve crab habitats via coastal cleanups, mangrove rehabilitation, and by educating our fishers and partners about strict management systems. We also improve crab habitats via coastal cleanups, mangrove rehabilitation, and by educating our fishers and partners about strict management systems.**



## INNOVATING FOR SUSTAINABILITY

Our ability to refine our data-gathering process is equally crucial to our sustainability. We, therefore, invest a lot of effort and time in research and development. The results of these studies fill in data gaps in our supply chain, enabling our teams to transform data challenges into opportunities for innovation.

As a result, our ability to innovate reached a peak in **2018**, when we launched Blue Star's traceability app. This data-driven app can generate reports on crab landings, gender and size distribution, species habitat, and even spawning potential ratio, among other vital parameters.

**Our traceability system tracks the movement of every Blue Star product from the point of catch until the point of sale.** All pertinent information including the harvester's name, the vessel and gear used, the vessel route, and the processing plant are tracked, recorded, and uploaded in real-time using solar-enabled GPS.

The Blue Star app is the seafood industry's first-ever, scan-on-demand traceability app. **It is free for download from both the Apple App Store and Google Play.** It empowers consumers to know key facts about every Blue Star product: Who caught it? Where was it caught? What were the conditions when it was caught?

The social dimension of our business is another area that is critical to the sustainability of Blue Star. Our goal is to strengthen Blue Star as an inclusive platform for improving the lives of low income fishing communities.

**8** DECENT WORK AND ECONOMIC GROWTH



We work towards this goal by first ensuring that we provide decent and equitable working conditions for our fishers, plant processors, and regular employees. We work against unfair work conditions and comply with all safety and health regulations.

**10** REDUCED INEQUALITIES



Second, we embed fishing cooperatives into our operational strategy and conduct studies of our worker's socio-economic conditions. This strategy allows us to open up better access to microfinancing for our workers while targeting specific pain points to help in improving their living standards.

**11** SUSTAINABLE CITIES AND COMMUNITIES



### TOTAL IMPACT BUSINESS MODEL

Achieving the highest possible social and environmental impacts is our ultimate goal. We can only achieve this outcome by returning the value that we derived back into the environment and society in amounts that are greater than what we initially acquired.



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We are collaborating with organizations that can create lasting positive impact at scale. Aside from being a founding member of the NFI Crab Council, we also work directly with the World Trade Organization, the UN's Food and Agriculture Organization, and Wilderness Markets. These partnerships align our sourcing programs with prevailing global practices and targets.

After an unbeaten run in 2019, our business entered 2020 with high hopes. The Covid-19 pandemic, however, has considerably slowed down our operations. But this challenge will not stop us from pursuing our sustainability objectives. More than ever, the world needs responsible and ethical seafood companies to ensure that planetary balances are respected and maintained.

In the coming years, we pledge to continue discovering innovative ways to transform challenges into opportunities and sustainability costs into rewards. We will continue to work with data-driven, evidence-based solutions, partner with more like-minded organizations, and do more to contribute to UN Sustainable Development Goals targets related to marine ecosystems and social equity.



# THE COMPANY WE KEEP

**Blue Star Foods is an international seafood company that imports, packages and sells refrigerated pasteurized crab meat and other premium seafood products.** We source blue and red swimming crab meat mainly from Indonesia, the Philippines, Sri Lanka and China, and distribute our products in the United States, Canada, and various countries in Europe.



We began operations in 1995 and follow a total societal impact business model. We fully consider the good of everyone involved in our supply chain at every step of the production and distribution processes.

We are a founding member of the National Fisheries Institute (NFI) Crab Council and work with the World Health Organization (WHO) and the Food and Agriculture Organization (FAO) in realizing the Sustainable Development Goals that cover fisheries and seafood production.



**Every purchase of Blue Star Foods crab meat supports our company's programs for ocean health and small fishing communities. We have four proprietary brands:**



Blue Star, is packed **with only high quality Portunus pelagicus species crab** and is produced under exacting specifications and quality control requirements.



**Pacifika**, is a quality brand for the price conscious customer. The Portunus Haanii crab meat is packed in China and is ideal for upscale plate presentations.



**Oceanica**, is made from Portunus haanii crabs that are caught and processed in Vietnam. It is an affordable choice, reducing cost without sacrificing the taste and look of dishes.



**Crab + Go**, Premium Seafood is geared towards millennials as part of the trend toward prepackaged grab and go items. The product is packaged in flexible foil pouches.



## **TOTAL IMPACT CONSIDERED.**

By striving to meet society's needs and protecting our ocean resources, Blue Star aims to show how a business can operate at its best while still turning in a profit.



## Our Mission

Blue Star’s mission is to offer premium seafood products to our customers, while improving the environment and work conditions of the artisanal fishing communities that provide our raw material.

We are a self-funding business operating with a **“total societal impact business model”** designed to promote continuous economic and social growth.

**With the United Nations Sustainable Development Goals (SDGs)** as our guiding principles, we believe in improving socio-economic conditions in the areas of those developing countries where we operate. These SDGs embody the ideals of human rights, dignity for cultures, nondiscrimination and gender equality via transparency and accountability.

When we align our efforts towards environmental **sustainability with economic progress**, we will stimulate these small-scale fisheries and improve the lives of artisanal fishers in developing communities. Nurturing sustainable development in our vertical chain aggregators (harvesters and processors) will inevitably lead to the benefit of our customer through fair prices and better profits.

## Our Values

### Social and Gender Equality

Blue Star actively promotes the diversity, equity and wellbeing of all involved in the industry, from the fisher to the consumer. We believe that maintaining equitable practices, inducing economic growth and improving socio-economic conditions will provide long term benefits to all stakeholders.



### Ensuring Sustainable Fisheries and Tackling Environmental Degradation

Blue Star is working towards improving ecosystems by promoting coastal cleanups and mangrove rehabilitation. In addition, we are following strict fisheries management procedures while actively educating our fishers on these sustainable practices.



### Driving Technology throughout the Supply Chain

By using solar enabled GPS technology and electronic catch data, we are improving the income and catching efficiency of our fishers. Our traceability application can deter illegal, unreported and unregulated (IUU) fishing within our supply chain



## Promote Social Inclusivity with all Stakeholders

Blue Star anticipates all stakeholders taking part in our vision of social and economic equity in order to reflect UN’s Sustainable Development Goals. Additionally, by collaborating with government, NGOs, and private enterprise across the developing countries, we can ensure maximum inclusivity. Blue Star provides social inclusivity by incorporating fishing cooperatives and community outreach education campaigns into our ethical & sustainable business strategy. In order to enhance the socioeconomic conditions of the less empowered individuals who work on our complex supply chain, we must foster inclusivity.

When we have reached this goal, we will also be able to more easily predict our business forecast. Bringing on support systems of government, NGOs and engaging private enterprise will help to reach and guarantee inclusivity for all. By involving support initiatives like fishing cooperatives, Blue Star will facilitate continuing fish stock monitoring. This will also provide more access to microfinancing for the artisanal business within these developing communities.

## Our Vision

**Create a visionary and innovative seafood brand that positively influences society and the environment.** We also strive to be a seafood company that has the power to influence societies in developing countries with evidence-based affirmative action, as well as in developed countries via an emotionally engaging brand.

When we do this, **we are building value while contributing to the greater good.** Reaching the highest social impact possible is the foundation of our business decisions. Reaching a Total Societal Impact, or TSI, is the model that will increase our strength throughout the supply chain, and will improve the lives of artisanal fishers while enhancing our value and image with investors and consumers a like.



## SUSTAINABILITY FRAMEWORK

**Blue Star defines sustainability as the process of ensuring the health and abundance of our seafood sources, while significantly improving the lives of our fishing communities and plant workers.**

This process is integral to Blue Star's growth and is embodied in our sustainability framework.

**Our fundamental approach to business has always relied on a healthy balance of commerce, consumption, and conservation.** This is why our core mission is to offer premium seafood products in a way that improves the lives of our fishing communities without harming or depleting our marine reserves.

We are committed to improving shareholder value. But we will only do so through the highest standards of governance — in a way that is beneficial to the natural habitats that supply our products and the people who work hard to obtain these products for us.



### Our Purpose

We follow a total societal impact business model in enacting our commitment. This means we fully consider our social and environmental impacts at every point in our production and distribution process.

To make it easier for our people to translate sustainability ideals into concrete steps, we have identified three encompassing focus areas of action: responsible production, sustainable supply chain, and safe working environment for all.



### Materiality

We identified our material topics by evaluating the impacts made throughout our supply chain and consulting relevant units in the business. The consultations covered all facets of the business, from operations and external stakeholders, to internal stakeholders and community engagement channels. This materiality process resulted in the creation of the sustainability framework and identification of focus areas that define sustainability for Blue Star Foods.

# Purpose Statement

## OUR MATERIAL TOPICS

Food safety & Quality

Thriving Ecosystems

Social Equity

Traceability

Capacity Building

Worker Welfare

## OUR FOCUS AREAS

Responsible Production

Sustainable Supply Chains

Safe Working Environment for all

## OUR ENABLER

Good Governance



**OUR PROGRESS**

# SUSTAINABILITY IN BLUE STAR FOODS: THE PILLARS



**Oceans comprise roughly 70% of the earth's surface.** Abundant and diverse oceanic ecosystems provide a livelihood to millions of people worldwide. Due to unregulated and unethical fishing practices, however, global fish populations face potential danger. By making sustainability a global responsibility, we have the power to reverse this threat.

## Defining Sustainability

Blue Star Food's defines sustainability as "the ability to meet our needs today without compromising the ability of future generations to meet theirs." **This implies 3 main pillars:**



### 1st PILLAR: Environmental Responsibility

#### Sustainable Sourcing from Sustainable Fisheries

The company supports sustainable fisheries. The fishermen working with practice artisanal fishing practices, using safer crabbing equipment and respect egg bearing crabs. These environmentally friendly fishing practices ensure the blue crab species will continue to breed and replenish the population.

#### Recycling Programs

- Execution of a recycling program in conjunction with Waste Management.
- Use of energy efficient light bulbs in plants and headquarters.
- Implementation of a recyclable corrugated cardboard program at headquarters by donating cardboard to smaller companies who recycle them into paper pulp for Latin America.

## Ethical and Sustainable Packaging

In 2003, Blue Star introduced its patent process **Eco-Fresh Crab Meat Pouches**. Since then, we have been leading the industry in ethical and sustainable packaging. Our pouches come in two sizes Foodservice & retail sizes. No matter the size, our pouches have been proven to consume less energy, emit lower amounts of greenhouse gases and require less waste management than cans or cups.

- Few materials are needed to produce pouches, giving them a material energy advantage over cans and cups.
- A 1 lb pouch realizes a 60% material greenhouse gas release savings compared to a 1lb can, and a 35% savings compared to a 1lb cup.
- Pouches have the lowest energy consumption from transportation and distribution compared to cans and cups.
- Transportation of a 1lb pouch over its life cycle generated 8% less greenhouse gas releases than a 1lb can, and 18% less than a 1lb cup.
- Pouches require less end-of-life disposal than cans or cups.
- Pouches consume 21.2% less total energy than cups.
- Pouches release 26.4% less total greenhouse gases than cups.

“Since the introduction of our Eco-Fresh Pouches in 2003, our committed and environmentally conscious customers have purchased nearly 12 million of our Eco-Fresh pouches!”



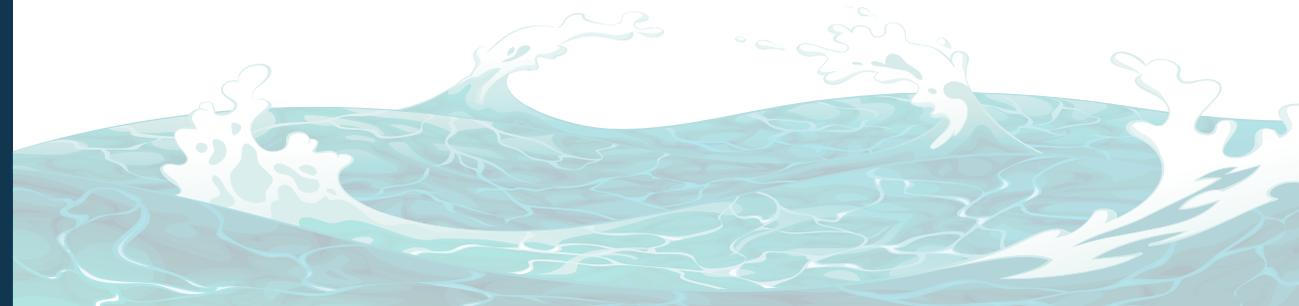
## Ethical and Sustainable Sourcing

At Blue Star, we are dedicated to sustainable sourcing. We have become active members of several organizations with the purpose of safeguarding our natural resources and advocating seafood education.



• **National Fisheries Institute (NFI) Crab Council:** The NFI is a non-profit organization dedicated to education about seafood safety, sustainability, and nutrition. NFI and its members are committed to sustainable management of our oceans and being stewards of our environment by endorsing the United Nations' Principles for Responsible Fisheries. The NFI's Crab Council provides a common voice for U.S. companies and suppliers committed to supporting and encouraging producers and exporters worldwide to advance sustainability efforts for the swimming crab. Blue Star is a founding member of the Executive Committee for the Crab Council.

• **Indonesian Crab Processor Association (APRI) and Philippine Association of Crab Processors, Inc. (PACPI):** The APRI and PACPI promote the well being of the crab industry and takes action to ensure the sustainability of the blue swimming crab through collaboration with government, universities and NGOs. Its members represent over 80% of all crab exporters. Blue Star is a Founding Member of APRI. We are constantly presenting and/or sponsoring workshops about maintaining the blue swimming crab population.



## 2nd PILLAR:

At Blue Star, we aim to enhance corporate citizenship, governance and ethics by aligning ourselves with the following organizations and programs:

- Marine Stewardship Council (MSC)
- British Retail Consortium (BRC)
- National Fisheries Institute (NFI) Crab Council
- NSF Cook and Thurber
- The FDA's Hazard Analysis & Critical Control Points (HACCP)
- Indonesian Crab Processor Association (APRI)
- Philippine Association of Crap Processors, Inc. (PACPI)
- Illegal, Unreported and Unregulated Fishing (IUU) compliance
- Supply Chain Socio Economic Survey
- Information, Education and Communication (IEC) campaign.



## 3rd PILLAR:

**At Blue Star we are constantly working to integrate the environmental, social and economic dimensions of sustainability in our business practices.**

We also strive to ensure our economic activity coincides with the growth of environmental and social capital in order to create value in our future. Our company contributes to sustainable development in the following eco-efficient ways.

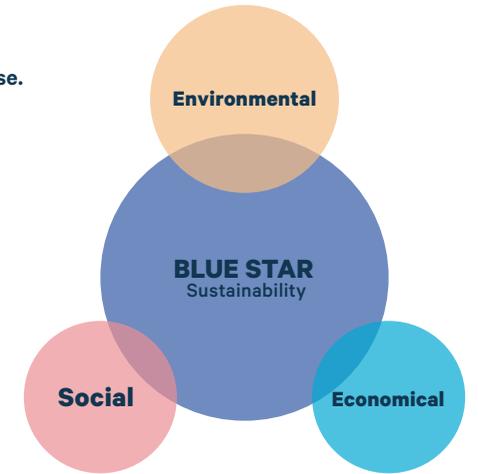


• Reducing energy and cutting down on carbon emissions not only makes sense for the environment, it is also good business sense.

• Our Eco-Fresh Pouches are great for the environment and increase yield for our customers due to their extended shelf life.

• Our Eco-Fresh Pouches save money, space and time! They reduce storage and shipping costs because of their compact design and require typically shorter processing times than cans or cups due to their thin profile.

• Our fishing and handling practices are in place for the protection of our resources and they ensure that our customers receive high quality, 100% natural crab meat.



## A Tale of Sustainable Work

At Blue Star we believe that only by acknowledging environmental, social and economic capital in our decisions can we create sustainable value.

At the beginning of 2018, Blue Star Foods, knowing the importance of becoming a sustainability leader, hosted the Asia Trace Tech Training event in Jakarta, Indonesia, gathering **the company's teams from Indonesia and Philippines** along with expert developers from India to brainstorm and revise their cloud based traceability app Trace Crab as well as the current challenges in compliance with the sustainability standards.

Efforts from this meeting were presented in at the Boston Seafood Show where, for the first time, the app was fully featured as pillar for their business strategy.

Digging deeper and forward, the company joined Wilderness Market for a Traceability Case Study, displaying its growing skills and data based achievement on this area.

In second quarter 2018 Trace Crab saw its first on most significant overhaul to date, the updates included 12 new functionalities, with a new mixing interface, more focus on the species life cycle compliance and utilizing Google's geo tracking map interface to show the customer not only where the product came from but who caught it and how it was handled.

By May, the app was already showing progress **with about 20% Traceable and QR coded product and an 85% compliance**, the company was ready to test their compliance on NOAA's Seafood Import Monitoring Program (SIMP), getting outstanding feedback in both their two compliance reviews.

**They closed the year maintaining the 20% QR percentage and upping their compliance to 90%.** 2019 started with a new South East Asian player coming strong, Sri Lanka's Fisheries Improvement Project (FIP) was awarded an upgrade by the Monterey Bay Aquarium Seafood Watch and Blue Star had its eye on them. But the focus was not lost from their main suppliers, Philippines was the first to assess the Sustainable Development Goals (SDG) and on that note started the first socio-economic study on their stakeholders featuring fishermen and workers from the provinces of Camarines Sur and Sorsogon.

At the same time a new shrimp endeavor was taking place in Indonesia and the team initiated an **official NOAA** consultation along with an app overhaul project to turn Trace Crab into Trace Blue, a multispecies traceability and sustainability interface, along with its first system and procedure audit on March 2019.

By April, Philippines up their sustainability game by conducting an Information, Education and Communication Campaign on fishing practices in the areas of Tinambac, Camarines Sur and Sorsogon, meanwhile more GPS units were put on water on the coast of Balikpapan in Indonesia.

Blue Star Lanka initiated operations in Negombo, **Sri Lanka on the month of May 2019, making Blue Star into the country's first US crab importer.**

While Blue Star Philippines restarted its traceability program and GRI reporting, Indonesia started focusing on social initiatives, all in sync with the SDGs, **Blue Star hit its highest QR percentage to date 25% with 88% compliance and a new indicator was incorporated, the QR ratio**, now the company was able to not only establish the number of cans that contained traced product but the proportion on each can.

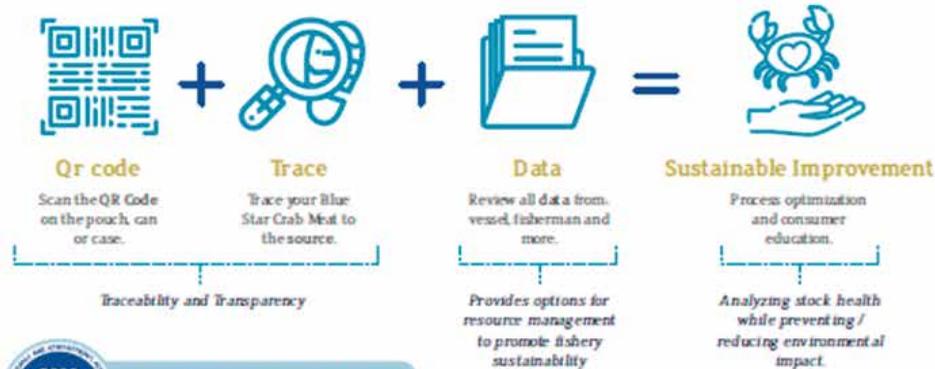
**On October 2019, barely 5 months after operational kick off**, Blue Star Lanka was introduced to traceability along with app training and structural diagnose. At the same time the BSF Indonesia team put in place its "Sustainability 101 Program" with several social activities featuring a Coastal Cleanup on the Pemalang fisher's village and a Socio Economic Survey among fisherman and workers of their processing plants.

This new SDG emphasis had a minor impact on the QR numbers, closing the year with less than 20% QR, but reaching a **record 92%** compliance and 1:3 QR ratio to make up for it. 2020 although challenging has seem more advances, getting back to de QR 23% mark, while keeping compliance and ratio to the optimal standards.



# Triple Bottom Line Approach to Sustainability

Blue Star Foods is determined to lead and inspire the sustainable use of marine resources and, in our case, the blue swimming crab. Maintaining a healthy ecosystem for the development of this species will create a more stable setting for both the harvester and the product. This approach results in economic growth and improved human livelihood while also promoting responsible and environmentally friendly practices.



- Blue Star Foods uses cloud-based traceability that tracks the movement of its raw material from the point of harvest up to the point of sale.
- Data enumerators are able to record and upload raw data right from the data collection site. Vessel route can be tracked real-time using solar-enabled GPS.
- All pertinent information on the production side i.e. harvester's name, vessel, gear, and fishing ground can be viewed by scanning the QR code using the BSF app.

# The Process & the App

Using our innovative cloud based app, TRACE CRAB™, we are putting ourselves on the leading edge of traceability initiatives for Southeast Asia. With the support of strategic NGO partners such as Wilderness Markets, WWF and SFP we are able to guarantee the sourcing of our product in the most sustainable and responsible manner, while providing full traceability from point of harvest through port of entry all the way to the consumer.



## Milestones & Upcoming Challenges



# STAKE HOLDER ENGAGEMENT

**Blue Star Foods regularly engages with our key stakeholders,** allowing us to understand and prioritize our sustainability risks and define appropriate responses to emerging corporate challenges.

Given the scale of operations, our material issues and impacts are complex and impact all of our sourcing countries. Blue Star's main focus has been identifying the main issues, including those related to environmental, social and governance risks.

Blue Star anticipates all stakeholders taking part in **our vision of social and economic equity in order to reflect UN's Sustainable Development Goals.** Additionally, by collaborating with government, NGOs, and private enterprise across the developing countries, we can ensure maximum inclusivity. Blue Star provides social inclusivity by incorporating fishing cooperatives and community outreach education campaigns into our ethical & sustainable business strategy.

In order to enhance the socioeconomic conditions of the less empowered individuals who work on our complex supply chain, we must foster inclusivity. When we have reached this goal, we will also be able to more easily predict our business forecast. Bringing on support systems of government, NGOs and engaging private enterprise will help to reach and guarantee inclusivity for all. By involving support initiatives like fishing cooperatives, Blue Star will facilitate continuing fish stock monitoring. This will also provide more access to microfinancing for the artisanal business within these developing communities.

**Unlike our competitors, our stake holder engagement strategy starts from the bottom up, with our source's feedback as well as the Sustainable Development Goals (SDG) being the builder of our process.**

In 2017, near Lampung province, Indonesia, Blue Star Foods and subsidiary PT Blue Star Nusantara teamed up with global conservation finance impact firm Wilderness Markets to form the first blue swimming crab harvester cooperative. This pioneering cooperative allows inclusive participation of stakeholders - fishermen, processors and local authorities - in resource conservation. The harvester cooperative also gives access to microfinancing, and promotes welfare of fishers.

In a study conducted by Wilderness Markets in early 2018, **improving data is key to understanding sustainability.** Data collection through stock assessment is the backbone of resource management. It identifies gaps, adopts thresholds assesses current management structures and determines appropriate corrective measures. Blue Star Foods' traceability system is data-driven and generates reports on crab landings, gender and size distribution, species habitat, as well as spawning potential, we commit our source stakeholders and communities to the understanding of traceability as a driver to sustainability through Information, Education, and Communication (IEC) campaigns.

**On May 2019, the sustainability group of Bicol Blue Star successfully conducted a number of IEC campaigns on blue swimming crab sustainability in the Philippines areas of Tinambac, Camarines Sur and Sorsogon City,** as part of the Triple-BottomLine (3B) approach to sustainability under community outreach. Participants of these events included crab fisheries, local government units, and processors. The campaigns focused on the status of the crab fishery, current practices, and species life cycle, behavior and habitats, as well as any implications on resource management.

A short dialogue with government authorities was also conducted to address regulatory issues and concerns besetting the fishery and explore measures on how to safeguard existing stocks. The IEC event in Sorsogon was shortly followed by Fisherfolk Registration (FishR) and documentation in compliance with the government's undertakings to prevent Illegal, Unreported, Unregulated (IUU) caught crab.

Additionally throughout 2019 Blue Star implemented socio-economic studies along with coastal clean ups on their supply chain on the Philippines and Indonesia, allowing to know the supply Socio-Economic Study chain and more importantly, the actors, better and to look beyond financial transactions. Therefore creating information on how the industry affects the socio-economic conditions of stakeholders particularly the fishermen and the processing plant workers.



Here are some of the concerns that have been raised by our stake holders and how we have been tackling them:

Stake Holders	Issues	Responses
Investors	<ul style="list-style-type: none"> <li>• Improve company performance</li> <li>• Excel in Corporate governance</li> <li>• Transparent Information</li> <li>• Show Social and environmental responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Transparency and governance (anti-corruption, data disclosure, and reporting)</li> <li>• Investor Relations</li> <li>• Updates with sustainability briefing</li> <li>• GRI's</li> </ul>
Suppliers	<ul style="list-style-type: none"> <li>• Fair trade</li> <li>• Consistency expectation</li> <li>• Increasing orders</li> </ul>	<ul style="list-style-type: none"> <li>• Responsible sourcing (traceability, viability)</li> <li>• Code of Conduct for Responsible Fisheries</li> <li>• Supplier audits and capacity building</li> <li>• Socio Economic Survey</li> </ul>
Customers	<ul style="list-style-type: none"> <li>• Product quality (health and nutrition)</li> <li>• Eco-labelling (e.g. MSC, ASC, BAP, carbon footprint of products)</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation and product responsibility</li> <li>• (quality, food safety)</li> <li>• Increased customer communication and face-to-face meetings on sustainability held globally</li> <li>• Offering more sustainable alternatives to meet customer demand</li> <li>• Responsible sourcing</li> <li>• Patented eco-pouch technology.</li> <li>• Sustainability briefing and social media campaign</li> <li>• QR traceability technology</li> </ul>
End-consumers	<ul style="list-style-type: none"> <li>• Eco-labelling</li> <li>• Competitive price</li> <li>• Food safety</li> <li>• Product quality (health and nutrition)</li> <li>• Innovation and product responsibility (quality, food safety)</li> <li>• Social and environmental responsibilities</li> <li>• Eco-labelling (e.g. MSC, ASC, BAP, carbon footprint of products)</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation and product responsibility (quality, food safety)</li> <li>• Responsible sourcing</li> <li>• Patented eco-pouch technology.</li> <li>• Sustainability briefing and social media campaign</li> <li>• QR traceability technology</li> </ul>
Employees	<ul style="list-style-type: none"> <li>• Fair compensation and benefits</li> <li>• Fair labor practices</li> <li>• Safety and wellness</li> <li>• Career development and opportunity</li> <li>• Work-life balance</li> </ul>	<ul style="list-style-type: none"> <li>• Human rights and fair labor practices</li> <li>• Human capital development</li> </ul>
Daily/Migrant workers	<ul style="list-style-type: none"> <li>• Fair compensation and benefits</li> <li>• Fair labor practices</li> <li>• Safety and wellness</li> </ul>	<ul style="list-style-type: none"> <li>• Human rights and fair labor practices</li> <li>• Human capital development</li> </ul>
Communities	<ul style="list-style-type: none"> <li>• Legal compliance Transparency and governance (anti-corruption, data disclosure, tax</li> <li>• policy and reporting)</li> <li>• Social and environmental responsibilities</li> <li>• Partnership in community development</li> <li>• Socioeconomic development</li> </ul>	<ul style="list-style-type: none"> <li>• Nutritional information</li> <li>• Socio Economic Survey</li> <li>• Coastal Cleanup</li> </ul>
Government	<ul style="list-style-type: none"> <li>• Legal compliance</li> <li>• Participation in government Programs</li> </ul>	<ul style="list-style-type: none"> <li>• Transparency and governance (anti-corruption, data disclosure &amp; reporting)</li> </ul>
NGOs	<ul style="list-style-type: none"> <li>• Social and environmental responsibilities</li> <li>• Marine conservation</li> <li>• Participation in social and environmental programs</li> <li>• Transparency of information</li> </ul>	<ul style="list-style-type: none"> <li>• Climate change and environmental protection</li> <li>• Transparency and governance (anti-corruption, data disclosure and reporting)</li> <li>• BSF GRI report</li> </ul>
International organizations	<ul style="list-style-type: none"> <li>• Regulatory compliance</li> <li>• Transparency of information</li> <li>• Social and environmental responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Transparency and governance (anti-corruption, data disclosure reporting)</li> <li>• Community Outreach workshops</li> </ul>

## RESPONSIBLE SOURCING

The importance of responsible production and applying science-based fish management in today's seafood industry cannot be overstated. Wild fish and shellfish stocks around the world continue to decline as ocean acidification and pollution continue to rise.

As a seafood business, Blue Star has to face these environmental challenges head on, as we clearly need a thriving marine ecosystem to sustain our operations. We therefore seek to become a model of responsible production in our industry, particularly by developing a truly sustainable Blue Crab fishery.

To achieve this goal, we need to transform our business as a platform for protecting ecological balances even as we harness the sea's bounty. This entails the use of innovative technology to optimize our environmental performance and ensure that our production volume is dictated by ecological limits and not short-term business motives.

The challenges that we all face are big, and so we seek strength in numbers by working together with our partners and suppliers in minimizing our environmental impacts. Our immediate communities primarily in The Philippines & Indonesia, where we source our crab meat and run our processing plants, also work with us in responsible sourcing and conserving our natural resource base. In 2019, we reduced the volume of crab that we purchased and processed owing to the market price downtrend, which dropped by 17.4% from January 19 to January 20. This resulted in a significant reduction in the amounts of materials that we used.



## SAFE WORKING ENVIRONMENT FOR ALL

Blue Star handles perishable seafood items and preserves their best qualities into high-quality products. Our standards are high, and in order to achieve top quality day in and day out, we need workers who are healthy and happy with their jobs.

While there are inherent risks to health and safety in any fishing and seafood processing operation, we believe that any business who profits from other people's fortitude and hard work should invest in minimizing their exposure to hazards and maximizing their potential for growth.

We believe that the welfare of seafood workers should be a core management issue of every seafood company. We therefore apply workplace practices that reflect the values of our brand. At Blue Star, we guarantee safe and decent working conditions, and invest in our workers' healthcare and professional growth.

### 1. Worker Welfare

Anyone who buys a Blue Star product is assured that it is has been caught and processed by people working in safe, decent, and equitable working conditions.

Blue Star is a global advocate of good labor practices in the fishing industry. We use our business as a vessel to channel our values and enact them into daily practice. Our goal is to demonstrate that good labor practices are more valuable than high profit margins in creating a sustainable seafood company with longer term prospects.

We work against unfair work conditions and use our buying clout and influence to promote best practices within our company and supply chain. We comply with all safety and health regulations in the US and the Philippines to protect our employees from accidents. These include regulations pursuant to the Occupational Safety and Health Act in the Philippines.

## A. Promotion of Worker Health

We have a dedicated doctor and dentist on duty for our workers at all times during working hours. In 2019, we recorded 124 dentist consultations and 113 doctor consultations.

Aside from addressing and preventing occupational injuries, our medical team provides advice on healthy lifestyle choices. We have implemented health awareness seminars and programs about TB, HIV, HEPA and Measles in our processing plant. This in turn decreased the number of health complaints in 2019 by 4%.

## B. Occupational Health and Safety

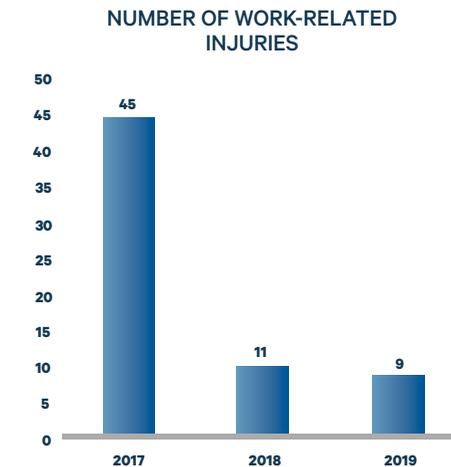
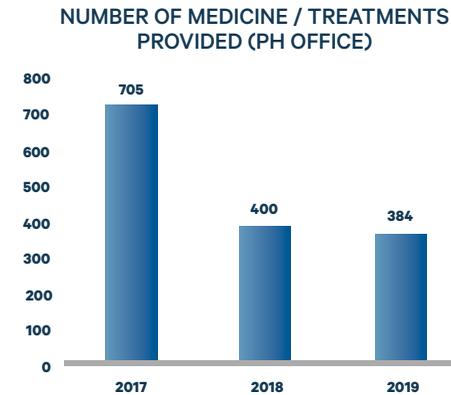
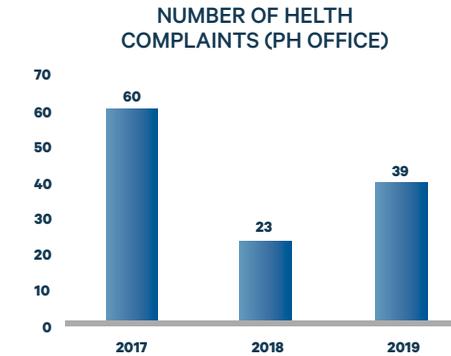
Blue Star complies with all Basic Occupational Safety and Health (BOSH) Training requirements. BOSH trainings for our plants in the Philippines are conducted by the Safety Organization of Negros Occidental, which is duly recognized by the Occupational Safety and Health Center of the Department of Labor and We have a dedicated doctor and dentist on duty for our workers at all times during working hours. In 2019, we recorded 124 dentist consultations and 113 doctor consultations.

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### EMPLOYMENT

All team members who complete the 40-hour training course are issued a Certificate of Completion. Beyond meeting government requirements, our goal is to continuously train select personnel to carry the additional role of safety practitioner as part of a company Health and Safety Committee. This committee will further enhance worker safety and satisfaction at Blue Star in the next years by creating a comprehensive Safety and Health program for all our teams.

In 2019, we recorded nine incidents of work-related injuries — a 22% decrease from the previous year. This is mainly a result of the quarterly trainings we conduct for health and safety work practices.





## 2. Our Workforce: Investing in Our People

A fundamental approach to our business investments is they must uplift the lives of our people. This strategy is a growth driver at Blue Star. It also enables us to meet rising consumer demand for seafood that is produced by workers who not only work in decent conditions but are also given the tools to move up in life.

This commitment inspires us to take a deeper look into the specific labor conditions of our workers. Beyond minimum compliance, we study global standards pertaining to the conditions of fishing boats and processing factories, as well as industry-specific standards in compensation and recruitment.

### A. Our Employees: The People Behind Blue Star

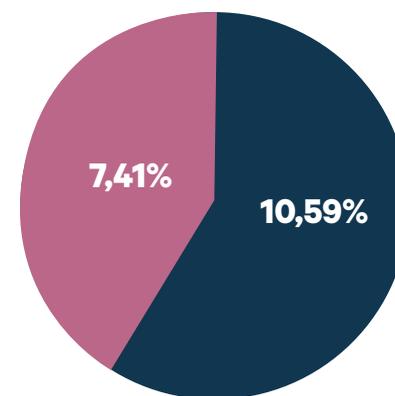
As of 2019, we have a total of 14 employees at our Miami head office and 318 workers based in the Philippines, three of whom are project-based. Our Male to female ratio is at 1:3. 100% of our employees in the Philippines are locally-hired.

The crab meat industry is equally-represented by men and women across the supply chain. While the actual fishing activity is dominated by men, women are the key actors in fish processing and post-harvest sector.

Blue Star Foods only practices direct hiring of employees to minimize risks to exploitative practices that come with outsourcing or manning agencies. All our workers are direct hires, except for security guards who require a specialized hiring and training process.

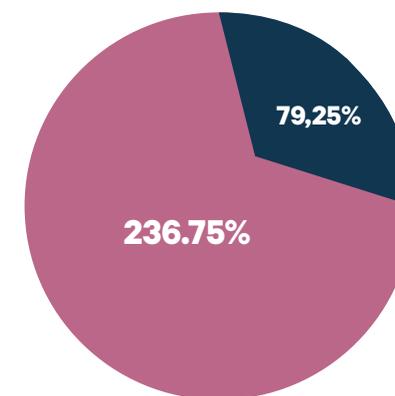
In 2019, most of our employees are comprised of young professionals aged 30-50 years old who make up 57% of our total workforce. Our rank-and-file employees covers the biggest chunk of our total employees at 97%.

NUMBER OF EMPLOYEES BY GENDER (MIAMI OFFICE)



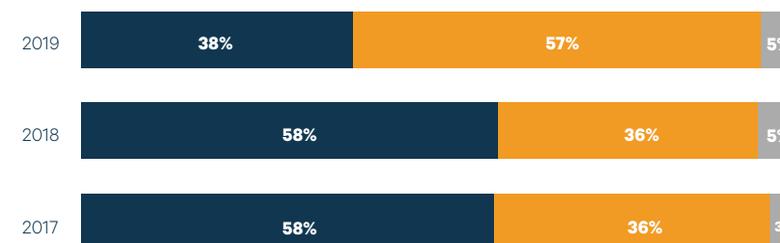
FEMALE MALE

NUMBER OF EMPLOYEES BY GENDER (PH OFFICE)



FEMALE MALE

EMPLOYEES BY AGE GROUP (PH OFFICE)



Under 30 years old 30-50 years old Over 50 years old



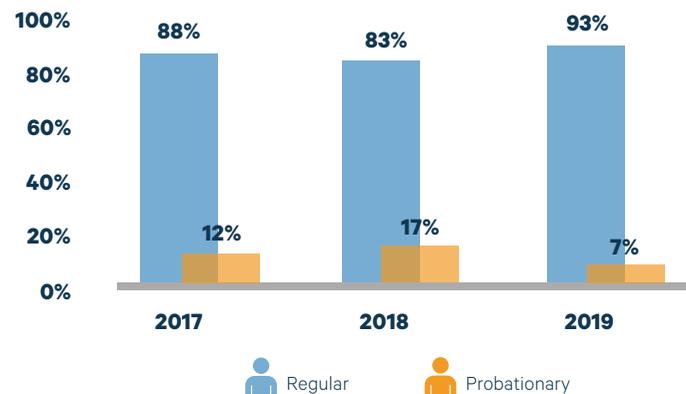
### EMPLOYEES BY EMPLOYEE CATEGORY (MIAMI OFFICE)



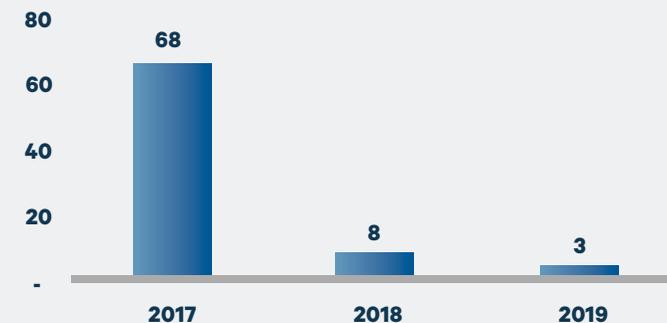
### EMPLOYEES BY EMPLOYEE CATEGORY (PH OFFICE)



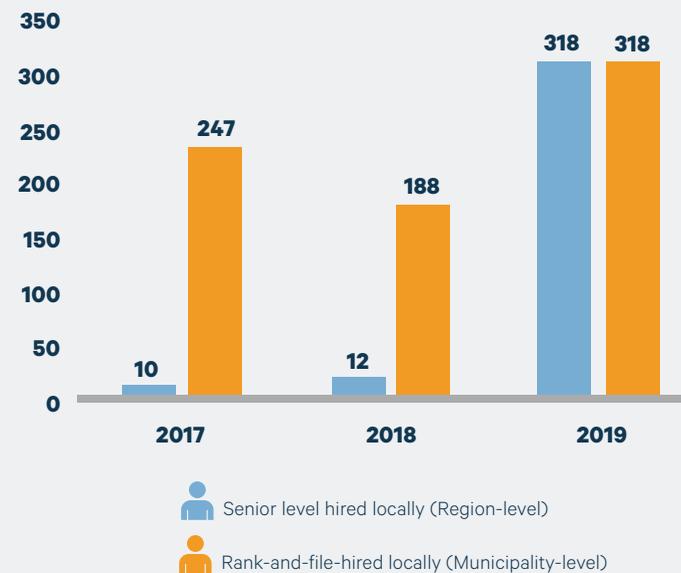
### EMPLOYEES BY EMPLOYMENT CONTRACT AND GENDER (MIAMI OFFICE)



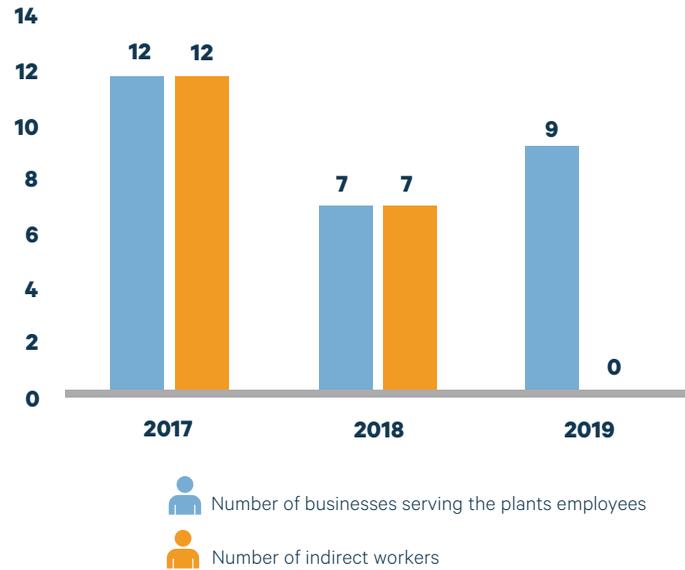
### NUMBER OF CONTRACTUAL/PROJECT-BASED EMPLOYEES (PH OFFICE)



### NUMBER OF EMPLOYEES HIRED LOCALLY (PH OFFICE)



### NUMBER OF EMPLOYEES HIRED LOCALLY (PH OFFICE)

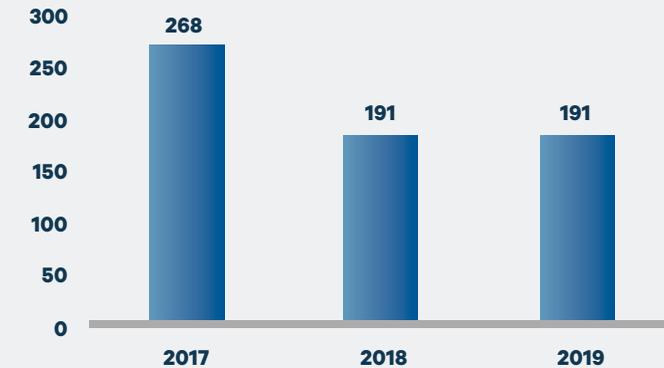


## B. Employee Benefits

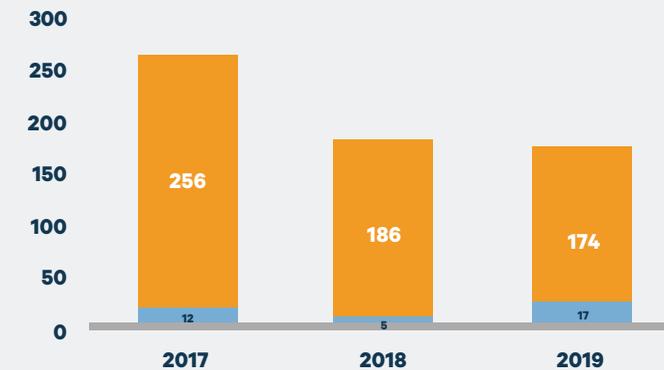
Regardless of whether they are regular, project-based, or under probationary status, all workers under Blue Star Foods are covered by social protection systems, including health insurance, social security, and socialized housing.

Depending on their years at work, we ensure that all our employees have access to various loans and benefits such as housing, salary and educational loans, as well as sickness, parental, and retirement benefits. In addition to basic maternity and paternity leaves, we grant special leave privileges to solo parents and women enduring gynecological disorders.

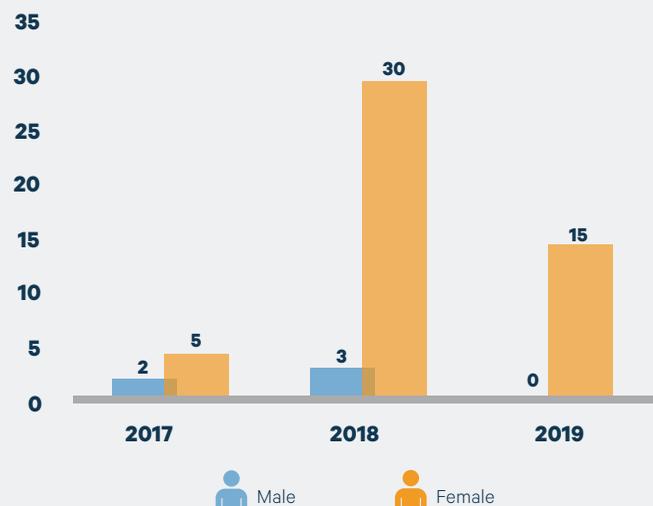
### NUMBER OF EMPLOYEES ENTITLED TO PARENTAL LEAVES (PH OFFICE)



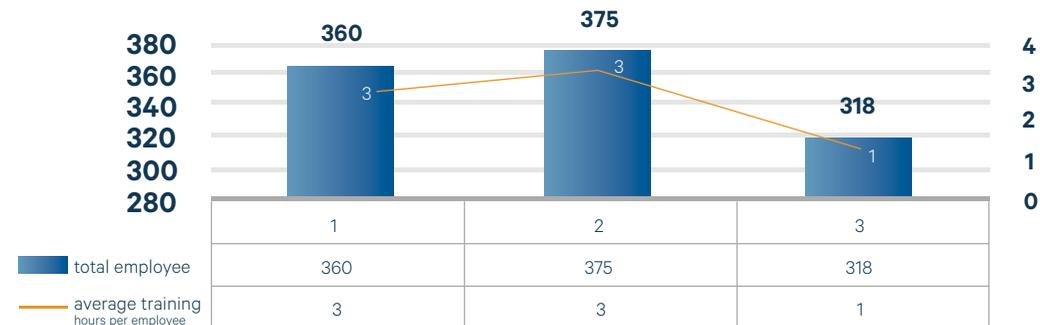
### NUMBER OF EMPLOYEES ENTITLED TO PARENTAL LEAVES (PH OFFICE)



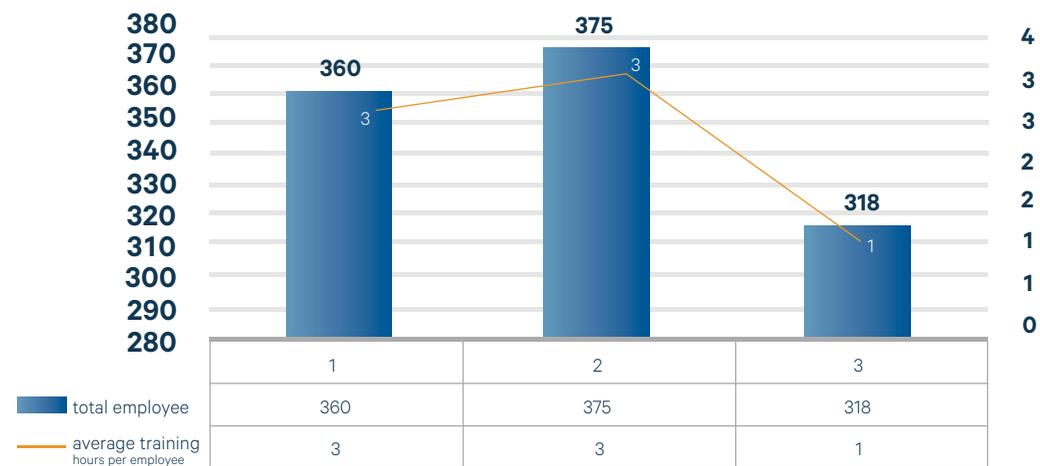
NUMBER OF EMPLOYEES WHO TOOK PARENTAL LEAVE (PH OFFICE)



AVERAGE TRAINING HOURS PER EMPLOYEE (PH OFFICE)



AVERAGE TRAINING HOURS PER EMPLOYEE (PH OFFICE) BY GENDER



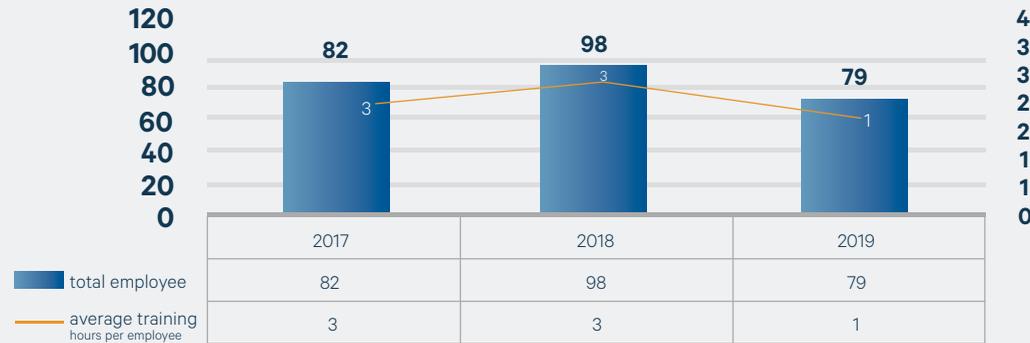
## C. Employee Development

Blue Star extends employee development opportunities that cater to our workers' distinct needs and challenges. We equip our workforce with the right skills and knowledge by providing career development reviews, and conducting quarterly forum meetings and trainings to enhance their capabilities and productivity.

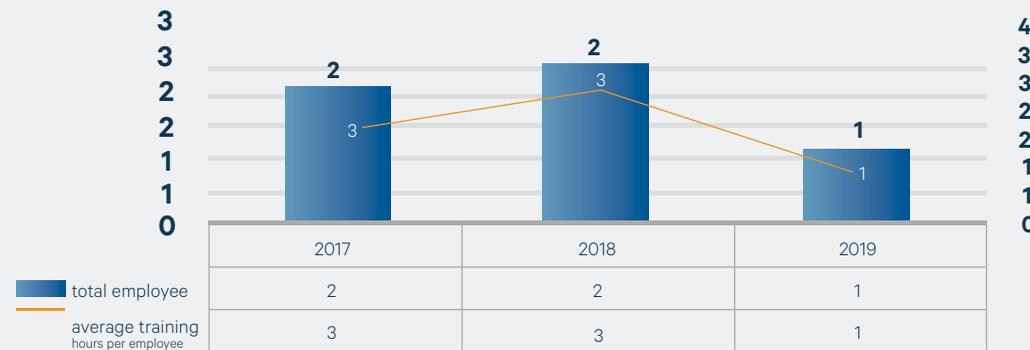
Trainings and orientations on social protection are made available to workers on a cyclical basis. Trainings in 2019 only covered re-orientations on the social compliance and food safety trainings, hence the downward trend on employee training hours.



### AVERAGE TRAINING HOURS PER MALE EMPLOYEE (PH OFFICE)



### AVERAGE TRAINING HOURS PER FEMALE EMPLOYEE (PH OFFICE)



Total number of employees	2017	2018	2019
Senior management	5	6	4
Middle management	5	5	5
Rank-and-file	431	379	309
Ave training hours by employee category	2017	2018	2019
Senior management	67	69	24
Middle management	14	42	13
Rank-and-file	1	1	0

## Quarterly Forum Meetings

We seek to gain more insights on the challenges affecting our workers. Through our quarterly forum meetings, we foster a transparent communication channel that encourages everyone to speak their minds. The main objectives of these meetings are to investigate, study and discuss possible solutions to mutual problems affecting labor management. The Labor Management Committee initiates this meeting to discuss topics about operations, management concerns, and employees' request

## Grievance Mechanism

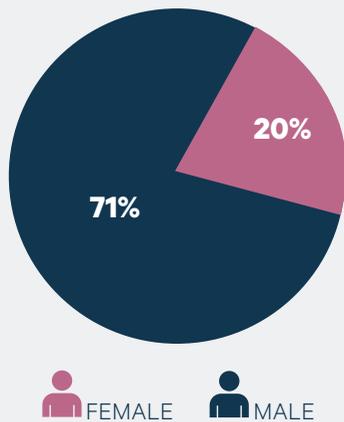
Blue Star has a grievance procedure that provides a structured process to resolve employee grievances fairly and at the earliest opportunity. For our operations in the Philippines, we have an employee handbook which contains procedures on how to handle worker complaints. The purpose of this procedure is to attain consistent treatment in the handling of conflict and provide a clearly defined process for managers to follow whenever a personal grievance arises.

### Career development reviews

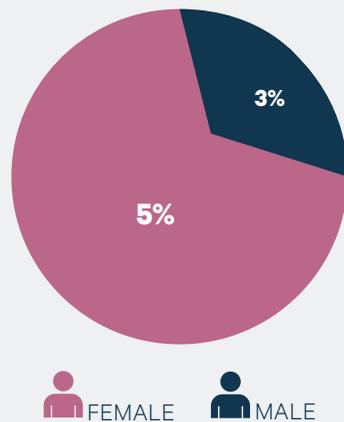
We implement an annual job review to complement our year-round open-communication culture on employee performance and satisfaction. The annual evaluation unites performance criteria with employee goals. It is done yearly to adopt a uniform treatment and assessment of every personnel using an objective rating system. This system strengthens our other performance communication channels to determine employee regularization, merit pay increases, and job promotion.

Two separate Performance Evaluation Forms by a supervisor and a peer are accomplished annually or every time an employee is up for regularization, transfer, or promotion. Upon submission, the forms are endorsed and submitted by department heads to the HR Department.

PERCENTAGE OF EMPLOYEES RECEIVING REGULAR PERFORMANCE AND CAREER DEVELOPMENT REVIEWS (MIAMI OFFICE)



PERCENTAGE OF EMPLOYEES RECEIVING REGULAR PERFORMANCE AND CAREER DEVELOPMENT REVIEWS (PH OFFICE)



### D. Promoting Diversity and Inclusivity

To enhance the socioeconomic conditions of the less empowered individuals who work on our complex supply chain, Blue Star promotes a culture of diversity and inclusivity in all our offices and plants.

Our Employee Handbook, revised and updated in March 2016, is the company's main reference for company rules and regulations, as well as the obligations and rights of every worker.

We believe that, employees, without distinction, have the right to join or form any formal and informal workers' organizations. We adopt an open attitude towards their organizational activities. Workers representatives are not discriminated against and have access to carry out their representative functions in the workplace.

### E. New Hires and Turnover Rates

Our employee development and benefits programs ultimately seek to attract, hire and retain qualified personnel. All these efforts have substantially reduced our turnover rates for both our Miami and Philippine operations. Our rate in 2019 is at 0% from 24% in 2018 in our Miami headquarters, and 12% from 21% in 2018 in the Philippines. The average length of service of Blue Star employees is 16 years. About 86% of the employees who left the company in 2019 were voluntary.



**RESULTS**



# CONTRIBUTIONS TO THE SDGS

Agreed upon by 193 countries in 2015, the Sustainable Development Goals (SDGs) is an ambitious universal vision for shared prosperity on a healthy planet. It is the first global development agenda that explicitly taps the contribution of the private sector, and is thus a great opportunity for businesses to help in the global fight against poverty and environmental decline.

As a seafood company working with small fishing communities in developing countries, Blue Star offers our company's innovation and creativity as building blocks for bridging the gaps between private gain and public good. We have already moved from pledges to actual practice by using our core business interests and skills to contribute to the Goals—particularly SDGs 4, 5, 8, 9, 13 and 14.

Pull-out: Ocean health and economic inclusivity are critical sustainability concerns at Blue Star. We work with the World Health Organization (WHO) and the Food and Agriculture Organization (FAO) in realizing the Sustainable Development Goals that cover marine resources, fisheries, and social equity.

## **THRIVING ECOSYSTEMS: SDGs 13 and 14**

We support the targets of SDG 13 and 14 by actively protecting the marine and coastal ecosystems that sustain our crab species habitats. We have developed a mobile cloud-based traceability platform that tracks the movement of our crab meat from the point of harvest to the plate. The app enables us to prevent illegal, unreported and unregulated fishing. We also conduct coastal cleanups, mangrove planting programs, and continuous information and education campaigns to ensure the health of our seafood habitats, such as mangroves and seagrass beds.

## **SOCIAL EQUITY: SDGS 4, 5, 8 and 9**

Small-scale, artisanal fishermen and processing plant workers form the backbone of Blue Star. We have conducted survey studies to analyze their socio-economic conditions and have developed various capacity-building programs to improve both their fishing and negotiation skills. We are also developing a digital purchasing app that will allow block chain transactions that will drastically speed up transactions and minimize unnecessary fees. This means our harvesters can be paid directly by processing plants, thus keeping middlemen-transactions, which offer shark-loan rates, at a minimum.

By direct compliance towards this 6 SDGs, Blue Star Foods also impacts SDGs 1, 2, 10, 12 and 15 for a total of 11 SDGs being observed.

# ACHIEVEMENTS AND CERTIFICATIONS



## **B POM Certificate**

*Indonesia*

The Indonesian Food and Drug Authority or Badan POM is a government agency responsible for protecting public health through the control and supervision of prescription and over-the-counter pharmaceutical drugs (medications), vaccines, biopharmaceuticals, dietary supplements, food safety, traditional medicine and cosmetics. The BPOM logo in our packaging guarantees the safety and quality of our product.

## **BRC Certificate**

*Indonesia*

Safe Food Certification is accredited by the American National Standards Institute (ANSI) and licensed by the British Retail Consortium to provide certification audits against the BRC Global Standard for Food Safety, Issue 7. Our supplier maintain a 5-star BRC KPI rating and are dedicated to providing you with outstanding customer service.

## **HACCP Certificate**

*Indonesia*

The Hazard Analysis Critical Control Point (HACCP) and is basically a tool to help identify and control food safety hazards that may occur within the food business. HACCP Certification is a system that recognizes that a food business has developed, documented and implemented systems and procedures in accordance with HACCP.

## **APRI Membership**

*Indonesia*

APRI was established on July 6th, 2007 in Jakarta, with noble goals and responsibility to initiate the blue swimming crab management and it natural resource fairly and wisely, so the benefit will last for the future generation and sustainable economically and ecologically.

Joined by some of the biggest international crab processors such as Handy and Phillips among others, APRI formulates guidelines for environmentally-friendly fishing and constructing other initiatives to ensure sustainability of health and balance in the wild crab populations and management of crab industry in Indonesia itself in a balanced manner.



### PACPI Membership

Phillipines

The Philippine Association of Crab Processors, Inc. (PACPI) is a group of blue swimming crab processing and exporting companies that operates within the Visayas and Bicol Region. The association was founded in May 2009 in an effort to foster good relationship among the crab processing sector; and to support initiatives aimed at promoting blue swimming crab sustainability in the country. At present, 6 of the 8 major companies operating in the Philippines, representing ninety percent (90%) of the blue swimming crab industry, are members of PACPI and are actively providing financial support in the implementation of blue swimming crab sustainability projects.

### NFI Crab Council Membership

Indonesia

The NFI Crab Council sponsors comprehensive sustainability projects throughout Southeast Asia. Working with in-country businesses, NGOs and government organizations the Crab Council identifies fishery needs and assists in creating and implementing Fishery Improvement Projects (FIPs) to further bolster crab stocks. Implementing management frameworks, fishery stock assessment, crab hatcheries, gear exchange programs, sustainability outreach, education and setting sourcing standards are just a few of the ongoing Crab Council funded efforts. Please find on this page: documents, FIP progress, project announcements and updates and learn more about the Crab Council sustainability work.



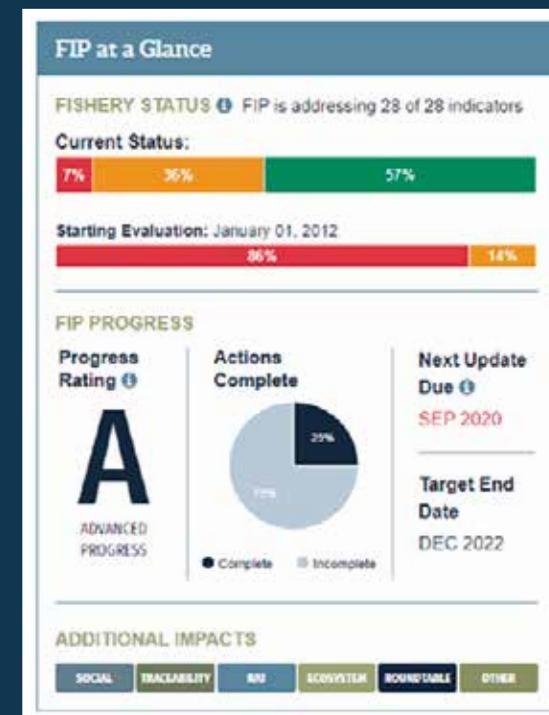
### Fisheries Improvement Program

Indonesia Blue Swimming Crab Association (APRI)  
Jakarta, Indonesia (2008 – 2017)

The fishery improvement project (FIP) for Indonesia BSC is industry-led by Asosiasi Pengelolaan Rajungan Indonesia (APRI) – an association of processors – with the full support of the National Fisheries Institute Crab Council (NFI Crab Council) in the United States, which is the destination for most blue swimming crab caught in Indonesia. Improving this fishery faces complicating factors common to developing countries (and many small-scale fisheries), including little or no reliable data, no controls on fishing access/rights to manage capacity, no effective organization of the crab fishers (approximately 65,000 in Indonesia), lack of government capability to support the “social health” of fishing communities, and limited industry understanding of these problems. Other BSC fisheries in Asia face similar challenges.

The Indonesian government has introduced new regulations governing the minimum landing size of blue swimming crab, banning landing berried females, and banning mini-trawl gear. If these regulations are complied with, then the best available modeling indicates typical BSC stocks will rebuild, and trap and gillnet fishers will benefit very quickly.

APRI is trying to comply with government regulations to improve the sustainability of BSC fisheries while at the same time try to analyze measures to minimize socioeconomic impacts of these regulations, and integrate the refined measures into FIP workplans. APRI has trained all processing members and their affiliated mini plants to comply Indonesian Government regulations (processing facilities and labors), including their certification (SKP and CPIB), by following requirements and certifying their supplies facilities. A clean supply chain will give direct benefit: healthy and sustain crab stock, possible MSC chain of custody certificate, health certificate and catch certificate.



## Case Study: Implementing a Lead Firm approach – Lessons Learned – Indonesia Blue Swimming Crab

Wilderness Market

Virginia, USA

(2018)

Over the past six years, Wilderness Markets has assessed sustainable fisheries investment opportunities in more than fifteen different wild capture fisheries worldwide. Their specific objective is defining how to make conservation-based approaches a viable financial alternative to current wild capture fishing practices.



WM works with numerous international and national partners on field assessments, desk reviews and systemic fishery improvement project (FIP) assessments. Fisheries assessed ranged from the United States, Mexico, Indonesia, the Dominican Republic, Grenada, Guyana, Chile, and four Caribbean-wide fisheries, even some fisheries in Africa.

Wilderness Markets completed a “lessons learned” document regarding their experiences working with BSF as lead firm in Indonesia to develop and implement sustainable fisheries practices for the Blue Swimming Crab fishery in Lampung Province.

The presentation provides an overview of our theory of change, our focus and goals and the key lessons learned during the course of this work. Building on the “parallel” approach to fisheries reform, it specifically integrates harvesters, communities, local leadership and industry representatives in developing and implementing sustainable fisheries practices.



## CEO's Speech at WTO Public Forum

World Trade Organization

Geneva, Switzerland

(2018)



As a private sector seafood company, we have a unique perspective on sustainable development goals. Blue Star Foods produces pasteurized crab meat in developing countries and trades in developed countries. We also work in a segment of the global economy (Small Scale Fisheries) that is both socially and environmentally sensitive.

Our CEO John Keeler and Philippines Sustainability Manager Josette Genio had the excellent opportunity to speak at the World Trade Organization (WTO) and reflect on the positive work we are doing. Blue Star Foods CEO John Keeler spoke alongside Roberto Azevedo (Director-General of the WTO), Julian Braithwaite (Permanent Representative, Mission of the UK to the WTO), Pamela Coke-Hamilton (Division on International Trade & Commodities for United Nations Conference on trade development), and Frank Mwe-di Malila (Ministre du Tourisme, RD Congo); moderated by Eduardo Galvez (Permanent Representative, Mission of Chile to the WTO).

Blue Star’s fishery improvement projects parallel the United Nations and World Trade Organizations sustainable development goals (SDGs). Blue Star’s goals tackle SDG 14 (Life Below Water), and also goals SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), and SDG 10 (Reduced Inequalities), among others. The following points describe our path towards sustainable development in the Blue Swimming Crab fishery. We hope these pillars can become the catalyst of change across global industries. By ensuring social inclusivity, enabling support systems, and utilizing affordable technologies, we continue economic growth while working towards the Sustainable Development Goals.

### **Environmental Innovation Award**

Philippine Chamber of Commerce and Industry  
 Manila, Philippines (2019)

On October 16, 2019, Bicol Blue Star Export Corporation was hailed winner of the Environmental Innovation Award 2019 for small enterprise category by the Philippine Chamber of Commerce and Industry (PCCI) last October 16, 2019 at the Manila Hotel in Manila, Philippines

General Manager of Blue Star, Ronnie Florentino and Pollution Control Officer, Lloyd Fernandez, received the award from PCCI, in the presence of the Vice-President of the Philippines, Leni Robredo.



## **Closing Statement**

We are proud to be working alongside organizations like the World Trade Organization on their sustainable development goals (SDGs) as developed by the Food and Agriculture Organization (United Nations) and affiliated groups to improve global food and agricultural supply chains. Many industry players have attempted to create an environmentally sustainable and socially responsible Blue Swimming Crab category, but no other Blue Swimming Crab improvement initiative has had as profound measurable impact as the one championed by Blue Star Foods.

Blue Star’s vision is simple; to enable social equality, better work conditions, economic growth and environmental sustainability in developing countries. Corporate social responsibility is the norm today among most global seafood organizations. With responsibility and commitment to these values, comes a greater cost. But, if more companies join this effort, the economic impact on each participating player will be reduced, therefore our company main focus goes to:

- Direct collaboration with industry stake holders.
- Affordable Technology automating data capture and deployment.
- Learned data and implementation in Real-Time.
- Self-Funded FIP’s through our own work, positively affecting society within our supply chain upstream.
- SDGs and IUU compliance.

We believe that Total Social Impact business models foster the greater good for all participants throughout the applicable supply chains from developing to developed countries societies. Blue Star Foods has implemented a Total Societal Impact business model that to date continues to show promising results.

Our ultimate goal is to become a lead model for the small scale fisheries. By planning and building standards and comprehensive data-driven guidelines/methods to stablish sustainable small scale fisheries worldwide.