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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.
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.

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?
IMPROVING THE LIVES OF OUR FISHERS AND WORKERS

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.

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.

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.

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.

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.
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 Sri Lanka, Phillipines, Indonesia, China and Vietnam 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.
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 alike.

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.
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 1 lb can, and a 35% savings compared to a 1 lb cup.
- Pouches have the lowest energy consumption from transportation and distribution compared to cans and cups.
- Transportation of a 1 lb pouch over its life cycle generated 8% less greenhouse gas releases than a 1 lb can, and 18% less than a 1 lb 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 take 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.
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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 Crab Processors, Inc. (PACPI)
- Illegal, Unreported and Unregulated Fishing (IUU) compliance
- Supply Chain Socio Economic Survey
- Information, Education and Communication (IEC) campaign.

Some examples of our commitment to social responsibility are:

**IEC Campaign**
Blue Star Bicol
Bicol, Philippines
(2018)

On May 2018 the sustainability group of Bicol Blue Star successfully conducted a number of Information, Education, and Communication (IEC) campaigns on blue swimming crab sustainability in the Philippines areas of Tinambac, Camarines Sur and Sorsogon City, as part of the Triple-Bottom-Line (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 related to the fishery and explore measures on how to safeguard existing stocks. The IEC event in Sorsogon was shortly followed by Fishermans Registration (FishR) and documentation in compliance with the government’s undertakings to prevent Illegal, Unreported, Unregulated (IUU) caught crab.

**Socio Economic Study**
Blue Star Bacolod
Bacolod, Philippines
(2019)

This socio-economic study allowed us to know the supply and more importantly, the actors, better and to look beyond financial transactions. It generates critical information on how the industry affects the socio-economic conditions of stakeholders particularly the fishermen and the processing plant workers. Within the most important findings:
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.

- Almost 90% of our fisherman are the only source of income for their households also struggling to complete 3 meals a day.
- About 65% of fisheries communities consider their life being improved by the presence of crab exporters.
- 9-11% of the miniplant/cannery workers are member of the LGBTQ community.
- College undergraduate is the highest educational level reported among Mini Plant workers, with majority only reaching high school.
- Poverty is the major driving force for the lack of access to education within plant workers.

IEC Campaign
Blue Star Bicol
Bicol, Phillippines
(2018)

Blue Star teams around South East Asia collaborate with local fishing communities by establishing, monitoring and participating in clean-up programs along their coastal sourcing areas, respectively in Java, Indonesia and Naga, Philippines.

3rd PILLAR: Sustainable Value

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 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.
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.

**Triple Bottom Line Approach to Sustainability**

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.

**Trace Crab**

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.
**STAKEHOLDER ENGAGEMENT**

**Milestones**

- **Jan 17**: Launch Trace Crab™ Our Cloud Based Traceability App
- **Dec 17**: Yearly Report US Traceable/GQR Coded Product 80% Compliance
- **Feb 18**: Asia Trace - Training 2018 Indonesia - Philippines App Performance Overview, SIMP Compliance, Challenge Assessment
- **Mar 18**: BOST Traceability Case Study By Wilderness Market
- **May 18**: NOAA 1st Process Review/Feedback SIMP Compliance
- **Aug 18**: NOAA 2nd Process Review/Feedback SIMP Compliance
- **Sep 18**: Yearly Report 20% Coded Product 80% Compliance
- **Oct 18**: NOAA 3rd Process Review/Feedback SIMP Compliance
- **Nov 18**: Mid Year Report 20% Traceable/QR Coded Product 85% Compliance
- **Dec 18**: Yearly Report 20% QR Coded Product 90% Compliance
- **Jan 19**: NOAA 4th Process Review/Feedback SIMP Compliance
- **Feb 19**: Trace Crab 2.0™ App Platform Updates New functionalities
- **Mar 19**: NOAA 5th Process Review Feedback SIMP Compliance
- **Apr 19**: Trace-Blue App proposal
- **May 19**: Philippines Traceability Data Collection Report
- **Jun 19**: Philippines GPR Reporting kickoff
- **Jul 19**: SOPs for shrimp consolidation and formats proposal
- **Aug 19**: Philips Reporting kick-off
- **Sep 19**: Half Year Report QR Code 20% QR Rate 1:4
- **Oct 19**: IND - Remote and Documentation Updates
- **Nov 19**: GPS Activation Part I
- **Dec 19**: Yearly Report QR Code 30% QR Rate 1:3
- **Jan 20**: Half Year Report QR Code 30% QR Rate ISO Compliance 99%
- **Feb 20**: Report QR Code 36% QR Rate 1:0 Compliance 98%
- **Mar 20**: Report QR Code 44% QR Rate 1:0 Compliance 98%
- **Apr 20**: Report QR Code 46% QR Rate 1:0 Compliance 98%
- **May 20**: Report ALL - TIMES HIGH QR Code 46% QR Rate 1:0 Compliance 97%
- **Jun 20**: Social Media Campaign COVID-19 Prevention #Choosedelivery #Choosedelivery
- **Jul 20**: Report QR Code 30% QR Rate ISO Compliance 99%
- **Aug 20**: Report QR Code 36% QR Rate ISO Compliance 98%
- **Sep 20**: Report QR Code 45% QR Rate ISO Compliance 99%
- **Oct 20**: Report QR Code 46% QR Rate ISO Compliance 98%
- **Nov 20**: Report QR Code 48% QR Rate ISO Compliance 99%
- **Dec 20**: Report ALL - TIMES HIGH QR Code 48% QR Rate 1:0 Compliance 97%

**Launch Dates**

- **Mar 18**: Trace Crab 2.0™ Launch
- **Apr 18**: Trace Crab 2.0™ Launch
- **Jun 18**: Trace Crab 2.0™ Launch
- **Aug 18**: Trace Crab 2.0™ Launch
- **Oct 18**: Trace Crab 2.0™ Launch
- **Dec 18**: Trace Crab 2.0™ Launch

**Trace Crab 2.0™ Updates**

- New functionalities
- App Platform Updates
- SIMP Compliance
- Compliance: 99%
- Compliance: 98%
- Compliance: 97%
- Compliance: 96%
- Compliance: 95%
- Compliance: 94%
- Compliance: 93%
- Compliance: 92%
- Compliance: 91%
- Compliance: 90%
- Compliance: 89%
- Compliance: 88%
- Compliance: 87%
- Compliance: 86%
- Compliance: 85%
- Compliance: 84%
- Compliance: 83%
- Compliance: 82%
- Compliance: 81%
- Compliance: 80%
- Compliance: 79%
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.

Continuing to improve traceability for raw materials and educating consumers and investors regarding the meaning of sustainability, particularly in regards to where products are sourced from. We are talking here about Responsible Sourcing.

Plastic waste were also among top concerns raised by our staff, who indicated a desire to engage more with local authorities to raise awareness and collaborate on reducing ghost gear.

Health & Safety in the Workplace has also been identified as a new issue at the front of stakeholders’ minds. BSF is deeply committed to UN SDG 8, Decent Work and Economic Growth and Safe & Legal labor with a number of related programs and activities.

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

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<th>Issues</th>
<th>Responses</th>
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<td>Investors</td>
<td>• Improve company performance • Corporate governance (lack of transparency, data disclosure) • Social and environmental responsibilities</td>
<td>• Transparency and governance (lack transparency, data disclosure, and reporting) • Social and environmental responsibilities</td>
</tr>
<tr>
<td>Suppliers</td>
<td>• Fair trade • Contingency expenses • Increasing orders</td>
<td>• Responsible sourcing (lack transparency, data disclosure, and reporting) • Supplier audit and capacity building • Social Economic Survey</td>
</tr>
<tr>
<td>Customers</td>
<td>• Product quality (health and nutrition) • Fair trade (BSF, ASC, BAP, carbon footprint of products)</td>
<td>• Responsible sourcing (lack transparency, data disclosure, and reporting) • Transparency of information • Greenhouse Gas (GHG) emissions and water waste</td>
</tr>
<tr>
<td>End-consumers</td>
<td>• E-billing • Competition or price • Food safety • Product quality (health and nutrition) • Innovation and product responsibility • Social and environmental responsibility</td>
<td>• Responsible sourcing (lack transparency, data disclosure, and reporting) • Responsible sourcing (lack transparency, data disclosure, and reporting) • Sustainability briefing and social media campaign • GHG transparency (lack transparency, data disclosure, and reporting)</td>
</tr>
<tr>
<td>Employees</td>
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<td>• Human rights and fair labor practices • Human capital development</td>
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<tr>
<td>Daily/Migrant workers</td>
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<td>• Human rights and fair labor practices • Human capital development</td>
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<tr>
<td>Communities</td>
<td>• Legal compliance • Transparency and governance (lack of transparency, data disclosure) • Social and environmental responsibility • Partnership in community development • Economic development</td>
<td>• Economic development (lack transparency, data disclosure) • Climate change and environmental protection • Greenhouse Gas (GHG) emissions and water waste</td>
</tr>
<tr>
<td>Government</td>
<td>• Legal compliance • Participation in government Programs</td>
<td>• Transparency and governance (lack transparency, data disclosure) • Climate change and environmental protection • Greenhouse Gas (GHG) emissions and water waste</td>
</tr>
<tr>
<td>NGOs</td>
<td>• Social and environmental responsibilities • Marine conservation • Participation in social and environmental programs • Transparency of information</td>
<td>• Climate change and environmental protection • Greenhouse Gas (GHG) emissions and water waste • UNFCCC report</td>
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</table>
| International organizations | • Regulatory compliance • Transparency of information • Social and environmental responsibilities | • Transparency and governance (lack transparency, data disclosure) • Climate change and environmental protection • Greenhouse Gas (GHG) emissions and water waste • Social and environmental responsibilities
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.
Responsibly-Sourced Seafood is...

TRACEABLE

It involves verifiable means to trace the origin of a product and the processes it went through. In seafood, traceability can be best achieved through the following conditions:

- Market regulations
- Government intervention
- Digital tools
- Supply chain integration
- Access to information

SUSTAINABLE

Sustainable seafood is one that is harvested or farmed in ways that do not harm future stocks of targeted species, its habitats and the ecosystem. The seafood is produced under responsible fishing practices that observe environment-friendly fishing methods, sound fisheries policies, catch quotas, landing size regulation, and stakeholder education.

- Sound policies
- Effective governance & enforcement
- Multi-stakeholder engagement
- Public scientific information
- Incentive system

EQUITABLE

Equity is characterized by impartiality, fairness, and inclusivity. An Equitable Fishery is one that provides long-term economic benefits to fisheries stakeholders and on the process, improving their social conditions. It should be devoid of labor abuses, debt bondage, and discrimination.

- Empowered communities
- Access to alternative livelihood and financing
- Support Systems
- Equal Representation
- Absence of labor fraud

Supply Chain Stages

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<tr>
<td>Mini Plant or Picking Plant</td>
<td>Sorting/cleaning, Picking, Pre-packing, Cold chain monitoring 1, LF Filling, LF Upload.</td>
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<tr>
<td>Factory or Processing Plant</td>
<td>Unloading, sort grades, organoleptic check, filling of cans or pouches, cooling/ullimation, cold storage, quality check, lab testing, control samples, heat certification, packing, load vessel/container, submit Import/Export documentation, Container Remainder, pack container, post-authorization, QR Code generation, Cold Chain Monitoring 2.</td>
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<tr>
<td>Shipping</td>
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<td>Retailer/Distributor</td>
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<td>Plate</td>
<td>QR Code Reading, consumer feedback.</td>
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Flow of Goods in the Blue Swimming Crab Supply Chain
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 with 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%.
EMPLOYEES BY EMPLOYEE CATEGORY (MIAMI OFFICE)

- Rank-and-file: 97% 88% 93%
- Middle management: 12% 17% 7%
- Senior management: 0% 0% 0%

EMPLOYEES BY EMPLOYEE CATEGORY (PH OFFICE)

- Rank-and-file: 97% 97% 98%
- Middle management: 4% 3% 1%
- Senior management: 2% 2% 1%

EMPLOYEES BY EMPLOYMENT CONTRACT AND GENDER (MIAMI OFFICE)

- Regular: 2017 12%, 2018 17%, 2019 7%
- Probationary: 2017 88%, 2018 83%, 2019 93%

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

- 2017: 68
- 2018: 8
- 2019: 3

NUMBER OF EMPLOYEES HIRED LOCALLY (PH OFFICE)

- 2017: 10
- 2018: 12
- 2019: 318

Senior level hired locally (Region-level)
Rank-and-file hired locally (Municipality-level)
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.
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.
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.

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.
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 counties, 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 these 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

**BPOM 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) 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 its 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.
Fisheries Improvement Program
Indonesia Blue Swimming Crab Association (APRI)

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.

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 Brashwaite (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.
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 stakeholders.
- 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 establish sustainable small scale fisheries worldwide.
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<tbody>
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<td>401-1a11</td>
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<td>401-1a12</td>
<td>New employee hires (over 50 yrs) rate</td>
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<td>401-1b11</td>
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<td>401-1b12</td>
<td>Employee turnover (over 50 yrs) rate</td>
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</table>

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<th>Description</th>
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<tbody>
<tr>
<td>402-1</td>
<td>Minimum notice periods regarding operational changes</td>
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<table>
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<th>Description</th>
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<tr>
<td>414-1</td>
<td>New suppliers that were screened using social criteria</td>
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### MARKETING AND LABELING

<table>
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<th>Code</th>
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<tr>
<td>417-1</td>
<td>Requirements for product and service information and labeling</td>
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<th>Description</th>
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<td>404-1</td>
<td>Average hours of training per year per employee</td>
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<td>Percentage of employees receiving regular performance and career development reviews</td>
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### LOCAL COMMUNITIES

<table>
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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>413-1</td>
<td>Operations with local community engagement, impact assessments, and development programs</td>
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</table>
Post-Survey Analysis
of Socio-Economic Conditions
of Fishermen under Blue Star Foods
Value Chain
Post-Survey Analysis of Socio-Economic Conditions of Picking Plant “Himayan” Workers under Blue Star Foods Value Chain

Post-Survey Analysis of Socio-Economic Conditions of Plant Workers under Blue Star Foods Philippines
THANK YOU
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