BLUE IMPACT®

MEASURABLE PROGRESS FROM FEED TO FOOD

Blue Impact is BioMar's holistic feed concept designed to help farmers demonstrate sustainability performance you can prove.

Combining science-based metrics with marketing tools, Blue Impact helps turn aquafeed performance into credible, compelling sustainability claims.

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What Is Blue Impact?

Blue Impact is a feed concept that combines raw materials, formulation expertise, and scientific tools to optimise and measure environmental performance from feed to food. The programme incentivises continuous improvement over time.

Supporting Customers In:

- Turning sustainability ambitions into practical action
- Complying with recognised retail seafood standards
- Future-proofing farmed seafood
- Providing evidence to support substantiated seafood claims

By Providing:

- **Tailored Feed Solutions:** Optimised formulation for selected environmental parameters.
- **Scientific Tools & Methods:** Decision-support tools to understand impact and identify opportunities for improvement.
- **Transparency & Evidence:** Data and documentation that help customers set targets and measure progress.
- **Specialist Services:** Support for targets, tenders and customer-specific environmental programmes.
- **Value-Chain Collaboration:** Working with producers, buyers, retailers, suppliers and other partners around shared ambitions.

Together, these elements connect feed development with data, expertise and collaboration, so the benefits of responsible aquaculture can be documented and communicated to relevant stakeholders. Powered by BioSustain™, each Blue Impact programme combines tailored feed solutions, specialist services, data and collaboration across the value chain.

Built on BioSustain

BioSustain provides the scientific foundation behind Blue Impact. It brings together Life Cycle Assessment (LCA), Material Flow Analysis (MFA), supply chain due diligence, representative industry data and specialist expertise.

Analysis of Critical Feed-Related Topics for Farmed Seafood

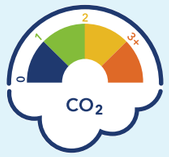
- Carbon Footprint
- Circularity
- Agricultural Impacts
- Marine Resource Stewardship
- Nutrient Discharge
- Water Use

Going Beyond Certification

Certification can provide an important foundation for responsible aquaculture, setting the bar for many leading seafood buyers. Blue Impact provides additional science and documentation, facilitating differentiation.

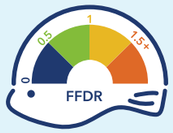
Documenting Progress

Sustainability performance is measured against three BioSustain impact parameters. Rather than looking at individual indicators in isolation, we assess them together, so progress and potential trade-offs are both visible. The goal is to progressively move each customer's scores into the Blue zones, representing leading performance against defined industry benchmarks.



Carbon Footprint
Greenhouse gas emissions associated with feed ingredients and production.

Circular & Restorative
Raw materials that make better use of resources or support restorative agricultural practices.



Forage Fish Dependency Ratio (FFDR)
The level of reliance on finite wild forage fish resources.

Add-ons for Customisation

Every Blue Impact programme can also include feed characteristics related to animal health and welfare, production performance, farm economics and desired product qualities.

Value Across the **Seafood Supply Chain**

Farmers

- Make credible, evidence-based claims about the feed-related sustainability performance of your seafood.
- Align your brand and reputation with clear, measurable indicators recognised by leading seafood buyers and stakeholders.

Seafood Buyers, Retailers and Brands

- Align your supplier portfolio with departmental and corporate sustainability commitments.
- Create opportunities for private-labels and other initiatives.

Investors

- Blue Impact provides assets aligned with corporate climate targets, GHG accounting and investor frameworks, such as Science Based Targets and the FAIRR Initiative.
- BioSustain ensures auditability and credibility.

Powered by Partnership
Driven by Innovation

www.biomar.com