



Champions of the fourth Japan Sustainable Seafood Award Announced



(26th October 2020, Tokyo)

The champions of the fourth Japan Sustainable Seafood Award (hosted by: Japan Sustainable Seafood Award Committee) was announced at the Tokyo Sustainable Seafood Summit 2022 on 19th October, 2022 (hosted by: Seafood Legacy Co., Ltd. and Nikkei ESG). The award honors projects that contribute to the ripple-effect to the sustainable seafood movement and promote seafood sustainability in Japan.

The Award is composed of three categories: Leadership Award that honors pioneer projects, Collaboration Award that honors impactful multi-stakeholder collaborative projects, and U-30 (under 30) Award that honors projects managed by an individual or group of people under age 30. In this September, finalists for the all three categories were selected, and the most impactful champions were announced as the honored champions at the Tokyo Sustainable Seafood Summit 2022.

Leadership Award

“Accelerating sustainable seafood and aquaculture with small-scale artisanal fishermen and farmers”

Fish & Planet, Inc., Ginza Daishin Co., Ltd., Youth group at Kitakami-cho Jusan-hama division, Miyagi Prefecture Fisheries Cooperative Association and DNV Business Assurance Japan K.K.

Project

Fish & Planet, Ginza Daishin that is a long-established tempura restaurant financially and practically supports young seaweed (*wakame* and *kombu*) producers in Ishinomaki in Miyagi Prefecture to acquire

the Japan's first ASC-MSC Seaweed Standard for *wakame* (*Undaria pinnatifida*) and *kombu* (*Laminariaceae*). When the producers acquire the certification, the Fish & Planet and Ginza Daishin will support other producers to challenge the certification.

Reason of winning

Algae is recognized as an important element for ocean sustainability. This project was highly valued to be contacted by multiple stakeholders to work collaboratively and started new challenges that support the acquisition of the ASC-MSC Seaweed Standard by group.

Collaboration Award

“Acquire MSC certification through Fishery Improvement Project at the coastal areas of the Yellow Sea, China”

Nichirei Fresh Inc., Dandong Taihong Foodstuff, WWF China and WWF Japan

Project

The estuary area of the Yalu River in the Yellow Sea is one of the most major clam production areas and has rich ecosystems with high biodiversity. Companies and NGOs in Japan and China cooperated and started the Fishery Improvement Project (FIP) in November 2016 and acquired MSC certification in September, 2021.



Reason of winning

Estuary area is significant regarding conservation of biodiversity. The participants' tenacious efforts of improving fishery, ensuring traceability and acquiring the certification in the end was highly valued. With food security, expansion of the project as a company's necessary effort for procurement is expected.

U-30 Award

“Stock management project of hard clam fishery in Aso Sea, Kyoto”

Junya Murakami (Mizoshiri area, Kyoto Fisheries Cooperative)

Steering Committee of Mizoshiri area, Kyoto Fisheries Cooperative

Project

Junya Murakami is a fisherman in Aso Sea in Kyoto and has been engaged in the short-neck clam (*Meretrix lusoria*) stock recovery project. He started stock management with the Fisheries Technology Department; Kyoto Prefectural Agriculture, Forestry and Fisheries Technology Center. Instead of total length limits, he aims to recover clam stock by setting fishing seasons, regulating fishing hours, and catch volume. Even during the fishery season, he tries to end fishing when the catch reaches 30-40% of the stock. (Photo by: Hidehiro Akahoshi)



Reason of winning

He courteously communicated his feelings and thoughts to the fisheries cooperative and has been dedicated to keep strict stock management based on science with people around him. Recommendations from the chefs were also appreciated. The efforts for conservation of the surrounding ecology is expected.

Trophy for the champions and finalists

A trophy made of 100% recycled glass from SAWAYA Studio Relight was presented to the finalists and champions. Wasted fluorescent lamps, which are used as raw materials, have long been regarded as one of the causes of soil pollution. However, the company aims to prevent environmental pollution caused by the disposal of used fluorescent lamps by recycling each material and demercuration of the content of fluorescent lamps.

Juries

- Makoto Suzuki (President, Japan Sustainable Seafood Society)
- Mari Saito (CEO, afumi inc.)
- Masaki Nakashima (Editor in Chief, The Suisan-Keizai Daily News)
- Masanori Miyahara (Special Adviser to Minister of Agriculture, Forestry and Fisheries, President, All Fish Consulting Masa Miyahara, Former President of Fisheries Research & Education Agency)
- Mitsutaku Makino (Professor, Atmosphere and Ocean Research Institute, Tokyo University)
- Satoshi Matsumoto (Seafood Program Manager, Sustainability Strategy Dept., Brand Strategy Division, Japanese Consumers' Co-operation Union)



For more information, please visit our website:

<https://sustainableseafoodnow.com/2022/en/award/>

Japan Sustainable Seafood Award Committee

- ASC Aquaculture Stewardship Council Japan <https://jp.asc-aqua.org/>

ASC is an international non-profit organization that operates a certification program for products produced through responsible aquaculture that respects the environment, communities and people. As of September 2022, more than 20,000 aquaculture products with the ASC logo are sold in 97 countries worldwide. 1,778 farms worldwide and 82 farms in Japan are ASC certified. The number of CoC certifications is 2,836 worldwide and 182 in Japan.



- The Marine Stewardship Council <https://www.msc.org/>

The Marine Stewardship Council (MSC) is an international non-profit organisation which sets globally recognised, science-based standards for sustainable fishing and seafood



traceability. The MSC ecolabel and certification program recognises and rewards sustainable fishing practices and is helping create a more sustainable seafood market. It is the only wild-capture fisheries certification and ecolabelling program that meets best practice requirements set by both the United Nations Food and Agriculture Organization (UNFAO) and ISEAL, the global membership association for sustainability standards.

■ Sailors for the Sea Japan <https://sailorsforthesea.jp/>

Sailors for the Sea Japan was established in 2011 as an affiliate of the US based ocean conservation NGO, founded by David Rockefeller Jr., to improve ocean environment and sustainability through advocacy activities, cooperating with various stakeholders. Our actions vary to an extensive range, including issuance of “Blue Seafood Guide” to raise awareness for sustainable seafood consumption.



■ Seafood Legacy Co., Ltd. <https://seafoodlegacy.com/en/>

Seafood Legacy Co., Ltd. is a social venture based in Tokyo that provides sustainable seafood consulting and platforming services to Japanese seafood businesses and the government. Seafood is a symbol of the connections between marine ecosystems, marine economics, and regional communities, and our purpose is to ensure that it remains abundant for future generations. Seafood Legacy also strategically networks seafood businesses and NGOs to foster pre-competitive platforms to solve mutual issues that various stakeholders face in Japan and the world.



■ WWF (World Wide Fund for Nature) <https://wwf.panda.org/>

WWF is a global environmental conservation organization established in Switzerland in 1961. To build a future in which humans live in harmony with nature, WWF is currently promoting environment projects in more than 100 countries to protect rare wildlife species, preserve natural environments such as forests and oceans, promote sustainable use of natural resources, and prevent global warming, among many other things.



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