

## Press Release

April 16th, 2025  
Seafood Legacy Co., Ltd.

### **Seafood Legacy —is Now a Certified B Corporation™: A Milestone Achievement on Its 10th anniversary to Further Mainstream Sustainable Seafood**



On March 10, 2025, Seafood Legacy Co., Ltd. became a certified B Corporation (hereafter B Corp). Only businesses that meet high standards of verified social and environmental performance and produce outstanding societal benefits can become B Corps.

#### **Background**

Seafood Legacy celebrates its 10th anniversary this year.

The company was founded in 2015 with the purpose of passing on the oceans and their abundance of seafood—a symbol of the strong connections between the marine ecosystem, the economy and local communities—as a legacy to future generations.

Since then, Seafood Legacy has played a role of frontrunner in mainstreaming sustainable seafood by facilitating market transformation, engagement of the finance sector with seafood industries and policy change.

Seafood Legacy has been working hard to become a certified B Corp as a milestone marking its 10th anniversary, and to accelerate organizational growth by making its work further beneficial to society, thereby realizing the corporate purpose.

## **What is a B Corp?**

A B Corporation (B Corp) is a business that has been certified by B Lab™, a non-profit organization based in Pennsylvania, USA, as meeting very high standards of verified social and environmental performance and generating great societal benefits. The “B” stands for “benefit for all.” To become a certified B Corp, companies are required to verify whether they are generating benefits not only for shareholders but also for a wide range of stakeholders, including their workers, customers, the environment, communities and future generations.

As of April 16, 2025, 9,683 companies in 160 industries and 102 countries around the world have been certified, of which 55 B Corps are Japanese. <https://www.bcorporation.net/>

## **Assessed to become certified**

To become certified, a company must complete a B Impact Assessment and achieve a score of 80 or higher. The assessment spans five categories: governance, workers, community, environment, and customers. Seafood Legacy's overall score was 87.7 points, with strong performance in the "customer" category. The company's business-to-business consulting services were seen as having a particularly positive impact on society in terms of sustainability.

Details: <https://www.bcorporation.net/en-us/find-a-b-corp/company/seafood-legacy-co-ltd/>

## **Comment from Wakao Hanaoka, CEO, Seafood Legacy**

Nearly a decade has passed since Seafood Legacy was founded to leverage the purchasing power of Japan—one of the world's leading seafood market states—and incentivize seafood producers to pursue environmental sustainability and social responsibility.

Since then, the Japanese government has established laws aimed to prevent seafood products that are sourced by overfishing or illegal, unreported and unregulated (IUU) fishing from entering the domestic market; financial institutions have started to request seafood-business operators to be transparent about environmental and human rights information; and multiple seafood-business operators have established responsible procurement policies, working toward having stronger systems for traceability, due diligence and disclosure.

We are thrilled to have become a certified B Corp. How the ability of our services to generate great societal benefits has been regarded highly through an objective assessment, is a true honor for us. We will continue to work hard with a diverse range of stakeholders to make sure that the abundance of our oceans can be enjoyed by generations to come.

## **Comment from Yuki Mizobuchi, B Market Builder Japan**

We are delighted to welcome Seafood Legacy to the B Corp community. Seafood Legacy leverages business power to address global challenges around marine resource sustainability. The company's purpose of passing on the oceans and their abundance of seafood to future generations resonates deeply with the B Corp Declaration of Interdependence. We look forward to working together to realize our goal of an "inclusive, fair, and regenerative economy."

**About Seafood Legacy Co., Ltd.**

Seafood Legacy is a social enterprise that provides sustainable and responsible seafood consulting and platforming with the aim of passing on an abundance of seafood, a symbol of the connections between marine ecosystems, economy, and society to the next generation (legacy).

As a pioneer of seafood sustainability in Japan, we accelerate the sustainable seafood movement to Asia and the world, with national and international companies, financial organizations, NGOs, and governments, by harnessing our global network and foremost expertise in Japan.

-----  
Contacts: Seafood Legacy Co., Ltd.  
Yukino Tomizuka: [yukino.tomizuka@seafoodlegacy.com](mailto:yukino.tomizuka@seafoodlegacy.com)  
Mariko Arikawa: [mariko.arikawa@seafoodlegacy.com](mailto:mariko.arikawa@seafoodlegacy.com)