



COMEPESCA
CONSEJO MEXICANO DE PROMOCIÓN DE LOS
PRODUCTOS PESQUEROS Y ACUÍCOLAS, A.C.



SEAFOOD LEGACY
designing seafood sustainability, together

Seafood Legacy and COMEPESCA Sign MOU to Advance Sustainable and Responsible Fisheries

3th, Dec, 2025

Tokyo, Japan — [December, 3, 2025] — Seafood Legacy Co., Ltd. has signed a Memorandum of Understanding (MOU) with COMEPESCA (Consejo Mexicano de Promoción de los Productos Pesqueros y Acuícolas, A.C.), the Mexican Council for the Promotion of Fishery and Aquaculture Products, to establish a collaborative framework for advancing sustainable and responsible fisheries. The MOU was signed on December, 3, 2025 in the 5th Latin America Sustainable Seafood Summit (Mérida, Yucatán, México).



(Photo: From left, Ms. Biol Citlali Gomez Lepe, President of the Board, COMEPESCA; Mr. Wakao Hanaoka, Founder and CEO, Seafood Legacy Co., Ltd.)

Background and Purpose

Since its establishment in 2015, Seafood Legacy has been dedicated to transforming the seafood market, promoting ESG investment in the seafood sector, and advocating for policy reform to enhance the sustainability of fisheries in Japan and globally. Guided by its purpose—to pass on a healthy legacy of seafood that symbolizes the connection between marine ecosystems, economies, and communities to future generations—Seafood Legacy continues to drive systemic change across the seafood industry.

COMEPESCA, founded in 2003, is a Mexican nonprofit industry association that promotes the consumption of legally caught and responsibly farmed domestic seafood. Through initiatives such as the “Pesca Con Futuro” (Fishing for the Future) campaign, COMEPESCA has played a leading role in fostering collaboration among government, private sector, NGOs, and research institutions to promote responsible fishing practices.

Through this MOU, both organizations aim to mutually support market transformation in East Asia and Latin America, fostering cross-regional knowledge exchange and collaboration toward a more sustainable global seafood industry.

Key Areas of Collaboration

- Exchange of knowledge to promote sustainable and responsible seafood market transformation
- Information sharing on the promotion of ESG finance in the fisheries sector
- Strengthening collaboration in policy advocacy and international dialogues
- Cooperation in awareness-raising and outreach through communication activities and events organized by both parties

Based on mutual agreement, both parties will explore opportunities for future joint projects.

Comments from Representatives

Wakao Hanaoka, President and CEO, Seafood Legacy Co., Ltd.

“Japan and Mexico, both maritime nations, share a deep connection to the ocean. I am confident that by joining forces, we can further accelerate global efforts toward

sustainable fisheries. By combining our experience and insights, we aim to create new waves of transformation in the seafood industry toward a more responsible and sustainable future.”

Ms. Biol Citlali Gomez Lepe, President of the Board, COMEPESCA

“Collaboration between Japan and Mexico to drive sustainability as a transformation guide can use our diverse and deep-rooted gastronomic cultures of respect for the ingredients from the ocean to change the consumption patterns of our population. We are convinced that this collaboration will help us with new ideas and lessons learned, to drive changes from the water to the table.”

Next Steps

Both organizations plan to explore concrete joint projects and deepen their collaboration through participation in international conferences and symposiums, working together to advance sustainability across the global seafood industry.

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.

Official Website: <https://seafoodlegacy.com/>

About COMEPESCA (Consejo Mexicano de Promoción de los Productos Pesqueros y Acuícolas, A.C.)

COMEPESCA is a Mexican non-profit industry-based NGO with the mission to promote the consumption of Mexican fish and seafood to improve public health and encourage their sustainable production to improve the living conditions of Mexican fishermen and fish farmers. Its membership encompasses fishing cooperatives, medium and large companies, and organizations located along the supply chain, as well as technical advisors who collaborate to create lasting changes in the sustainability of the seafood sector in Mexico. Through its

movement, "Pesca Con Futuro" involves chefs, restaurants, hotels, and retail markets in sourcing seafood that is legal, traceable, and sustainable.

Official Website: <https://comepesca.com/en-home/>

■ **Contact**

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