



May 15th, 2017

Japan's First Fishery Improvement Project "Tokyo Bay Sea Perch FIP" Fully in Place

Seiyu stores in Kanto Region start to sell "FIP Shun-jime Suzuki" from Tuesday, May 16

We are pleased to announce that Seiyu GK will begin selling "Shun-jime Suzuki (Sea Perch)," a product from the "Tokyo Bay Sea Perch FIP," Japan's first fishery improvement project that kicked off in November 2016. This product will be on the shelves for reasonable prices from Tuesday, May 16th to the end of October at 20 major Seiyu stores in the Kanto Region.

This FIP product "Shun-jime Suzuki" uses high quality sea perch that are fresh both in color and texture caught only during their prime season (May to October). Their freshness and taste can be maintained for a longer period of time by instantaneously draining the blood and removing the nerves from them (This technique itself is called "Ike-jime," and "Shun-jime" focuses on the speed of its process). This product will excite your palate in different ways over time only the freshest fish can offer: Initially, its fresh, succulent texture dominates the mouth



Image of shunjime sea perch

but its original taste gradually takes over and finally gives way to its refined taste. This can be used for various recipes in the Japanese, Western, and Chinese cuisines.

[Seiyu Stores Selling FIP "shunjime Suzuki"]

Toyochō store, Shinkoiwa store, LIVIN Kinshicho store, Tokiwadaira store, Urayasu store, Gyotoku store, Hitachino Ushiku store, Akabane store, Kotesashi store, The Mall Mizuho 16 store, Fussa store, Hibarigaoka store, LIVIN Ozu Oizumi store, LIVIN Hikarigaoka store, Narimasu store, Kiyose store, Nerima store, Ogikubo store, LIVIN Tanashi store, and Kunitachi store.

[<Click here for map of Seiyu stores selling FIP "shunjime Suzuki">](#)

FIP Activity

FIPs (Fishery Improvement Project) are global collaborative projects to improve fishery practices involving various stakeholders such as producers, distributors, and NGOs, ultimately aiming the Marine Stewardship Council (MSC) certification, the most recognized certification in the world that ensures the sustainability of fisheries. In the projects, independent third-party organizations assess the target fisheries, identify their challenges, draft and publish plans with the producers for tackling these challenges. These plans are then reviewed and adjusted through periodic monitoring. With 84 FIPs implemented at fishery sites around the world in 2014, the FIP fisheries have grown to account for approximately 10% of the current wild seafood production in the world¹. In Japan, Kaiko Bussan, Inc. and Ocean Outcomes, an international environmental NGO (hereafter O2), have [launched its first ever FIP in November 2016](#) targeting the Tokyo Bay sea perch fisheries through introduction from Seafood Legacy Co., Ltd. This project is funded by Seiyu GK².

Meanwhile, the Tokyo Organizing Committee of the Olympic and Paralympic Games (TOC) developed the “Sustainable Sourcing Code for Fishery Products” for the 2020 Tokyo Olympics. One of the requirements stipulated in this code is that suppliers shall procure fishery products caught or raised by fisheries and aquaculture that aim to acquire fishery certification such as MSC through the engagement in improvement plans that can be checked for progress in a transparent and objective manner³. As environmental conservation and the sustainable use of resources is a basic policy of the International Olympic Committee (IOC), sustainable procurement of food and other products and services is a crucial requirement for hosting the Olympic Games.

Japan’s First Full-scale FIP

In North America, 90% of the top 25 seafood retailers have commitments to sustainable seafood, many of who source from FIPS. Therefore, engagement in a FIP is now an indispensable business condition in the global seafood market. In Japan, however, Seiyu has become the first retailer this time to participate in a FIP and sell a FIP product.

So far, Kaiko Bussan and O2 have been mainly engaged in various improvement activities. They are collecting information to evaluate the sea perch stock abundance that is necessary to determine whether or not the stock is overfished, monitoring bycatch situations for endangered species as well as exploring and developing more cooperative, precautionary management plans. Seiyu’s participation in the Japan’s first full-scale FIP as a retailer, mark a significant milestone when it comes to spreading information to many consumers and other relevant companies.

The following are the comments from each relevant company and organization in regard to the sales of “FIP Shun-jime Suzuki”:

¹ <http://speakingofseafood.org/wp-content/uploads/2016/08/Progress-towards-Sustainable-Seafood-June-2015.pdf>

² <http://www.oceanoutcomes.org/jp/news/tokyo-bay-fishery-improvement-launch/>

³ https://tokyo2020.jp/en/assets/news/data/20170324_EB_docs.pdf

< Kaiko Bussan >

It's not too much to say that the history of the Tokyo Bay fisheries in the post-war period was a series of combats against landfilling and urban development. The Edo-mae-no-umi (literally means "Sea in front of Edo") was almost destroyed as its fishing grounds were sold piece by piece in the name of the post-war restoration. However, it was the pride and tradition of local fishermen that has made it possible for the fisheries to survive to date. Even so, the fate of the Tokyo Bay fisheries now completely depends on the abundance of the sea perch that can be dubbed as the last gem for the fisheries. Therefore, it's extremely important for us fishermen to proactively collect information to accurately evaluate its stock abundance as well as establish collaborative, strong relationships with relevant parties.

< O2 >

Through fishery projects like this, companies and fisheries using the same fishery resources can play their part collaboratively to contribute to improving the stock sustainability of sea perch. Such approaches are quite meaningful for businesses and local communities, and fishery resources. We are determined to work together with more fishermen and stakeholders in harmony so that we can secure the stock sustainability of sea perch in the Tokyo Bay.

< Seiyu >

Following the launch of the Tokyo Bay Sea Perch FIP, we are very excited to begin selling Kaiko Bussan's "Shun-jime Suzuki" at the outset of the sea perch season. We are hoping to increase public recognition of FIPs through the sales of this high quality, delicious product that was already well received by our customers in test marketing.

Seiyu is committed to continuously support FIPs in Japan with a view to providing our customers with environmentally-friendly products.

< Seafood Legacy >

As declining fishery resources have been a global issue today, this announcement is a significant milestone to pave the way for the era of the sustainable seafood in Japan where seafood is an integral element of peoples' daily lives. We are witnessing major distributors providing support both financially and for business expansion in long-term perspectives to fishery producers and specialized NGOs who are committed to promoting seafood sustainability.

We believe that this is not only a concrete step to achieve Goal 14 (Protect the abundance of the sea) of the UN Sustainable Development Goals (SDGs) but also can be a great contributor to the Olympic legacy the Japanese society is expected to preserve on the occasion of the 2020 Tokyo Olympics. We welcome moves in which the domestic market takes initiative in promoting non-competitive collaboration further in order to solve various issues in regard to seafood sustainability.

- **Kaiko Bussan Inc. :**

Kaiko Bussan Inc. is a seafood wholesaler based in Funabashi City, Chiba Prefecture founded in October 1989 by Daiden-maru Ltd. and Nakasen-maru Ltd. Registered as purse seine fishery companies, they own a 50% stake in Kaiko Bussan respectively, and each possesses 2 midscale purse seine vessels. They are part of the Northern Tokyo Bay Purse Seine Fisheries Cooperative Association as well. Meanwhile, Mr. Kazuhiko Ohno, President and CEO of Daiden-maru and Mr. Shigehisa Nakamura, President and CEO of Nakasen-maru, are members of the Funabashi Fishery Cooperative Association. Currently, Funabashi City boasts the largest landing volume of sea perch in Japan and Kaikou Bussan handles more than three fourth of the total landings.

The company delivers carefully-selected seasonal sea perch to not only wholesale fish markets around Japan but also fancy hotels and restaurants as well. In order to draw out the highest values from their sea perch, Kaiko Bussan invented a special technique known as “Shun-jime.” This is a method to instantaneously drain the blood and remove the nerves from live fish in order to keep them fresh and tasty. This product, named “Edomae Funabashi Shun-jime Suzuki” was designated as one of the “Chiba Brand Seafood” products in 2015. In addition, it was also selected as one of the “Truly Delicious Fish Products Selected by Fishermen - National Pride Fish” in 2016. <http://www.daidenmaru.com>

- **Ocean Outcomes :**

O2 aims to achieve affluent fishery resources and prosperous local communities for future generations through collaboration with local communities, fishermen and fishery-related companies. The organization assists each fishery to step closer to become sustainable and environmentally friendly based on science-based advice, recommendations and expertise.

Capitalizing on its high levels of expertise in fishery science and management strategies, extensive experience in fishery-related businesses, and a full set of knowledge about the international sustainability assessment standards, O2 is committed to improving and enhancing the sustainability of fisheries with its collaborative network of international environmental NGOs, fishery scientists, and fishery-related companies. <http://www.oceanoutcomes.jp>

- **Seiyu GK:**

Under the “Global Responsibility” initiatives led by its parent company, Wal-Mart Stores, Inc., Seiyu GK has three priority areas of “Opportunity,” “Sustainability,” and Community.” With a view to addressing social and environmental issues, the company has been leading a broad range of sustainability and social contribution activities through collaboration with its customers, business partners, NGOs, and local municipalities. As for “Sustainability,” for example, one of its ultimate goals is to “sell products that can sustain peoples’ lives and the environment.” Aside from supporting the “Tokyo Bay Sea Perch FIP,” Seiyu is also engaged in various sustainability activities such as sustainably sourcing its private brand palm oil in accordance with the principles of the Roundtable on Sustainable Palm Oil (RSPO). Under this initiative,

the company has switched to only using sustainable palm oil for its private brand products such as “Minasama-no-osumitsuki (Chosen By You).” <http://www.seiyu.co.jp/company/sustainability/product/>

- **Seafood Legacy Co., Ltd.**

With the aspiration to preserve an abundance of seafood, a symbol of connections between society and the sea, as legacy for the next generations to come, Seafood Legacy designs sustainable marine ecosystems, society, and businesses while supporting and networking fishery-related companies and NGOs strategically in order to achieve this goal. Learning from many successful cases overseas, the firm provides consulting services to shape sustainability solutions that match Japanese business practices and indigenous cultures and traditions. <http://www.seafoodlegacy.com/ja/>

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