

Press Release

FOR IMMEDIATE RELEASE

June 11, 2019
Seafood Legacy Co., Ltd.

**Wakao Hanaoka of Seafood Legacy Co., Ltd. Awarded With
2019 Seafood Champion Award for Leadership**



Wakao Hanaoka, Founder and CEO of Seafood Legacy Co., Ltd., has been honored by SeaWeb with the 2019 Seafood Champion Award in the Leadership category.

Hanaoka was presented with the award on June 11, 2019 at the 15th edition of the SeaWeb Seafood Summit, one of the largest sustainable seafood conferences in the world, held this year in Bangkok, Thailand. Seafood Champion Awards recognize individuals and companies for outstanding leadership in promoting environmentally responsible seafood in ways that lead to industry innovation and change. Seafood Champion Awards are separated into four categories: "Leadership", "Innovation", "Vision" and "Advocacy".

Past awardees include former Executive Chef at Four Seasons Hotel Vancouver, Ned Bell who was awarded the 2017 Seafood Champion Award for Advocacy for his active work in North America as a sustainable seafood ambassador, as well as Indonesia's maritime affairs and fisheries minister Susi Pudjiastuti who was awarded the 2017 Seafood Champion Award for Leadership for her effort on crackdown on illegal fishing.

2019 Seafood Champion Award for Leadership finalists also included:

- **Hannah Macintyre**, Fisheries & Aquaculture Manager for Marks & Spencer (M&S), a UK retailer, for her work in leading M&S's strategy for global sustainable seafood procurement.
- **Susan S. Jackson**, President of International Seafood Sustainability Foundation (ISSF), for her work in bringing together science, industry, NGOs and government stakeholders working towards the long-term sustainability of global tuna stocks.
- **World Animal Protection's Global Ghost Gear Initiative (GGGI)**, a multi-stakeholder alliance that drives solutions to the problem of lost and abandoned fishing gear around the world.

Hanaoka was awarded for his work to build Japan-centric solutions for the Japanese seafood industry by addressing the importance of domestic business-led initiatives to create a driving force for regulatory reform and bridging global sustainable seafood initiatives and the Japanese market.



Comment from Wakao Hanaoka:

"It is a great honor to be chosen as this year's Seafood Champion. This award is for all the Japanese stakeholders who work for seafood sustainability. When I started this work 15 years ago the seafood industry in Japan had very little interest in sustainability. However, that has changed considerably in the four years since starting Seafood Legacy in 2015. Businesses are collaborating with NGOs and specialized organizations to strengthen their efforts in approaches that fit them best. Also, the country's fishery laws being revised for the first time in 70 years is also a major step forward. We will progress forward to build a society in which we are connected to a sustainable and abundant ocean.

■ More about 2019 Seafood Champion Award:

<https://www.seafoodsummit.org/2019-seafood-champion-awards-finalists-announced/>

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About Seafood Legacy:

Seafood Legacy Co., Ltd. is a social venture based in Tokyo which provides sustainable seafood consulting and platforming services to Japanese businesses and 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 platform to solve mutual issues that various stakeholders face in Japan and the world.