

Towards the New Age of Seafood Eco-Labels

~To Transform Fisheries into a Growth Industry~

◆ MEL Certification

Hokkaido **chum salmon** set net fishery
Surf clam dredge net fishery (Tomakomai FCA)
Ishikari Bay **herring** gillnet fishery (Ishikari Bay FCA)
Atka **mackerel** gillnet fishery (Rirei Council)

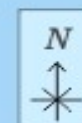
◆ MSC Certification

Hokkaido **scallop** fishery

Hokkaido Federation of Fisheries Cooperative Associations

Motohiro KIKUCHI

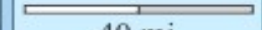
○→□ Mercator



60 km



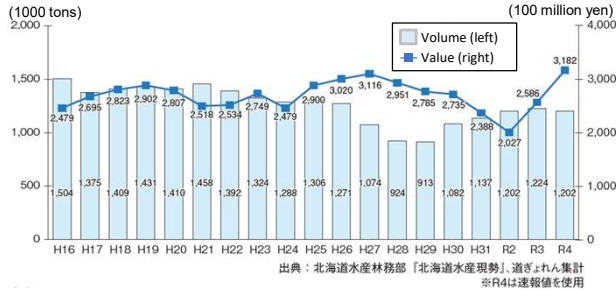
40 mi



Current Status and Challenges of Hokkaido

Drastic change in surrounding environment

Fishery Production in Hokkaido



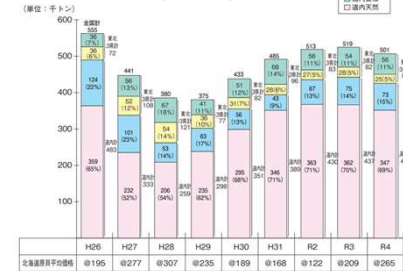
- ◆ Catch (1000 tons) in 2022 were **scallop** 435, **sardine** 240, **pollock** 137, and **salmon** 84.
- ◆ The fluctuation of landing value is significant. Decline and rapid recovery due to the Corona pandemic (Lehman Shock in 2008, Great East Japan Earthquake in 2011).

- ◆ Global disruption and convergence due to the spread of COVID19 (Evaporation and recovery of demand. Changes in consumption trends)
- ◆ Uncertainty about the future (Shrinking domestic market, soaring prices of fuel, raw materials and production materials, labor shortage due to low birthrate and aging population, difficulty in successors)
- ◆ Unstable fishery resources (Stable (sardines and scallops), recovering (chum salmon), stagnation (kelp, Pacific saury and squid), widening regional disparities)
- ◆ Increased fishery damages due to frequent extreme weather and changes in the marine environment such as red tides
- ◆ Establishing SDGs and CSR activities (Climate action, conservation of ocean affluence, responsible consumption and production, partnerships, and reduction of plastics)

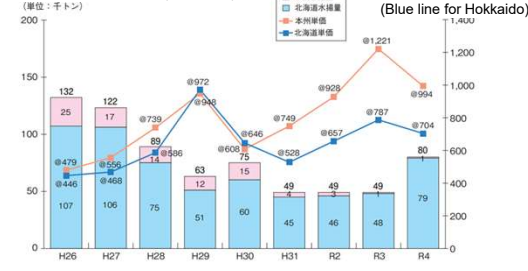
- ◆ Stable landing (enhancement and aquaculture, resource management)
- ◆ Maintenance and stability of prices (Fresh product distribution, processing, strengthening domestic and overseas sales, differentiating, and resonating values)
- ◆ Stabilization of management (Accumulation Plus, Fuel Safety-Net)
- ◆ Facility renewal (vessel lease)
- ◆ Successors and securing labor force (new workers, foreigners)

Trend of Catch of Major Species in Hokkaido

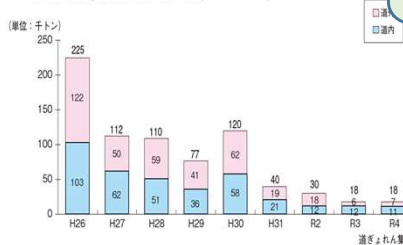
Scallop: Catch volume (1000 tons)



Salmon: Catch volume (1000 tons)



Pacific saury: Catch volume (1000 tons)



Scallop: Production recovered to 400,000 tons in recent years. Export-led increase in fish prices.

Salmon: Fish prices soared in 2017, when the catch fell below 100,000 tons. Dropped down in reaction in 2019. Fish prices remain stagnant despite poor catches. Significant decrease in production value.

Saury: Decline since 2015 and further decline since 2019. Disappearing from the table → one contributory factor of sluggish consumption of seafood and the shift to meat and processed foods.

Midterm Business Policies and Plans

- **Market** : Expansion of measures for local markets to maintain stable distribution and fish prices
 - Expansion of fresh fish distribution measures
 - Strengthening measures for distribution of each core products
- **Processing**: Strengthen processing functions through systematic collaboration with FCAs, and cooperating and affiliate companies.
 - Strengthen value-added processing system to meet consumer needs
 - Ensuring an operational system to meet labor shortages
 - Further strengthen quality, production and product management
- **Distribution**: (Domestic sales measures)
 - Establishing a stable collection system
 - Strengthen product development and sales systems to meet diversifying markets
 - Implementation of effective promotional activities
 - Strengthen the brand using MSC, MEL, etc. (Export measures)
 - Strengthen organizational collaboration with existing customers and develop sales channels based on product-specific strategies

Toward the New Age of Seafood Eco-Labels - Increase of certified entities and improvement of awareness -

Seafood Eco-Labels

A system that allows consumers to select and purchase seafood produced by environmentally friendly fisheries and aquaculture industries that take into account marine resources, ecosystem and resource management.

- MSC** ... Hokkaido scallop fishery
- MEL** ... Hokkaido chum salmon set net fishery
- Tomakomai surf clam dredge net fishery (regional collective trademark)
- Ishikari bay herring gill net fishery
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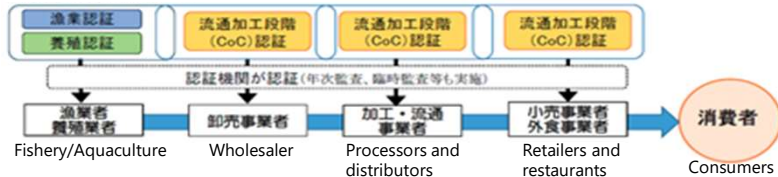


For Initiatives

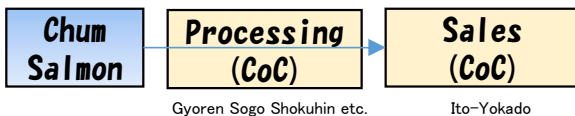
- The daily environment, social changes, and other factors are involved in multiple ways, and consumer needs are changing faster and faster every year.
- Change in values rather than diversification.

- Rising environmental awareness, ethical consumption and eco-friendliness
- WIN-WIN, eat and cheer
- health orientation
- Safe and secure
- return to domestic
- Ingredient origin indication

Flow of seafood eco-labels



- MEL 1. GSSI Recognized in 2019**
- 2. Only one in the world to have fishery, aquaculture and CoC (traceability) standards**



Consumer distribution and promotion activities
Advertising and publicity activity in Hokkaido

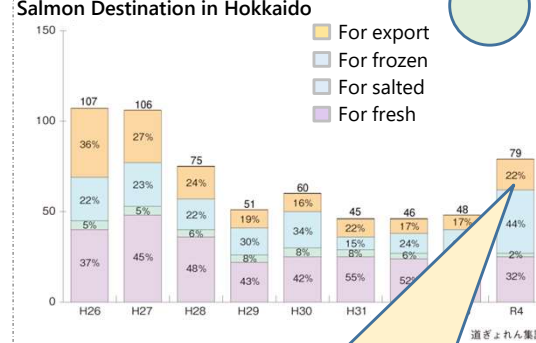
道内テレビ番組でのPR
■実施内容:「STVさんごうの玉の王様」コーナーにて秋鮭をテーマとした番組提供をはじめ、料理コーナーでのテレビ実演紹介やCM放映などを行った。

■「玉の王様」コーナー
■秋鮭CM
一秋鮭CMには、本年度よりMEL漁業認証取得の紹介文やロゴ、ロゴマークを追加して放映中。

北海道秋鮭定置網漁業はMEL認証取得。
資源と生態系の保全に取り組んでいる
漁業の証です。

秋鮭PR冊子の新規作成・配布
■内容:北海道の秋鮭について、水揚げ加工品、空運・冷蔵等の基本的な情報から、水産エコラベル(MEL)や持続可能な漁業に向けた取り組みについても紹介する冊子多数が作成済み。各種イベント・食育教室などの参加向けに配布する際、道内水産物にも配慮中。

Trend in Composition of Chum Salmon Destination in Hokkaido



From export customers, "Do you have eco-label certification?"

- ◆ Expansion of target fisheries
- ◆ Increase in certified entities (Domestic and overseas)
- ◆ Raise awareness (Domestic and overseas)

Initiatives toward SDGs (CSR activities of Hokkaido Gyoren) From Gyoren Meeting materials in May 5th, 2023.



Responsible Consumption and Production



Diverse actors (Governments, NGOs, individuals, etc.) achieve their goals in equal partnership



Protect and utilize marine and marine resources in a sustainable manner



Emergency measures to combat climate change and its impacts

CSR Activities



★ Environment (E)

Basic Environmental Principles and Policies
Reduce CO2 emissions (Planting trees, blue carbon)
Marine Microplastics (Declaration of Reducing Plastics) (2019.6)
Use of renewable energy

★ Society (S)

Contributing to the local community
Commitment to ethical consumption

★ Governance (G)

Promotion of the cooperative movement, Compliance
Risk Management (BCP Plan)

Basic Environmental Principles

Hokkaido Gyoren will conduct its business with members and their cooperative members in consideration of the environment, emphasize its social mission and compliance, and strive to sustain the invaluable and bountiful natural environment for the promotion and development of our fisheries and the stabilization of fishery management, through its sales, purchasing, guidance and utilization businesses.

Declaration of Reducing Plastics (2019.6)

"Fishermen, who depend on the sea for their livelihood, must be actively involved in this plastic problem and pass on the clean sea to their successors. We will develop the movement of medium- to long-term perspective toward the conservation of sustainable fishery environment."

Reducing Plastics

◆ Appropriate sizing of packaging materials, switch to bio-plastics, and use of biomass ink

- 25% of production packages replaced (accelerating replacement)

◆ Reuse and recycling of waste nets

- Waste gillnets are recycled in resin pellet



再生樹脂ペレット

◆ Reuse and recycling of pallets and other plastic materials



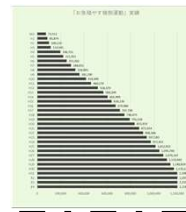
◆ Medical pails made from scallop shells, reduce plastic use



Tree Planting Activities

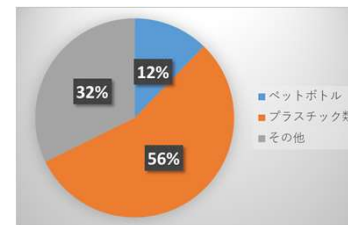
◆ For more than 30 years, we have been involved in tree-planting activities under the theme of "forests, rivers and the sea are one."

- ◆ To date, more than 1.2 million trees have been planted.



All Hokkaido "Namimaru" Clean-up Project

- ◆ Beach clean-up by fishermen
- ◆ Started in 2021



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水産エコラベルのフロー

