

**\*Seafood Legacy Releases New Purpose Statement,  
"Designing seafood sustainability, together"**  
Sustainable Seafood Movement, from Japan to the World

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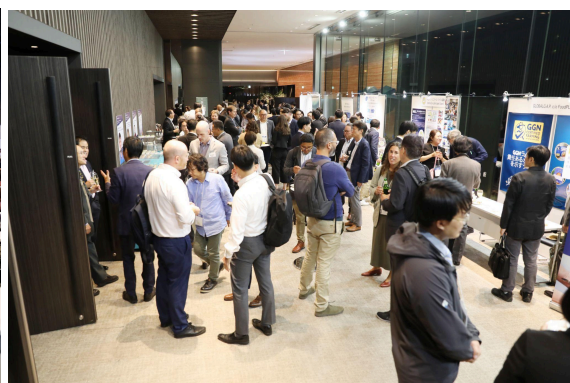
Seafood Legacy, Inc. (CEO: Wakao Hanaoka; Location: Chuo-ku, Tokyo) was established in 2015 to pass on the abundance of seafood, as a symbol of the connections between local communities, the seafood economy, and marine ecosystems, to the next generation (hence, Legacy).

As we continue actively engaging in projects to fulfill our purpose, we are pleased to announce the release of our new Purpose Statement, **"Designing seafood sustainability, together."** We hope this will accelerate the sustainability of both the Japan and international seafood industry toward 2030, which is also the target year of the SDGs.

In 2015, Japan faced worldwide criticism for contributing to the destruction of marine ecosystems and endangering international food security through overfishing, overselling, and overconsuming seafood products. It was also the year Seafood Legacy was established to pass on the abundance of seafood, a symbol of the connections between local communities, the seafood economy, and marine ecosystems, to the next generation (hence, Seafood Legacy).

Since then, we have been working to create a sustainable seafood movement in Japan that is more than just a measure against outside pressure—a movement with strength and substance. Under our purpose of "Designing seafood sustainability in Japan, together," we have been working for this achievement with the many stakeholders inside and outside Japan.

After that, Seafood Legacy has consecutively launched many initiatives in Japan aiming for environmental sustainability and social responsibility in the seafood sector. We have grown into a driving force for international collaboration, with governments, the IT industry, the financial sector, and many others by our side. This movement continues its rapid growth, with our annual Tokyo Sustainable Seafood Summit (TSSS) becoming the largest flagship event of the sustainability movement in Asia. This year, amid growing international interest, TSSS welcomes its 10th anniversary.



As the world's third-largest seafood import market, Japan's strong procurement and purchasing power provides motivation and incentives for producers worldwide to pursue environmental sustainability and social responsibility. Japan is also the world's sixth-largest exclusive economic zone, meaning Japan's fishing and aquaculture industries have the potential to become the solution to averting a future of starvation and resource struggles caused by an imbalance between world population growth and food shortages.

And so, we have updated our Purpose Statement as a sign of our commitment to achieving Seafood Legacy's 2030 Goals and to further accelerate the movement's shift from "in Japan" to "from Japan to the World."



We will continue to pursue sustainability with the many stakeholders in the next phase as well, looking forward to not only the day when we celebrate the fulfillment of the 2030 Goals but also when we rejoice in the realization of our Vision that lies ahead, together.

## **Our VISION and GOAL**

### **VISION**

Seafood Legacy envisions a world where sustainable growth in Japan's seafood industry creates hopes for a bright future where everyone working with the sea is wreathed in smiles and positive energy.

### **2030 GOAL**

Making Japan the "Global Capital of Sustainable Seafood"

Creating a new identity of the Japanese seafood industry, once renowned as the world's largest seafood powerhouse.

A new identity to be recognized by the world

# 2030 GOAL



## 1. A leading country in the seafood market

Japan becomes a leader in the global seafood market where environmental sustainability and social responsibility are guaranteed, or improved, for more than 75% of seafood distributed in Japan.



## 2. A leading country in seafood production

Japan becomes a leader in seafood production where environmental sustainability and social responsibility are guaranteed, or improved, for more than 75% of seafood produced in Japan.



## 3. A leading country in international collaboration

Japan becomes a leader in international collaboration, guiding sustainability partnerships with international frameworks to manage stocks of highly migratory species and high seas management.

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### ■Contact:

Miki Yamaoka: [miki.yamaoka@seafoodlegacy.com](mailto:miki.yamaoka@seafoodlegacy.com)

Mariko Arikawa: [mariko.arikawa@seafoodlegacy.com](mailto:mariko.arikawa@seafoodlegacy.com)

Seafood Legacy Co., Ltd. is a social venture based in Tokyo which provides sustainable seafood consulting and platforming services to Japanese seafood 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.