



## Seiyu Pledges to Support Japan's First Aquaculture Improvement Project, "Miyagi Onagawa Coho Salmon AIP"

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We are pleased to announce that Seiyu GK, a Japanese subsidiary of Walmart, has decided to participate in Japan's first aquaculture improvement project, the "Miyagi Onagawa Coho Salmon AIP" which launched earlier this summer. The project, a collaborative effort by Marukin Co., Ltd., Fisherman Japan, and Ocean Outcomes, works to improve the sustainability of Coho salmon farms in the



thriving seafood region of Onagawa, Japan. Seiyu, who joins the project as a formal participant, will contribute financial resources towards the project objectives and sell AIP Coho salmon product in Tokyo area stores.

An Aquaculture Improvement Project (AIP) is a collaborative effort, which brings together multiple stakeholders including producers, distributors, and NGOs for the purpose of improving the sustainability of a farm's aquaculture practices. With advice and technical support from Ocean Outcomes and Fisherman Japan, Marukin will work to address issues identified during a third-party assessment. This includes monitoring the farms impact on the surrounding ecosystems and evaluating the sustainability of the feed use in the farming process. Seiyu will provide funding for these activities and will publicly support the project by selling Miyagi Onagawa Coho Salmon AIP products.

As harvest volume of internationally recognized species such as Pacific Bluefin Tuna and others more familiar to Japanese consumers—ranging from Saury, Mackerel, Sardine, and Walleye Pollock—remains low in Japan, concerns continue to mount regarding stock levels and fishing practices. With a growing interest and demand for sustainable seafood as the 2020 Tokyo Olympic and Paralympic Games approach—the Olympic committee has required all seafood sourced for the Games to be sustainable—improvement projects such as this are

garnering support in the hopes of bringing Japanese fisheries and farms in line with international best practices.

■ The following are comments from each project stakeholder:

**Kumie Wama (Vice President, Corporate Affairs, Seiyu GK)**

“Our parent company Walmart has been proactively developing a wide range of activities around the world in order to enhance human- and earth-friendly environment with “sustainable fisheries” as one of its focused fields. Seiyu is committed to projects such as this. Working together with our partner companies, NGOs, and fishermen, we will help promote improvement by selling AIP product and funding AIP work.”

**Wakao Hanaoka (CEO, Seafood Legacy Co., Ltd.)**

“Seiyu’s approach is an ideal market initiative as it not only provides financial support to the producer for their on-site operation, but it also creates opportunities for consumers to join this initiative by purchasing AIP products. This is the first step to building a Tokyo Olympic Legacy that aims to achieve sustainable development goals (SDGs). We hope this will further galvanize efforts to pursue the sustainability both in Japan and overseas.”

**Shingo Suzuki (Managing Director, Marukin Co., Ltd. / Director, Fisherman Japan)**

“We have been farming Coho Salmon for more than 30 years. In order to pass this industry to the next generation, it is essential for producers themselves to take the initiative in promoting responsible fisheries that consider the natural environment. Further, cooperation from all stakeholders within our supply chain will deliver sustainable products all the way down to consumers. Therefore, we sincerely appreciate support from Seiyu as it will allow us to concentrate on addressing environmental challenges at our production sites. We hope to further promote our products and fisheries from Miyagi Prefecture, the origin of Coho salmon aquaculture, not only domestically but also internationally.”

**Shunji Murakami (Japan Program Director, Ocean Outcomes)**

“With aquaculture businesses growing remarkably around the world, we think this project can demonstrate the needs and challenges for improvements towards sustainability of Coho salmon aquacultures in Japan. In addition, this collaborative opportunity with such a market initiative from Seiyu and other participants like Seafood Legacy will empower the improvement projects strongly but also to create appropriate incentives for local farmers to continuously improve their sustainability and traceability, which will ultimately contribute to the revitalization of Onagawa town that endured enormous damage in the devastating Great East Japan Earthquake.”

## ■ About the Participating Companies and Organizations

### **Seiyu** [www.seiyu.co.jp](http://www.seiyu.co.jp)

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.” Therefore, aside from support to this “Miyagi Onagawa Coho Salmon AIP,” Seiyu is also engaged in various sustainability activities such as joining 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).”

### **Seafood Legacy Co., Ltd.** [www.seafoodlegacy.com/ja/](http://www.seafoodlegacy.com/ja/)

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 and best practices overseas, the firm provides consulting services to shape sustainability solutions that match Japanese business practices as well as its indigenous cultures and traditions.

### **Marukin Co., Ltd.** [www.kaki-marukin.com/](http://www.kaki-marukin.com/)

Located in Onagawa Town, Miyagi Prefecture, Marukin Co., Ltd. is a seafood processing company dealing in locally farmed Coho Salmon, oysters and scallops, etc. The current President Kinichiro Suzuki successfully commercialized Coho Salmon aquaculture for the first time in 1977, integrating their production and processing system. The company has also diversified its business that now covers sales and distribution in addition to production and processing, leading to their incorporation in 2007. When the Great East Japan Earthquake happened in 2011, the subsequent tsunami swept away all of their processing and farming facilities and vessels. However, they restored their first factory and farming facility quickly and resumed their business in Onagawa in the following year. They have been promoting their Coho Salmon products under its brand name, “Gin-ou (Silver King)” while embodying a transparent distribution system in which their products can be identified by their producers. Such activities are introduced by the Reconstruction Agency as a best practice of companies affected by the earthquake during the reconstruction project. Faced with various issues in regard to stock management and fishermen aging and decreasing in number, Marukin has been working on international-level improvements with a view to becoming a sustainable industry.

### **Fisherman Japan** [fishermanjapan.com/](http://fishermanjapan.com/)

A fishery organization established mainly by fishermen and seafood processing companies within Miyagi Prefecture. This is a group of young, ambitious fishermen trying to change the images of fisheries from hard, dirty and dangerous to a “cool, successful and innovative” profession and shape future fisheries that can be transmitted to the next generations to come. With a vision of increasing the number of new “Fishermen” who have a wide range of capability and skills by 1000 in the Sanriku Region by the year of 2024, Fisherman Japan aims to trigger innovation in the fisheries industry through proposing new ways of working and cross-cutting interactions over various industries.

**Ocean Outcomes** [www.oceanoutcomes.org](http://www.oceanoutcomes.org)

Ocean Outcomes works with commercial fisheries, seafood industry, local communities, and NGOs, to develop and implement creative solutions towards more sustainable fisheries and fish farming practices. Ocean Outcomes' science-based improvement initiatives include assessments, supply chain analysis, buyer engagement, traceability programs, fishery improvement projects, and stakeholder convening. Demand for sustainable seafood is at an all-time high, but many of the world's commercial fisheries remain at risk of overfishing, poaching, and other problems. By restoring and protecting wild fisheries, Ocean Outcomes supports the long-term health of local communities, seafood supply chains, and the ocean resources on which we all depend.

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