



HOKKAIDO SET NET FISHERY'S EFFORTS TOWARD ECO-LABEL

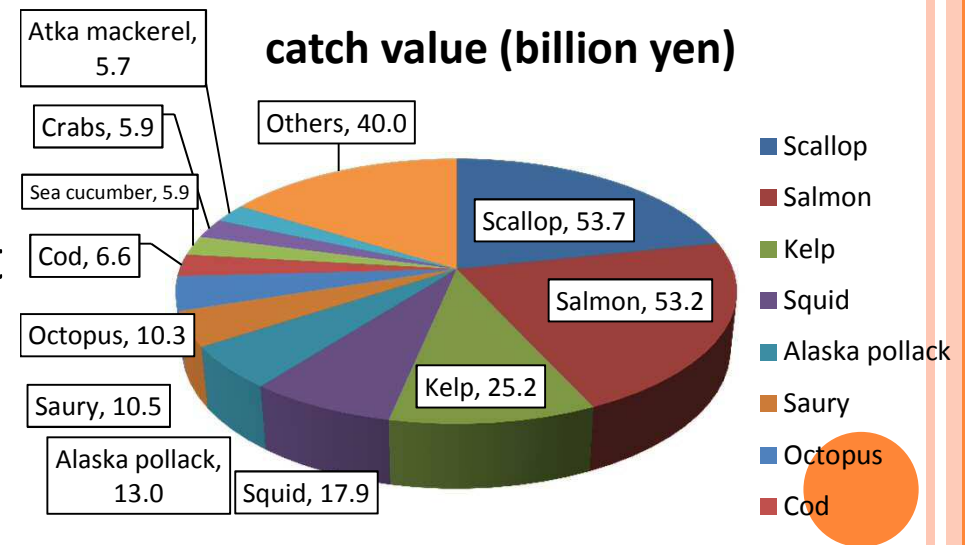
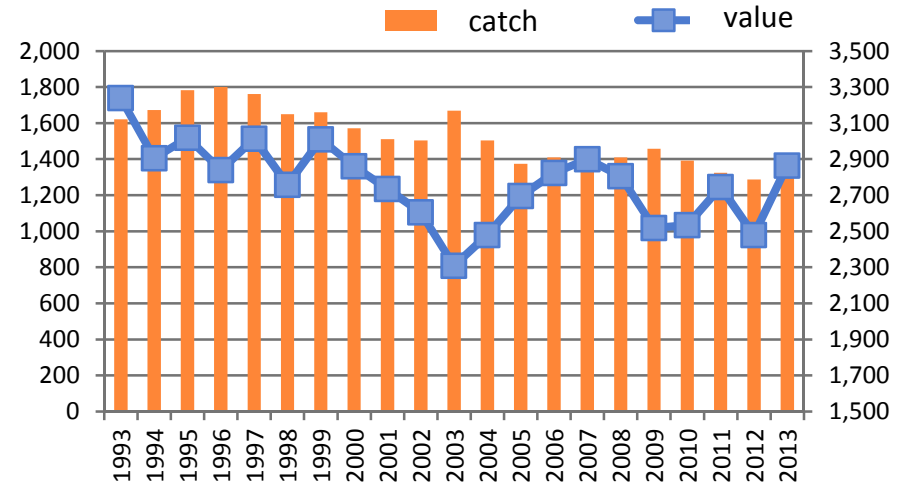
**Februay 2015
Hokkaido gyoren**



FISHERY IN HOKKAIDO

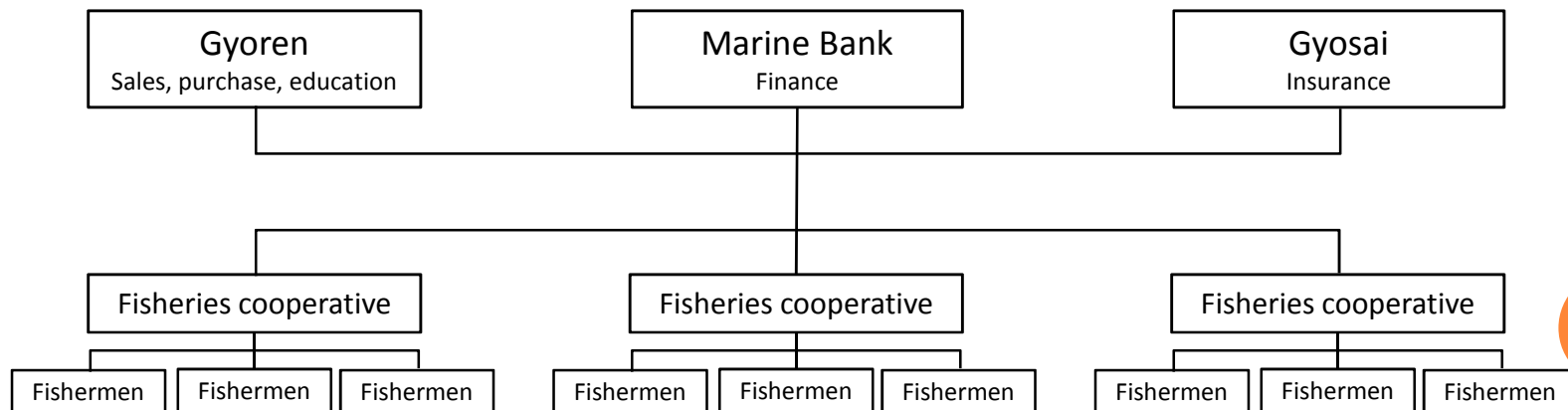
FISHERY IN HOKKAIDO

- Fishery production in 2013:
1,3 million tons (80% of 1993)
286.4 billion yen (88% of 1993)
- 20% of total Japanese fishery production amount
- Scallop, salmon, and kelp account for 53 %.
Majority is stock enhancement fishery, which supports fishery by releasing artificially raised fry.



FISHERMEN IN HOKKAIDO

- The number of fishermen in Hokkaido is 16,640 in 2013 (87% of 2006)
73% is over 50
They operate fishery licensed by prefecture government
- They organize fisheries cooperative (74 in 2015)
- Their main businesses are (1) Sales, (2) Commercial fishing gear supply, (3) Financing and fund management, (4) Management guidance, and (5) Insurance
- 3 federations unify each business; (1) Hokkaido Gyoren (sales, gear supply, and guidance), (2) JF Marine Bank Hokkaido (Finance), and (3) Gyosai (Insurance)



ABOUT US

- Establishment 1949
- Subscription 5.04 billion yen
- Gross sales 326.2 billion yen (Mar 2014)
- Our role

(Sales/Marketing)

Fishery products and processed products

(Purchasing)

Fishing materials and marine fuel

(Education)

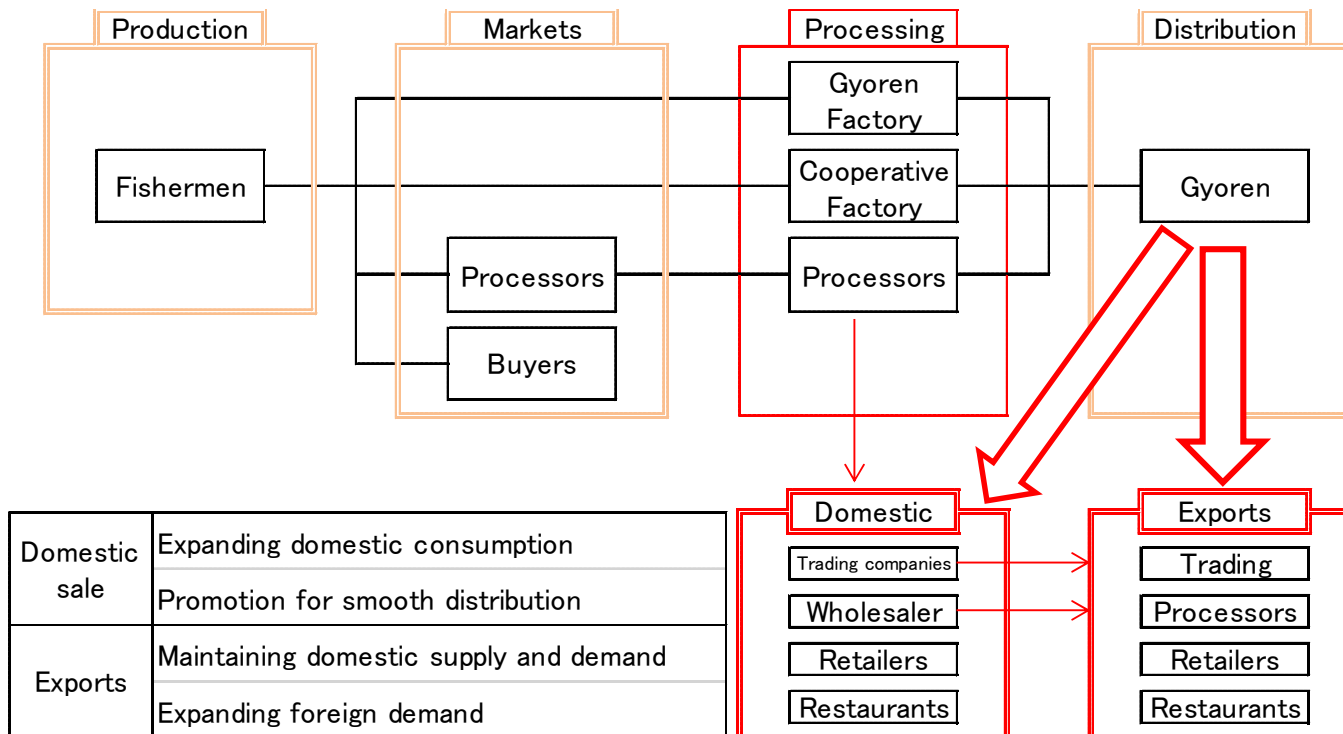
Management guidance, lobby for seafood measures, environmental operation to protect resources

Japan's largest prefectural fisheries federation of economic and educational activity



(SALES/MARKETING)

- Markets 208.4 billion yen (Mar 2014) ⇒ Harvest sales to local buyers
- Distribution 97.6 billion yen (Mar 2014)
- ⇒ Processed product sales by fishermen and fisheries cooperatives (Dried scallop, kelp, dried sea cucumber etc)
- ⇒ Domestic sales and exports of frozen fish and processed seafood by Gyoren's own factory, fisheries cooperatives' factory, and other private processors.
- Focus on stability of fish price and distribution to increase fishermen's profits.





CHUM SALMON SET NET FISHERY IN HOKKAIDO

ABOUT THE FISHERY

- A fishery licensed by Hokkaido governor.
Valid for 5 years.
(924 nets are licensed in 2015)
- The fishing gear is set during chum salmon's run season.
Fixed with sand bags and never changes its position.
- A passive fishing method which attracts migrating salmon into the gear.
The vessel catches the fish alive.
Non-target species are released on site.
Impacts on both fish body and environment is much smaller than active fisheries like trolling.



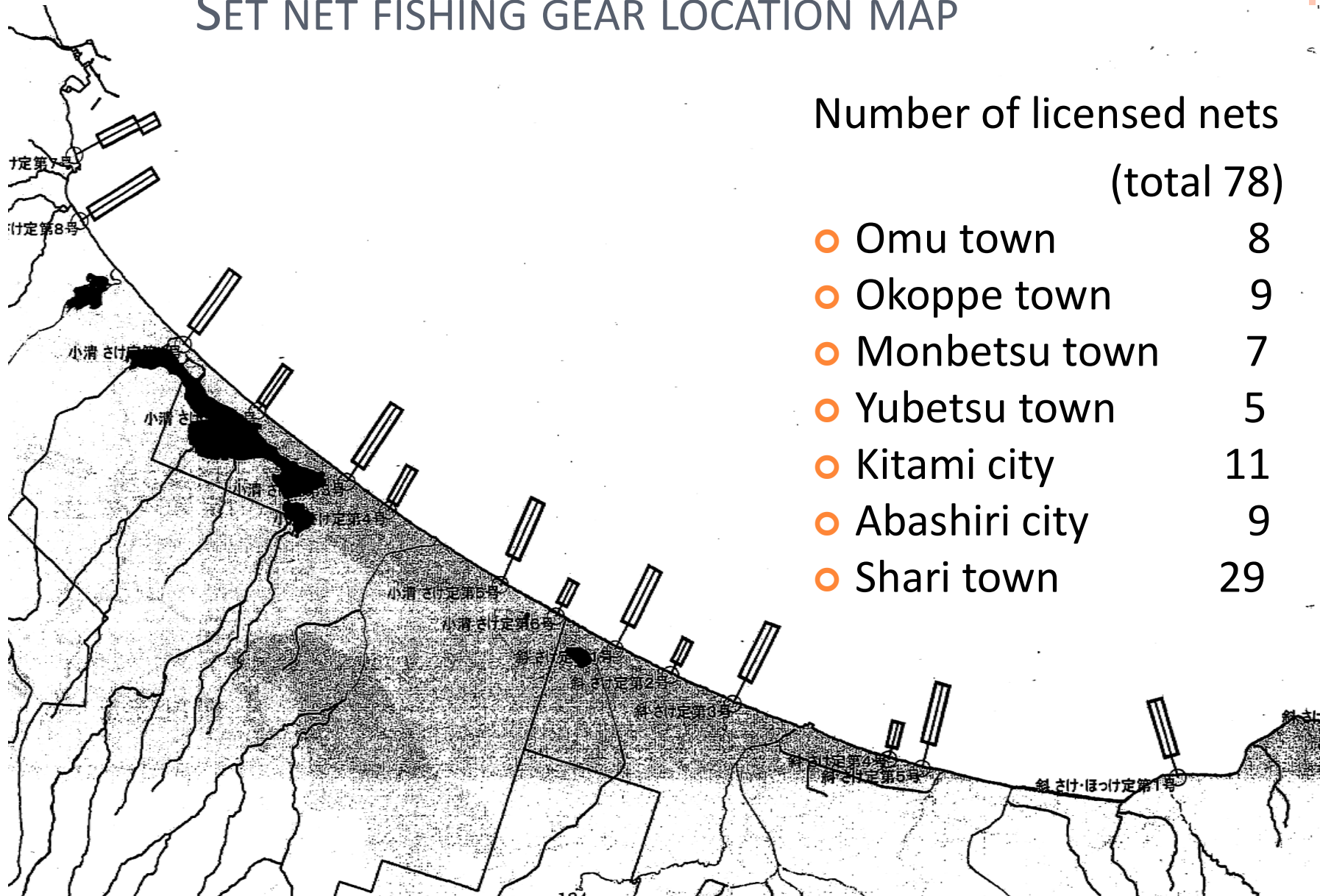
Set net model



Folding up the net



SET NET FISHING GEAR LOCATION MAP



Number of licensed nets

(total 78)

- Omu town 8
- Okoppe town 9
- Monbetsu town 7
- Yubetsu town 5
- Kitami city 11
- Abashiri city 9
- Shari town 29



STOCK MANAGEMENT OF CHUM SALMON IN HOKKAIDO

◎ Appropriate management of marine resource

⇒ Planned management of catch and target based on local ordinance
(Production goal is set every 5 years by academic experts' consultation)

◎ Stock management plan development by Hokkaido Government

⇒ Rationale: Information from official research institutes including run predict and medium- to long-term resource use goal

⇒ Agreement: Local salmon enhancement associations and fishery adjustment commissions

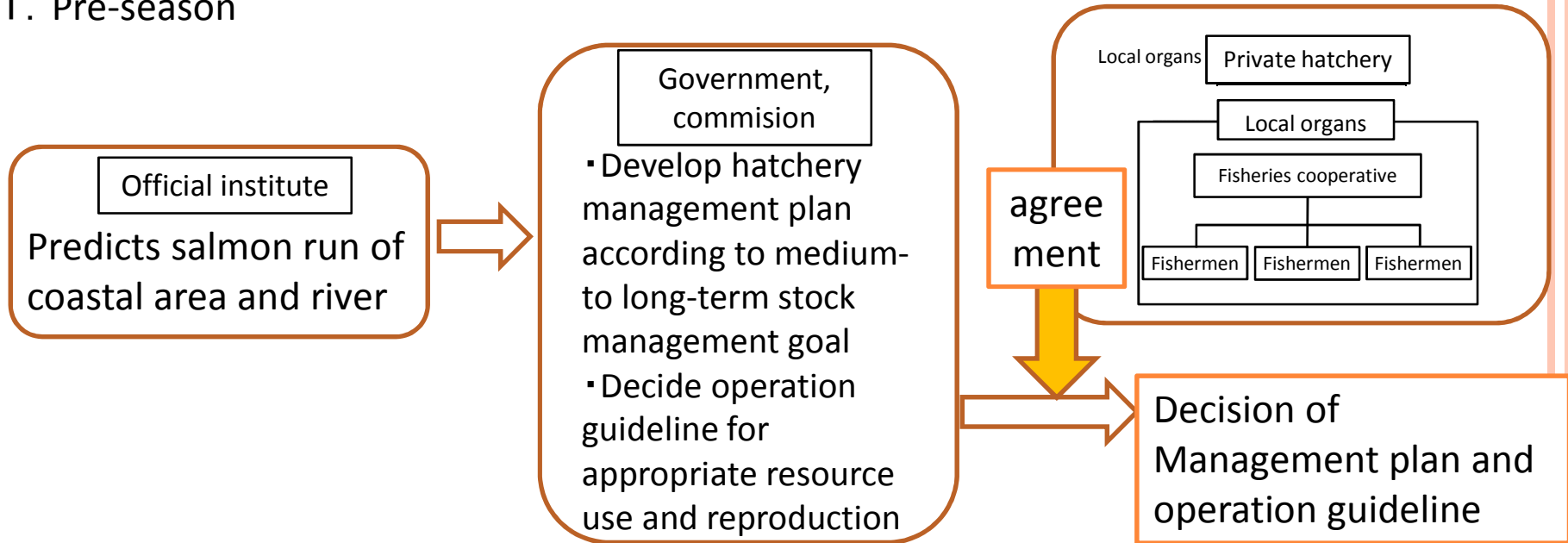
◎ Guideline toward appropriate resource use and reproduction

⇒ Rationale: Information from official research institutes including run predict and medium- to long-term resource use goal

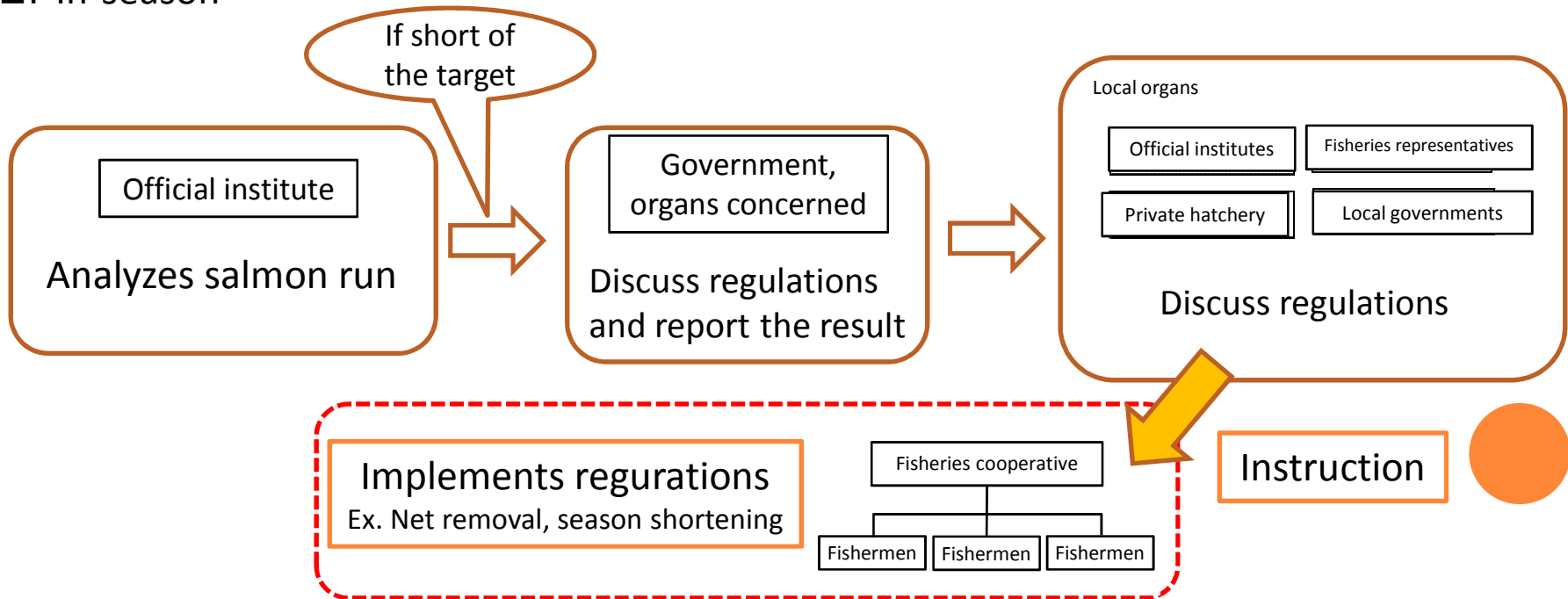
⇒ Measures: Autonomous regulation including fishery stop according to salmon run to coastal area and rivers

⇒ Operation: Decided at resource users (fishers) meeting, operated in each area

1. Pre-season



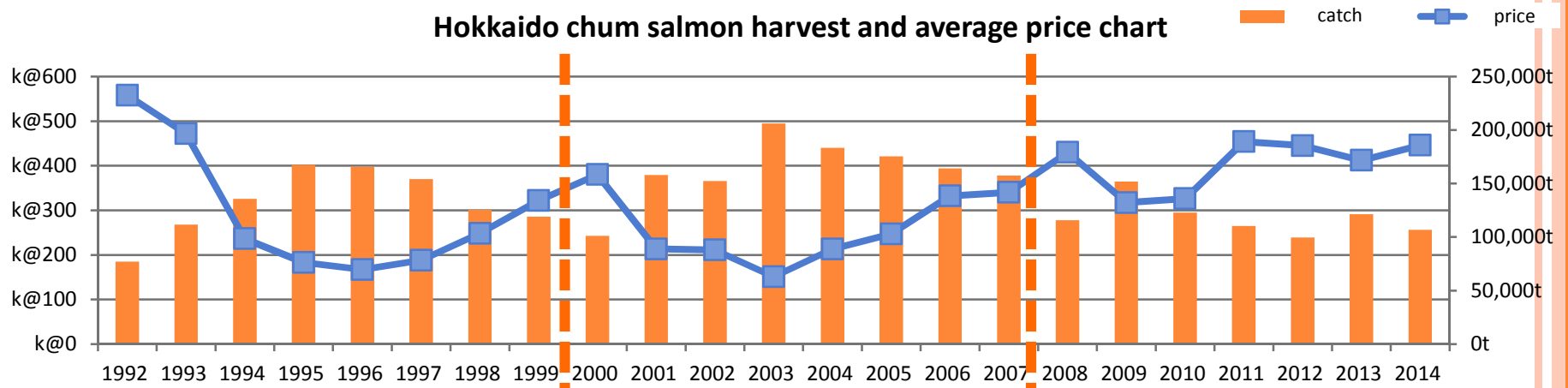
2. In-season



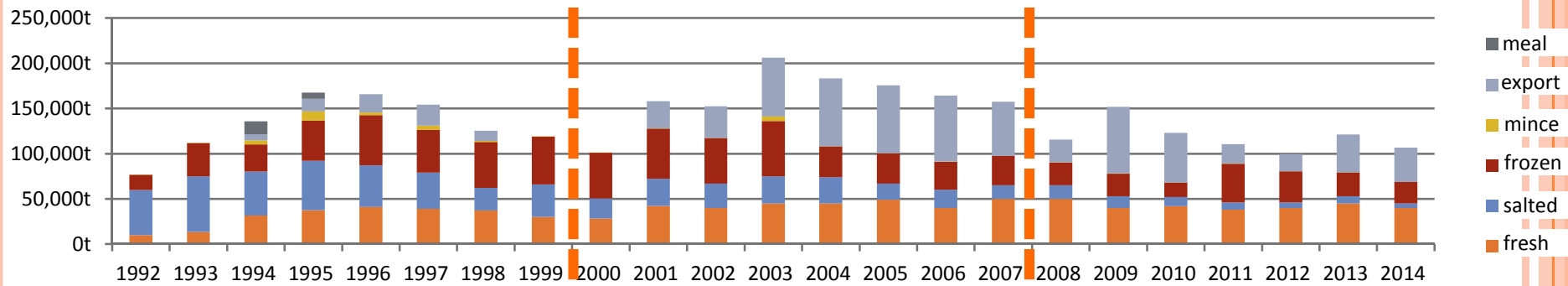


DISTRIBUTION OF HOKKAIDO CHUM SALMON AND WORLD SALMON PRODUCTION

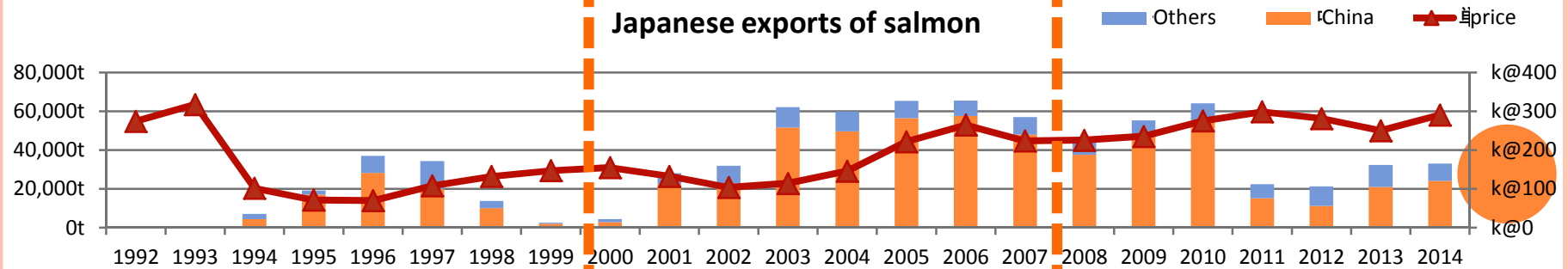
Hokkaido chum salmon harvest and average price chart



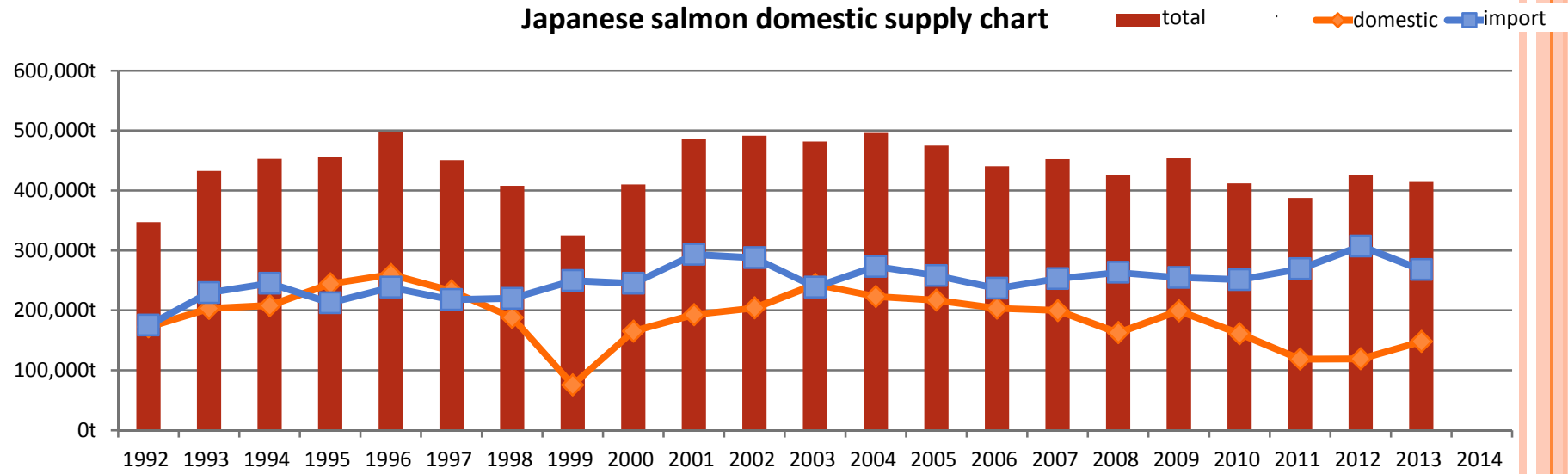
Hokkaido chum salmon product chart



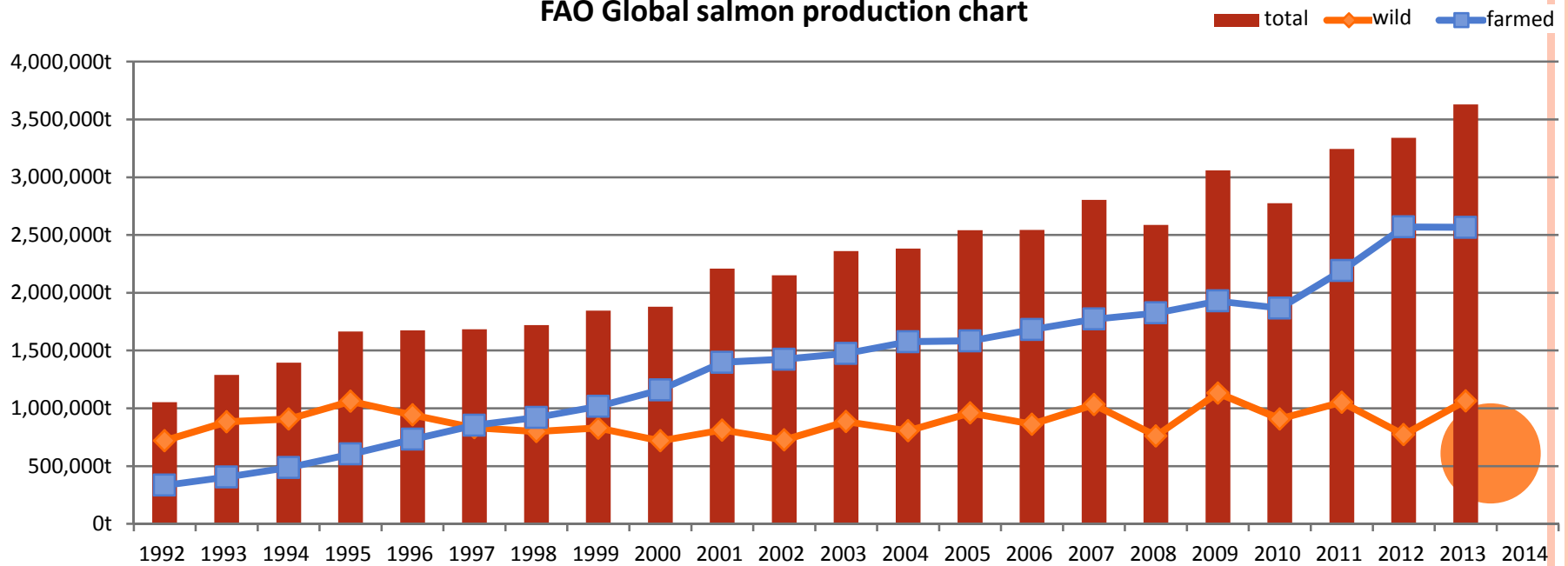
Japanese exports of salmon



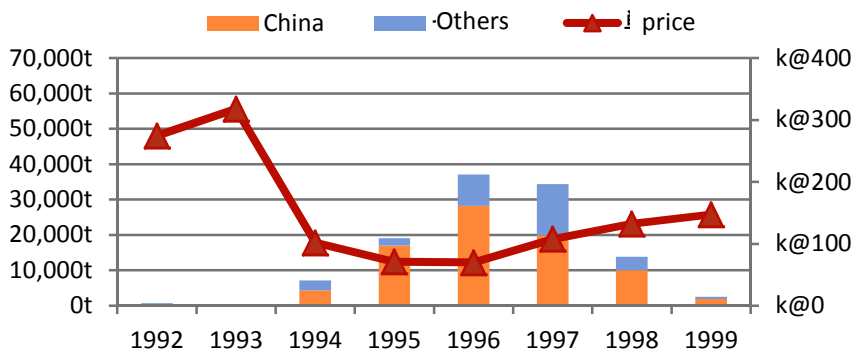
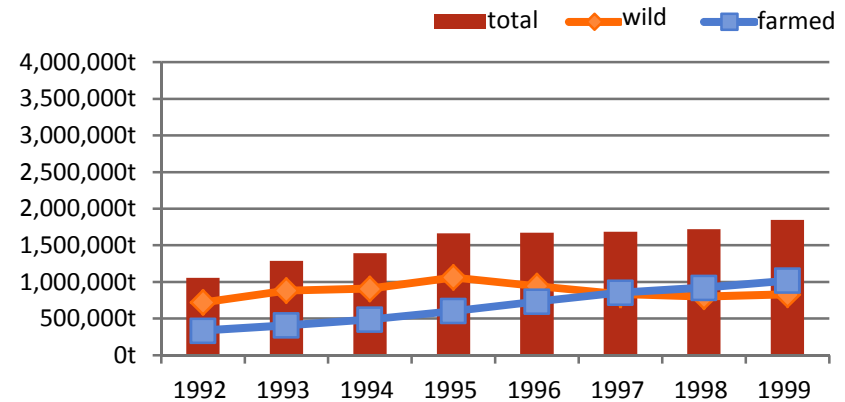
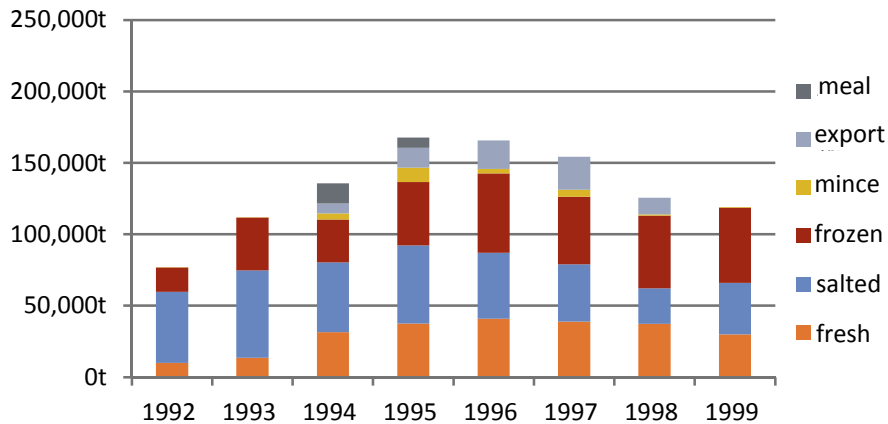
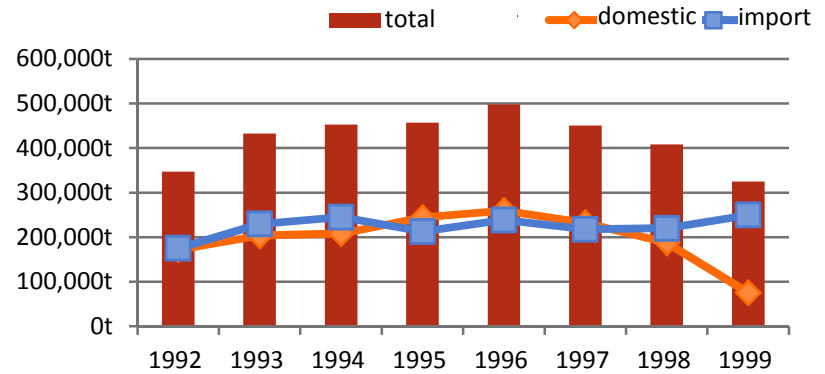
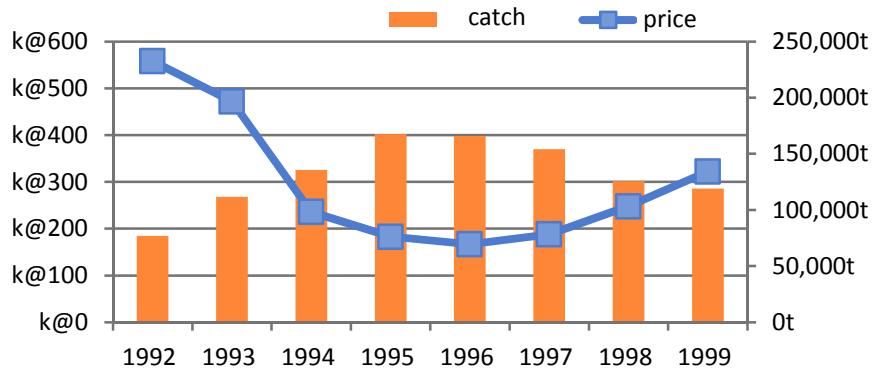
Japanese salmon domestic supply chart



FAO Global salmon production chart

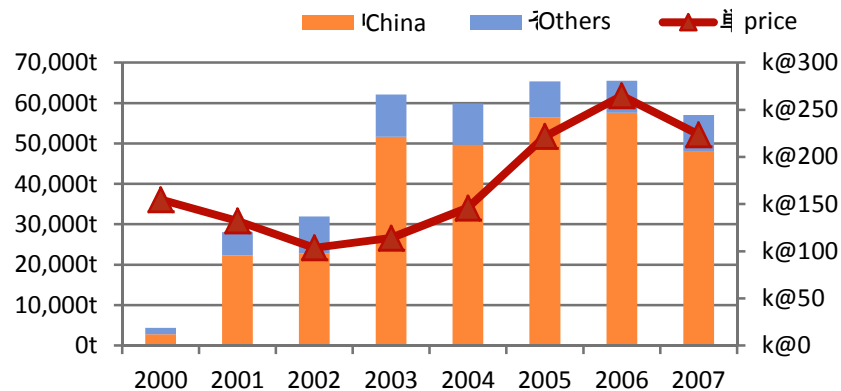
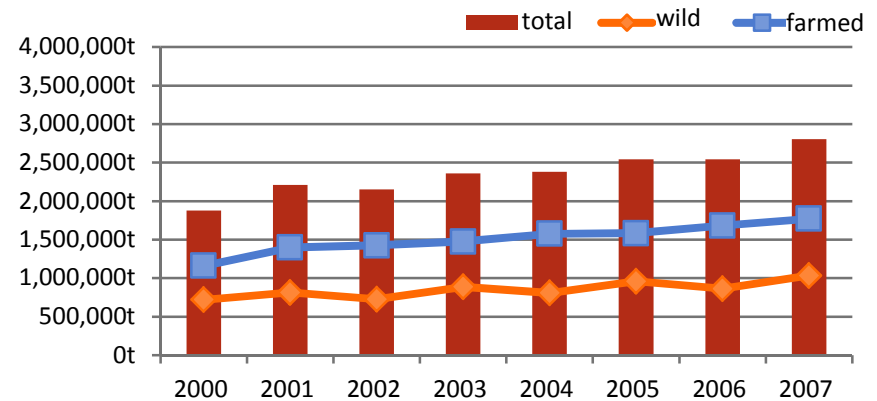
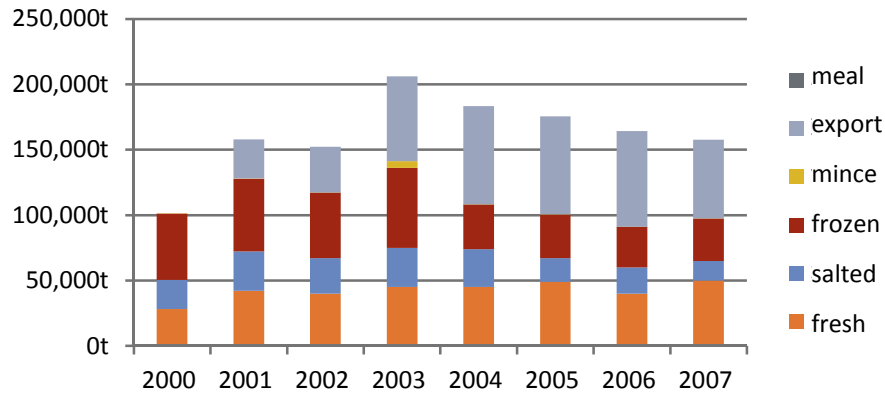
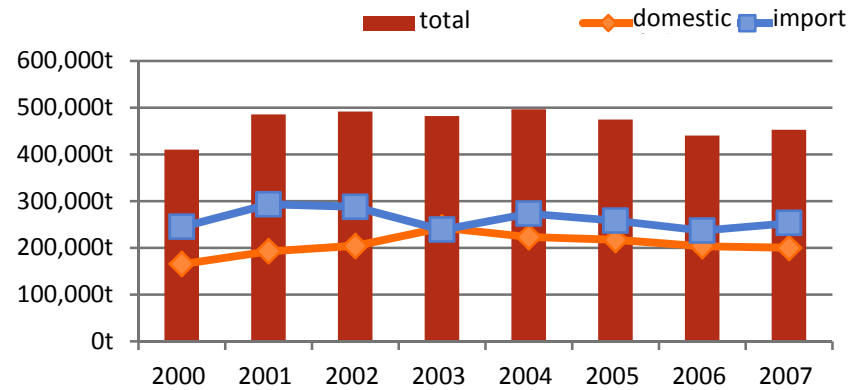
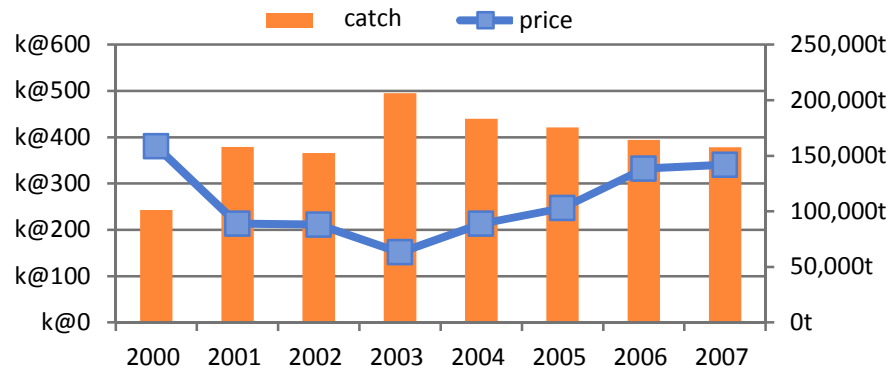


1992~1999



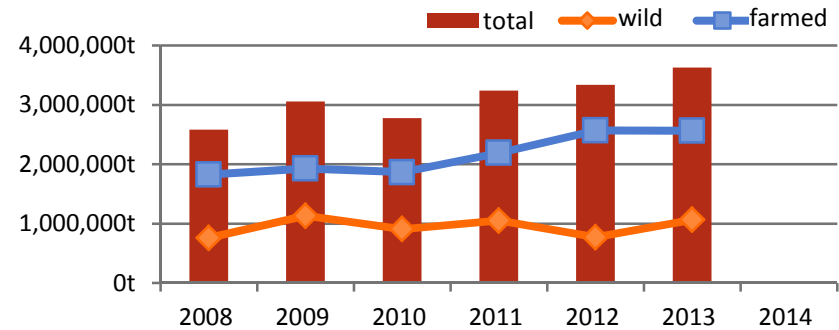
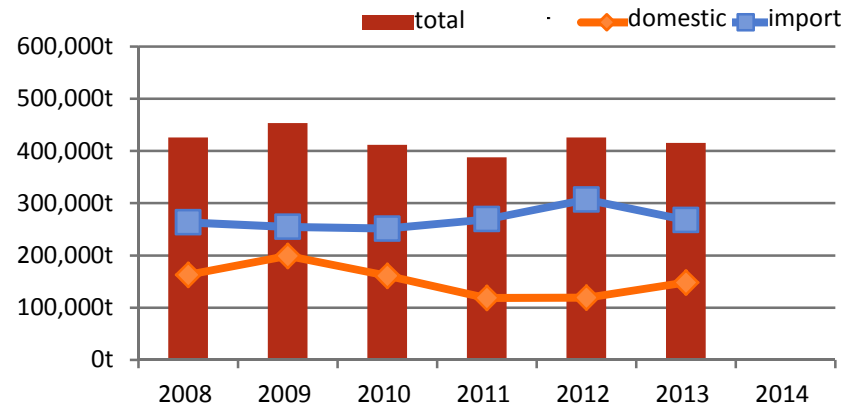
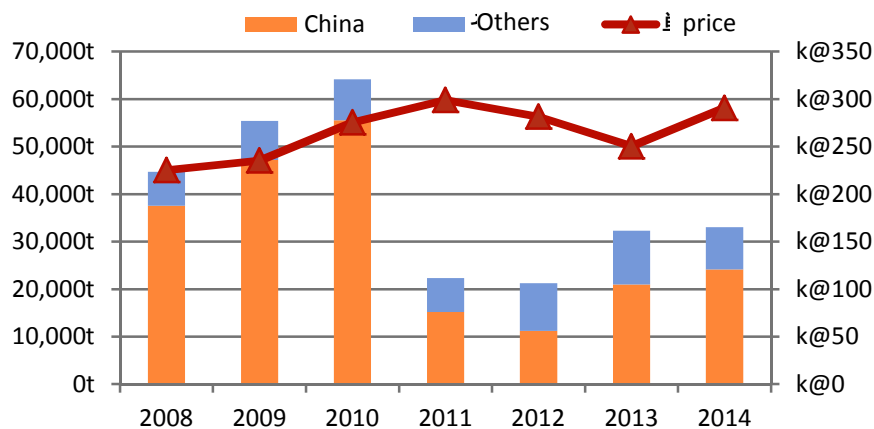
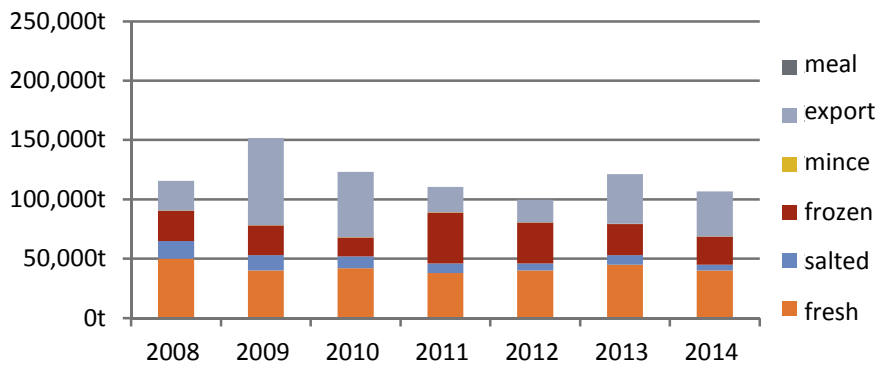
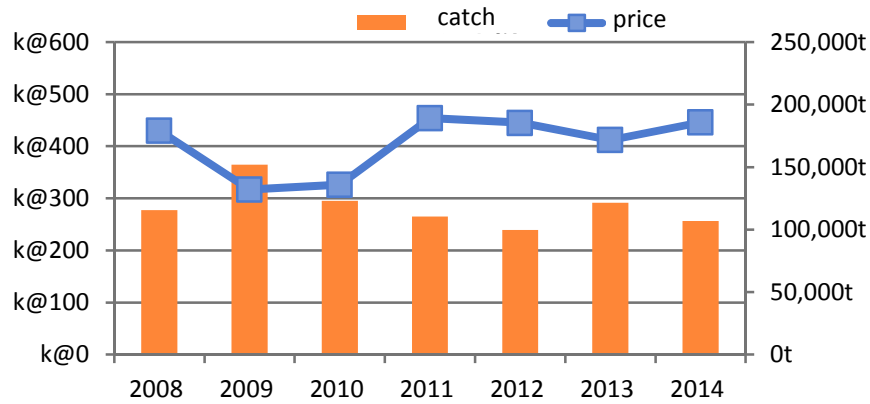
- Hokkaido: catch increase, price down
- * fish meal, export, and fresh sales increased as countermeasures
- Japan: Domestic and import roughly the same level
- Global salmon: 1.5 million tons
- * Farmed surpasses wild in 1997

2000~2007年



▪ 2003 harvest breaks record, price down
 * Export expand as a countermeasure
 ⇒ Eco-label needs of export market
 ⇒ Alaska gets MSC certification in 2000
 ▪ Japan: Domestic and import roughly the same level
 ▪ Global salmon: Over 2 million tons
 * Farmed continues increasing

2008~2014年



- Catch remains 100-120 thousand tons, price high
 - * Earthquake reduced export sharply in 2011
- Japan: Domestic and import roughly the same level
 - * Substantial Chilean coho enters at low price in 2011-2012
- Global salmon: Over 3 million tons
 - * More increase of farmed salmon



HOKKAIDO CHUM SALMON FISHERY'S EFFORTS TOWARD ECO-LABEL

EFFORTS TOWARD ECO-LABEL

○ 2007

Start looking into eco-label certification

MSC pre-assessment in whole area of Hokkaido

(objective)

- Improvement of chum salmon price and value,
- global promotion,
- response to export counterpart's needs and competitor, including Alaska

○ 2011

Start MCS full-assessment in Kitami region

○ 2012-13

Two on-site assessments and meetings with assessment body

Failed to arrive at a consensus

Peer review

○ 2014

Still dissensus after peer review

Deem **inevitable impact on current fishery and hatchery** if continue

Withdraw from MSC assessment



< Kitami region >

Hokkaido's largest landing region, facing the Okhotsk sea

2013 54,161t (45 % of Hokkaido share)

2014 38,348t (36 %)



CURRENT STATUS OF OUR ACTIVITY

- It is still important to ensure Hokkaido chum salmon consumption in Japan and abroad for stable distribution.
- While global farmed salmon production is increasing and now over 3.5 million tons, wild caught has remained steady at 1 million tons.
- Since worldwide demand for seafood is increasing, the global value of Hokkaido chum salmon **as wild** is supposed to be on an upward trend.
- Now, global promotion tools including eco-label and FIPs will lead to not only further value improvement, but also stock stabilization.
- It is difficult to make foreign assessment body understand Japanese fishery management and hatchery project.
- Currently we are now considering eco-label which fits reality of Japanese fishery.

(APPENDIX) HOKKAIDO SCALLOP MSC CERTIFICATION

- 2010 Apr Full-assessment,
 - Jul On-site assessment
 - 2012 Feb-Nov Peer review
 - 2013 Apr Public review
 - May Certification
 - 2014 Mar Annual audit
-
- Scope: 98 % of Hokkaido scallop (83% of Japan)
 - ① Okhotsk sea, Nemuro strait: seabed fishery
 - ② Funka bay, Lake Saroma: hanging enhancement
 - Japanese share of international market:
Wild 40 %, farmed 10 % (FAO statistics)
 - Exports to US, China are on the increasing
(scallop meat etc)

