



# Wakao Hanaoka

Wakao is founder and CEO of Seafood Legacy, a Tokyo-based consultancy that helps producers, retail and foodservice companies and NGOs establish pre-competitive partnerships to advance responsible production and sourcing practices in fisheries and aquaculture. Wakao is a member of the Global Sustainable Seafood Initiative steering board, a member of the Global Seafood Ratings Alliance and a collaborator with the Conservation Alliance for Seafood Solutions.

CEO,  
FOUNDER  
SEAFOOD  
LEGACY

# Where Seafood Business in Japan is Heading For.

GOAL Conference 2018, Guayaquil, Equador



**SEAFOOD LEGACY**

Wakao Hanaoka  
CEO/Founder

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# JAPAN

- Area: 377,974 km<sup>2</sup>
- Population: 126,672,000 (10th)
- GDP: \$5.619T (\$44,426 /capita)



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designing seafood sustainability in Japan, together





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# MARKET

- 3.5 million ton consumption a year
- 40kg → 27kg a year / person
  - meat & dairy product
  - time to cook
  - consume-ready product
- Sales
  - Foodservice 50%
  - Retail 35%
  - Institutional 15%



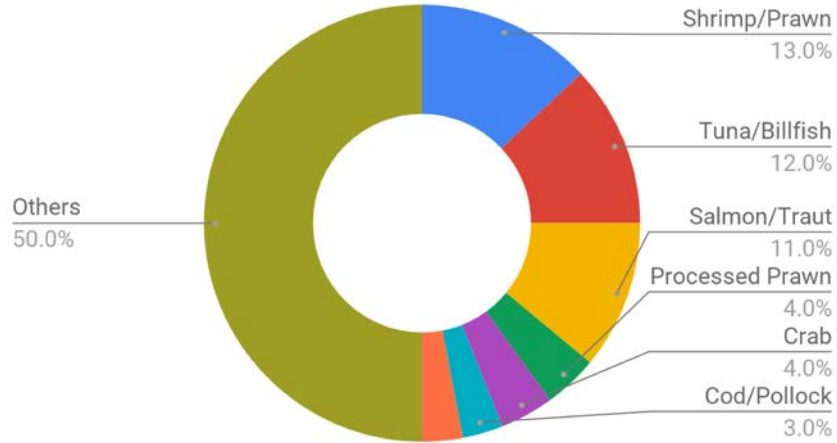
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# IMPORT

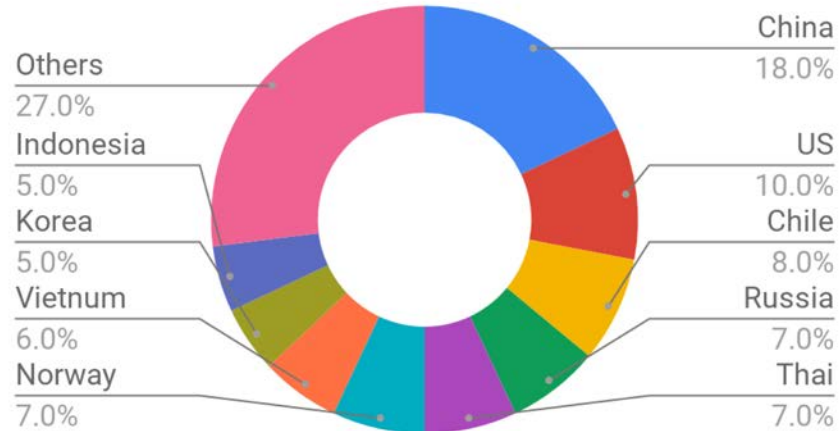
- Domestic / Import : 50 / 50
- 2nd-largest importer by value



## Item



## Import From





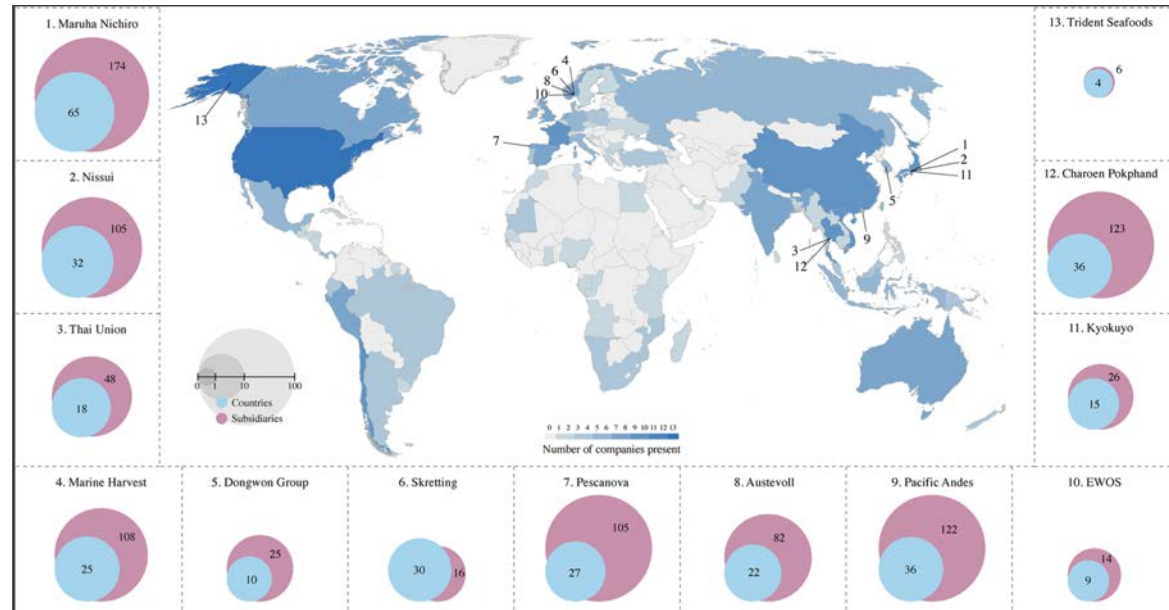
# SUSTAINABILITY RESPONSIBILITY

- GSSI@ the Tokyo Olympic Procurement Code
- Major fisheries and retail companies are establishing sustainable / responsible procurement policies
- Regulatory Reform Promotion Council on Fisheries
- Domestic Marine Eco Label is aiming to be recognized by GSSI
- Hotels, chefs, fishermen, ...



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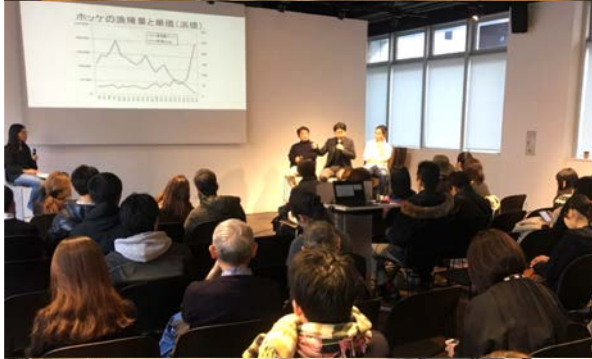


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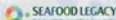
# TOKYO SUSTAINABLE SEAFOOD SYMPOSIUM

## Tokyo Sustainable Seafood Symposium 2018

Date: 2018 / 11 / 1

Location: Ino Hall, Tokyo



Hosted by  SEAFOOD LEGACY Nikkei ESG

Supported by  the David and Lucile Packard Foundation  WALTON FAMILY FOUNDATION



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# ASIA



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