Local production of delicious, safe and healthy Hawaii seafood harvested in a responsible manner is vital to our sustainable future.

MISSION

The Hawaii Seafood Council (HSC) is a 501(c)(3) non-profit organization.

HSC supports responsible fisheries and sustainable seafood in Hawaii for future generations through consumer education, outreach, and research.

HSC believes that marine fisheries, fishing and seafood are essential to Hawaii’s unique culture, food traditions, diversified economy, food security and healthy lifestyle.

CORE VALUES

HSC works to help preserve Hawaii fisheries for current and future generations; optimize the quality and safety of Hawaii seafood; support the reputation of sustainable Hawaii seafood; and build a broad base of informed seafood consumers and general public:

- **sustainability and self-sufficiency** – keep Hawaii fishing and growing food.
- **reconnect people to their food and resources** – eating close to home, buying local, and connecting with people through their food.
- **respect the resource, don’t waste** – keep what you catch, eat what you keep.
- **cooperation, mutual respect, and seeking common ground** – to strengthen ties between fishermen, managers, scientists, and the public.
- **responsibility to “do the right thing”** – in fishing, fisheries management, seafood quality and safety assurance, and seafood consumption.
- **science-based** – education and outreach based on sound science and research with respect for local knowledge.
- **commonsense** – be practical, logical and communicate clearly.
VISION

- We envision a sustainable future for Hawaii that includes responsible fishing and healthy local seafood.
- We believe in increasing local food production and reducing our dependence on food shipped to the islands.
- We see a future that preserves our heritage of fishing, local culture and food traditions.
- We look forward to the day when Hawaii’s fisheries are fully recognized as models for responsible fishing and sustainable fisheries management.
- We envision a time when Hawaii’s people are reconnected with their food and regain respect and appreciation for those who bring fish to the table in a responsible and sustainable manner.
- We are committed to preserving our endowment of local healthy and sustainable seafood for future generations.

The Hawaii Seafood Council

For further information visit our website at www.hawaii-seafood.org

Contact us at info@hawaii-seafood.org

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FAQ’s. Why should I buy Hawaii Seafood?

Why should I buy Hawaii Seafood?
- It tastes great and it's healthy for you and your family.
- It's sustainable seafood produced by Hawaii's hard-working fishermen who are among the best-managed and most responsible fishermen in the world.
- It supports a local industry that's vital to our community, culture and sustainable future.

Why is buying local seafood important?
- Only a small percentage of the total food supply in Hawaii is produced here.
- Fishing is one food system that we excel at. Hawaii Seafood is known around the world and visitors enjoy it as much as locals.
- If we don't buy Hawaii Seafood, we aren't supporting local fishermen, their families and our community.
- Buying local "anything" helps keep our hard-earned money cycling through the local economy instead of flowing out.

What makes Hawaii Seafood sustainable?
- Sustainable seafood comes from well-managed, responsible fisheries.
- Hawaii’s fisheries are among the most intensively studied, monitored and managed fisheries in the world.
- In fact our longline fishery has a very high score of 94% compliance with the only global standard for Responsible Fisheries, the FAO Code of Conduct.
- Our management system under NOAA and the Western Pacific Regional Fishery Management Council process is science-based, precautionary, transparent and inclusive.
- It's an exemplary management system and a model for sustainable fisheries.

Tuna is caught by many countries in the Pacific, what makes Hawaii tuna special?
- Quality-wise, our attention to quality is intense. Hawaii produces some of the best quality fresh tuna and swordfish in the world.
- Our fishing vessels have adopted best practices for fish quality at sea.
- Our auction system rewards high quality with better prices, so fishermen are compensated for attention to quality.
- Fish handling standards in Hawaii at sea and on shore ensure quality and safe seafood.
- Sustainability-wise, our fisheries are sustainable because of science-based management and responsible fishing.
Why is the auction system important for sustaining the Hawaii fishing industry?
- The auction brings the daily fish landings together with the market demand.
- Fishery waste (at-sea discards) occurs when the value of fish is low.
- Fishery waste (spoilage) occurs when fish are not handled properly.
- Open-bidding on each fish allows the market to determine the value of the fish.
- Fishery waste is minimized because of the economic incentives.
- It’s a system that has worked in Hawaii for decades.
- The auction works with our fishermen, not against them.
- This is not only in marketing their fish, but in seafood quality and seafood safety.

How do the fishermen and the auction work together?
- All our fishermen are registered with the auction. We know who they are and how they handle their fish.
- A vessel's catch is unloaded based on time of arrival to the dock.
- Unloading begins in the early morning hours shortly after midnight.
- Fish are weighed, tagged, inspected and displayed for auction bidding.
- The auction starts at 5:30 am and lasts until all the fish are sold.
- Fishermen are paid that afternoon so they can get back out fishing.

What is done to preserve the quality and safety of auction fish?
- All fishermen have agreed to follow safe fish handling practices.
- They sign vessel records verifying that they follow safe fish handling practices at sea.
- Each fish is inspected for signs of spoilage and mishandling before being auctioned.
- Fish temperatures are checked at delivery and fish are kept cold at the auction.
- We have an intense sanitation program and seafood safety plan that keeps our seafood safe.
- Our state-of-the-art fish auction facility is inspected by the FDA.

There is great concern about the condition of the oceans and fish populations.
Should I stop eating fish?
- Not all seafood is created equal. There are choices to be made.
- Responsible consumers should support responsible fisheries.
- Buy fish from well-managed fisheries (like Hawaii with NOAA management) and avoid seafood from less well-managed fisheries. (e.g. imported seafood)
- There is a very good reason why imported seafood tends to be less expensive.
- The reason is lower operating costs, lax environmental laws and often a much less stringent fishery management and enforcement.
- Don’t be “part of the problem”. Avoid seafood from poorly managed fisheries.
- Be “part of the solution”. Buying Hawaii Seafood supports a fishery that is well-managed for sustainability.
Hawaii Seafood Sustainability Statement

**Hawaii Fisheries are sustainable.**

The people of Hawaii work together with unity of purpose to preserve fishing and protect fishery resources. The fishing sector collaborates with scientists and managers to reduce impacts and risk to protected species and to prevent fish populations from becoming overfished. Our fish are hook and line-caught, no gill nets, trawl nets or seine nets are used. We constantly strive to anticipate and exceed expectations for sustainable fishery management and to pioneer mitigations that reduce environmental impacts. We trace our seafood products directly to registered vessels that are accountable to government regulations, intensive monitoring by federal fishery observers and enforcement by NOAA and the U.S. Coast Guard.

**The Hawaii longline fishery for tuna and swordfish produces sustainable seafood.**

This fishery is sustainable because it meets the national and international requirements for 1) science-based, precautionary fishery management, 2) performance in managing fish populations for sustainability, and 3) controlling fishery impacts on the ecosystem.

**The Hawaii fishery management system is exemplary.**

This fishery operates under a model fishery management system. With every aspect of the fishery strictly regulated, closely monitored and tightly enforced, it is a model for sustainable pelagic fisheries worldwide. This management system is based on sound science and a transparent and inclusive fishery management process committed to sustainability.

**Track record of precautionary conservation measures.**

- 1991- First limited entry pelagic fishery in the U.S.
- 1991- First pelagic fishery in the U.S. to require daily logbook reporting.
- 1991- Longline fishing exclusionary zones set up around Hawaii.
- 1993- Fishery observers placed on vessels to monitor protected species impacts.
- 1994- First U.S. fishery to require vessel tracking using satellite technology.
- 2000- Shark finning was prohibited.
- 2004- Became the only Pacific fishery with a fleet limit on sea turtle interactions.
- 2004- Established the most extensive government fishery observer program of any Pacific longline fishery (100% of swordfish trips and more than 20% of tuna trips).
Key Elements of the Hawaii Longline Fisheries Management System under NOAA.

- High compliance (94%) with the FAO Code of Conduct for Responsible Fisheries.
- Conformance with national, regional and international laws and rules.
- Management system can adapt to new information and/or changes in fish population status or environmental conditions through timely corrective actions.
- Strong science and research base.
- Effective monitoring, data availability and enforcement, including comprehensive observer program.
- Adherence to advice of the Scientific and Statistical Committee comprised of uniquely qualified scientists.
- Precautionary approach to address uncertainty.
- Transparent and inclusive stakeholder involvement in development of regulations.
- Fishing capacity is capped under the Hawaii longline vessel limited entry system.
- Catch limit has been reduced to protect bigeye tuna.
- Strict and mandatory measures limiting protected species bycatch.
- Habitat protection through environmental standards for fishing vessels.

Performance of the fishery management system under NOAA.

Hawaii’s fishery is doing its part to eliminate overfishing on Pacific bigeye tuna. Ecosystem impacts are constantly being assessed and managers, scientists and the fishing sector are working together on solutions. Substantial and verifiable reductions of protected species interactions and finfish bycatch have been achieved.

Consumers can use sustainable Hawaii Seafood with confidence.

The Hawaii longline fishery has achieved a high level of compliance with United Nations FAO Code of Conduct for Responsible Fisheries, U.S. National Standards for sustainable fishery management implemented by the National Oceanic and Atmospheric Administration Fisheries Service and the Western Pacific Regional Fishery Management Council, as well as international conservation and management measures adopted by the Western and Central Pacific Fisheries Commission and the Inter-American Tropical Tuna Commission.
Importance of Hawaii Seafood
Fishing and food from the sea are essential to Hawaii’s people, it’s multi-cultural food traditions, our regional cuisine and visitor experience. It’s part of who we are and what makes Hawaii so special. Reconnecting people with local food sources is critical for preserving food traditions and production capacity in Hawaii both on land and from the sea. Local seafood is vital to the health, well-being, and food self-sufficiency of our island state. Widespread respect for our ocean and coastal environment and resources is crucial if we are to preserve the natural “seafood pantry” for future generations.

Responsible Consumers support Responsible Fisheries
Eating locally and sustainably produced food is one the most profound environmental actions that each of us can take on a daily basis. For this reason, more and more consumers want to know where their food comes from. Is it imported or domestic? Is it good for the environment? Is it wild-caught or farm-raised? How was it processed? Is it safe to eat? Is it good for me? Does it taste good? When we purchase food we support those food production systems. By becoming more aware and taking personal responsibility, well-informed consumers can play a significant role in guiding the way seafood is produced and how fisheries operate. Merely rewarding the lowest cost producer is not often the best overall choice in the age of globalization.

Sustainable Hawaii Seafood comes from Responsible Fisheries
How responsible are Hawaii fisheries? Our fishers operate under a highly-evolved science and ecosystem-based fishery management system with a mandate to manage for sustainability. As a result, the Hawaii longline fishery is one of the most intensively regulated, monitored and studied fisheries in the world. In 2008, Hawaii’s fishery achieved a score of 94% compliance with the international standard Code of Conduct for Responsible Fisheries. According to the United Nations Food and Agriculture Organization (FAO) the assessment of our fishery is the most comprehensive application of the FAO Code for the scoring of any fishery to date. Our fishers comply with fishery regulations and contribute essential information needed for sustainable fishery management. Seabird and sea turtle interactions have been reduced by 90% through the cooperative efforts of fishers, scientists and managers. Our hook & line fishing methods, multi-species catch, fresh chilled products and our unique fish auction marketing system that rewards fishers with the best fish handling practices, results in high-quality and safe seafood while minimizing fishery waste. It’s the responsible thing to do.

Hawaii Seafood Branding
Hawaii Seafood is an excellent choice for sustainable seafood. Consumers need to know what the Hawaii Seafood brand stands for in terms of sustainability, seafood & health and seafood safety. The Hawaii Seafood Council is helping to strengthen the brand and inform the public, fishers, and seafood processors what it means to fish responsibly, how Hawaii’s fisheries are managed, and what efforts are taken to ensure the sustainable harvest of high-quality, wholesome and safe Hawaii Seafood.

www.hawaii-seafood.org
THE HAWAII FISHING AND SEAFOOD INDUSTRY

This method has been practiced throughout the length of the Hawaiian Anthropose since the 1930s. Bottom fishing is achieved with the use of two main items: the introduction of small mechanical reels and line pulleys. Underwater bottom fishing practices of the ancient Hawaiian continue in the processed fish fillet salmon and the processed fish fillet tuna. The fisher target both seawater species (primary) and seabass and / or other species found on offshore reefs and banks. During the 1980s, participation in the bottom fishing industry expanded from a small group of native commercial fishermen to a large number of part-time fishermen. Since the beginning of the bottom fishing, commercial fishermen have captured trade fishing grounds to allow local fish populations to recover and to conserve the overall stocks.

HISTORY OF OTHER HAWAIIAN PELAGIC FISHERIES

POLE & LINE FISHING. After World War II and up to the early 1980s, the pole & line fishery for aku (jigfish) was the main supply of fresh tuna for salmon and tuna fish, mostly in Hawaii. This fishery manages two different types of fishery; one to capture live fish, and the other to catch skipjack tuna. Fishing for pole and line fishery, which is only open in the local Ahi. Offshore tuna and live fish are used in the market. This fishery supports the local live fishery, which was closed in 1994. The main concern here, the “Ahi” fish, has steadily declined as the old wooden sampans disappeared. Now only one of the old sampans, which is a wooden boat and very small, is used for this fishery. For this special sashimi product, eating fresh fish is one of the unique experiences of life in Hawaii.

HIKONANU is the most popular pelagic fishing method in Hawaii. Hundreds of boats participate in this fishery, including full and part-time commercial fishermen, not only to provide fresh fish products, but also for the market. This fishery targets hokonana, which is a tuna-like fish, and is sold in local markets. The fish market is very popular in Hawaii, and is sold in local markets. The fish market is very popular in Hawaii, and is sold in local markets.

HISTORY OF HAWAII BOTTLEFISHING

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In 2009, the Hawaii fishing industry landed 27 million lbs of ocean fish, worth an estimated $71 million landed value according to the NOAA Fisheries Service. Honolulu receives approximately 85% of the total Hawaii fish landings with the majority being sold through the Honolulu fish auction. Fish quality counts in Hawaii and the fish are chilled in ice immediately after capture and landed fresh. Compared with other ports, Honolulu has a relatively low volume, but high value fishery. Honolulu ranked just past of weight of fish landed (6.9 million lbs) among U.S. ports, but ranked 8th in terms of landed value ($59.4 million).

The Honolulu Fishing Industry can be described by fishing gear and methods. Hook and line methods are used by anglers (‘Hilgことがある’), ‘Hilgことがある’ (refers to, ‘Hilgことがある’). Polynesian (‘Hilgことがある’), and ‘Hilgことがある’ (refers to, ‘Hilgことがある’). The majority of the fish are sold through the Honolulu Fish Auction. Fish quality counts in Hawaii and the fish are chilled in ice immediately after capture and landed fresh. Only dry goods and local residents are allowed to deliver fish directly to Honolulu.

WHAT TYPES OF OPEN OCEAN FISH ARE CAUGHT?
- Tuna (butterfish, bluefin, and striped marlins and crotchfins)
- Other pelagic (sailfish, bonito, mackerel, gray trout, etc.)
- WHERE DO HAWAII’S BEST QUALITY OPEN OCEAN FISH COME FROM?
- Longliners are the main producers of quality bluefin tuna (ahi), yellowfin tuna (ahi), swordfish, and other open ocean fish. They operate beyond 200 nautical miles from Hawaiian shores, often in the cooler waters of the equatorial zone. Tuna, bonito, and other pelagic fish are caught using longline methods in the Pacific Ocean and other parts of the world. These methods produce premium quality fish, which are then sold through local fish auctions.

WHAT TYPES OF DEEPWATER BOTTOMFISH ARE CAUGHT?
- Hawaii’s premier bottomfish include Hawaii (sablefish), lingcod (pollock), black cod, and other species. These methods produce premium quality fish, which are then sold through local fish auctions.

THE HONOLULU FISH AUCTION is a unique aspect of the fishing industry in Hawaii. It is a twice-weekly, two-day event, featuring approximately 150 lots (fish) and 250 bidders. The auction provides a marketing platform for local and Hawaiian fishermen. The auction is held at the Honolulu Fish Auction Center, located in the heart of Honolulu’s historic Chinatown district. The auction is open to the public, providing visitors with an opportunity to learn more about the fishing industry and the role of auctions in the global trade of seafood.

Importance of Hawaii Seafood to Hawaii Regional Cuisine

Locally produced Hawaii Seafood is an essential, center-of-the-plate ingredient in Hawaiian Regional Cuisine. The creativity and innovation of Hawaii’s chefs in blending the fresh seafood and local flavors have resulted in a uniquely Hawaiian culinary experience.

THE DAY BEFORE FOR THE HAWAIIAN Seafood Industry with the local commercial fish landings at the Honolulu Fish Auction. Fish buyers at the auction represent the wholesale, retail and restaurant sectors. After the fish are purchased, they are processed into desired forms. Fish is sold fresh, frozen or canned. The fish is sold directly to local markets in the other islands, the U.S. mainland, and Europe. Although more than 80% of the seafood in the U.S. market today is imported, Hawaii’s seafood industry and the local fishing communities continue to play a premium in genuine Hawaiian Seafood.

The Honolulu Fish Auction is the largest in the world, with over 1,000 lots of fish being traded each day. The auction is held in the heart of Honolulu’s historic Chinatown district, providing visitors with a unique opportunity to learn about the local fishing industry and the role of auctions in the global trade of seafood.

ATTENTION TO FISH QUALITY AND SEAFOOD SAFETY is crucial to the success of the Hawaiian fishing industry. The industry pays strict attention to proper fish handling and quality control at sea and in Hawaii. Although the local fishing industry faces challenges in maintaining high standards, the industry ensures that all seafood is safe and of the highest quality. This is achieved through strict adherence to government regulations and industry guidelines. The industry’s commitment to quality is well-recognized, and the local fishing community is proud of the high standards that are maintained.

GOVERNMENT INSPECTION: The Honolulu Fish Auction and Hawaii fish companies are inspected by the U.S. Food and Drug Administration. The inspection is a critical component of ensuring that the seafood is safe and of the highest quality. The inspections are conducted to ensure that the seafood is properly handled, processed, and distributed. The inspectors also ensure that the seafood meets all federal and state regulations.

The Honolulu Fish Auction is a key player in the Hawaiian fishing industry, providing a platform for local and Hawaiian fishermen to sell their catch and reach buyers from around the world. The auction is open to the public, providing visitors with an opportunity to learn about the local fishing industry and the role of auctions in the global trade of seafood. The industry’s commitment to quality is well-recognized, and the local fishing community is proud of the high standards that are maintained.

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