



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 life-style.

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

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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.