



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.

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.

Hawaii Seafood Council (with support from NOAA Award No. NA10NMF4520344).

www.hawaii-seafood.org



Hawaiian Seafood

Wild & Sustainable

Aku Skipjack Tuna
(Katsuwonus pelamis)

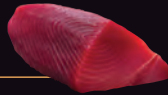


Tuna

Bigeye Ahi Bigeye Tuna
(Thunnus obesus)



Yellowfin Ahi Yellowfin Tuna
(Thunnus albacares)



Tombo Albacore Tuna
(Thunnus alalunga)



Swordfish Broadbill
(Xipbias gladius)

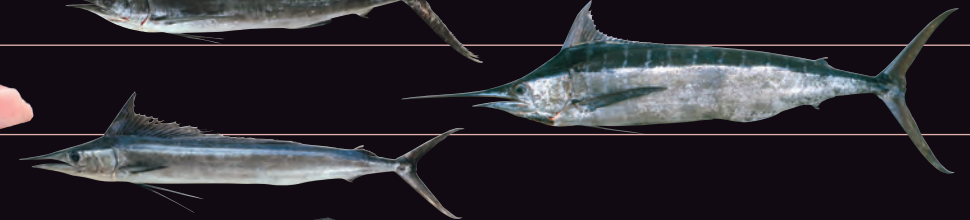


Billfish

Nairagi Striped Marlin
(Tetrapturus audax)



Kajiki Blue Marlin
(Makaira nigricans)



Hebi Shortbill Spearfish
(Tetrapturus angustirostris)



Mahimahi Dolphinfish
(Coryphaena hippurus)



Open Ocean

Ono Wahoo
(Acanthocybium solandri)



Opah Moonfish
(Lampris regius)



Monchong Sickle Pomfret
(Taractichthys steindachneri)



Hapu'upu'u Hawaiian Sea Bass
(Epinephelus quernus)



Bottomfish

Onaga Long-tail Red Snapper
(Etelis coruscans)



Opakapaka Pink Snapper
(Pristipomoides filamentosus)



Uku Blue-green Snapper
(Aprion virescens)



HISTORY OF *Hawaii Longline Fishing*

The modern Hawaii longline fishery traces its roots back to 1917 when “flagline” fishing was first introduced to Hawaii by Japanese immigrants. Flaglining involved a long mainline set horizontally in the water, with multiple leaders and baited hooks, suspended by multiple floats with flags; hence the name “flagline”. Those early vessels were wooden, designed and constructed by Japanese boat builders. To obtain *opelu* (mackerel scad) for bait, the first flagline fishermen developed a relationship with native Hawaiians living in South Kona, Hawaii island. Some of these Hawaiians became involved in the early flagline fishery.

The number of flagline vessels based in Honolulu and Hilo rose to 42 vessels after World War II but declined to only 14 by the late 1970s. Expansion occurred again in the 1980s, reaching 164 vessels in 1991 as the local Hawaii flagline fleet was joined by modern, long-range vessels from the U.S. West Coast, East Coast and Gulf of Mexico. During this period, all but one flagline vessel converted to modern monofilament mainline, line setters and large hydraulically-powered reels, and the fishery became known as “longline.”

Hawaii longline fisheries have been the predominant source of sashimi tuna and other open ocean fish in Hawaii since the early 1980s. Today’s Hawaii longline fishery has two components. The majority of the active vessels (about 125) sets longline gear deep in the water column during the day (45-400 m) to target our prized sashimi fish, the deep-swimming bigeye tuna. Other vessels (about 25) target swordfish, the world’s premium grilling fish, during part of the year. These vessels use shallow-set longline gear to catch swordfish as they swim nearer to the surface at night.

A MODEL OF A RESPONSIBLE FISHERY. Over the past 20 years, the Hawaii longline fishery has been the catalyst for major changes in Hawaii fishing vessels, gear, species composition of fish catch and sea turtle and seabird bycatch reduction. The Hawaii longline fishery is one of the most intensively studied, monitored and best managed fisheries in the world. Hawaii’s fishery was the first pelagic longline fishery in the world to be evaluated using the United Nations Food and Agriculture Organization’s Code of Conduct for Responsible Fisheries. The fishery received a high score of 93% compliance with the provisions of the Code. The innovative management system (including NOAA, WESPAC and USCG) and the performance of the Hawaii longline fishery make it a model of responsible fisheries producing sustainable seafood.

HISTORY OF *Hawaii Bottomfishing*

This method has been practiced throughout the length of the Hawaiian Archipelago since the 1930s. Bottomfishing methods originated with the ancient Hawaiians but have been modernized with the introduction of small mechanized reels and line pullers. Underwater chumming practices of the ancient Hawaiians continue in the present-day fishery. Fishermen target both deepwater species (*opakapaka*, *onaga*, *hapu’upu’u*) and mid-water species (*uku*) associated with pinnacles and other bottom features on offshore slopes and banks. During the 1980s, participation in the bottomfish fishery expanded from a small group of full-time commercial fishermen to a large number of part-time fishermen. Since the beginning of the bottomfish fishery, commercial fishermen have voluntarily rotated fishing grounds to allow local fish populations to recover and to conserve the overall stocks.

HISTORY OF OTHER *Hawaii Pelagic Fisheries*

POLE & LINE FISHING. After World War II and up to the early 1980s, the pole & line fishery for *aku* (skipjack tuna) was the main supply of fresh tuna for sashimi and canning raw material in Hawaii. This fishery involves two different types of fishing: one to capture live bait and the other to catch skipjack tuna. Chumming tuna with live bait keeps them near the boat. Fishermen then use feathered lures with barbless hooks attached to bamboo poles to catch the fish. This fleet supplied the local tuna cannery until it closed in 1984. With the cannery gone, the “*aku boat*” fleet steadily declined as the old wooden sampans deteriorated. Now only one of the old sampans, plus a modern boat make up the pole & line fishery. The modern vessel stores *aku* in refrigerated sea water. This rapid chilling method is superior to using ice for *aku*, and has added several days of shelf life and opened new markets for this special sashimi product. Eating fresh *aku* is one of the many unique pleasures of life in Hawaii.

TROLLING is the most popular pelagic fishing method in Hawaii. Hundreds of boaters participate in this fishery, including full and part-time commercial fishermen, charterboats, and recreational fishermen. The troll fishery targets blue marlin, yellowfin tuna, *mahimahi*, *ono* and skipjack tuna and also lands incidental species such as spearfish, *kawakawa* and rainbow runner. Up to six lines rigged with artificial lures (or live or dead bait) may be trolled when outrigger poles are used to keep the lines from tangling. Trolling gear usually consists of short, stout fiberglass poles and lever-drag hand-cranked reels. Trollers frequent fish aggregation devices (FADs), drifting logs or flotsam, and areas where the bottom drops off sharply that may aggregate fish.

HANDLINE FISHING is a method of fishing that traces back to the ancient Hawaiians. This fishery has become commercially important since the late 1970s. There are nearshore and offshore components of the handline fishery. *Ahi koo*, or locations where yellowfin tuna are known to aggregate, are present near Hawaii island and some other islands. Small vessels deploy baited vertical lines at these places and release chum (cut bait) underwater to entice large *ahi*, or yellowfin tuna, to bite. The *ika-shibi* method is practiced at night, whereas the *palu ahi* method is practiced during the day. Larger boats travel to seamounts and weather buoys up to 200 nautical miles from shore to target bigeye and yellowfin tuna using handline and trolling techniques combined with heavy chumming.

THE HAWAII FISHING AND SEAFOOD INDUSTRY has made its home at the new Honolulu Fishing Village located at Pier 38 in Honolulu Harbor since 2004. The Fishing Village brings together fishing vessels, the Honolulu Fish Auction, fishing supply and support companies, and seafood wholesalers in one convenient location. Building the Fishing Village demonstrates a long-term commitment in Hawaii to sustaining our fisheries, maintaining local seafood production and preserving our culture and heritage of fishing and reliance on the sea for food.


HawaiiSeafood
Hawaii Seafood Council

**THE *Hawaii Fishing*
AND *Seafood* INDUSTRY**

On front cover: aerial photo of Pier 38
by Bob Lamb Big Island Photography

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THE HONOLULU FISHING VILLAGE



Hawaii Fishing Industry IN PERSPECTIVE

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 83% 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 31st by weight of fish landed (22.3 million lbs) among U.S. ports, but ranked 8th in terms of landed value (\$59.4 million).

The Hawaii Fishing Industry can be described by fishing gear and methods. Hook and line methods are used by longline (“flagline”), trolling (“trollers”), handline (“*ikashibi* and *palu ahi*”), pole & line (“*aku* boats”) and bottomfishing (vertical line) vessels to catch a variety of pelagic fish (open ocean) and deepwater bottomfish species. No nets are used to harvest open ocean fish or deepwater bottomfish in Hawaii. Only American flagged vessels are allowed to deliver fish directly to Hawaii ports.

WHAT TYPES OF OPEN OCEAN FISH ARE CAUGHT?

Tuna (bigeye, yellowfin, albacore, skipjack)
Billfish (swordfish, blue and striped marlins and spearfish)
Other pelagics (*mahimahi*, *ono*, *opah*, *monchong*, *escolar*, etc.)

WHERE DO HAWAII'S BEST QUALITY OPEN OCEAN FISH COME FROM?

Longliners are the main producers of sashimi quality bigeye tuna (*ahi*), yellowfin tuna (*ahi*), swordfish and other open ocean fish. They operate beyond 50 nautical miles from Hawaii shores, often far off shore within international waters. Trollers, handliners and pole & line boats tend to fish within 50 nautical miles of Hawaii shores. Trollers produce premium quality *aku* (skipjack), *mahimahi*, *ono* and marlin (*kajiki* and *nairagi*). Handliners produce summer yellowfin tuna and other tunas. Pole & line boats produce premium quality *aku*, an island favorite for raw fish preparations.

WHAT TYPES OF DEEPWATER BOTTOMFISH ARE CAUGHT?

Hawaii’s premier bottomfish include *onaga* (longtail red snapper), *opakapaka* (pink snapper), *uku* (gray snapper), *hapuupuu* (sea bass) and others.

◀ **THE HONOLULU FISH AUCTION** is the anchor of the Fishing Village. It is a fresh fish display auction operated by the United Fishing Agency since 1952. It evolved from Japan’s tuna auction system, first introduced to Hawaii in the early 1900’s. The new fish auction is a modern, state-of-the-art facility and showcase for the industry. It is the only fresh tuna auction of its kind in the U.S. The auction provides a marketing service for Hawaii’s commercial fishermen by concentrating the market demand on Hawaii’s daily fish supply. This allows fishermen to focus on what they do best, fishing. With open competitive bidding, an auction system rewards higher quality fish with higher prices. It also produces fair pricing for the range of fish species and quality based on market conditions of supply and demand.

Importance of Hawaii Seafood TO HAWAII REGIONAL CUISINE

Locally produced Hawaii Seafood is an essential, center-of-the-plate ingredient of Hawaii Regional Cuisine. The creativity and innovation of Hawaii’s chefs in blending the food cultures and traditions of the islands with the variety of fresh Hawaii Seafood, produce and other local products has resulted in a uniquely Hawaii culinary experience.

THE DAY BEGINS for the Hawaii 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 dressed fish or fillets and sold fresh. The fish are sold locally, or flown to the outer islands, the U.S. mainland, with some exported to Japan, Canada and Europe. Although more than 80% of the seafood in the U.S. market today is imported, Hawaii seafood companies and their discriminating customers continue to place a premium on genuine Hawaii Seafood.

THE FISH AUCTION SEQUENCE begins when fishing vessels return to port and line up to be unloaded in order of arrival. Unloading begins at 1:00 am, 6 days a week. Each fish is weighed, tagged with the vessel name, displayed on pallets, and kept clean and cold. Before being offered for sale, each fish is carefully inspected by the auction staff to ensure fish quality and safety. Buyers arrive before the auction begins to inspect the day’s landings. By tradition, the auctioneer rings a brass bell at 5:30 am and the bidding begins. The majority of fish are sold individually. Buyers bid against each other until a final price per pound is reached. Buyers are invoiced for their purchases and fishermen are paid that day for their fish. The fish are picked up by the buyers. Some of the fish are packed at the auction facility and shipped to distant markets.

ATTENTION TO FISH QUALITY AND SEAFOOD SAFETY. Hawaii’s fresh bigeye tuna, swordfish, *mahimahi* and deepwater bottomfish are among the highest quality available anywhere and are appreciated in the most discriminating seafood markets. The industry pays strict attention to proper fish handling and quality control at sea and on shore because Hawaii consumers know fish quality and love to eat fish raw as *sashimi* and *poke* (Hawaiian raw fish). We eat 42 lbs of fish per person per year, nearly 3 times the national average. Fish are inspected by auction Quality Control staff to be certain that fish quality and seafood safety standards are met. Auction buyers then inspect each fish before bidding. The auction system allows for the efficient sale of the range of fish species, size and quality to suit each special market niche. There is very little bycatch (fishery waste) because Hawaii fisheries are very highly regulated and all fish caught have a place in the market.

GOVERNMENT INSPECTION. The Honolulu Fish Auction and Hawaii fish companies are inspected by the U.S. Food and Drug Administration yearly. The auction has been proactive in developing and implementing a science-based and effective seafood safety control program customized to the Hawaii fishery and its seafood products. This and the attention to proper fish handling from fishermen to retailers rank Hawaii Seafood among the safest seafood available.

