

Sustainability Assessment

SEA PORT®

HOKI

Sea Port currently sources the entirety of its Hoki (*Macrurus novaezelandiae*) from New Zealand which is currently certified sustainable by the Marine Stewardship Council. New Zealand Hoki was the first fishery to be certified MSC sustainable in March 2001. It was recertified in October 2007 and entered a second assessment in September of 2011. As of September 2012, the reassessment was completed and the fishery was recertified. New Zealand's quota management scheme appears to be responsive to the fluctuations in biomass. Hoki stocks are assessed annually using a combination of fisheries and scientific research data. Declines in overall population biomass and recruitment (the number of young fish entering the adult population) caused fisheries managers to drastically reduce the total allowable catch (TAC) from 2002-2007. The western Hoki stock appears to be recovering well and the TAC has been increased.

While it appears to be well managed, there are some areas of environmental risk in the Hoki fishery. The Hoki fishery is responsible for a substantial number of deaths of the protected southern fur seal. Hoki populations are also subject to annual fluctuations which are likely related to environmental factors such as water temperatures, currents, and prey availability. However, these relationships are currently poorly understood and the inability to predict fluctuations in biomass may exacerbate impacts from commercial fishing pressure.

GO BLUE! SEAFOOD SUSTAINABILITY SPECTRUM

HOKI



ENVIRONMENTAL IMPACT LEVEL: LOW

Hoki is well managed and stock assessments take place regularly. However, the substantial numbers of fur seal deaths pose a potential issue for the Hoki fishery. In addition, because the Hoki fishery is, in part, a demersal (bottom) trawl fishery, there is concern that there may be negative impacts on seafloor habitats.

SUSTAINABILITY IMPROVEMENTS NEEDED

Mitigation of fur seal interactions should be explored by both scientists and the fleet (e.g., cooperative research, gear modifications). Also, a greater understanding of the extent of sea floor contact by the Hoki fleet would help in assessing whether the Hoki fishery poses a risk to those habitats.

ACTIONS THAT SEA PORT IS UNDERTAKING

Sea Port believes that the New Zealand Hoki is currently sustainable due to the implementation of New Zealand's Quota Management System. MSC certification of this fishery helps support this conclusion. Sea Port also believes that, in aggregate, choosing from a diverse variety of seafood is better for sustaining the world's seafood resources and New Zealand Hoki should definitely be a part of this variety.

We created the sustainability assessments for each of our seafood items in order to reveal the existing and potential environmental impacts and risks that are associated with producing them for human consumption. This allowed us to establish the starting position for each of our seafood items along our progressive Go Blue Seafood Sustainability Spectrum. These assessments are only a single snap shot in time and because of this, we will continue to assess and update the critical sustainability needs associated with our supply sources and issue updates to the Go Blue Seafood Sustainability Spectrum as needed. There is a growing global awareness for the need to assure the sustainability of farmed and wild caught seafood and because of this; all around the world positive changes are rapidly occurring at all levels of the seafood supply chain. We will continue to spread this growing awareness and work with our many industry partners to improve the sustainability of all seafood, which we believe is the ideal protein of choice to feed an ever growing world population. Our Go Blue Seafood Sustainability Spectrum serves as our compass and yardstick as we strive to move all our products forward to becoming more sustainable. Please join us in this committed quest and Catch Our Wave® to sustainability by choosing a diverse variety of responsibly produced seafood as part of your diet.

Go Blue! Plate®

Choose My Seafood for Sustainability

Sustainability Frequency	Seafood Items
2x/week	Shrimp, Scallops, Mussels, Salmon, Striped Pangasius, Seaweed, Tilapia, Milkfish
1x/week	Crayfish, Crab, Langostino, HOKI, Squid, Pollock, Yellowfin Tuna, Marinara Seafood Mix, Catfish
1x/every other week	Flying Fish Roe, Holland Dover Sole, Barramundi, Swordfish, Golden Pompano, Mahi Mahi, Scad, Wahoo, Red Cod, Chilean Sea Bass, Octopus, Lobster, Orange Roughy
1x/month	Eel, Largemouth Bass, Striped Bass, Frog Legs, Jellyfish, Escolar, Kingfish, Opakapaka, Snapper