

Importance of Hawaii Seafood

Fishing and food from the sea are essential to Hawaii's people, 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? Did it travel a great distance? 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 2006, Hawaii's fishery achieved a score of 93% 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.

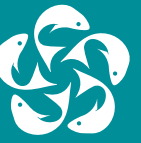
Hawaii Seafood Branding.

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 Project (supported by NOAA) is helping to strengthen the brand and inform the public, fishers, and seafood processors of 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

Hawaiian Seafood



Aku
Skipjack Tuna

Katsuwonus pelamis



Bigeye Abi
Bigeye Tuna

Thunnus obesus



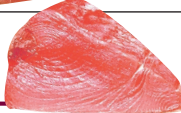
Tombo
Albacore Tuna

Thunnus alalunga



Yellowfin Abi
Yellowfin Tuna

Thunnus albacares



Swordfish
Broadbill Swordfish

Xiphias gladius



Kajiki
Blue Marlin

Makaira nigricans



Hebi
Shortbill Spearfish

Tetrapturus angustirostris



Nairagi
Striped Marlin

Tetrapturus audax



Mahimahi
Dolphinfish

Coryphaena hippurus



Ono
Wahoo

Acanthocybium solandri



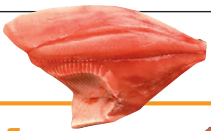
Opah
Moonfish

Lampris regius



Monchong
Sickle Pomfret

Taractichthys steindachneri



Hapu'upu'u
Sea Bass

Epinephelus quernus



Onaga
Longtail Red Snapper

Etelis coruscans

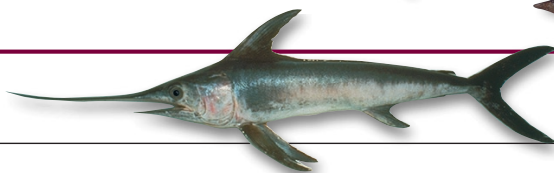
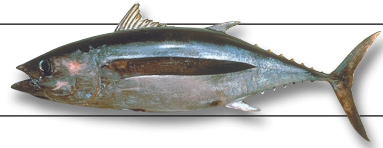


Opakapaka
Pink Snapper

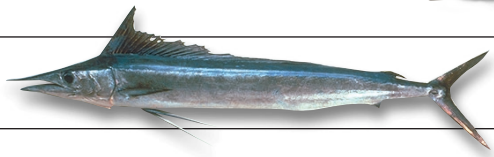
Pristipomoides filamentosus



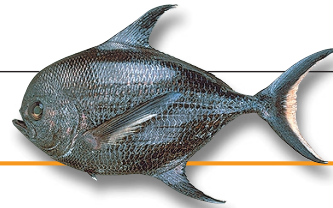
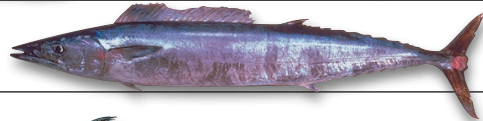
Tuna



Billfish



Open Ocean



Bottomfish

