



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 newly formed 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.