

Review

# “SH“U”N Project: A science outreach to fisheries sector and consumers

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## Introduction

Japan Fisheries Research and Education Agency launched a science outreach project named SH“U”N Project (Sustainable, Healthy and “Umai” Nippon seafood project).

Its fundamental concept is based on Zimmerman’s<sup>1</sup> definition of resources as “they are not, they become, they evolve out of the triune interaction of nature, man, and culture...” Fish are born in the sea and caught by fishers, then processed and distributed on land, and finally eaten as seafood. This process as a whole is called the “Fisheries System” (Fig. 1). The thick and smooth interaction between social system and ecological system is important for sustainable fisheries.

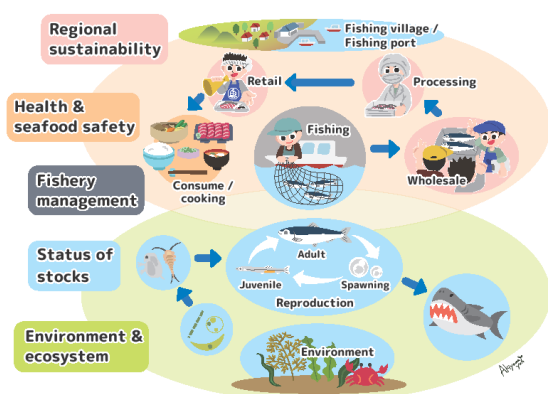


Fig. 1. Fisheries System concept.

## Evaluation criteria and processes

Based on the scientific information on 1) stock status, 2) ecological impact, 3) fisheries management, and 4) regional sustainability, as well as 5) health and seafood safety information, the sustainability of the Japanese fisheries resources are assessed (Fig.2). The results are reviewed by the External Review Committee, and the public comments are gathered to validate the results.

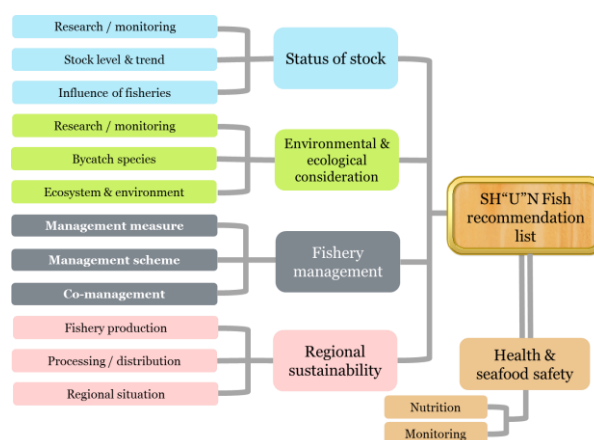


Fig. 2. Evaluation scheme of the project.

## Outreach scheme

All the data and results of above processes are open to public via the project webpage (Fig. 3), and we hope this information will be utilized by fishers’ organization or local government officers to apply to fisheries certification schemes (e.g., MEL-Japan or MSC, etc.) or to develop local fisheries management strategies.



Fig. 3. SH“U”N Project Webpage.

For the consumers, a smartphone software is

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developed to shows the recommendation list of fish species for today's dish (Fig. 4). Also, consumers can search the fish species, and store their consumption records. Such data will be utilized by the Agency to understand the research needs and to develop the Agency's research strategy.



Fig. 4. Smartphone software for consumers.

## Reference

1. Zimmermann EW (1933) World Resources and Industries. Harper & Brothers, New York