



Ocean Outcomes and Seafood Legacy Form East Asian Partnership

Together, the two organizations will bolster seafood sustainability, support human rights initiatives and catalyze fisheries traceability across East Asia.

14 January 2025 — Ocean Outcomes and Seafood Legacy Inc. have signed a Memorandum of Understanding (MOU), effective January 1, 2026, to enhance collaboration towards improving the sustainability of fisheries and seafood supply chains across East Asia.

Through this agreement, the two organizations will leverage their respective expertise and networks to collaborate — particularly in Japan, Taiwan, and South Korea — on advancing sustainability initiatives across the seafood sector, including Human Rights Due Diligence (HRDD), Electronic Monitoring (EM), traceability, responsible sourcing, and broader market transformation.



Wakao Hanaoka, Founder & President/CEO of Seafood Legacy Inc. and Kelly Harrell, Executive Director of Ocean Outcomes

Background of the Partnership

With increasing global focus on seafood sustainability and the associated human rights and labor risks within supply chains, Asian markets are increasingly recognized as pivotal to driving international transformation.

For the past decade, Seafood Legacy and Ocean Outcomes have been at the forefront of the responsible seafood movement in East Asia. Ocean Outcomes develops and implements practical, field-based initiatives worldwide, generating “triple impact” outcomes—environmental, social, and economic—through Fishery Improvement Projects (FIPs), electronic monitoring, projects that advance social responsibility, and data-driven engagements on the water and at the production level. Seafood Legacy has played a leading role in promoting responsible seafood and advancing market transformation in Japan and across Asia.

While the two organizations have a history of working together, this MOU formalizes a more strategic, longer-term partnership.

Key Areas of Planned Collaboration

Under the MOU, the two organizations will explore collaboration in the following areas:

1. Strengthening Human Rights Due Diligence (HRDD) and social responsibility in seafood supply chains. With a focus on Taiwan, South Korea, and Japan, the partners will share improvement frameworks, pilot worker-centered approaches, and support companies in strengthening their due diligence capabilities.
2. Expanding transparency and traceability through Electronic Monitoring (EM) and data utilization. Through digital tools and data-sharing initiatives, the collaboration will aim to enhance compliance, transparency, and accountability across East Asian seafood supply chains.
3. Capacity building for market transformation and responsible sourcing. The organizations will jointly conduct workshops, stakeholder dialogues, and training programs for buyers and suppliers.
4. Strengthening collaboration among regional and international stakeholders. Ocean Outcomes will share expertise with Seafood Legacy on FIPs, EM, and international frameworks, while Seafood Legacy will facilitate connections among companies, NGOs, industry actors, and suppliers within the Japanese market.

Comments From Leadership

“Seafood Legacy has played a pivotal role in catalyzing the sustainable seafood movement in Japan over the last 10 years. As both of our organizations celebrate ten year anniversaries and look towards a future marked by greater impact and innovation, we are thrilled to solidify a formal partnership that leverages our unique and interconnected roles in East Asia. This collaboration, along with other regional partners, provides a solid foundation on which to scale our collective efforts towards

more sustainable, transparent and responsible East Asian seafood supply chains.” — Kelly Harrell, Executive Director, Ocean Outcomes

“Ocean Outcomes’ practical improvement approaches and expertise in data utilization are critically important for the seafood sector in Japan and across Asia. Given our shared history—including Seafood Legacy’s past merger with Ocean Outcomes’ former Japan office—I am truly pleased that we are able to establish a new partnership framework in this form. Through this MOU, we aim to connect Japan, as a key market country, with production landscapes across Taiwan, South Korea, and beyond that supply seafood to Japan, and to work together toward a sustainable and equitable seafood system.” — Wakao Hanaoka, President & CEO, Seafood Legacy Inc.

About the Organizations

Ocean Outcomes (O2) works to improve high-risk fisheries by aligning global best practices with real-world conditions. As a mission-driven technical partner, O2 combines nonprofit values with consultancy rigor to deliver credible, measurable improvements. Where science, community, and seafood supply chains converge, O2 co-develops solutions and partnerships with those who work and depend on the ocean— creating outcomes that last. Learn more at oceanoutcomes.org

Seafood Legacy Inc. is a Tokyo-based social enterprise that provides sustainable and responsible seafood consulting and platforming with the purpose of passing on an abundance of seafood, a symbol of the connections between marine ecosystems, economy, and society to the next generation (legacy). To address shared challenges faced by stakeholders in Japan and globally, Seafood Legacy strategically networks industry actors and NGOs and promotes non-competitive collaboration platforms. Learn more at <https://seafoodlegacy.com>

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