



**2016 Business  
and Biodiversity  
Forum**



Convention on  
Biological Diversity

## **2016 BUSINESS AND BIODIVERSITY FORUM**

***Mainstreaming Biodiversity: Opportunities for Businesses***

**December 3<sup>rd</sup> “Business for Biodiversity”**

***Session J: Fisheries***

**Takeshi Kimura      Ajinomoto Co., Inc.**

## 2016 BUSINESS AND BIODIVERSITY FORUM

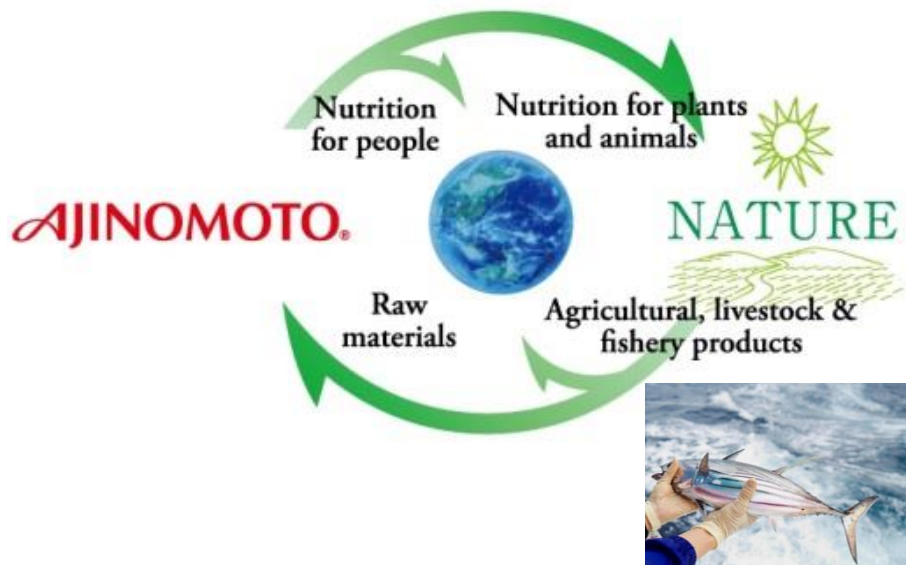
*Mainstreaming Biodiversity: Opportunities for Businesses*

**December 3<sup>rd</sup> “Business for Biodiversity”**

### *Session J: Fisheries*

**Be actively engaged in establishing social system of sustainable production and supply/value-chains in Fisheries**

## **Skipjack Tagging Research Projects**



# Contents

1. Who is Ajinomoto?  
Why does Ajinomoto recognize  
addressing sustainability and biodiversity  
is the basis of business operation?
2. Ajinomoto's initiative towards sustainability  
of skipjack and contribution to fishery  
management

# Global Reach of the Ajinomoto Group

(As of March 31, 2016)

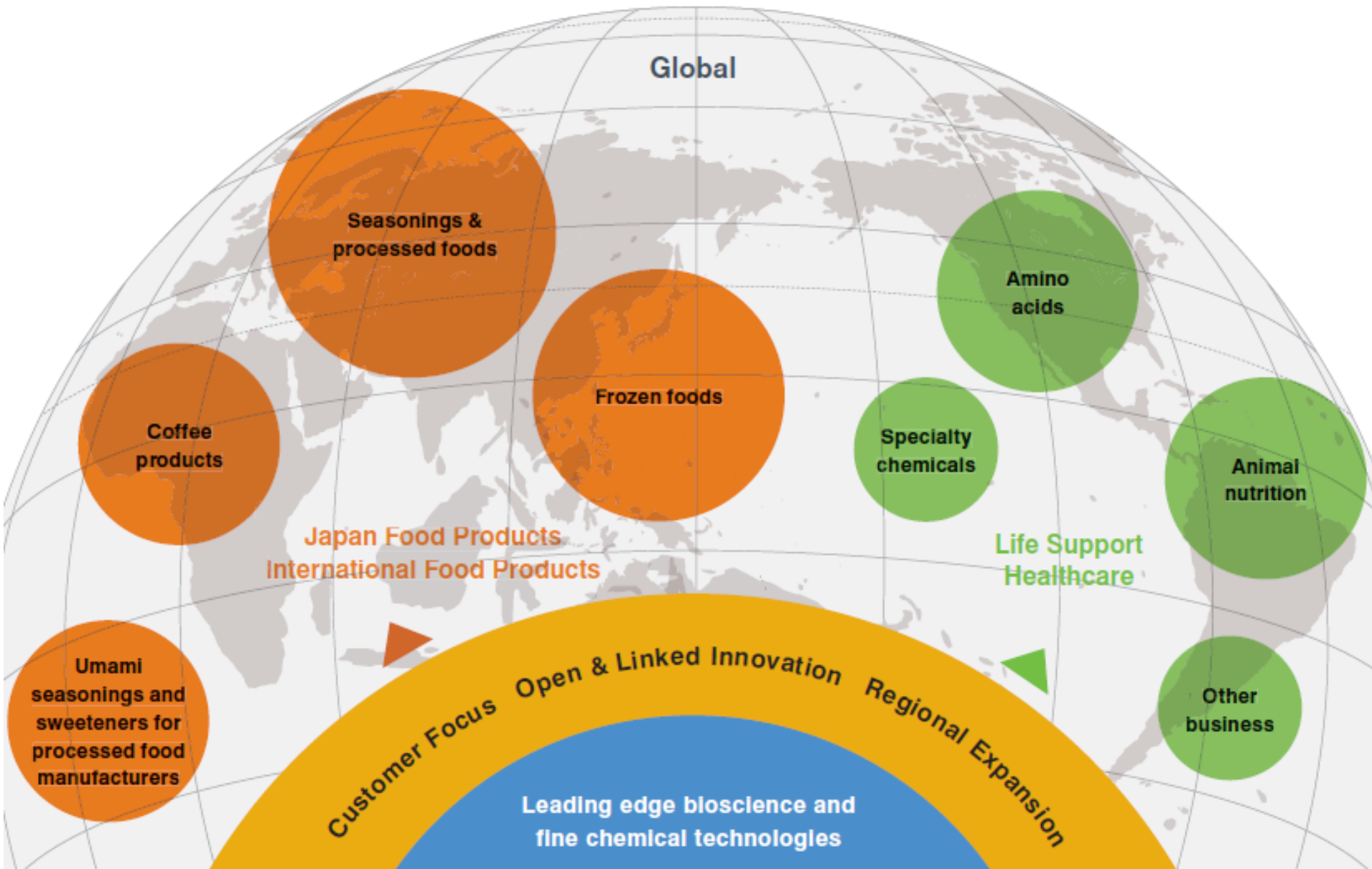
Business sites	Areas where products are sold	Number of production plants
27 countries and regions	Over 130 countries and regions	119
Net sales	Number of employees	Number of R&D personnel
1,185.9 billion yen	33,295	Over 1,700

## 【Global Network】



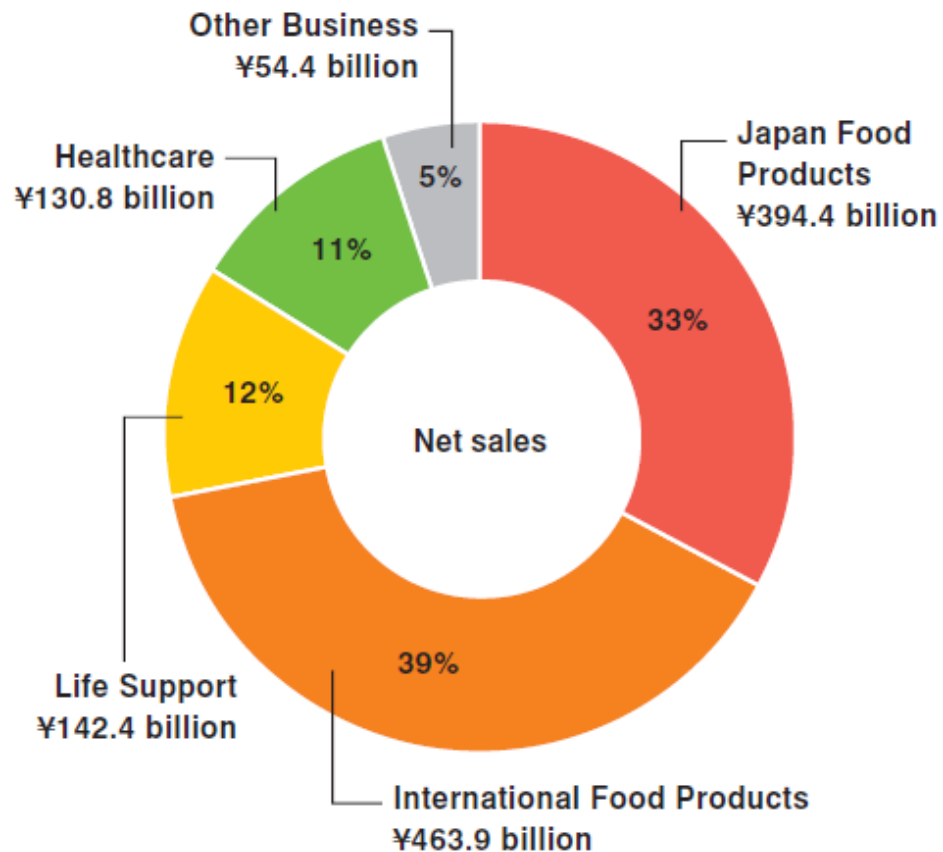
# Business Expansion

Eat Well, Live Well.  
**AJINOMOTO®**

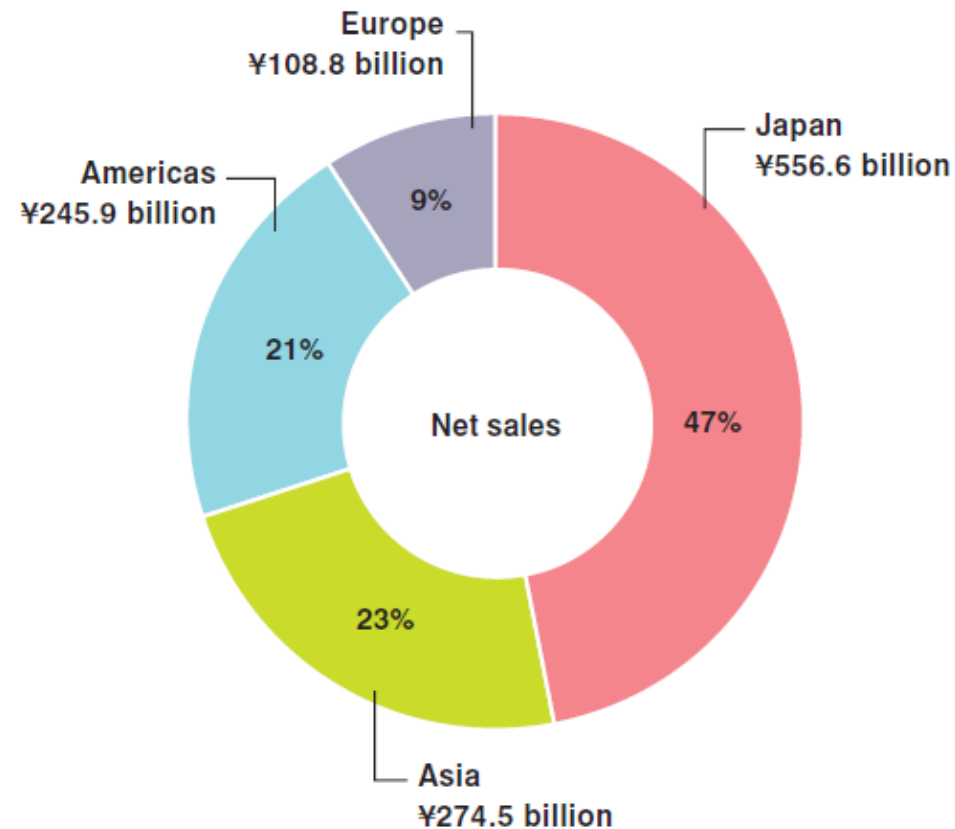


# FY2015 Consolidated Net Sales

## By Segment



## By Geographical Area





# Ajinomoto Group Shared Value (ASV)

Eat Well, Live Well.  
**AJINOMOTO**

## Help Resolve Global Issues

Contribute to a healthy society worldwide with delicious nutrition



Global Sustainability



Food Resources



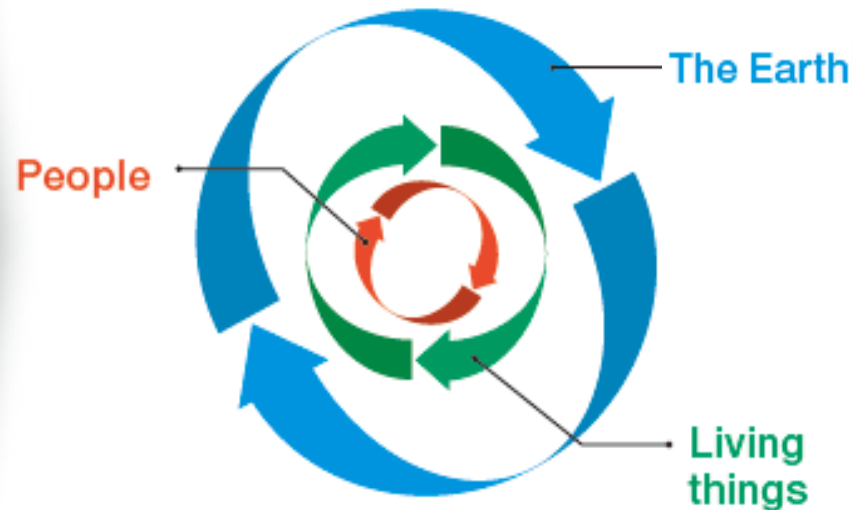
Healthy Living

**“Eat Well, Live Well.”**

Sustainability of people,  
living things and the Earth

## Create Economic Value

Achieving social value is creating  
economic value (profit)



**Living with the Earth,  
even a century from now**

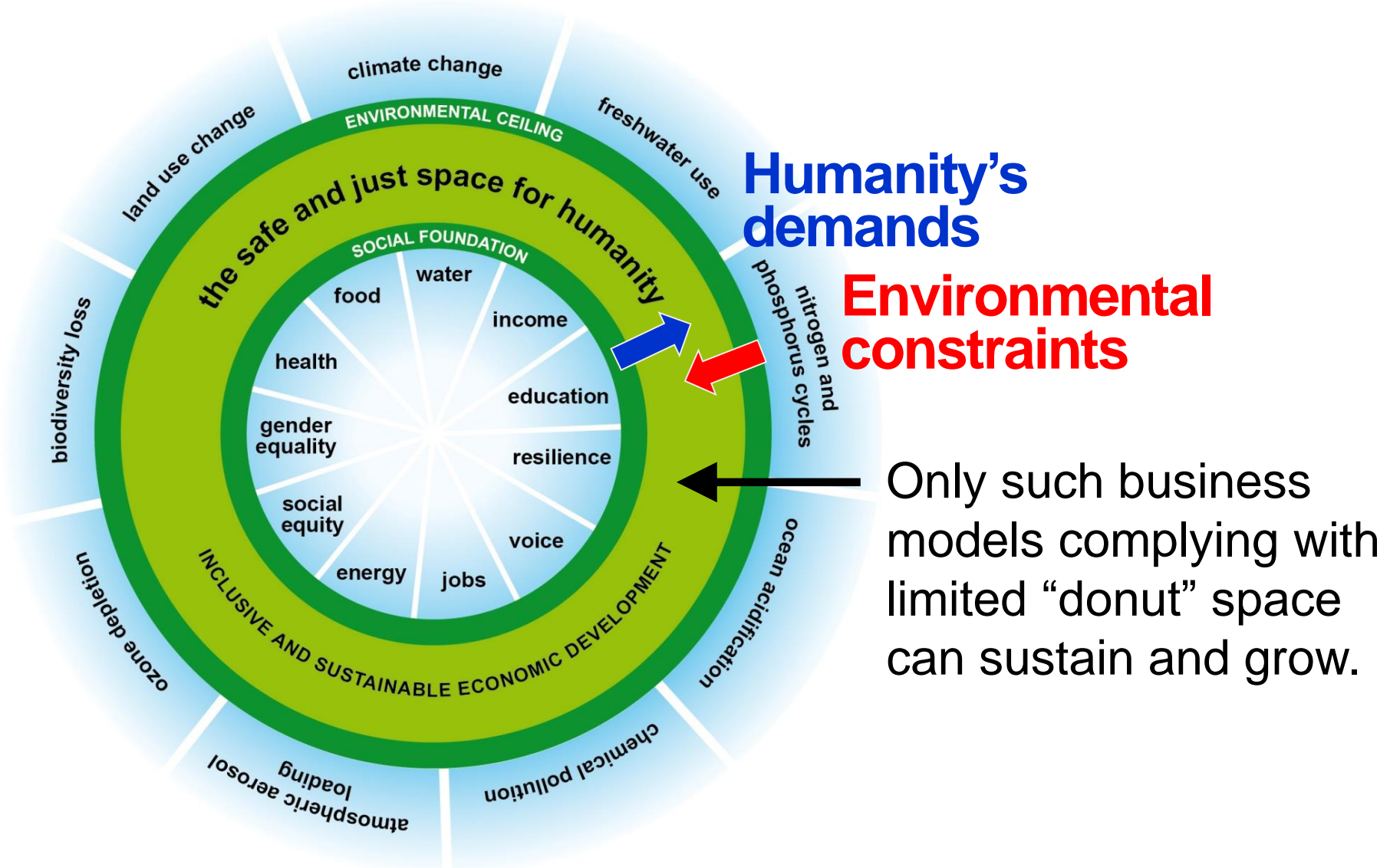
**Conservation of biodiversity and sustainable use of ecosystem services and managing natural capital are most fundamental.**

## Bounty of agricultural, forestry & fishery resources





# Sustainable Business Development



Original : Raworth, Kate, *Oxfam Discussion Paper* (2012)  
modified by Ajinomoto Co., Inc. for presentation

# Aichi Target, Green Economy

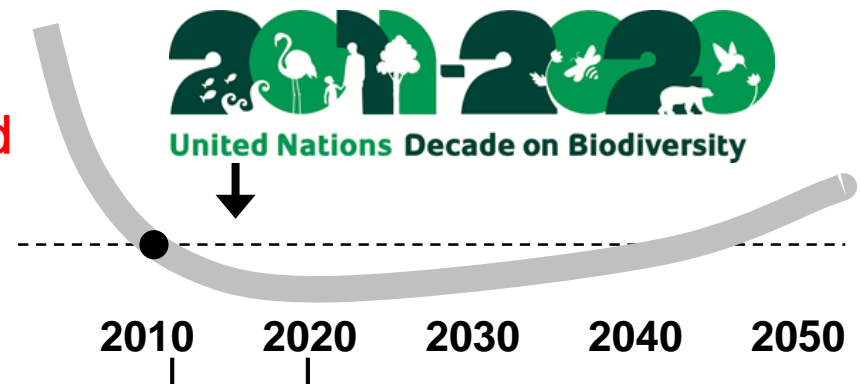
Welcoming Global society with “Values of 21<sup>st</sup> Century” -

Our recognition as a Business  
New “Competitive axis”



**Competition of creating  
sustainable business model,  
international business rules**

- Business (ourselves) is the key player
- Important issue which will affect our business continuity & sustainability
  - ⇒ Adapt quickly to the Aichi Target and promote creating a business model which enables sustainable use of biological resources.
  - ⇒ Reform towards “restore & enhance (invest in) natural capital”-type
- Strategic planning & action:  
Manage and reduce natural capital / biological resource-related RISKS, and develop OPPORTUNITIES, throughout all the business activities.
- ★ Think sustainability of business.



## Achieving a Healthy Future for People and the Earth

Throughout all the business activities

Value-chains of business activities



# Responsible Procurement

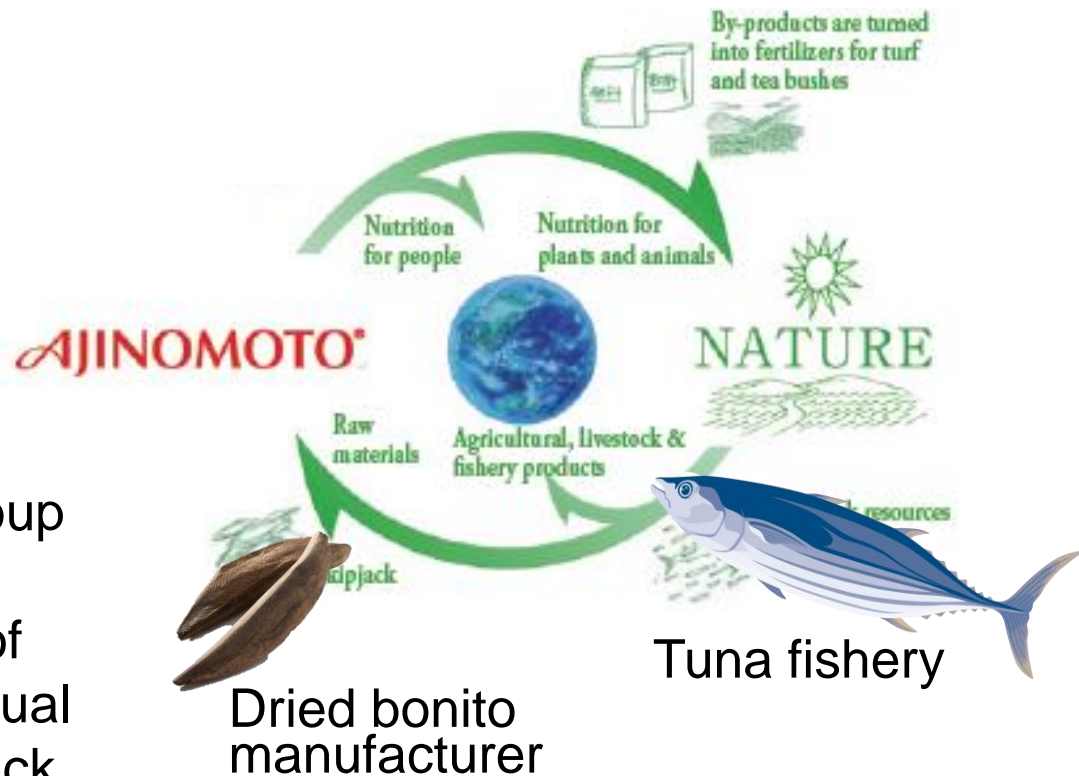
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## Our material marine resource: Skipjack tuna

Skipjack is the original biological resource for the main raw material *Katsuobushi* (dried bonito) of Ajinomoto Group's flagship seasoning product "*Hon-Dashi*" and dried bonito shavings.



Ajinomoto Group consumes approx. 10% of Japanese annual catch of skipjack.



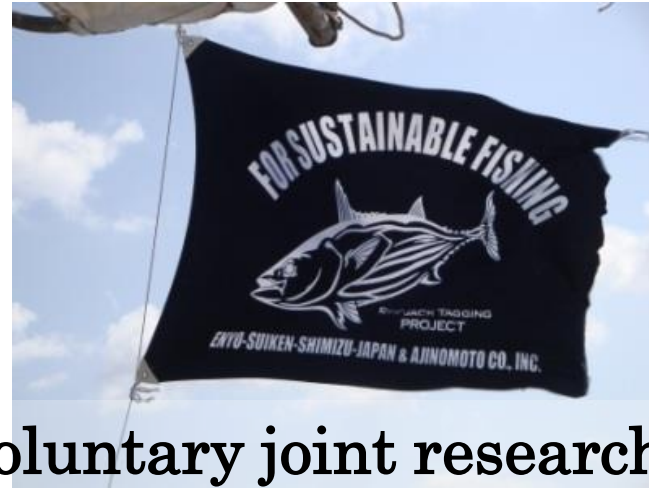


# Conservation and Sustainable Use of Skipjack

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## Skipjack Tuna Tagging Research:

To investigate migration of skipjack tuna to the Pacific coast of Japanese water (mainly western part of Japan) along the Kuroshio Current in the coastal area of southwestern Japan.



Voluntary joint research with the governmental institute.



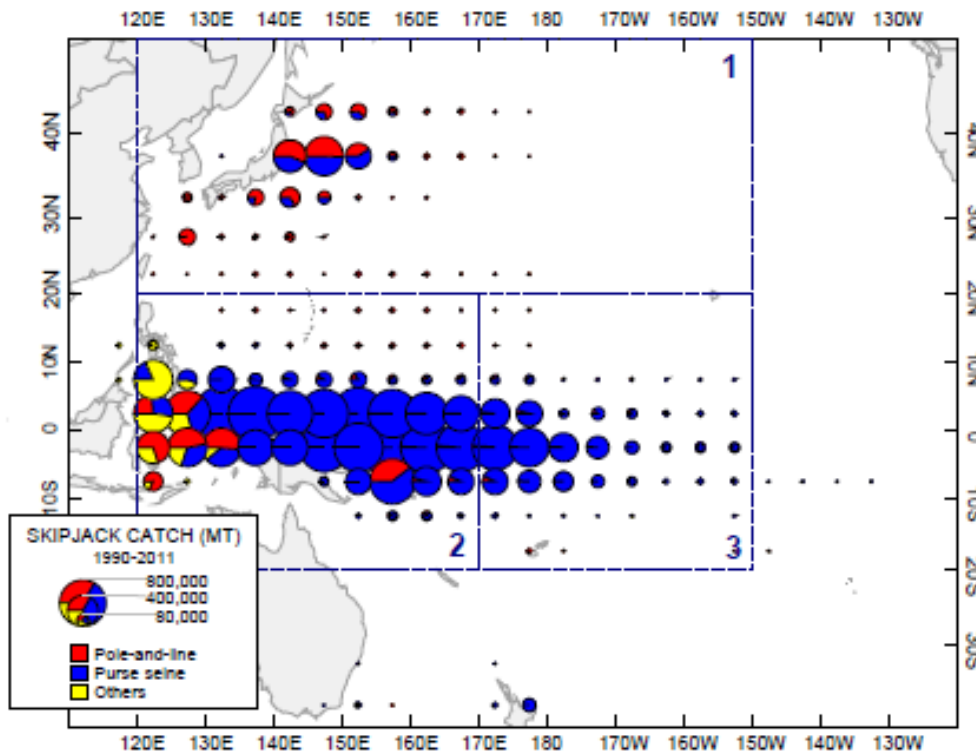
# Skipjack Fishery in Western Central Pacific

Stock assessment of skipjack by WCPFC-SC:

Not over-fished, not over-fishing.

*Some concern about rapid increase in catch.*

*Particularly, possibility of resource contraction in higher latitudes  
(Japan, etc.) ?*

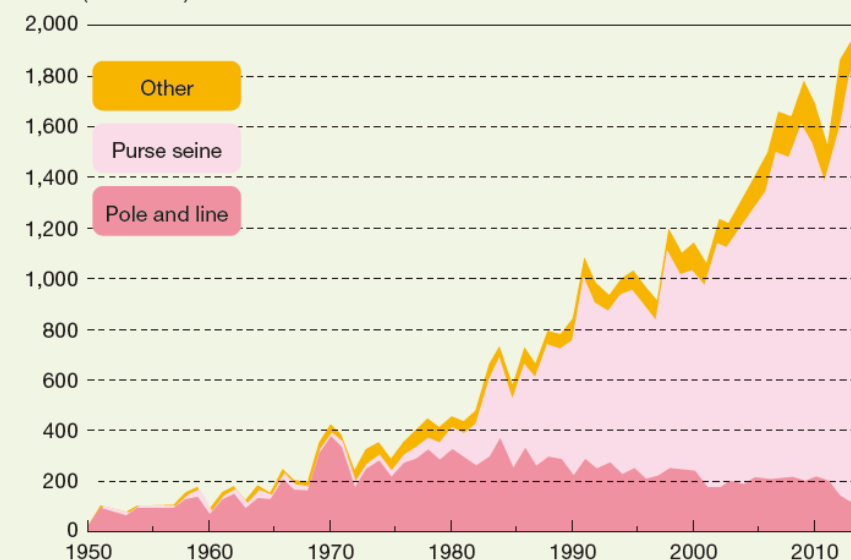


**Distribution of skipjack tuna catch,  
1990–2011.** Source: WCPFC-SC8 (2012)

**Science-based management  
is fundamental.**

## Skipjack catch in western and central Pacific Ocean by fishing method (1950–2014)

Catch (kilotonnes)



Scientific knowledge is the common base among stakeholders having various interests.

*However,*

- Scientific knowledge of skipjack stock / ecology is not known well. International fishery management of skipjack is under development.

**“Research is needed.”**

***Yes, of course.***

*When?*

~~“If endangered, then --”~~

~~“If not, not necessarily now.”~~

***No. Too late! Needed now!  
(regardless of stock status)***

*Whose job?*

“National governments and relevant fishing corporations should deal with.”

***Maybe.***

***But, not limited to them.***

- **Ajinomoto contributes to conserving skipjack stock,  
simply because our business depends on it.**

- ★ Be involved in basic research on skipjack ecology.
- ★ Contribute to international fishery management (WCPFC).

Since 2009

## SKIPJACK TAGGING RESEARCH

Business

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Governmental  
Research Agency

Provide funds & materials,  
Dispatch employees to  
research & dissemination  
activities



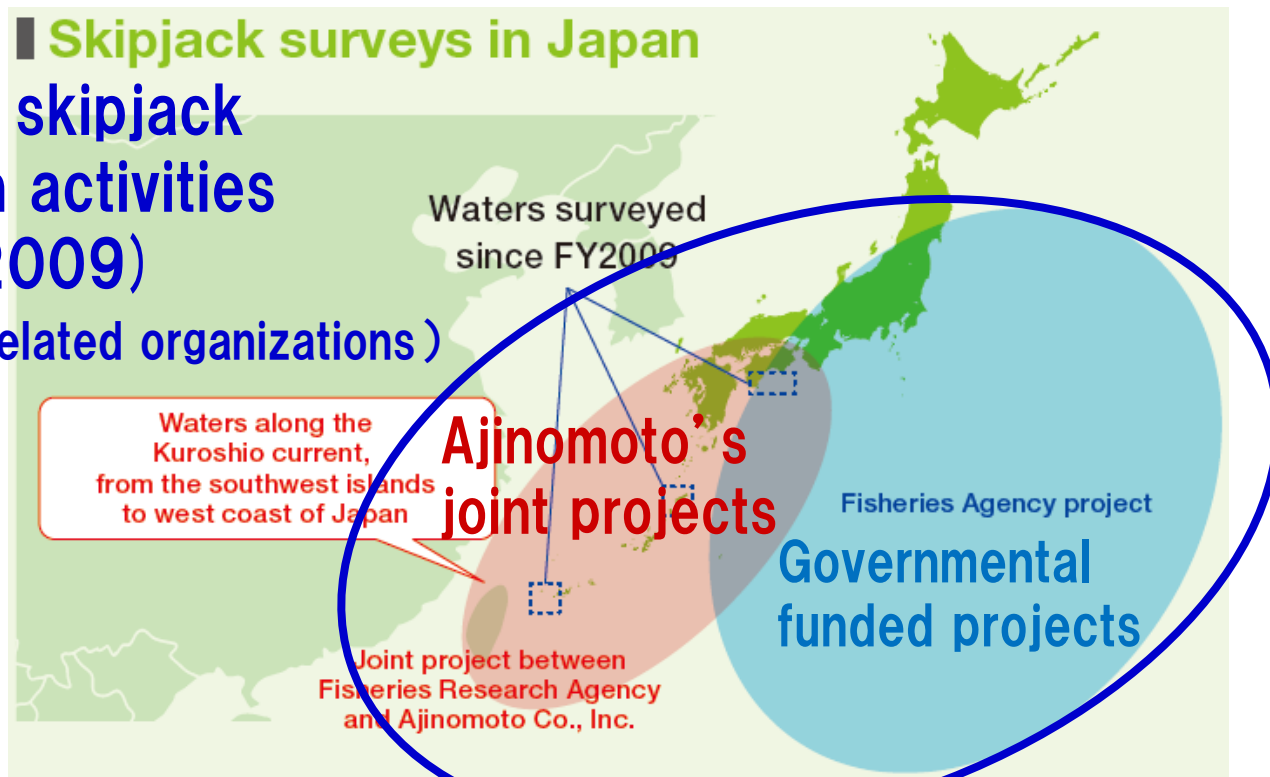
Design research plan,  
Analysis/ evaluation,  
Research & dissemination  
activities



# Features of this Joint Research Project

- An unique pioneering case of basic research project targeting on long-term social goals by the governmental research institute on fisheries and a private company which is not directly involved in fishery-related industry.
- This project has been given an important mission clearly designated in the Japan's national skipjack research projects managed by FRA.
  - investigation on migration to Japanese water,
  - obtaining parameters for stock assessment modeling

**Japan's skipjack  
research activities  
(since 2009)**  
(FRA and related organizations)

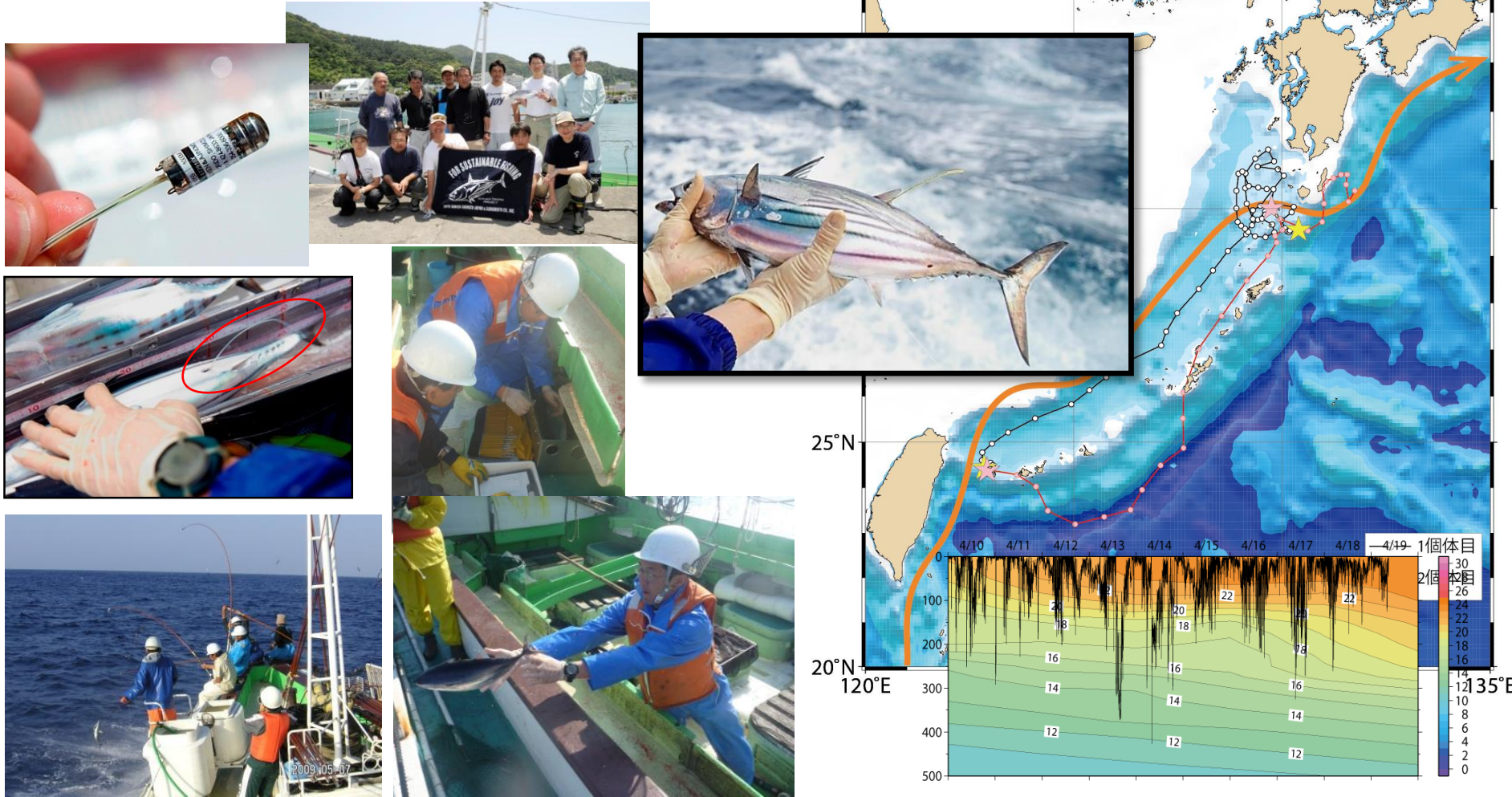


# Skipjack Tuna Tagging Research

Tagging on over 10,000 fish of skipjack since 2009.

The first precise data of detailed migratory behavior of skipjack along the Kuroshio Current over 1,500 days with high-tech archival tags.

Collaboration with various stakeholders.



# Collaboration, Involvement, Networking

- Utilize respective capacity/ strength of governmental/ research institutes and private companies. expertise, assets, network, etc.
- Contribute to ESD over the whole society.  
marine resources/ ecosystems, sustainable fishery management, sustainable business operation, sustainable lifestyle, etc.

**Sustainable production & consumption,  
Living in harmony with nature**

**Build up “All Japan / Int’l”  
network towards  
sustainable skipjack**





# Involvement of Fishermen

- ★ Only when the tags are recaptured, data can be recovered.
  - ★ Understanding/ cooperation from fishermen is essential.
- Communication activities are important.



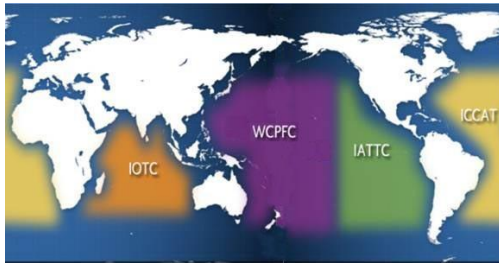
Regularly visiting  
communities and fishery cooperatives  
relating to skipjack in western Japan and  
Taiwan.





# Reporting to Academic Societies, Int'l Fishery Management Organizations

- ★ Japan's tagging research data  
(Governmental research, Ajinomoto's joint research) has been reported to WCPFC-SC since 2012, as the Japan's unified national achievement.



CONVENTION ON BIOLOGICAL DIVERSITY



**RIO+20**  
United Nations  
Conference on  
Sustainable  
Development

# Dissemination to Consumers, Businesses, Industries

- ★ Corporate communication, Product marketing
- ★ Business seminars, B&B initiatives, Educational activities



**Be actively engaged in establishing social system of sustainable production and supply/value-chains.**

*for detailed info on Ajinomoto Group's sustainability initiatives:*  
<http://www.ajinomoto.com/en/activity/>

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