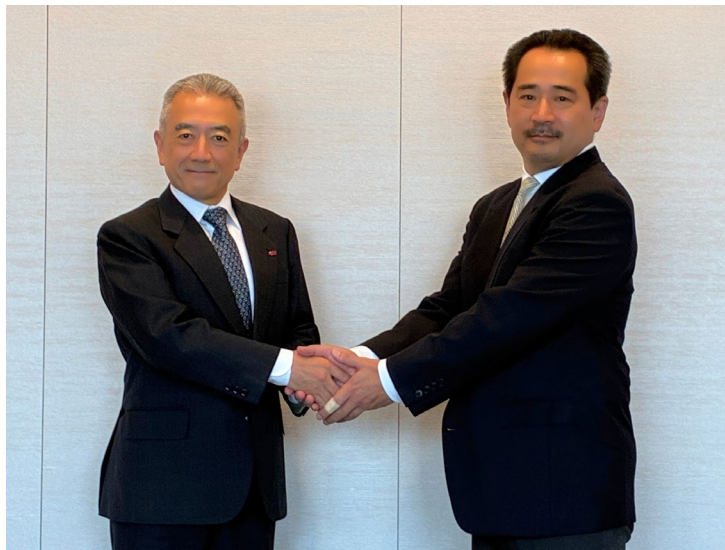


WWF Japan and Nissui Corporation Sign a Corporate Partnership Agreement

Advancing a Fishery Improvement Project for the Sustainable Sourcing of Raw Materials for Surimi in India

World Wide Fund for Nature Japan (President: Takejiro Sueyoshi; Head Office: Minato-ku, Tokyo; hereinafter referred to as “WWF Japan”) and Nissui Corporation (Representative Director, President & CEO: Teru Tanaka; Head Office: Minato-ku, Tokyo; hereinafter referred to as “Nissui”) have entered into a Corporate Partnership Agreement to implement a five-year Fishery Improvement Project (FIP) from July 2026 through June 2031, with the aim of achieving the sustainable use of marine resources and conserving the marine environment. Under this partnership, the two organizations will work with WWF-India and local stakeholders to advance efforts toward the sustainable use of fish species used as raw materials for surimi along the west coast of India.



Sadayosi TOBAI, CEO of WWF Japan (right), and Masahide ASAI, Director, Senior Managing Executive Officer and COO of Nissui Corporation (left), who are collaborating to advance a Fishery Improvement Project aimed at the sustainable use of fish species used as raw materials for surimi in India.

■Background to the Project

Surimi, which is used as a raw material for products such as kamaboko, chikuwa and fish sausage, is an important processed seafood product that supports Japan’s food culture, and demand for surimi is also growing overseas, particularly in Europe and North America. In recent years, India has become increasingly important as a supplier of fish species used for surimi production, including golden threadfin bream and ribbonfish.

At the same time, fisheries targeting these species in the Arabian Sea off India’s west coast face a number of sustainability challenges. These include insufficient data on stock status, the catch

of juvenile fish and bycatch, raising concerns about impacts on marine ecosystems and biodiversity.

■Key Project Activities

In response to these challenges, WWF Japan and Nissui have coordinated with WWF-India and other relevant organizations and decided to participate in a Fishery Improvement Project being developed on the west coast of India for fish species used as raw materials for surimi.

This participation has enabled the project to expand its scope to include golden threadfin bream, ribbonfish, lizardfish and striped goatfish. Activities will be implemented in the coastal areas of Gujarat, Maharashtra, Goa, Karnataka and Kerala along the west coast of India.

Based on the MSC Fisheries Standard, the project will progressively address key sustainability challenges, including stock assessment and fisheries management for the target species, bycatch reduction, assessment and mitigation of impacts on habitats, strengthening governance and management systems, and improving traceability. Through these efforts, the project aims to help conserve marine ecosystems and support fisheries along the west coast of India, while enhancing the sustainability of seafood supply chains extending across Japan and other countries and regions.



Left: Fishing vessel catching fish used as raw materials for surimi © WWF-India

Right: Golden threadfin bream landed at a fishing port in India © WWF-India

Japan is one of the world's leading consumers of surimi products, and ensuring the sustainable use of the marine resources on which these products depend is important for safeguarding Japan's fish-based food culture for future generations. WWF Japan and Nissui will collaborate with a growing number of sourcing companies and stakeholders across the supply chain to promote the sustainable use of fish species used as raw materials for surimi in India and conserve the marine environment, helping to pass on the benefits of healthy oceans to future generations.

■Messages

Sadayosi TOBAI, CEO of WWF Japan

The sustainability of surimi fishery, which plays an important role in Japan's fish-based food culture, is closely connected to the future of India's rich marine ecosystems. Our collaboration

with Nissui represents an important step toward supporting fishery improvements across the entire supply chain from India to Japan. By working with local fishers, companies and government authorities, we will strive to conserve marine ecosystems and achieve the sustainable use of marine resources.

Masahide ASAI, Director, Senior Managing Executive Officer and COO of Nissui Corporation

The Nissui Group has identified “Driving the Mainstreaming of Marine Biodiversity” as one of its material issues, and we believe that our collaboration with WWF Japan will further strengthen the Group’s efforts toward the sustainable use of marine resources. Surimi is one of the key raw materials supporting the Nissui Group’s food business, and making its procurement more sustainable is also important for safeguarding the foundation of our business. We will continue to advance sustainability management and promote the sustainable use of marine resources as part of our mission to “Create innovative food solutions that contribute to healthier lives and a sustainable future.”

■Reference

Launch of the “Surimi Fishery Improvement Project in India”

<https://www.wwf.or.jp/activities/basicinfo/6378.html>

About WWF

Established in Switzerland in 1961, the World Wide Fund for Nature (WWF) is the leading conservation organization in the world, with a global network active in over 100 countries. With a mission to build a future in which people can live in harmony with nature, it promotes the realization of a sustainable society. In particular, WWF is working to restore the world's rich biodiversity and realize a carbon-free society to prevent global warming. <https://www.wwf.or.jp>

About Nissui Corporation

With its origins in the marine products business, Nissui operates a broad range of businesses in Japan and overseas, including food products, fine chemicals and logistics. Leveraging its unique global network, Nissui aims to contribute to healthier lives and a sustainable future through innovative food solutions. <https://www.nissui.co.jp/>