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学 位 論 文 要 旨	
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題 目	A Study on the Effectiveness of the Environmental Performance Certification System in the Japanese Fishery Industry
<p>The consumption of marine products among Japanese citizens has been decreasing over the last few years. Related industries are being negatively affected, as the consumption of domestic sea products is critical not only for their economic survival, but the self-sufficiency of the country as a whole. For a nation known worldwide for its culinary seafood culture, this might come as a shock to many. According to previous studies however, seafood consumption is growing globally among a group collectively known as the “Millennial Generation”; or those born between the early 1980s up to around the year 2000. This group will soon make up the majority of Japan's labor force, in a country which has a shrinking population. Interestingly enough, traits among this cohort demonstrates a propensity for environmental performance certified products, i.e. ecolabels. Among ecolabels, the Marine Stewardship Council (MSC) is the most prestigious seafood certification organization, with roughly 10% of the world's wild-catch being certified. In Japan however, as of 2018 there are only three fisheries that have obtained MSC certification. Why is it that environmental performance certification systems are having difficulty establishing themselves in Japan? If this was easier, could these certification systems be used as a tool for restoring Japanese Millennial consumption of marine products?</p> <p>Therefore, this research seeks to (1) clarify seafood variable preferences for Japanese Millennial, (2) conduct analysis on the circumstances and operations surrounding nationally certified MSC fisheries, and (3) based on these results, clarify the significance and issues involved with the certification system in Japan.</p> <p>Regarding (1), we conducted a mass questionnaire among citizens using multiple techniques, and as for (2), a case study was performed at the MSC certified fisheries Kyoto Danish Seine Fishery Federation, and Meiho Fishery. Interviews at the MSC Japan Secretariat were conducted, as well as with the WWF Japan office, which oversaw the introduction of the MSC in Japan, and at the Japan Fisheries Association headquarters, which manages a national ecolabel system catered towards local fisheries.</p> <p>Through the investigation, the following was deduced: (1) Millennial do prefer eco-certified products, but in reality (2) the cost of acquiring certification for local fisheries is unclear and/or too large, as well as finding out that (3) only audited suppliers (those holding the Chain of Custody certification) can distribute MSC products, of which they have consistently demonstrated an inability to pay premium for covering certification costs, thus (4) making the merited pricing unobtainable for consumers. Therefore, (5) only large fisheries with international resources management methods, and who have enough production volume to cover the expensive auditing costs, can maintain certification. In other words, it is impossible for the atypical Japanese small fishery, who rely on local community based resource management, to justify this certification.</p> <p>In conclusion, the prospect of utilization of ecolabels for consumers is that the majority of Japanese fisheries and distributors cannot carry the cost burden of certification. Should this remain the same, fisheries will be unable to take advantage of the Millennial's preference for ecolabels. Things must change.</p>	