



WWF

FACTSHEET

2016

Sustainability



Manila Clam Fishery Improvement Project

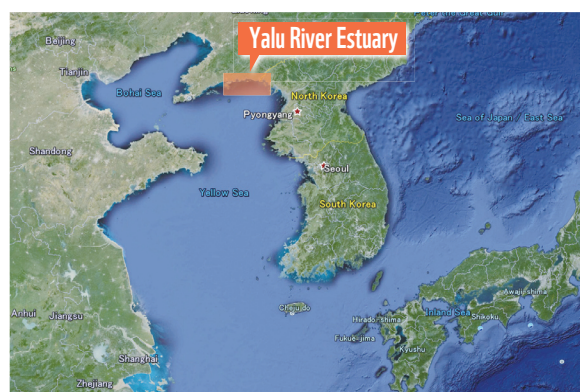


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OVERVIEW

Manila clam is one of the major seafood in the Yalu River Estuary area in the Yellow Sea Ecoregion. It is not only consumed in China but also exported to neighbouring countries including Japan.

The Manila Clam Fishery Improvement Project (FIP) in the Yellow Sea Ecoregion is a cooperative project by Taihong Foodstuff Group, Nichirei Fresh Inc., and WWF. The aim of this project is to enable the fishery to meet the Marine Stewardship Council standard and get the MSC-certification. The project would also lead to seafood sustainability and the conservation of the marine ecosystem. The FIP starts in November, 2016 and the fishery is expected to enter the MSC full-assessment in 2017 and get the MSC certification in 2018.



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ABOUT THE PROJECT

1. Species

Manila clam (*Ruditapes philippinarum*)

2. Fishery

Donggang Sub-tidal Manila Clam Dredge Fishery

3. Location

The location of the project is in the Yalu River Estuary, which is rich in biodiversity and one of the important coastal areas in the Yellow Sea Ecoregion as a shellfish producing area and a stopover site of migratory shorebirds.



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4. Participants

◆ Dandong Taihong Foodstuff Co., Ltd

Dandong Taihong Foodstuff Co., Ltd is a Chinese seafood processing company. The company produces and sells a diversity of frozen and fast seafood, located in Donggang, Dandong, Liaoning Province, which is the largest border city in China, facing the mouth of Yellow Sea, which is rich in seafood. It was set up in 1998 and has a long history of processing seafood and also has rich management experience in this field.



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◆ Nichirei Fresh Inc.

Nichirei Fresh Inc. is a Japanese seafood and livestock trading company. The company produces premium quality materials with a focus on the concept of freshness, good taste, safety, consumer trust, health, and environmental responsibility. Its commitment to global procurement and strict quality standards allow it to offer foods that, ideally suited to market needs, have earned the trust of customers.

◆ WWF

WWF is one of the world's largest conservation NGOs. The organization dedicates to stopping the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony and nature.

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