

Fishing Environment Vision

~ Creating a Sustainable Fishing Environment ~



Mar. 2013

Japan Fishing Tackle Manufacturers Association

The Fishing Environment Vision: Passing the baton to the future of fishing

Yozo Shimano, Chairman
Japan Fishing Tackle Manufacturers Association

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The Japan Fishing Tackle Manufacturers Association wishes to earnestly pave and proceed along the path to a sustainable society that will enable the lasting survival of nature's rich bounty offered to us by life on earth and aid the continued development of human activities.

Over half a century, it seems the fishing industry has continuously pondered what it can do to achieve the above, and acted accordingly.

Now, as we enter the 21th century, the association renews its wish to take a great step towards a grand future of fishing, together with everyone involved, with the hearts of all united. With this goal in mind the association published a proposal last May titled The Fishing Environment Vision. This proposal lays out the association's future vision towards building a sustainable fishing environment.

The proposal garnered the understanding and cooperation of the Japan Sportfishing Association. This in turn set in motion a series of projects that significantly expanded the activities under the Fishing Environment Vision, thereby bringing us closer to achieving the proposal's goal of implementing such projects right across fishing as a whole.

In preparation for the April 2013 kickoff of the Fishing Environment Vision, the association has compiled this document in order to record its efforts and the processes behind its considerations, and to pass them on to future generations of anglers, fishing-related industries, and even to fishing as a whole. The association hopes the document can act as a "baton to be handed on to the future of fishing."

The association hopes that all people involved in fishing and many others will read this document, and thereby achieve greater understanding and cooperation.

Finally, the association would like to take this opportunity to express its deep gratitude for the selfless efforts of concerned people who went to extraordinary lengths to plan and implement the Fishing Environment Vision.

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May 24, 2012

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Vice deputy chairman	TADAO KOJIMA KAZUHITO OMURA
Senior director	SHIGENOBU ANDO
Executive director	TETSUYA FUJIWARA HARUYUKI FUJII SEIJI KATO MASANOBU MIYAZAWA TAKAYUKI SAKURAI
Director	YOSHIHIRO NISHIOKA KENICHI SUZUKI NOBUYOSHI SASAKURA NAOTO SHIOZAWA TAKAO HAYASHI SHIGEYUKI NAKAMICHI AKINORI NAKAGAWA YASUHIKO IKEDA SEIICHI SAKAI KENJI HAYASHI MASAHIRO IGARASHI YOSHIHISA TAKASHINA KAZUO MATSUSHITA
Supervisor	TAKASHI SUZUKI MIKIO MORI JINICHI SUZUKI

JAPAN SPORTFISHING ASSOCIATION EXECUTIVES

May 31, 2012

Chairman	TOSHIAKI TAKAMIYA
Vice deputy chairman	OFUJI ISAO MASANOBU MIYAZAWA HIDEHIKO TSUNEMI
Senior director	EIICHI KIYOMIYA
Executive managing director	TOSHIHARU MAKINO TOSHIYA HASHIMOTO
Executive director	RYO ARISAWA YOUJI KAJIKAWA IWAOKASHIWASE YASUTOMO SUZUKI KENICHI SUZUKI HARUYUKI FUJII SUSUMU FUJIKAKE HITOSHIGE RAITA
Director	SYU ISHIGURO KOUSEI KIMURA TAKASHI KIMURA YUKINOBU KUBA YUMI SHIDA YASUSHI TURITANI YOSHIHIRO NISHIOKA YOICHI HONMA SHIGERU MASHIMA HIROSHI YOSHIDA
Supervisor	SHIGENOBU ANDO KATSUMI ENDO YUTAKA MASUDA

Fishing Environmental Vision Review Meeting

JAPAN FISHING TACKLE MANUFACTURERS ASSOCIATION

Chairman	YOZO SHIMANO
Vice deputy chairman	KAZUHITO OMURA
Executive director	SEIJI KATO
Senior director	ANDO SHIGENOBU

JAPAN SPORTFISHING ASSOCIATION

Chairman	TOSHIAKI TAKAMIYA
Vice deputy chairman	HIDEHIKO TSUNEMI
Senior director	EIICHI KIYOMIYA

FISHING ENVIRONMANTAL VISION

Secretary General Director KIYOHIDE KAKINUMA

JAPAN FISHING TACKLE MANUFACTURERS ASSOCIATION

Fishing Environmental Vision Working Group

JAPAN FISHING TACKLE MANUFACTURERS ASSOCIATION

Vice deputy chairman	KAZUHITO OMURA
Executive director	HARUYUKI FUJII
Executive director	SEIJI KATO
Senior director	ANDO SHIGENOBU

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Vice deputy chairman	HIDEHIKO TSUNEMI
Executive managing director	TOSHIYA HASHIMOTO
Executive director	YASUTOMO SUZUKI
Executive director	KASHIWASE IWAO.
Senior director	EIICHI KIYOMIYA

FISHING ENVIRONMANTAL VISION

Secretary General Director KIYOHIDE KAKINUMA

JAPAN FISHING TACKLE MANUFACTURERS ASSOCIATION

— Things We Can Do to Preserve the Future of Fishing —

Japan faces numerous obstacles as the nation plots its course for the future. First and foremost of these is economic uncertainty about the future. This uncertainty stems from a number of factors, such as the sluggish domestic economic climate linked to problems in the global economy, rising social welfare costs to support a rapidly aging and shrinking population, and the massive reconstruction efforts following the Great East Japan Earthquake, the most devastating disaster in the country's history. In addition to these economic difficulties, the country is also encountering new environmental problems as the effects of global warming become ever more apparent.

The question that needs to be asked is this: What impact do these problems have on the "fishing" environment? Fishing has become a firmly established part of Japan's outdoor sports culture, thanks to the hard work and pioneering efforts of those who came before us. However, over the years sport fishing in Japan has been characterized by a series of fads targeting particular species of fish. Unfortunately, the lamentable actions of a handful of anglers, seemingly forgetting that they too are a part of nature, have depleted fishing resources and polluted fishing areas. Their irresponsible actions have led to the banning of anglers from certain areas, and have soured relationships with commercial fisherman.

If the actions of these anglers continue unchecked, the sport fishing world will find itself confronted with increasingly severe conditions, and in certain cases may even be subjected to new legal regulations. These developments would effectively isolate sport fishing from other outdoor sports. We are deeply concerned that the careless behavior of these individuals not only tarnishes the image of anglers and other people who enjoy recreational fishing, but also the very social standing of the sport. As a result of this negative image, the corporate value of companies involved with recreational fishing will also decline. Furthermore, children today have fewer opportunities when they are young to experience a natural environment in which they can enjoy fishing. This lack of exposure to the outdoors has raised doubts about whether there will be an increase in the number of anglers in the future. To ensure that these concerns do not materialize, we need to fully understand the present situation and collectively recognize that the recreational fishing industry now stands at a "pivotal turning point for the future". Acting upon this shared awareness, we must pursue initiatives that will lay a foundation for a better and brighter future for recreational fishing. By preserving the sustainability of the natural environment, we not only provide for our future, but also for the future of fishing.

Fossil fuels are non-renewable resources. Once they have been completely exhausted, they can no longer be reproduced. In contrast, fish and other organisms which make up the natural environment are renewable resources. As long as efforts are made to preserve the natural environment by restoring and actively cultivating these resources, we will be able to enjoy the abundance provided by this maintainable and sustainable precious natural resource. Firmly aware of this fact, we have launched a series of cleanup business initiatives in an effort to repay Mother Nature for all that she has provided us.

The vision behind these initiatives was born out of our desire to establish a springboard towards realizing the ideal image of the recreational fishing industry ten years from now. The first priority of action is to launch cleanup business initiatives to address the pressing issue of waste discarded in streams, rivers, lakes, and other bodies of water. In setting up these initiatives, we must designate specific locations to tackle and set numerical goals. These detailed measures will provide us with a firm base for calculating the expenses necessary to formulate a long-term business plan.

Along with this vision, we have also comprehensively illustrated that it will be more effective to adopt the same approach for carrying out onshore business initiatives to clean up discarded waste. The plan for renewing fishery resources will include detailed progress management which specifies measures for replenishing fish stocks, as well as the specific timing for implementing these measures. We believe that the "preservation of the environment" and the "renewal of resources" are two inextricably linked issues essential to the future of fishing. Thus, we have established a list of items which form the basis of efforts related to these issues, such as expanding the population of anglers.

Thus, the next question we must ask is this: Where exactly do we begin? We believe that is important to first determine the order of priority for the individual initiatives mentioned within this vision, such as the ongoing initiatives for cleaning up the discarded waste in waterbeds. Next, we must move quickly to conduct "field surveys" which serve as the guiding premises for long-term business plans. However, before we start the surveys, we need to examine the respective methods for surveying business initiatives, establish a budget for each survey, and begin collecting the information we need to construct long-term plans for these initiatives.

2011 Vision

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.....	Enclosed exhibit (A4 size paper)

■ 1. Establishing harmony between “fishing” and nature

1-1 Protecting nature by minimizing the environmental impact of fishing

1-1-1 Minimizing the impact of anglers (improve angler etiquette): Improving the etiquette of “individuals”

- a) Efforts to eliminate garbage and general fishing tackle waste
- b) Efforts to solve the illegal parking problem
- c) Efforts to minimize noise in the early morning and at night
- d) Efforts to solve the restroom problem
- e) Conduct fact-finding surveys, study the results, and formulate and implement countermeasures

1-1-2 Efforts to clean up items left at the bottom streams, rivers, lakes, and other bodies of water: Individual and corporate efforts

- a) Cleaning up fishing tackle left at the bottom streams, rivers, lakes, and other bodies of water
 - Soft lures
 - Efforts to find and remove worm lures
 - Hard lures
 - Efforts to find and remove bait logs
 - Efforts to find and remove plugs and other materials
- b) Cleaning up fishing tackle left on land
 - Areas around rivers
 - Areas around lakes
 - Coastal areas

1-1-3 Low impact fishing tackle (Environmental hormones, biodegradable products, etc.): Corporate efforts

- a) Fishing rods and reels (low probability of being left behind)
- b) Fishing lines, hooks, sinkers, and lures (high probability of being left behind)

1-1-4 Efforts of companies in the industry to minimize the environmental impact

- a) Simplifying and providing ecological product packaging (disposable and non-disposable packaging)
- b) Reducing the amount of industrial waste and encouraging the acquisition of ISO certification

1-1-5 Efforts of wholesale and retail stores to minimize the environmental impact

- a) Distributing bags for collecting fishing waste
- b) Setting up boxes for collecting fishing tackle waste
- c) Efforts to promote and spread information about reducing waste

1-1-6 Minimizing the environmental impact on fishing areas: Individual, corporate, and administrative efforts

- a) Maintaining fishing areas (nature)
 - Selecting excellent fishing areas
 - Selecting core fishing areas
- b) Maintaining large managed fishing areas and fishing parks (manmade). Example) Uming Oshima
 - *Working together with municipal governments to formulate business plans is effective.
- c) Formulating long-term plan for maintaining fishing areas

1-1-7 Efforts to minimize the impact on related industries: Corporate efforts

- a) Controlling noise and improving the fuel efficiency of boats and ships
- b) Reducing the environmental impact of fishing apparel and accessories.

1-1-8 Minimizing the impact on ecosystems: Administrative efforts

- a) Conducting field surveys of invasive alien species, monitoring efforts to remove them, and finding a practical use for these species after they are caught.
- b) Conducting field surveys on fish species and water types
- c) Combating water pollution

1-2 Creating a fishing environment which nurtures nature

1-2-1 Corporate and administrative efforts to maintain an environment for cultivating fish

- a) Efforts to protect and cultivate fish resources
 - Setting up spawning beds
 - Setting up fish ways
 - Cultivating fish
 - Stocking fish
- b) Cold water disease countermeasures
- c) Great Cormorants countermeasures

■ 2. Making “fishing” accessible

2-1 Eliminating age, gender, and other barriers that discourage people from fishing

2-1-1 Corporate and administrative efforts to develop technology, establish standards, and select and promote safe and user-friendly fishing tackle

- a) Children
- b) Senior citizens
- c) Women
- d) The disabled

2-1-2 Corporate and administrative efforts to formulate, select, and promote maintenance standards for safety-conscious facilities at fishing areas

- a) Children and women
- b) Senior citizens and the disabled

Example) Shirakobato Aquatic Park and Kawagoe Aquatic Park in Saitama Prefecture: Free admission of one chaperone for those with a disabled identification card.

2-2 Corporate efforts to formulate a system and set of rules that make fishing accessible to all

- a) System that does not select a specific area
- b) System that does not select a specific time
- c) System that does not select a particular fish species

3. Promoting "fishing" as a nature experience (education = fishing education)

- 3-1 "Life power" through fishing: Sound academic ability, a fertile mind, and healthy body
 - 3-1-1 Planning and broadcasting fishing TV programs through terrestrial and satellite broadcasts
 - 3-1-2 Planning and running articles about fishing education in general newspapers and trade newspapers)
 - 3-1-3 Advertising fishing on popular science TV programs
- 3-2 Individual, corporate, and administrative efforts to link education and fishing (fishing-based educational activities)
 - 3-2-1 Cooperating with municipal governments and NPOs to coordinate grass roots nature activities
 - 3-2-2 Cooperating with educational institutes to coordinate fishing educational activities at schools
 - 3-2-3 Cooperating with international nature conservation organizations to coordinate conservation activities

4. Generating vitality through "fishing"

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 - 4-2-2 Transforming fishing into an internationally competitive export industry
- 4-3 Corporate and administrative efforts to establish fishing as a global standard
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 - 4-3-2 Supporting efforts to produce competitive anglers who excel at international tournaments
 - 4-3-3 Bringing international tournaments to Japan
 - 4-3-4 Inviting anglers from other countries to compete in fishing tournaments in Japan

5. 2011 Vision progress schedule (business initiative plan) Enclosed exhibit (A4 size paper)

- 5-1 Business initiative plan

- Establishing a Sustainable Fishing Environment -

[illegible]

January 2012

To those involved in fishing-related industries

Request to Complete the Question Survey

Dear Sir or Madam,

Currently the Japan Fishing Tackle Manufacturers Association is planning and reviewing the basic spring-board for our long-term vision. To this end, we are discussing various environmental measures aimed at initiatives in the industry, such as fishing tackle-related measures.

This question survey may include items that are already being addressed by individual companies and trade groups. However, we would like to hear the thoughts and requests of all those involved in fishing-related industries, and thus humbly ask for your cooperation in completing this question survey (details below). We will use the information you provide to lay the foundation for the aforementioned vision.

Thank you in advance for taking time out of your busy schedule to assist us with this matter.

Sincerely yours,

Yozo Shimano, Chairman
Japan Fishing Tackle Manufacturers Association

Note

Question survey: "Fishing Environment Vision"

Target: Companies and groups in fishing-related industries

Objective: Create a foundation for the planning of long-term environmental measures to support initiatives aimed at the entire fishing industry

Survey format: Multiple-choice and written response (Name is to be written on the survey)

*Please make sure this survey is completed by a representative of your organization.

Period: January 10, 2012 until January 31, 2012

Method of submission: Fax

Submit to: Japan Fishing Tackle Manufacturers Association **Fax: 03-5542-2929**
Japan Sport Fishing Center 5th Floor, 2-22-8 Hatchobori, Chuo-ku, Tokyo

If you have any questions about this survey, please contact the JAFTMA office.

Telephone: 03-3555-0101 (9:00 to 17:30 on weekdays)

Prospectus Fishing Environment Vision

The Japan Fishing Tackle Manufacturers Association (JAFTMA) is actively involved in efforts to clean up lake and ocean beds. Working in cooperation with people in a variety of fields, we aim to implement decisive measures for tackling new challenges on the horizon and building a better future for the fishing industry.

Japan faces numerous obstacles as the nation plots its course for the future. First and foremost of these is economic uncertainty about the future. This uncertainty stems from a number of factors, such as the sluggish domestic economic climate linked to problems in the global economy, rising social welfare costs to support a rapidly aging and shrinking population, and the massive reconstruction efforts following the Great East Japan Earthquake, the most devastating disaster in the country's history. In addition to these economic difficulties, the country is also encountering new environmental problems as the effects of global warming become ever more apparent.

The question that needs to be asked is this: What impact do these problems have on the "fishing" environment? Fishing has become a firmly established part of Japan's outdoor sports culture, thanks to the hard work and pioneering efforts of those who came before us. However, over the years sport fishing in Japan has been characterized by a series of fads targeting particular species of fish. Unfortunately, the lamentable actions of a handful of anglers, seemingly forgetting that they too are a part of nature, have depleted fishing resources and polluted fishing areas. Their irresponsible actions have led to the banning of anglers from certain areas, and have soured relationships with commercial fisherman.

If the actions of these anglers continue unchecked, the sport fishing world will find itself confronted with increasingly severe conditions, and in certain cases may even be subjected to new legal regulations. These developments would effectively isolate sport fishing from other outdoor sports. We are deeply concerned that the careless behavior of these individuals not only tarnishes the image of anglers and other people that enjoy recreational fishing, but also the social standing of recreational fishing. As a result, the corporate value of companies involved with recreational fishing would also decline.

Furthermore, children today have fewer opportunities when they are young to experience a natural environment in which they can enjoy fishing. This lack of exposure to the outdoors has raised doubts about whether there will be an increase in the number of anglers in the future.

To ensure that these concerns do not materialize, we need to fully understand the present situation and collectively recognize that the recreational fishing industry now stands at a "pivotal turning point for the future". Acting upon this shared awareness, we must pursue initiatives that will lay a foundation for a better and brighter future of recreational fishing.

By preserving the sustainability of the natural environment, we not only provide for our future, but also for the future of fishing.

We believe that it is our duty to pass on these precious natural resources to the next generation.

Thus, the JAFTMA would like to conduct a question survey to collect the opinions of those involved in the fishing industry, promote awareness of important issues, and establish a shared recognition of the impending problems we face. This survey represents the first part of our plan of action, and the results obtained will serve as a valuable source of input for the future of fishing in Japan. We intend to use the information we gather to establish a basis for formulating the long-term vision for JAFTMA. Over the course of the next year we will establish the methods for funding and the scale of the budget, taking into account the respective division of roles, the priority level of initiatives, and the sharing of expenses.

We kindly ask for your understanding and cooperation in completing this question survey.
Thank you very much for your attention.

1. What do you believe are the main issues fishing must address, both now and in the future?

Place a ✓ next to your top five choices.

- () Expanding the fishing population
- () Improving angler etiquette
- () Preserving the fishing environment
- () Restoring fishing resources
- () Developing new fishing technologies and tackle
- () Developing and spreading ecological products
- () Creating new fishing areas such as fishing parks
- () Linking education and fishing
- () Cooperating with other fishing-related industries (tourism, restaurant, apparel, etc.)
- () Other

*Please use the space below to list any detailed comments you may have about the items you selected:

2. Place a ✓ next to the preferred course of “industry action” for each initiative.

Initiative		Industry action			
		Strengthen the existing initiative	Start the initiative right away	Start the initiative sometime in the future	No need to start the initiative
1	Raising up the next generation of anglers				
2	Promoting the expansion of family fishing				
3	Expanding the female angler population				
4	Adding and improving barrier-free facilities				
5	Using media to promote and expand fishing				
6	Cooperating with municipal governments and NPOs to coordinate grass roots nature activities				
7	Cooperating with educational institutes to coordinate fishing educational activities at schools				
8	Cooperating with nature conservation organizations				
9	Educating anglers to take their garbage home				
10	Measures to solve the illegal parking problem and minimize noise				
11	Measures to solve the restroom problem				
12	Initiatives to collect discarded items in water				
13	Initiatives to collect discarded items on land				
14	Environmental measures aimed at fishing tackle				
15	Fishing area (natural/managed) maintenance				
16	Installation of spawning beds and fish-ways				
17	Fish cultivation and stocking				
18	Measures to combat fish diseases				
19	Cultivation of new fishing genres				
20	Collaboration between fishing and tourism industries				
21	Exhibits at trade shows				

April 2, 2012

To those involved in fishing-related industries

Fishing Environment Vision Summary of the Question Survey Results

Dear Sir or Madam,

Thank you very much for taking the time to complete the question survey. Your understanding and cooperation is greatly appreciated.

I am pleased to announce we have finished reviewing the question surveys that were returned. The results have been enclosed for your review.

Sincerely yours,

Yozo Shimano, Chairman
Japan Fishing Tackle Manufacturers Association
Japan Sport Fishing Center
2-22-8, Hatchobori, Chuo-ku, Tokyo

Survey Overview

(As of April 2, 2012)

		Number of surveys mailed	Number of surveys returned	Actual number of surveys mailed	Number of responses	Response rate
Manufac- turers	Members/ Supporting members	130	0	130	102	78.5%
	Non-members	393	10	383	76	19.8%
Subtotal		523	10	513	178	34.7%
Sales agents and wholesale stores		88	2	86	33	38.4%
Mass retailers		49	0	49	15	30.6%
Related groups and trade newspapers		6	0	6	2	33.3%
Total		666	12	654	228	34.9%

-Individual Questions-

[Question 1: What do you believe are the main issues fishing must address, both now and in the future?]

We raised this question first because we want everyone in fishing-related industries to share a collective awareness of the “backbone” forming the basis for future action. Based on the results for the three categories of items listed in the graph, it is clear that people in fishing-related industries share a sense of impending

crisis regarding these important issues.

Looking at the responses in order for the five items considered to be of greatest importance, “preserving the fishing environment” was first with 196 points, followed by “expanding the fishing population” with 178 points. Next was “creating new fishing areas such as fishing parks” with 164 points, “restoring fishing resources” with 158 points, and finally “improving angler etiquette” with 155 points. In short, every item related directly to “fishing itself” earned more than 150 points.

The second category of items with a significant number of responses included “linking education and fishing”, which ranked 6th with 96 points, and “cooperating with other fishing-related industries”, which ranked 7th with 86 points. The items in this category can be classified as those related to the “world surrounding fishing”.

The final category of items consists of important issues related to “fishing in the new age”. First was “developing and spreading ecological products”, which ranked 8th with 41 points, followed by “developing new fishing technologies and tackle”, which ranked 9th with 34 points.

The answers to the first question indicate that most people feel we need to bravely tackle issues related directly to “fishing itself” in order to create a better future for fishing. At the same time, these responses revealed that we need to deepen our relationship with “the world surrounding fishing” as we pursue “fishing in the new age”. With everyone in fishing-related industries standing united in purpose, our journey down this path will show us the issues of priority which form the “backbone” underlying our actions towards building a better future for fishing.

[Question 2: Place a ✓ next to the preferred course of “industry action” for each initiative.]

The purpose of this question is to promote a shared awareness among people in fishing-related industries regarding the “priority” and “necessity” of “initiatives”. We presented a list of 21 different initiatives, some of which have already been implemented. Here we will introduce some of the initiatives mentioned in question 2.

The one initiative the vast majority of people in fishing-related industries considered to be important was “educating anglers to take their garbage home”. It received 211 points, and a total of 96 percent of the respondents indicated there was a need to “strengthen the existing initiative” or “start the initiative right away”. Of this 96 percent, 54 percent stated they felt there was a need to “strengthen the existing initiative” for improving angler etiquette, revealing that there is a need for more concerted action in the future.

The next two issues to score highly were “promoting the expansion of family fishing”, which ranked 2nd with 205 points, and “raising up the next generation of anglers”, which received a total of 200 points and ranked 3rd. Along with improving angler etiquette, these results lead us to believe we need to consider new methods for “expanding the angler population”. Modern society provides people with a variety of ways to have fun, so in our quest to attract more people to fishing, we need to think of how to make it more enjoyable.

Two other issues identified as extremely important were “fishing area (natural/managed) maintenance” and “initiatives to collect discarded items on land”, which each received a total of 188 points and tied for 4th. The high ranking of these two initiatives indicate people are concerned about “preserving the fishing environment”.

In contrast to the other highly ranked initiative of “educating anglers to take their garbage home”, which is based on individual action, “fishing area maintenance” and “initiatives to collect discarded items on land” can be predominantly organized and directed by fishing-related industries and government officials.

Looking at the initiatives for which over 80% of the respondents indicated they would like to see “strengthened” or “started right away”, four were related to “fishing and preserving the environment”. One of these initiatives was “fish cultivation and stocking”, which ranked ninth with 174 points. Based on these results, we believe that in the future fishing-related industries will need to focus on “angler-related” initiatives, followed by “fishing environment” activities.

Another initiative that ranked highly was “using media to promote and expand fishing”, which ranked eighth with 178 points. This indicates that everyone believes it is important to “utilize media” in every initiative, not just the 21 initiatives listed in the question survey. We feel the manner in which fishing-related industries will utilize media in the future will depend on their ability to disseminate information.

In regards to education, the initiative of “cooperating with educational institutes to coordinate fishing educational activities at schools” ranked 15th with 126 points. Children are the future, and the opportunity to enjoy the great outdoors through fishing delivers educational value that is immeasurable. Fishing provides children with real-life experiences, helping them learn about the changing of the seasons, the direction of the winds, and the behavior of living creatures. These educational opportunities are as valuable as reading ten thousand books. Some people may have selected this item because there are schools which actually release young fish as part of the children’s educational curriculum.

Looking at the results of this question survey, we also sense that many expect fishing to make a contribution to regional initiatives. In our survey, the initiative of “cooperating with municipal governments and NPOs to coordinate grass roots nature activities” earned 107 points, placing it 18th on the list. Through this form of cooperation, it is clear that a large number of people seek to use fishing as a means for helping to build regional communities. Thus, it appears the time for those of us in fishing related industries to pursue dedicated forms of cooperation with public institutions and regional organizations, such as local governments.

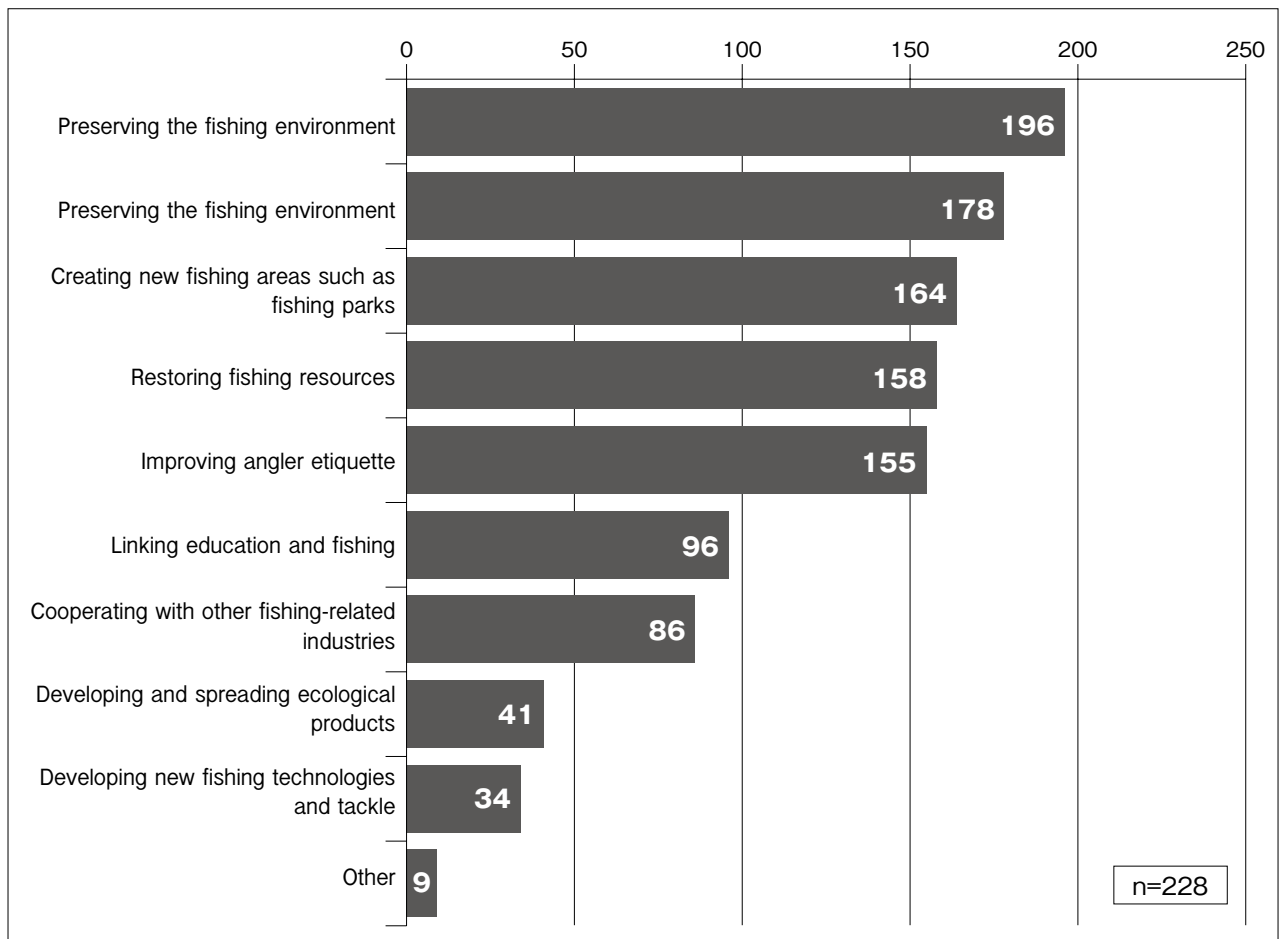
The final initiative on the list was “adding and improving barrier-free facilities”. Although it only received 78 points, 56% of the respondents indicated the need to “start the initiative sometime in the future”, the highest percentage for that item among all initiatives.

The results of this question survey demonstrated that we should not assess each initiative based on level of priority alone. We must be careful not to forget to “predict which initiatives will be necessary in the long term”, but rather work to promote a shared awareness of the key issues among everyone involved in fishing-related industries, and put forth our sincere efforts to address each and every one. In this regard, we believe that all initiatives are equally important.

We would like to thank everyone for the wonderful feedback you provided in response to question 2. This information enabled us to conduct a comprehensive and thorough examination of the priority and importance of initiatives already in progress and those that have yet to be started. As we review the content of each individual initiative and its respect budget, we will strive to work in coordination with everyone involved in fishing-related industries, establish a shared recognition of the impending problems we face, and create a common platform for tackling these problems.

(Question 1) What do you believe are the main issues fishing must address, both now and in the future? (Top five choices)

Preserving the fishing environment	196
Expanding the fishing population	178
Creating new fishing areas such as fishing parks	164
Restoring fishing resources	158
Improving angler etiquette	155
Linking education and fishing	96
Cooperating with other fishing-related industries	86
Developing and spreading ecological products	41
Developing new fishing technologies and tackle	34
Other	9



(Question 2) Place a ✓ next to the preferred course of “industry action” for each initiative.

Priority order		Question No.	Answer choice	Responses	a+b
1	Educating anglers to take their garbage home	9	a	119	211
			b	92	
			c	7	
			d	1	
2	Promoting the expansion of family fishing	2	a	73	205
			b	132	
			c	12	
			d	3	
3	Raising up the next generation of anglers	1	a	91	200
			b	109	
			c	19	
			d	2	
4	Fishing area (natural/managed) maintenance	15	a	95	188
			b	93	
			c	31	
			d	1	
4	Initiatives to collect discarded items on land	13	a	89	188
			b	99	
			c	24	
			d	2	
6	Measures to solve the illegal parking problem and minimize noise	10	a	78	187
			b	109	
			c	27	
			d	2	
7	Initiatives to collect discarded items in water	12	a	88	180
			b	92	
			c	32	
			d	2	
8	Using media to promote and expand fishing	5	a	76	178
			b	102	
			c	30	
			d	5	
9	Fish cultivation and stocking	17	a	90	174
			b	84	
			c	39	
			d	2	
10	Measures to solve the restroom problem	11	a	55	172
			b	117	
			c	45	
			d	2	
11	Expanding the female angler population	3	a	61	158
			b	97	
			c	51	
			d	7	

Priority order		Question No.	Answer choice	Responses	a+b
12	Installation of spawning beds and fish-ways	16	a	62	147
			b	85	
			c	61	
			d	4	
13	Environmental measures aimed at fishing tackle	14	a	49	144
			b	95	
			c	72	
			d	2	
14	Collaboration between fishing and tourism industries	20	a	51	142
			b	91	
			c	62	
			d	8	
15	Cooperating with educational institutes to coordinate fishing educational activities at schools	7	a	43	126
			b	83	
			c	78	
			d	10	
16	Cooperating with nature conservation organizations	8	a	30	118
			b	88	
			c	92	
			d	7	
17	Measures to combat fish diseases	18	a	35	108
			b	73	
			c	92	
			d	6	
18	Cooperating with municipal governments and NPOs to coordinate grass roots nature activities	6	a	34	107
			b	73	
			c	89	
			d	10	
19	Exhibits at trade shows	21	a	44	101
			b	57	
			c	91	
			d	15	
20	Cultivation of new fishing genres	19	a	24	87
			b	63	
			c	101	
			d	18	
21	Adding and improving barrier-free facilities	4	a	15	78
			b	63	
			c	115	
			d	12	

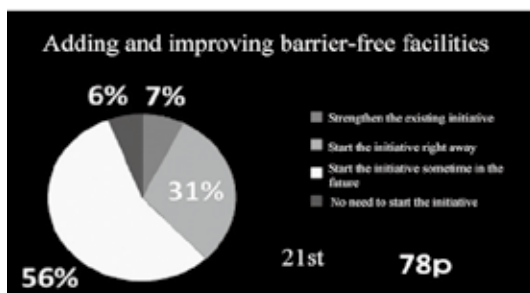
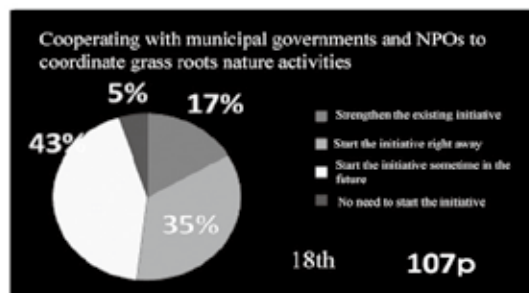
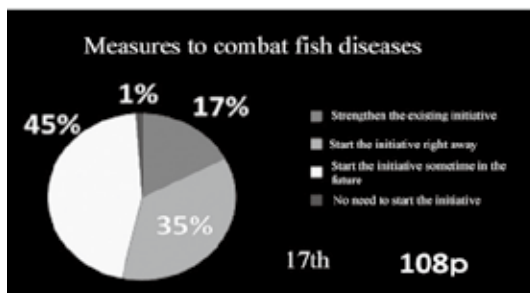
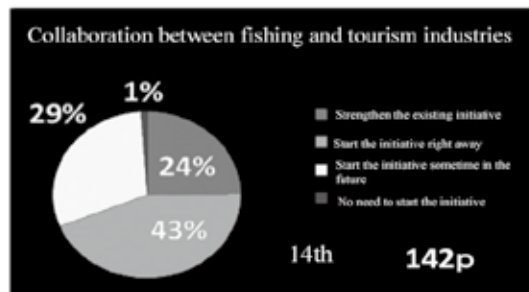
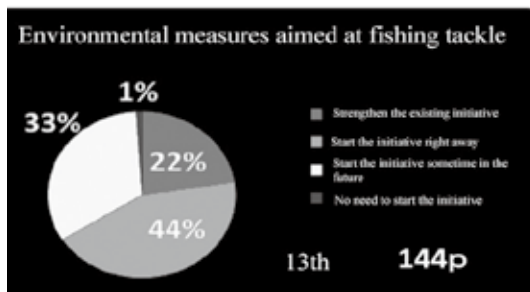
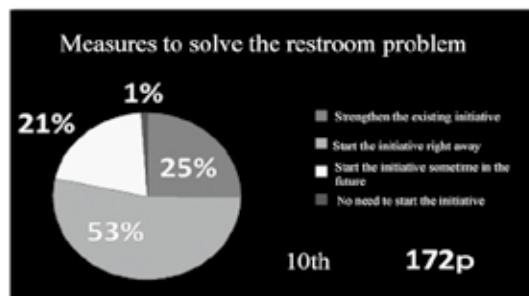
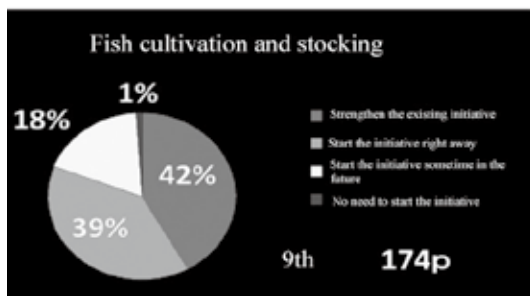
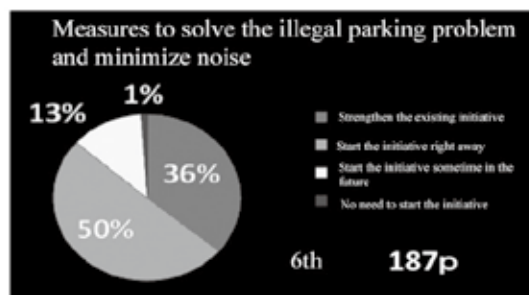
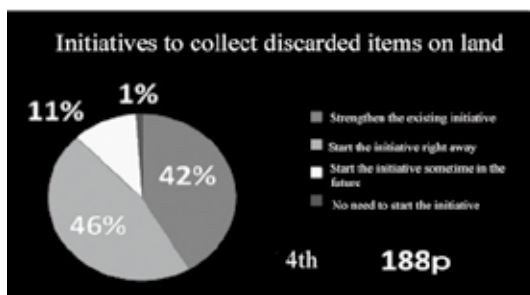
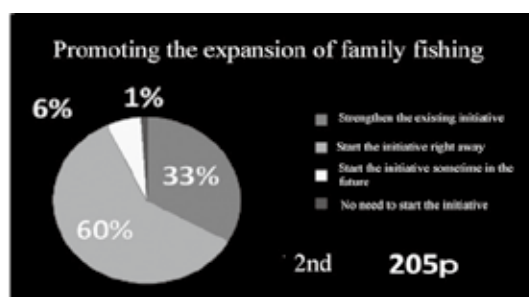
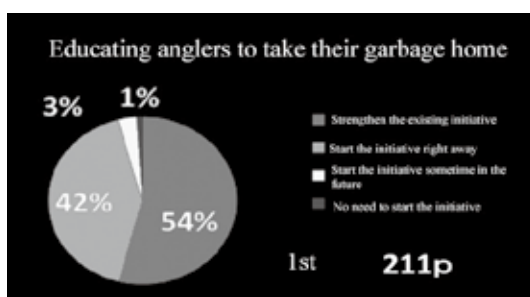
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b : Start the initiative right away

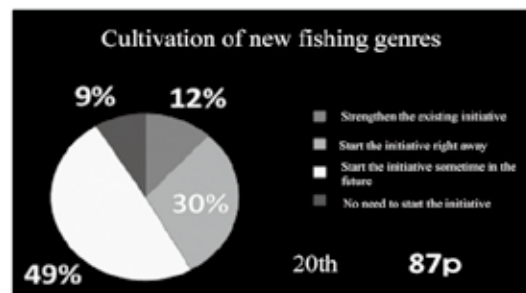
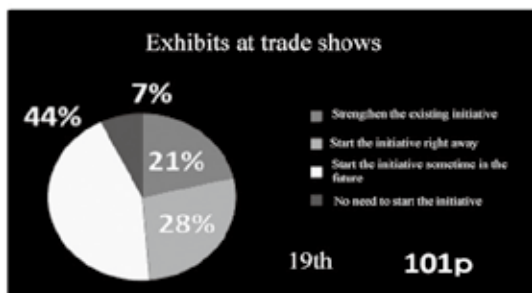
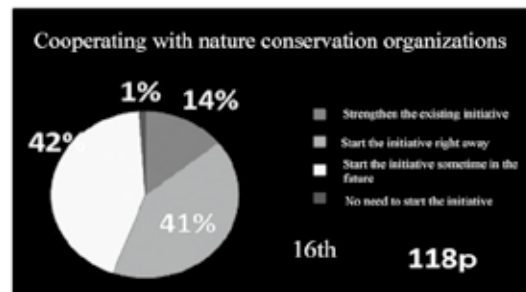
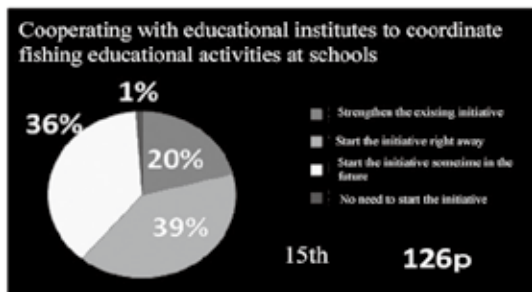
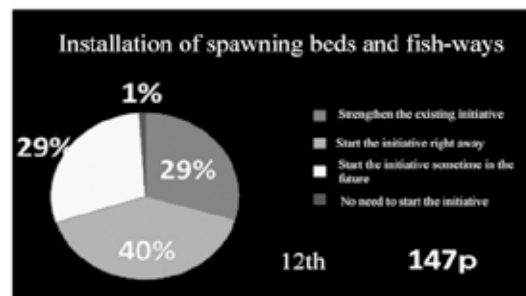
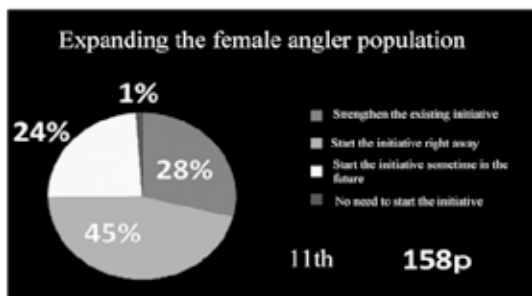
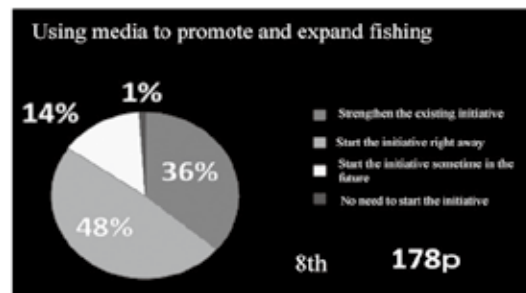
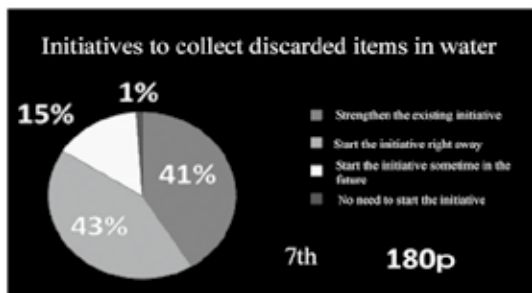
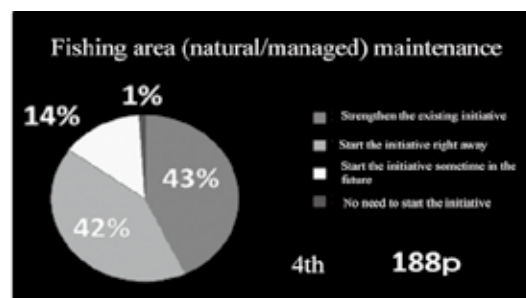
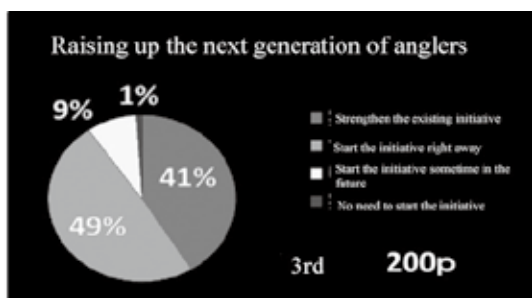
c : Start the initiative sometime in the future

d : No need to start the initiative

(Question 2) Place a ✓ next to the preferred course of “industry action” for each initiative.



a : Strengthen the existing initiative **b** : Start the initiative right away **c** : Start the initiative sometime in the future **d** : No need to start the initiative



— Overall Assessment —

We believe that the results of this question survey are an honest reflection of the thoughts and requests of everyone involved in fishing-related industries. This information has indicated these industries need to pursue in the future. These results have also affirmed that everyone shares a common awareness of the impending problems fishing faces. Ultimately, this survey has served to further reinforce our belief that “fishing-related industries must take the initiative” because “now is the time for action”.

Acting upon this conviction, we intend to use the results of this survey and your input to build a foundation for initiatives designed to build “a better future for fishing”. One of our aims in the immediate future is to establish an outline to guide the activities of fishing-related industries. Just as we stated above, this survey has renewed our belief that we must take concerted action now. To this end, we need to define the roles of groups and companies in fishing-related industries, as well as begin revising the current methods for studying and specifying initiatives and allocating funding.

JAFTMA intends to issue our “2012 Fishing Environment Vision” at the end of this May as part of a planned project that will make use of the detailed results of the question survey. We hope this proposal will act as a springboard for all of us involved in fishing-related industries, driving us forward in unison as we work to build a better fishing environment. We humbly ask for your understanding and cooperation.

In closing, I would like to express our heartfelt gratitude to you once again for your help with the “Fishing Environment Survey”. It served as a wonderful opportunity for everyone involved in fishing-related industries to come together and think about “the future of fishing”.

“2012 Fishing Environment Vision”

— Creating a Sustainable Fishing Environment —

● Proposal ●

May 24, 2012

Yozo Shimano, Chairman

Kazuhito Omura, Planning Project Leader

Japan Fishing Tackle Manufacturers Association

Preface

The 21st century has been labeled as the environmental century. Today human beings are working to build a sustainable society that forever preserves the natural bounty of the earth. The realization of this society will provide human beings with a firm base upon which to continue their activities for generations to come.

A sustainable society is one that promotes environmental initiatives while maintaining a socio-economic balance. This is not a lofty ideal, but an achievable goal that can be realized within our lifetime. It is our responsibility to pursue this goal and bring it to fruition. The recent developments in the current age have raised people's awareness of environmental issues, leading them to make a conscious effort to adopt a greener lifestyle.

In the midst of efforts to create a sustainable society, we believe the time has come for fishing enthusiasts and parties in fishing-related industries to seriously examine how to address environmental needs through fishing. Likewise, they must adopt the environmentally friendly attitude required to create a new form of fishing capable of coexisting with the natural environment. To reinforce this underlying vision of "living in harmony with nature", we avoided the kanji (Chinese character) notation in favor of the hiragana (Japanese phonetic) notation. The use of hiragana generates a gentler image which reflects our desire to make fishing a truly environmentally friendly sport.

Fishing enthusiasts and those in fishing-related industries hold the greatest responsibility for shaping the future of fishing. They must humbly remember that they have always enjoyed the blessings of nature, and work to achieve a harmonious balance with the natural environment. At the same time, they must cooperate with one another and actively promote the fishing-awareness needed to lay the foundation for a brighter future of the sport. We are confident that concerted action will enable us to "establish a sustainable fishing environment".

Over the years fishing-related industries have actively conducted activities to clean up the bottoms of lakes and oceans. In light of these efforts, we felt that now is the time to begin considering the creation of an action guideline for building a sustainable fishing environment. Thus, at the beginning of this year we called upon parties in fishing-related industries for their assistance in completing a question survey titled "Fishing Environment Vision". The results of this survey highlighted the important issues everyone believes need to be addressed to build a better future for fishing.

The results were organized into different categories and analyzed to obtain information essential to creating a sustainable fishing environment that will bring the sport into the future. This proposal incorporates the feedback of the individuals who responded to the survey. It describes the formulation of a long-term business plan and measures for streamlining the allocation of roles among organizations in fishing-related industries. In addition, the proposal also examines methods for procuring funds and other issues related to initiatives for improving the fishing environment.

We hope this proposal will bring together the wisdom and expertise of all who are involved in fishing, and provide a basis for developing an action guideline that leads to the creation of a fishing environment that is both sustainable and capable of coexisting with nature. In 2013 we will begin preparations for the publication of this comprehensive action guideline, thereby providing people with a clear plan for working together to address the conditions of fish and water in the environment.

Thank you very much for your cooperation and understanding.

“2012 Fishing Environment Vision”

– Creating a Sustainable Fishing Environment –

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[Proposal 1] Establishing harmony between “fishing” and nature

We believe that now is the time for fishing enthusiasts and people in fishing-related industries to reaffirm the blessings afforded by the vast bounty of nature. That being said, we must also consider what can be done to promote a shared awareness of fishing and its role within the basic cycle of the natural environment.

The results of this survey reveal that we need to accelerate the implementation of initiatives for addressing issues key to the creation of a fishing environment capable of coexisting with nature. One issue that is considered to be of central importance is improving the etiquette of anglers.

It is not merely enough to “develop a form of fishing that does not pollute the environment”. We need to adopt a more progressive approach that seeks to transform fishing into a catalyst for renewing the natural environment. In other words, we need to establish fishing as a means for “contributing” to the development of a natural environment that is renewable.

The qualitative nature of these initiatives calls for long-term measures which are stable. In order to implement initiatives that can be sustained continuously, we must examine sources of revenue, as well as measures for allocating costs and collecting funds.

[Items for review]

1-1 Protecting nature by minimizing the environmental impact of fishing

1-1-1 Improving the etiquette of people who enjoy fishing

- a) Efforts to solve littering, illegal parking, and other fishing-related problems
- b) Efforts to solve the restroom problem and minimize noise in the early morning and at night

1-1-2 Efforts to eliminate garbage and general fishing tackle waste

- a) Efforts to clean up items left in the water
- b) Efforts to clean up items left on land
- c) Efforts to clean up fishing tackle

1-1-3 Efforts to promote environmentally friendly fishing tackle

- a) Fishing poles and reels
- b) Fishing lines, hooks, weights, and lures

1-1-4 Efforts for collecting fishing waste

1-1-5 Maintenance and expansion of fishing areas

1-2 Create a fishing environment which nurtures nature

1-2-1 Maintain an environment for cultivating fish

[Proposal 2] Using fishing to create agents of environmental preservation

In the question survey, the expansion of the fishing population was listed as the second-most important issue related to the future of fishing. We believe this result vividly reflects the importance fishing-related industries place on increasing the number of fishing enthusiasts.

Here the idea we would like to promote is that the mere expansion of the fishing population can produce substantial results. This idea stems from the concept that an increase in the number of fishing enthusiasts can contribute to the preservation of the natural environment. In order for this to occur, new fishing enthusiasts must actively seek to create a sustainable fishing environment.

Fishing transcends age and gender barriers. In modern society, fishing provides a large number of people with a wonderful opportunity to experience nature up close. The joy of fishing helps create environmental awareness among people, which encourages them to voluntarily pursue environmental preservation efforts. The increase in the number of fishing enthusiasts helps to widen the network of agents active in environmental conservation. To promote and firmly establish this new way of thinking, fishing enthusiasts need to join forces with those involved in fishing-related industries.

Thus, we propose using the question survey results and the items listed below to examine viable options for concrete initiatives to be implemented, such as the collective sharing of business costs. By adopting this approach, we will be able to work together to quickly create a fishing environment that makes fishing more accessible and helps foster an awareness of environmental issues.

[Items for review]

- 2-1 Expanding the population of environmentally conscious individuals who enjoy fishing
- 2-2 Eliminating age, gender, and other barriers that discourage people from fishing
 - 2-2-1 Developing safer and user-friendly fishing tackle
 - 2-2-2 Maintaining safety-conscious facilities at fishing areas

[Proposal 3] Promote fishing as a nature experience (education = fishing education)

Children are the future, and fishing provides them with a valuable opportunity to experience the great outdoors and discover the irreplaceable value nature holds. Fishing enthusiasts love nature and are fully attuned to each of the signals it transmits: the light of sun, the waxing and waning of the moon, the weather, the direction of the wind, the current and muddiness of the water, and the life modes and traits of different animals. In addition to being fun for children, fishing delivers real-life experiences that help to unconsciously foster a genuine interest in the natural world around them. These educational opportunities to learn about the environment are as valuable as reading ten thousand books.

In our proposal we describe this form of education as “fishing education”. We believe it should embody the items listed below, which are based on the results of the question survey. Fishing provides an educational experience within nature, and thus deserves to be incorporated within both public and private education. In addition to fulfilling this valuable role, fishing helps to strengthen ties within regional communities, as well as provide valuable time for parents and children to bond together. Thus, we propose that fishing-related industries cooperate with other organizations as needed and use fishing to promote highly effective educational programs (initiatives). These initiatives will play a key role in nature experience activities that are part of environmental education.

[Items for review to start initiatives]

3-1 “Life power” through fishing: Sound academic ability, a fertile mind, and healthy body

3-2 : Linking education and fishing (fishing-based educational activities)

[Proposal 4] Generating vitality through fishing

Fishing encourages people to head out into the natural world. This movement of people is invaluable to the promotion of local industry and tourism. Our careful management of nature and its resources within our fishing activities over the years have enabled us to build close ties with regional economies and the tourism industry. To build a sustainable fishing environment, we need to further strengthen these ties and steer the vitality created by fishing in a positive direction. At the same time, we must also set our sights on opportunities to collaborate with new industries.

To be specific, we propose that companies in fishing-related industries use the results of this survey as a basis for discussions about the following items. In turn, these discussions will provide companies in each industry with an opportunity to examine plans for initiatives that help to generate new forms of vitality through fishing.

[Items for review]

4-1 : Improving the social standing of fishing

4-2 : Using fishing to contribute to the development of local industries and tourism

[Proposal 5] 2012 Fishing Environment Vision Progress Schedule (Roadmap)

The title “2012 Fishing Environment Vision” alludes to the mid-to-long-term outlook for formulating a sustainable fishing environment. It also conveys the significance of annual plans for initiatives, their implementation, and their verification. For reference we have created an annual roadmap and a mid-to-long-term roadmap. We will always refer to these roadmaps before beginning discussions of initiatives, and remain consciously aware of the following points as we move forward with initiatives: what needs to be done, when it needs to be done, how it needs to be done, and by whom it is done.

Thus, we propose using these roadmaps as indices for establishing a mid-to-long-term vision. As we head towards the fiscal year 2013, we encourage all fishing enthusiasts and those involved in fishing-related industries to hold regular discussions about specific ways to revise and improve this vision.

[Items for review]

Use the “Proposal for the 2012 Fishing Environment Vision” as a basis for carefully reviewing the following items:

- Establishing an informal round-table colloquium for parties involved in fishing-related industries (tentative name)
- Examining and determining the roles of bodies in charge of each initiative
- Examining the administrative bodies in charge of each initiative
- Research and examining high priority issues
- Examining methods for managing initiatives and securing funds

- 5-1 Careful examination of existing and newly implemented initiatives
- 5-2 Selecting initiatives to be studied in fact-finding surveys
- 5-3 Determining the budget for fact-finding surveys
- 5-4 Enlisting the help of outside consulting companies to conduct fact-finding survey
- 5-5 Discussing the results of surveys with academic experts and exchanging opinions
- 5-6 Establishing the budget for each individual initiative
- 5-7 Formulating long-term plan for each initiative

Covers period from the question survey and announcement of the “Proposal” until the drafting of 2013 Activity Guidelines

“Tentative name: Environmental Declaration”

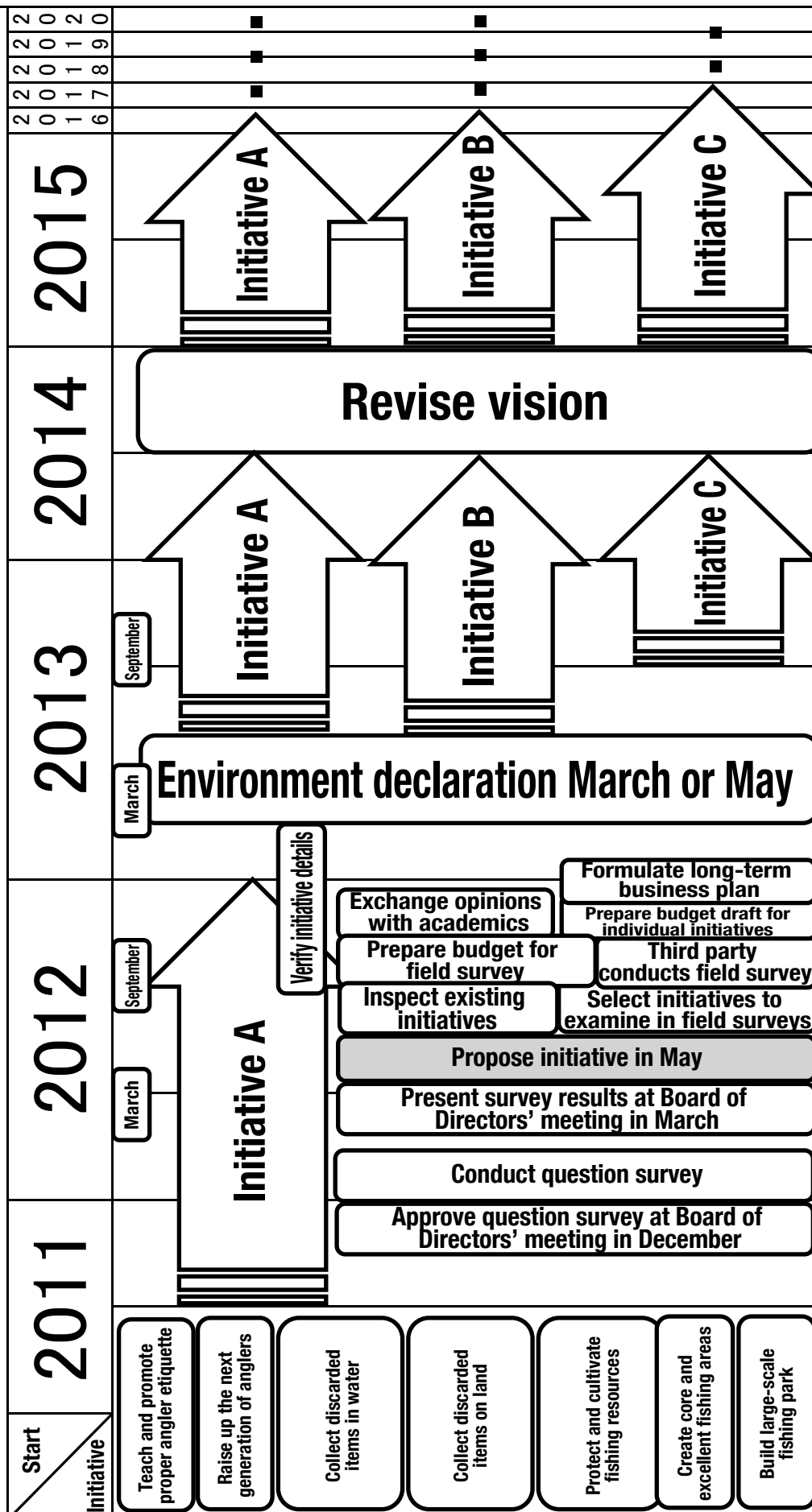
Conclusion

Following the official announcement of these proposals, we intend to set up joint meeting bodies composed of fishing enthusiasts and those involved in fishing-related industries. We will utilize these meeting bodies to conduct surveys and review of the details of various initiatives, such as examining the priority levels of existing and new businesses. The results we obtain will help us devise long-term plans for the initiatives. At the same time, we will also discuss methods for evenly distributing the costs among individual initiatives, taking user fees into consideration.

Thank you very much for taking the time to review this proposal.

2012 Fishing Environment Vision Progress Schedule (Roadmap)

- Establishing a Sustainable Fishing Environment -



Review Committee and Working Group for 2012 Fishing Environment Vision -Overview of Matters Discussed-

1st meeting of Review Committee

Introductions/ Past efforts/ Future direction, schedule, and other issues

1st meeting of Working Group

Introductions / Past efforts/ Future direction, schedule, and other issues

2nd meeting of Working Group

Status of research on key initiatives/ Review of individual initiatives/ Future schedule and other issues

3rd meeting of Working Group

Determined issues to be addressed by key initiatives/ Discussed the three key initiatives/ Overview of the matters discussed at the 2nd meeting of the Review Committee/ Future schedule and briefing sessions/ Other issues

2nd meeting of Review Committee

Report on the matters discussed at the first three Working Group meetings/ Details of the three key initiatives approved by the Review Committee/ Future direction of the Working Group/ Future schedule and other issues

4th meeting of Working Group

Report and discussion of the details of the three key initiatives/ Methods for generating funds and calculating expenses for initiatives/ Approval of the materials outlining the three key initiatives/ Future schedule and other issues

5th meeting of Working Group

Report on the briefings held November 6 and 7. Review of the details of the three key initiatives/ Methods for generating funds and calculating expenses for the three key initiatives/ Future schedule and other issues

3rd meeting of Review Committee

Review of Working Group status/ Progress of both JAFTMA and JSA/
Approval of details at JAFTMA' s Extraordinary General Meeting on December 17

4th meeting of Review Committee

Progress of both associations/ Operation-related problems of "Environment and Beautification mark"

Fishing Environment Vision Three key initiatives

Key issues concerning the future of fishing (based on the results of the survey)	Three key initiatives	initiative	Vision
Preserving the fishing environment/ Expanding the fishing population/ Creating new fishing areas such as fishing parks/ Improving angler etiquette	[Cleanup initiative] Preserving the fishing environment 《Environment and Beautification》	Underwater cleanup	<ul style="list-style-type: none"> ○ From fresh water bodies to ocean bodies 《Necessity and fairness》 ☆Necessity and fairness Level of urgency or areas with pending issues ☆Fairness Work as a nationwide group to develop and expand initiatives
		On-land cleanup	<ul style="list-style-type: none"> ○ Measures for cleaning up garbage and improving angler etiquette 《Necessity and fairness》 ☆Necessity Level of urgency or areas with pending issues Requests from the local governments and other groups ☆Fairness Work as a nationwide group to develop and expand initiatives
	[Breakwater access initiative] (Improving angler etiquette) (Expanding the fishing population) (Creating new fishing areas such as fishing parks)	Breakwater access	<ul style="list-style-type: none"> ○ Educate people about trash issues and proper angler etiquette 《Cleaning business related to open access initiatives》 《Increase the number of people actively involved in the preservation of the environment》 ○ Expand the fishing population 《Fishing free from age, gender, and other barriers》 《Actively hold fishing classes, etc.》 ○ Greater collaboration with local governments ○ Create new fishing areas
Preserving fishing resources	[Fish stocking initiative]	Fish stocking For reserch	<ul style="list-style-type: none"> ○ Consider measures for resource restoration and fish propagation ○ Help boost the number of fish at stocking events by region ○ Cooperate with local fishermen ○ Provide educational experience for children ○ Expand the fishing population ○ Revitalize fishing by species ○ Respond to angler needs

Overview of Events Preceding the 107th Board of Director's Meeting

October 19,2011	Release of the Fishing Environment Vision2011(draft) Things We Can Do to Preserve the Future of Fishing	
January,2012	Distribution of the Fishing Environment Vision Question Survey	
April 2	Release an overview of the results of the Fishing Environment Vision Qestion Survey	April 6 and May 10
May 24	The 78th Executive Directors' Meeting, 103rd Board of Directors' Meeting, 20th Ordinary General Meeting	
	○ Release of the Fishing Environment Vision2012 Proposal (draft) Proposed direction of the vision is approved.	June 13 and July 6th
July 10	Take part in policy discussion meeting convened by Japan Sportfishing Association	
	Introduced JAFTMA' s Fishing Environment Vision and requested the cooperation of JSA	July 25
	Held Review Committee and Working Group meetings to discuss the Fishing Environment Vision	
	Review Committee meeting: Convened four times Working Group meeting: Convened five times	August 23 and September 13
	○ Discussed the Fishing Environment Vision (proposal) and determined the methods for "selecting priority initiatives" , "calculating initiative expenses" , and "securing funds" ○ Affirmed cooperation among organizations throughout the fishing industry	September 26
September 27	80th Executive Directors' Meeting and 105th Board of Directors' Meeting	
	○ Approved the direction of three key initiatives to support the Fishing Environment Vision (proposal)	
October 18		
November 1	Extraordinary Executive Directors' Meeting and Extraordinary Board of Directors' Meeting	
	○ Proposal for specifying the three key initiatives to support the Fishing Environment Vision (proposal), methods for calculating their expenses, and methods for securing the necessary funds	
November 6-7	Briefing on the concepts of the three key initiatives to support the Fishing Environment Vision (proposal), methods for calculating their expenses, and methods for securing the necessary funds West Japan venue (Osaka) and East Japan venue (Tokyo)	
November 9	81st Executive Directors' meeting	December 11
December 17	Extraordinary Meeting of Executive Directors, 106th Board of Directors and Extraordinary General Meeting	
	○ Discussed the three key initiatives to support the Fishing Environment Vision (proposal), methods for calculating their expenses, and methods for securing the necessary funds	January 16
January 30,2013	Extraordinary Executive Directors' Meeting and Extraordinary Board of Directors' Meeting	
	○ Discussed the operation of initiatives	
February 1	Briefing on the concepts of the three key initiatives to support the Fishing Environment Vision (50st Fishing Show OSAKA2013)	February 15 • March 8
March 14	82st Executive Directors' meeting, 107th Board of Directors Meeting	
	○ Discussed the operation manual	



Reference Materials



1. Fishing Environment Vision and three key initiatives

**Under our Fishing Environment Vision,
we aim to improve the environment regarding
fishing through various activities.**

In fiscal 2013, we will focus on three key initiatives.

Various activities planned for the future

Improvement of the fishing environment

Cleansing of fishing spots

- Cleanups of lakebeds and the seabed
- Cleanups on land

Stocking of fish resources

- Protection of fishing resources
- Stocking of fish for research purposes

Breakwater access

- Improvement of angler etiquette
- Creation of new fishing areas



Cleanups of lakebeds and the seabed

Initiated with the aim of protecting the environment of fishing spots, professional and volunteer divers have been actively cleansing the waterfront as a whole in collaboration with local governments and citizens' groups. Most of the garbage found at the bottoms of lakes and the sea is domestic and industrial waste. Sometimes even using heavy equipment, we collect as much as garbage possible in an effort to beautify the environment.



Stocking fish resources

We stock fish resources such as juvenile and roe to nature nation-wide. The aim of this activity is to hand on our existent fishing spots—which are a blessing of nature—to the future generations, and to increase the interest of the younger generation in nature, such as the sea, lakes, and rivers. In cooperation with specialist organizations, we plan to stock fish resources for research purposes as well. We will promote such resource conservation activities, which enable participants to feel that we are stocking fish resources effectively.



Breakwater access

Modeling our activities on breakwaters that have already been opened up to anglers in various places, we will work on opening up more breakwaters. We aim to do this carefully in cooperation with relevant organizations so that people will be able to enjoy their time at breakwaters through fishing. In addition, we will promote good manners among anglers and increase the number of spots at which fishing can be enjoyed.

**The Fishing Environment Vision,
an evolving vision with a broader range of activities**

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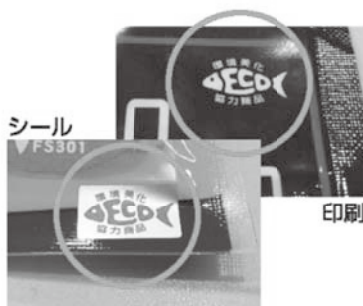
 Japan Sportfishing Association
公益財団法人 日本釣振興会
<http://www.jsafishing.or.jp>

This Environment and Beautification mark will facilitate the activities under the Fishing Environment Vision.



The mark will be displayed on companies' goods to demonstrate that they and their products contribute to improving the fishing environment.

The Environment and Beautification mark will be displayed on the products or packaging of companies that strive to create an enjoyable and sustainable environment for fishing through activities implemented under the Fishing Environment Vision. This will apply to products to be released from April 1, 2013.



The Environment and Beautification mark demonstrates that a company actively works for the improvement of the fishing environment. We wish for customers' patronage of goods with the mark through their understanding of the mark's message and the passion of the companies.

Anglers can also cooperate with us by purchasing goods bearing the mark.



Funds raised through the sale of goods bearing the Environment and Beautification mark will be utilized to improve the fishing environment in the projects implemented under the Fishing Environment Vision, which is managed by the Fishing Environment Vision office of the Japan Fishing Tackle Manufacturers Association.



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JAPAN FISHING TACKLE MANUFACTURERS ASSOCIATION

Japan Sportfishing Association
公益財団法人 日本釣振興会

Our activities to improve the fishing environment are attracting a broader base of sympathy.

Thanks to our performance in the previous year, manufacturers and distributors have begun to show understanding and affinity towards the fishing-industry's self-initiated activities. We have attracted positive comments such as "we would like to do it again this year" from local government and commercial fishermen who have participated in our activities. Furthermore, an NPO has asked us to hold another joint event for environmental beautification.

■ Joint event 53 Pick Up! held in conjunction with the NPO Waterfront Basis Society.



■ Interviews and newspaper and magazine articles

Local media have interviewed us about our activities. In addition, our activities have appeared in a magazine specializing in fishing.



■ Industry journals also pay attention to the Fishing Environment Vision.

釣具界



日本釣具新報



釣具新聞



■ We have been interviewed about our cleanup activities, which were featured in a magazine specializing in fishing.



2. Environment and Beautification marks A and B

環境・美化マークA



環境・美化マークB



3. Expenses for initiatives

環境・美化 Eco 協力商品

このマークの表示された商品の売上げの一部を
釣りの未来、釣り人の未来へつながる
環境事業等である『つり環境ビジョン』の資金として活用して参ります。
是非、多くの皆様からのご理解とご協力をお願い申し上げます。

釣り環境向上のため優先的に

釣り場を
キレイに。

3つの事業に取り組みます。

つり環境ビジョン

サカナを
守ろう。

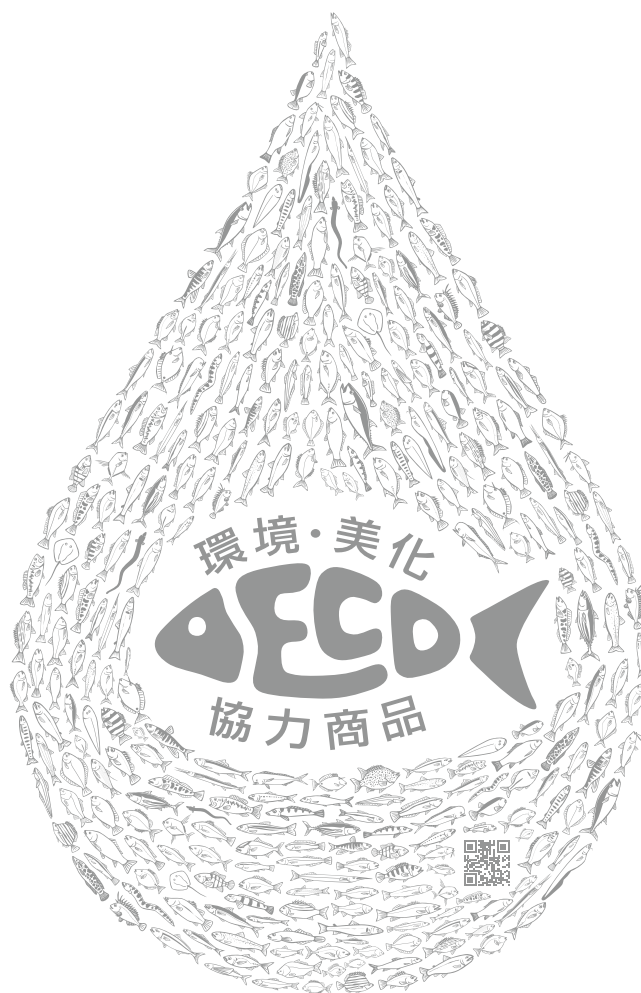
釣り場を
ふやそう。

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未来へ残したい、
美しい地球のために、今。



私たちの豊かな水辺は、これまでも、心ある釣り人のみなさまの努力で守られてきました。

これからは、将来の釣り人へ、この自然の恵みである釣り環境を引き継いでいくために、
まずはその証として、釣り界全体として、釣り関連商品に「環境・美化マーク」を表示して参ります。

そして、そのマークの表示された商品の売り上げの一部を、
釣りの未来、釣り人の未来へつながる環境事業等の資金として活用して参ります。
是非、多くの皆様からのご理解とご協力をお願い申し上げます。

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