



## Successes 2020

As all seafood producers know, the COVID outbreak has had a profound effect on our business, across all categories. For our company, the closure of restaurants and the effects on travel in Hawaii and across the United States, two of our largest markets has required us to respond quickly. We are working with our existing customers, and some new customers to ensure that we are able to provide products that meet this changing need. One of the important options we have moved up in our planning is the ability to freeze our seafood products to extend shelf life into the marketplace and take advantage of the new interest in at home dining.

## Goals for 2021

- Focus on leadership growth and development
- Improve operational efficiencies through R & D and strategic infrastructure investments
- Streamline supply chain logistics
- Leverage ASC certification to increase species and farm awareness
- Deliver required juveniles in a 40-day larval window to meet stocking plan
- Increase understanding of larval nutrition
- Secure processing solution for fresh and frozen product forms
- Reduce grow-out time by two months

The Cuna del Mar 2020 Sustainability Report has been built using the widely accepted **Global Reporting Initiative** reporting principles and standard disclosures. We are keenly interested in setting goals and measuring our long-term performance in a way that combines social responsibility, and care and protection of the environment with business profitability. The Report is intended as a key platform to describe our approach to managing our social and environmental performance, reflecting the progress we are making and highlighting areas that require additional focus for our company in the future.

We welcome your comments at [info@cunadelmar.com](mailto:info@cunadelmar.com)

Written by Walling and Associates Consulting Ltd

Sustainability  
Report 2020

# Blue Ocean Mariculture



  
Blue Ocean  
MARICULTURE



Cuna del Mar  
Oversight

Cuna del Mar uses environmental, social, and governance (ESG) criteria to evaluate the continued performance of companies in the CDM farm portfolio. Environmental criteria consider how each company performs as a steward of nature. Social criteria examine how our companies manage relationships with employees, suppliers, customers, and the communities where they operate. Governance deals with a company's leadership, audits, and internal controls. We have developed a set of common benchmarks across all Cuna del Mar farm companies. Using the applicable certification framework, we annually assess through audits led by international auditing experts, how our portfolio performs against a set of rigorous standards.

Description  
of Business

**Aloha, and welcome to Blue Ocean Mariculture. Based in Kona, Hawaii, known as the "Big Island", Blue Ocean raises Hawaiian Kanpachi, a beautiful fish indigenous to local waters, which are grown naturally in submersible sea pens about a half mile from Unualoha Point in North Kona.**

A Conversation  
about Seafood

**Blue Ocean views their company as contributing to a new conversation about seafood. Mariculture is the cultivation of marine organisms in their natural environment in the open ocean of offshore aquaculture.**

The company, started in 2009, was established to utilize the talents and skills of their team to work responsibly together with a commitment for the present and a heart for future generations. "We see our role as linking the economic and social elements to the ecology of Hawaii. We collected a lot of baseline information when we carefully situated our sea pens, and we continue to collect data to monitor and manage any potential impacts. It's also especially important for us to take our people's views and their perceptions into consideration, and as a result, we're able to balance those perceptions and human needs, and balance the needs of our fish by improving marine environments and building marine economies in a responsible and thoughtful way. It means we are able to really benefit the local ocean economy, benefit the livelihoods of our people while caring for our fish and protecting the environment, and that's what creates a blue economy." Dick Jones CEO Blue Ocean Mariculture

As the CEO of Blue Ocean, Dick has an important role to play. One of his key company commitments is the investment in the international certification by the Aquaculture Stewardship Council. "ASC links our data collection, ensuring that the details are meaningful and systemically laid out so that we have a comprehensive

view of the environment around us, which includes social needs, our human resource needs, and monitoring and management of any potential impacts in the environment. Our company is the first finfish operation in the United States to achieve ASC certification. While we know there will be others to follow, we want to emphasize the leading role we are taking to develop our company to the very highest standard in the world. Achieving this key certification recognizes the significant work our company already had in place and marks a major milestone for the State of Hawaii, the US Aquaculture industry, our workers, and our customers."

This high level of performance, coupled with the quality, extraordinary taste, versatility, and a wide range of product formats, we can reliably supply our customers according to their product needs and create an unparalleled eating experience possible for those discerning customers.

The operations include a hatchery at Hawaii Ocean Science and Technology Park. Once hatched from carefully selected brood fish, the fingerlings spend three months in the hatchery, and then are transferred to the offshore sea-pens for another 12 months before harvesting.



**"We are proud to be the only open-ocean mariculture farm in the United States. With first-hand experience in commercial capture fisheries, we understand that some farming of the oceans is necessary and inevitable. Yet we also understand that mariculture must be done in an environmentally conscious and safe manner, and with deep respect for the oceans."**

*Dick Jones, CEO,  
Blue Ocean Mariculture*

