

Shimano Sport Fisheries Initiative (SSFI)

In 1990 Shimano Canada became the first company in the North American fishing tackle industry to create a long term comprehensive advocacy program with the Shimano Sport Fisheries Initiative (SSFI). Within a year, SSFI was introduced in the United States when Shimano American Corporation became the first company to sign a formal Memorandum of Understanding on behalf of recreational fishing efforts with the U.S. Department of Interior, Bureau of Land Management. SSFI has helped fund a variety of stream habitat improvement projects, scientific research and fishing programs for young people.

- SSFI actively encourages catch and release fishing including providing guidelines for anglers to learn which types of fish to harvest and which to release, and how to safely release fish back into the water.
- Beginning in 2001, Shimano invested in an extensive research partnership with Queen's University in Kingston, Ontario, and the Natural Sciences and Engineering Research Council of Canada. Partnering with Ranger Boats, Mercury Marine, Lowrance Electronics, Princecraft Boats, and B.A.S.S., Shimano helped developed the Shimano Water Weigh-In System - an easy-to-use "fish friendly" handling system that has profound physiological benefits for tournament caught fish.
- Shimano Live Release Boats have safely returned millions of tournament caught bass, walleye and other fish to their home waters alive and unharmed. This system of releasing fish at prime habitat locations on tournament lakes has been adopted by event organizers across Canada and the United States.