



THE PEW CHARITABLE TRUSTS



Netting Billions: A Global Valuation of Tuna

2016 Pacific Update Conference, Suva, Fiji

Purpose and Results

To estimate global sales values from catching the seven most commercially important tuna species worldwide

Findings (2014)

4.99 million metric tons caught

\$10 billion

'Dock value' – value to fishermen

\$42 billion

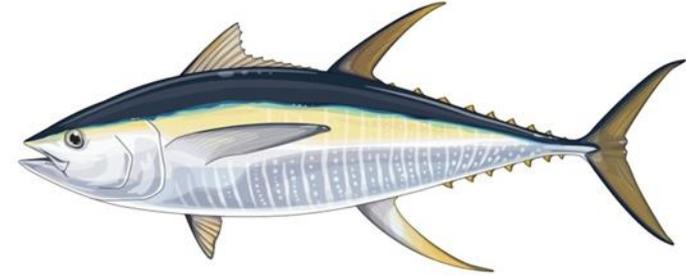
'End value' - amount paid by consumers



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Why Estimate Value?

- Tuna fisheries management involves multiple stakeholders
- Difficulty driving progress in consensus-based international management bodies
- 17% of tuna landings and 33% of end value comes from stocks that are *already* considered to be overfished – including Pacific bigeye and bluefin
- Recovery of depleted stocks could lead to increased wealth; depletion of currently “healthy” stocks could lead to lost wealth



Methodology

What we needed to find out

RFMO databases
Compared to FAO data

Landings
Species
Gear
Region
+
Destination
Product
Flows

Public reports, plus
primary research with
industry contacts

Government records

Average prices
paid to
fishermen

Average prices
paid by ultimate
consumer

Canned: store surveys
Fresh/frozen: Japan as price leader
Domestic: Retail price select nations

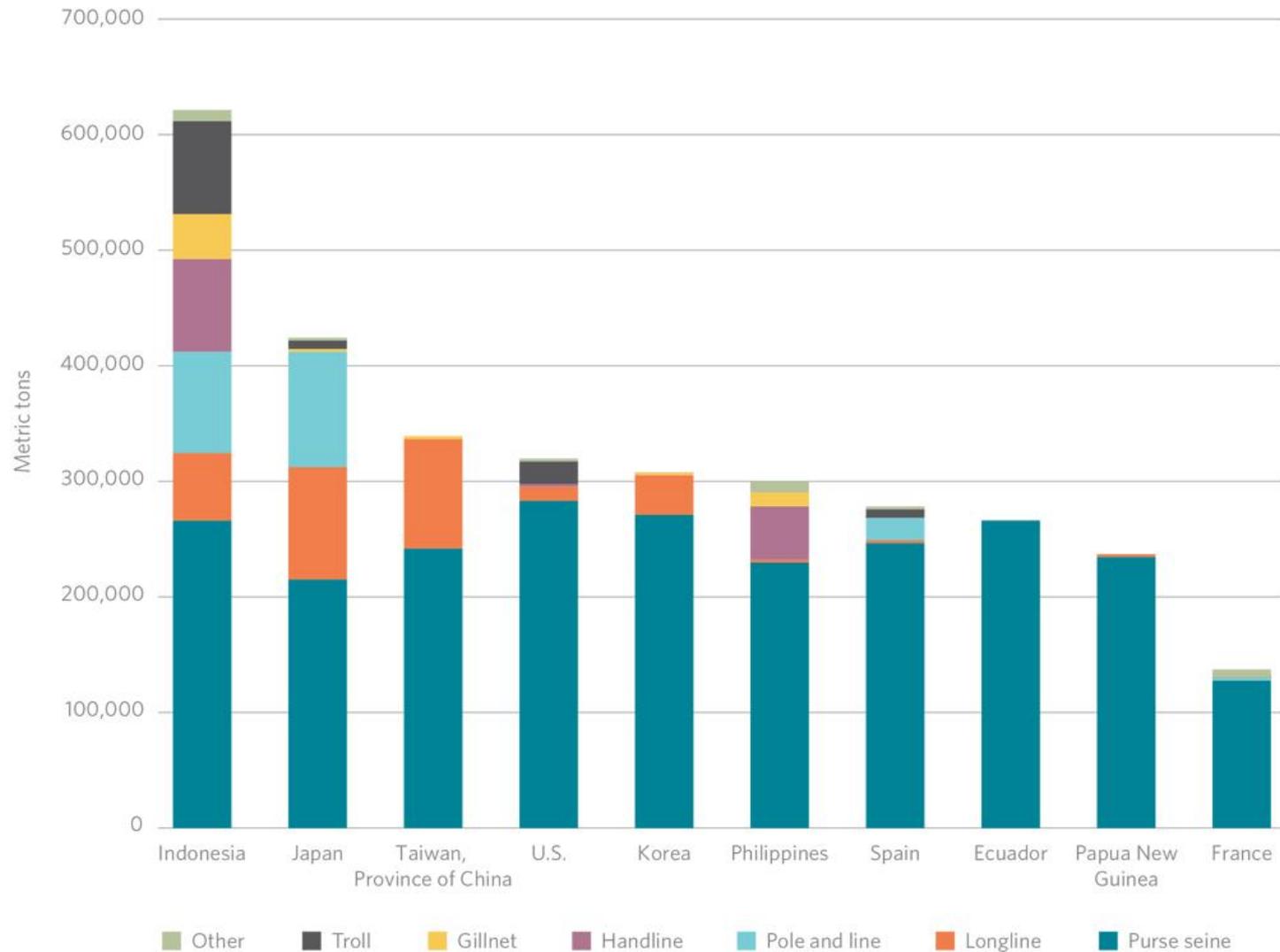
What we wanted to know

Dock Value

End Value

Top 10 Tuna Fishing Nations, 2014

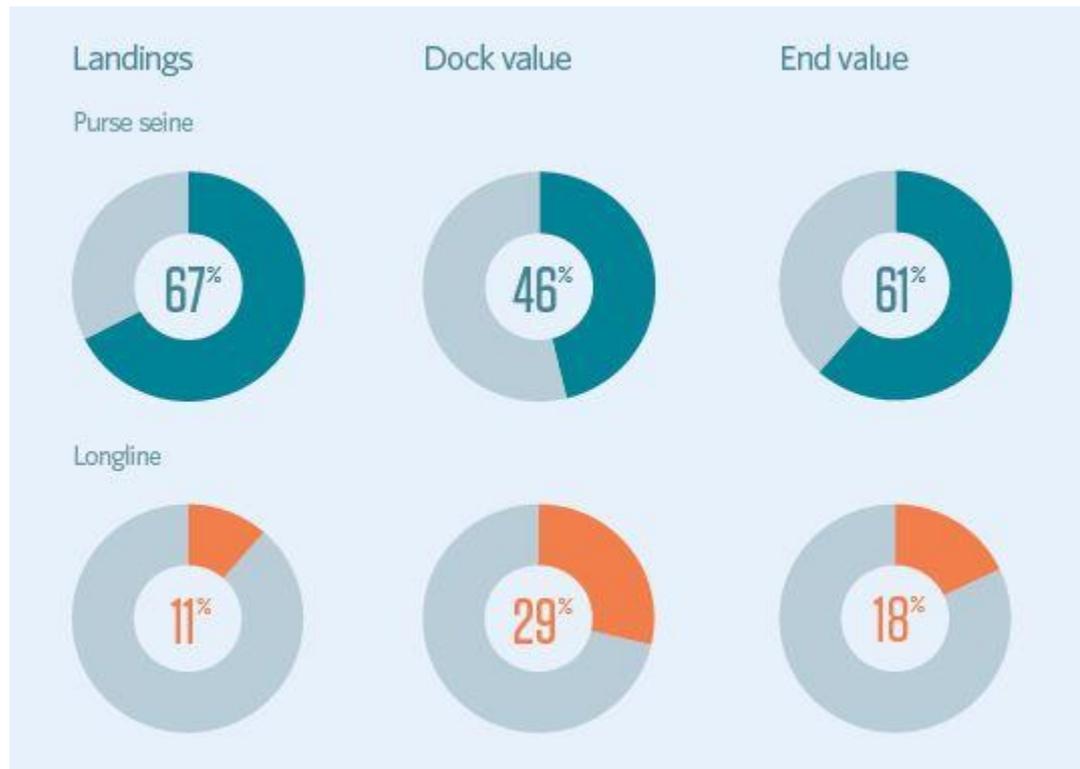
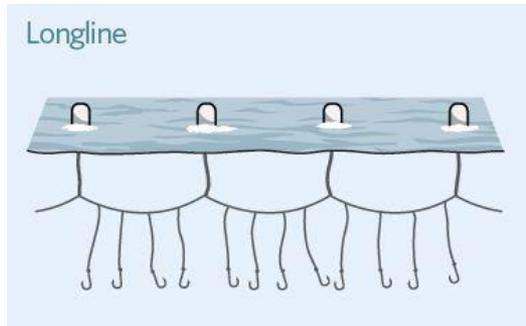
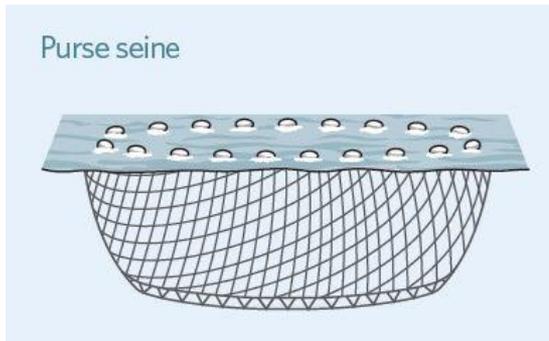
Indonesia landed more tuna than any other country



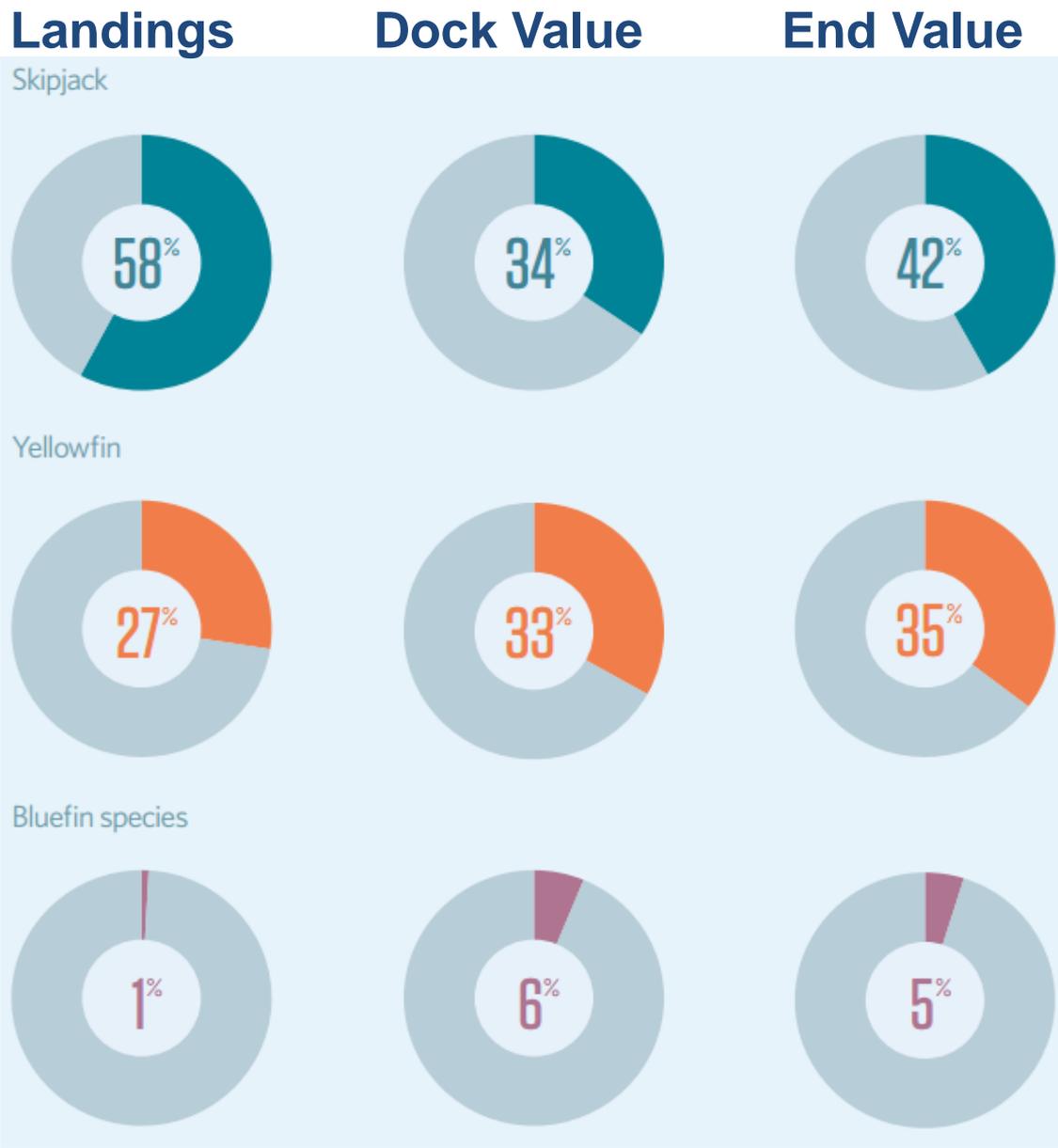
The Pacific: World's Largest and Most Valuable Tuna Fishery Region claimed a majority of landings and total value in 2014



Results by Gear



**In 2014,
with less
than half
the
landings,
yellowfin's
dock value
equaled
skipjack's**



Conservative estimate

- Several factors would likely increase the value further
 - Sport fishing and other tourism
 - Artisanal catch for use in home consumption
 - Environmental benefits of living tunas
- Furthermore, inadequate data collection mechanisms mean the commercial landings considered here may be low

Protecting the Value

- We need measures in place to protect the value of the stocks given today's demand.
- The path forward includes harvest strategies with science-based catch limits and recovery plans for depleted species, and reforms to fishing gear.
- Improved fisheries management infrastructure and human resources.

Protecting the Value

- Improve data collection and management facilities
- Training and education to fill the human resources need in some countries with valuable tuna fisheries
- Improve physical infrastructures and support modernization of existing facilities and implementation of new technologies

Protecting the Value

- Harvest strategies, or pre-agreed frameworks for making fisheries management decisions, protect the value of the fishery.
- Tailored to individual settings but include similar elements:
 - Monitoring program
 - Stock assessment methodology
 - Reference points – targets and limits
 - Levels of risk
 - Harvest control rules triggered when stocks fall below certain levels
- This is the future of fisheries management. Preserving the value of these tuna fisheries requires industry to embrace and advocate for these reforms.

Conclusions

- The 7 commercially important tunas generate US\$42 billion per year and support vast fisheries in Asia and the Pacific.
- The Pacific Ocean is home the largest and most valuable tuna fisheries in the world.
- Opportunity today to secure the future of these stocks, through targeted investments by groups such as the ADB



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Thank you!

Download the report online:

PewTrusts.org/TunaValue

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