Title: Supply Chain Demand for Sustainable Seafood

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Abstract: Ecolabels for seafood have now been available for almost ten years. After a slow start, the demand for seafood products that are certified to be sustainable has picked up. Moreover, an increasing number of fisheries are seeking ecolabeling certification because it has become a de facto prerequisite for market access in some markets. An interesting aspect in this process is that this happens despite the fact that many retailers explicitly state that the price to the consumer on ecolabeled products should not be higher than on other products. Accordingly, the price incentives in the supply chain do not seem to be the main engine behind the increases number of fisheries that apply for certification. This represents an important shift in the incentives for a fishery to pursue certification, from the traditional economic models that emphasize consumer choice to the role of intermediaries. This also implies that one must incorporate supply chain dynamics if one is to understand the current drive for certification in many fisheries. In this paper, we provide an investigation of such factors, focusing on brand values and market segmentation.