

**Integrating Megacities, Seafood Market Trends in the Assessment of Fisheries Ecosystems:
What can Price Trends of Sashimi Species tell us about Marine Fisheries of Southeastern
Brazil?**

Maria Gasalla*, Ruth Pincinato*, Amanda Rodrigues*

* University of Sao Paulo

Abstract

Megacities impact distant fisheries behavior by modulating seafood demand and consumption. In the last decades, Japanese food interest has grown considerably in South American cities, and the demand for raw fish foods, sashimi - categories seems to be still increasing. In Southeastern Brazil, megacities such as São Paulo show an increasing rate of consumption and demand for marine species that fit to sashimi. Integrating economic-ecological analysis of seafood trends has proved to be useful for a better understanding and assessment of fisheries in an ecosystem context. Here, we analyze time-series of market, categories that have an important role in the food chain for sashimi in São Paulo in order to clarify on their impact on regional fisheries. The behavior of seafood price and quantities of the city, wholesale market - which has been a significant supplier for Japanese restaurants - were assessed in terms of sashimi categories including tuna and cephalopods species. Data were confronted to fisheries landings trends and fishing fleet, costs of fishing. Key historical economic data explaining simple relationships along the production chain for these categories seem to reflect both pressure and availability of selected fish stocks. Market and landing behavior showed similar trends while opposite trends of market price and quantities for some categories raise concern on the ways outlying of sustainable patterns. Global markets may have an additional impact on present and future fishing pressure.