

Title: **Global Tuna Demand, Price Response and Management: A Summary of Global Tuna Demand Workshop in La Jolla, Ca on May 13-14, 2010**

Authors: Chin-Hwa Jenny Sun (Author), National Taiwan Ocean University / IATTC (USA)
Minling Pan, NOAA Fisheries (USA)
Dale Squires, NOAA Fisheries (USA)

Abstract: Paper scheduled to present in the Special Session: Global economics of tuna fisheries

Knowledge of global demand and price responses is required to understand and predict the impact of international tuna conservation and management measures of the economics of the global tuna fishery. If the demand is inelastic, decreases in landings can increase revenues. Identifying the strength of this relationship would provide convincing evidence that conservation through reduced catches not only lowers costs but raises revenues and hence profits and resource rent. If the demand is elastic, there is no incentive for fisherman voluntarily to reduce their landings which would lead to reduce their revenue. Under this circumstance, a quota trading mechanism would be needed to provide fishermen the capability to adjust their operation in an optimal economic scale to help conservation through reduced catches. The Inter-American Tropical Tuna Commission (IATTC) and NOAA Fisheries are convening a workshop in May 13-14, 2010 to focus on both economic and biological system research to enhance the conservation and management of highly migratory tuna resources through an incentive-based management approach. The workshop will identify the most promising areas of inquiry and action, and set priorities for further research.

This workshop brings together scientists from the major fishing nations, Regional Fishery Management Organizations (RFMO), NGOs, and other involved parties to review current tuna purse-seine and longline fleet dynamics, global tuna markets, and management strategies of the EPO. Price responses to the tuna sashimi market in Japan and tuna raw material cannery market in Bangkok is also evaluated. A quota trading mechanism would be discussed to provide fishermen the capability to adjust their operation in an optimal bio-economic way to help conservation through reduced catches.

The outcomes of the workshop will be summarized and communicated with the interested public to ensure the result from this workshop will serve regional and national outreach efforts. This is made possible by bringing together key industry players and policy makers from both the IATTC

coastal state members and the distant water state members. The results will not only be useful for the IATTC, but also in the broader international arena. Wide dissemination will improve public understanding and involvement in stewardship of tuna resources.