The study

Estimate global value of fisheries targeting the seven most commercially important tuna species worldwide
Why do this study?

- Tuna fisheries management involves multiple stakeholders, across multiple basins, using multiple gear types
- To gain consensus, decisions by international management bodies are often less effective than industry, civil society, and managers would like
- Global value of tuna completely unknown

➢ According to this study, 17% of tuna landings and 33% of revenue comes from stocks that are already considered overfished by the tuna RFMOs
The species
Methodology

What we wanted to know

- Ex-vessel Value
- Retail Value

What we needed to find out

- Average prices paid to fishermen

Landings
- Species
- Gear
- Region
+ Destination / Product Flows

- Average prices paid by ultimate consumer

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

Government records
- RFMO databases Compared to FAO data

Public reports, plus primary research with industry contacts
The study

Estimate global value of fisheries targeting the seven most commercially important tuna species worldwide

What we found (2014)

4.99 million mt caught

$10 billion

‘Ex-vessel value’ – value to fishermen

$42 billion

‘Retail value’ - amount paid by consumers
Take home message:

Commercial fisheries targeting the seven most economically important tunas are ultimately generating at least $42 billion per year.
Top 10 tuna fishing nations
Gear Type

Purse seine

Longline

Landings

Dock value

End value

Purse seine

- Landings: 67%
- Dock value: 46%
- End value: 61%

Longline

- Landings: 11%
- Dock value: 29%
- End value: 18%
Globally, commercial fisheries targeting skipjack and yellowfin are the most valuable tuna fisheries in total dollars and some of the most valuable of all fisheries.

<table>
<thead>
<tr>
<th>Tuna species</th>
<th>Catch (million metric tons)</th>
<th>Dock value (billion USD)</th>
<th>End value (billion USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skipjack</td>
<td>2.88</td>
<td>$3.37</td>
<td>$17.72</td>
</tr>
<tr>
<td>Yellowfin</td>
<td>1.37</td>
<td>$3.34</td>
<td>$14.92</td>
</tr>
<tr>
<td>Bigeye</td>
<td>0.43</td>
<td>$1.86</td>
<td>$5.17</td>
</tr>
<tr>
<td>Albacore</td>
<td>0.26</td>
<td>$0.69</td>
<td>$2.36</td>
</tr>
<tr>
<td>Atlantic bluefin</td>
<td>0.015</td>
<td>$0.19</td>
<td>$0.81</td>
</tr>
<tr>
<td>Pacific bluefin</td>
<td>0.017</td>
<td>$0.28</td>
<td>$0.77</td>
</tr>
<tr>
<td>Southern bluefin</td>
<td>0.012</td>
<td>$0.14</td>
<td>$0.45</td>
</tr>
</tbody>
</table>
## Where do tuna fisheries stack up?

<table>
<thead>
<tr>
<th>Type</th>
<th>Ex-vessel Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skipjack</td>
<td>US$3.37 billion</td>
</tr>
<tr>
<td>Yellowfin</td>
<td>US$3.24 billion</td>
</tr>
<tr>
<td>Bigeye</td>
<td>US$1.86 billion</td>
</tr>
<tr>
<td>Peruvian Anchoveta</td>
<td>US$1.83 billion</td>
</tr>
<tr>
<td>Alaskan Pollock</td>
<td>US$1.05 billion</td>
</tr>
<tr>
<td>Albacore</td>
<td>US$690 million</td>
</tr>
<tr>
<td>Pacific Bluefin</td>
<td>US$280 million</td>
</tr>
<tr>
<td>Atlantic Herring</td>
<td>US$257 million</td>
</tr>
<tr>
<td>Atlantic Bluefin</td>
<td>US$190 million</td>
</tr>
<tr>
<td>Southern Bluefin</td>
<td>US$140 million</td>
</tr>
</tbody>
</table>

Ex-vessel Value for all fish landed in the EU = ~US$8 billion

Ex-vessel value for all tunas landed worldwide = ~US$10-12 billion
Take home message:

Commercial fisheries targeting skipjack and yellowfin are the most valuable tuna fisheries in total dollars and some of the most valuable of all fisheries.
Species

<table>
<thead>
<tr>
<th></th>
<th>Landings</th>
<th>Dock value</th>
<th>End value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skipjack</td>
<td>58%</td>
<td>34%</td>
<td>42%</td>
</tr>
<tr>
<td>Yellowfin</td>
<td>27%</td>
<td>33%</td>
<td>35%</td>
</tr>
<tr>
<td>Bluefin species</td>
<td>1%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Take home message:

Commercial fisheries targeting the three bluefin species are by far the most valuable per pound/ton/fish – reaching Retail values as high as $70 thousand/metric ton in some years.
Species

Landings
Skipjack
58%

Dock value
Yellowfin
27%

End value
Bluefin species
1%
The Pacific Ocean – largest and most valuable tuna fisheries
Take home message: The Pacific Ocean is the source of a significant majority of landings, ex-vessel value, and final value of commercially exploited tuna.
Take home message:

Successful tuna management can preserve a huge amount of wealth for coastal and marine economies. Poor tuna management risks this wealth.
For more information and to download the report:
www.pewtrusts.org/tunavalue