Why are Tuna so important?

- Tuna are among the most popular seafood products in the world
- Commercial tuna vessels landed 4.99 million metric tons of tuna in 2014
- The global tuna market contributed over $42 billion dollars to the global economy
Canned Tuna: Dominated by light-meat species such as skipjack or albacore
- 2nd most popular seafood product in the U.S.
- Americans eat about 1 billion lbs per year
- Sales dominated by Supermarkets

Skipjack tuna accounts for 60% of global tuna catch
- Entire industry is supplied by wild fisheries
- Skipjack tuna can reach 40 lbs and are abundant in numbers
Markets for Canned Tuna

- The top six exporters of canned tuna for the first half of 2016 in order were: Thailand, Ecuador, Spain, China, Indonesia and Mauritius.
- Japan, Australia and Canada were the three largest import markets for canned tuna behind the EU and the USA.
- American fisheries are going extinct, causing the US to import 90% of all seafood.
Sushi and Sashimi

- Consists mostly of fatty bluefin and often bigeye tuna
- Wild Bluefin tuna can reach over 1000 lbs
- Considered to be a much higher quality product
- Is valuable due to its high oil content

Sushi/Sashimi consumption per year:

- Japan: 300,000 - 400,000 metric tons
- US: 30,000 - 50,000 metric tons
- South Korea: 15,000 - 20,000 metric tons
Markets for Sushi and Sashimi

- Bluefin tuna have been increasing in value due to popularity and lower supply volumes due to conservation measures.
- Japan represents more than 80% of the global trade for fresh and frozen bluefin tuna. USA, Italy, and Spain are among other top competitors.
- Sushi has become a global trend, as people focus on healthier more natural foods
- Tuna ranching has began to shift customer preference and price. Tuna produced from tuna farms is much cheaper than wild-caught tuna.
Tuna Ranchers

- Accounts for about 65% of tuna caught globally
- Mexico is one of the world's largest harvesters of Pacific bluefin tuna, behind Japan—and even outstripping the United States, China, and Korea.
- Tuna are held for 1 ½ to 2 ½ yrs until they reach around 250 lbs
## The value of tuna from ocean to market

<table>
<thead>
<tr>
<th>Year</th>
<th>Catch (million metric tons)</th>
<th>Dock value (billion USD)</th>
<th>End value (billion USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>4.61</td>
<td>$12.21</td>
<td>$41.63</td>
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<tr>
<td>2014</td>
<td>4.99</td>
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</tbody>
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### The Pacific: World’s Largest and Most Valuable Tuna Fishery

Region claimed a majority of landings and total value in 2014

#### Landings (metric tons)

- **3.5 million**
- **1 million**

#### Dock value (USD)

- **$6.16 billion**
- **$2.32 billion**
- **$1.14 billion**
- **$140 million**

#### End value (USD)

- **$28.5 billion**
- **$8.72 billion**
- **$4.54 billion**
- **$450 million**
Fishing Methods

Top 10 Tuna Fishing Nations, 2014
Indonesia landed more tuna than any other country
In 2013, a 489 lb bluefin tuna was sold at Tokyo's Tsukiji market for an all-time high of 1.8 million dollars.
Bumble Bee Foods pleaded guilty to conspiring to fix prices sold in the United States between 2011 and 2013. The firm has agreed to pay a $25 million fine.

Executives from Bumble Bee, Chicken of the Sea, and StarKist were concerned that a switch to a more sustainable method of fishing would decrease supply and put pressure on their margins.
Futures Market

- Demand for Tuna is increasing due to quotas enforced by government agencies.
- Until 2012, the annual fishing quota per country was 1,750 tons.
- The US has been increasing importing more and more tuna each year.
- Shifting from traditional fishing methods to commercial operations has lead to an abundance of lower quality fish.
- We can expect to see the price of canned tuna to remain the same while demand for higher quality meats is leading to higher prices.
Sources: