Imported Tunas and Pilot Study on Impact to Hawaii Fresh Tuna Market

Minling Pan, Ph.D.
Timothy Ming

Pacific Islands Fisheries Science Center
November 29, 2004
Research Background

Imported tuna has increased recently and competes with local fishing industry (based on industrial observations)

…First look at foreign trade to Honolulu
Types of Imported Tunas to Honolulu (1989-2003 Average)

- FRESH 57%
- FROZEN 20%
- ATC - IN/NOT IN OIL 23%

Data Sources: U.S. Customs
Direct imports from foreign countries
57% of imported tunas were fresh
Fresh Imported Tunas to Honolulu (1989-2003)

- Among fresh imported tunas, mainly yellowfin & bigeye
- Declined since 1993 (except 2001 & 2002 went up)
Fresh Tunas Supply to Hawai‘i, 1989-2002 (Landings + Imports)
Among frozen tunas, only small % of yellowfin/bigeye, mainly skipjack
Imports declined since 1990, only one high year (2001) for yellowfin & bigeye
What was causing the increase of imported tunas in local markets?

- Frozen yellowfin used for “poke” and “sashimi”
  - cube (poke)
  - steak or fillet (sashimi)

- Foreign owned ocean containers ships do not stop in Honolulu (Johnson Act)

- Imported tunas transshipped to Honolulu from Los Angeles, and San Francisco through Matson or Sealand container ships

- Imported frozen yellowfin/bigeye increased to LA
- Up from nearly 0 to 3 million lbs
Frozen Yellowfin/Bigeye to SFS

Increase from 0 to half million pounds within 5 years
CO/TS Treated Seafood History

- Japan producers began using CO to treat tuna 15 years ago.
- U.S. received first shipment of CO treated tuna in early 90s.
- 2000 U.S. FDA approved TS as “generally regarded as safe”.
- Japan banned CO use for tunas. Canada and European countries banned CO for all seafood.
- About 20-30 containers (40’) of TS treated frozen tuna imported into the US monthly (IntraFish Industry Report, 2003)
  - 7 – 10 million lbs a year to U.S.
Study the Impact to Local Markets

- No official statistics on imports to Hawaii
  - Transshipments
  - No clear code (Harmonized System Code) for TS treated tuna

- A Pilot Study from consumer side
  - Popularity in market
  - Consumer knowledge and awareness
  - Field testing questionnaires
**Retail Market Report - Ahi Poke**

“How common TS is in our markets”

<table>
<thead>
<tr>
<th>FISH RETAIL (SUPERMARKET)</th>
<th>TS treated</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOODLAND - Kapiolani St.</td>
<td>Yes</td>
<td>$6.99</td>
</tr>
<tr>
<td>STAR - King St.</td>
<td>Yes</td>
<td>$7.99</td>
</tr>
<tr>
<td>TIMES - King St.</td>
<td>Yes</td>
<td>$5.99</td>
</tr>
<tr>
<td>SAFEWAY - Beretania St.</td>
<td>Yes</td>
<td>$6.99/5.99</td>
</tr>
<tr>
<td>COSTCO</td>
<td>No</td>
<td>N/A</td>
</tr>
<tr>
<td>DAIEI</td>
<td>Yes</td>
<td>$4.77</td>
</tr>
<tr>
<td>FOODLAND - BERETANIA</td>
<td>Yes</td>
<td>$6.99</td>
</tr>
<tr>
<td>TAMASHIRO'S MARKET - N. KING</td>
<td>Yes</td>
<td>$4.98 - 5.95</td>
</tr>
<tr>
<td>MARUKAI - WARD</td>
<td>Yes</td>
<td>$6.59</td>
</tr>
</tbody>
</table>

*Table based on visitations on June 22, 2004*
Popularity of TS treated Ahi Poke in Local Markets

- Two dollars difference between TS/CO treated and local fresh Ahi Poke
  - Holiday price is even lower: Ahi Poke $4.99/lb

- Long shelf life of TS/CO treated Ahi Poke
  - Constant & adjustable supply
  - “Freshly made”
  - Low labor costs to prepare

- Consumer may not be aware of the differences in the two products
PRELIMINARY RESULTS OF SURVEY

Price is an indicator of the presence of consumption for Tasteless Smoke Ahi Poke

<table>
<thead>
<tr>
<th>Price (Per Pound)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4.00-$6.99</td>
<td>28</td>
</tr>
<tr>
<td>$7.00-$10.99</td>
<td>26</td>
</tr>
<tr>
<td>Varies</td>
<td>2</td>
</tr>
<tr>
<td>None</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>62</td>
</tr>
</tbody>
</table>

How Much Do You Pay For Your Ahi Poke?

Number of Respondents
PRELIMINARY RESULTS OF SURVEY

About 77% consumers claim that they have not purchased Tasteless Smoke treated products before.
PRELIMINARY RESULTS OF SURVEY

Most respondents did not realize that carbon monoxide is an active ingredient of Tasteless Smoke

<table>
<thead>
<tr>
<th>Knowledge of TS having CO?</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>15</td>
</tr>
<tr>
<td>No</td>
<td>47</td>
</tr>
<tr>
<td>Total</td>
<td>62</td>
</tr>
</tbody>
</table>

Do You Know That the Active Ingredient in TS is CO?

Number of Respondents
Future Study Plan

- Investigate consumer’s knowledge and preferences for TS treated versus local fresh tunas
  - Market and consumer survey
  - Conjoint analysis

- Monitoring Transshipments