

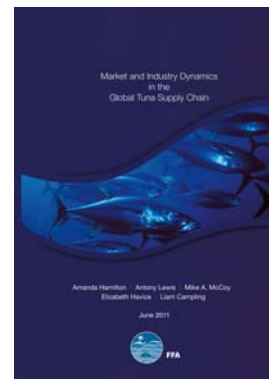
FFA releases major global tuna industry status report

The tuna industry is one of the most complex and highly dynamic of the world's seafood industries. Hence, as major stakeholders in the global tuna industry, it is critical that Pacific Island countries have a comprehensive understanding of supply chain dynamics, which extend beyond issues pertaining to tuna resource management. An enhanced understanding of how industry drivers and market dynamics shape the global tuna supply chain and influence the major industry players is critical to Pacific Island countries achieving stronger control and deriving greater economic benefits from their tuna resources.

In recognising the need to develop a systematic approach to improving the provision of accurate and useful global tuna industry and market information to its Pacific Islands members, the FFA Secretariat commissioned consultants, Amanda Hamilton, Antony Lewis, Mike A. McCoy, Elizabeth Havice and Liam Campling to undertake a study and prepare a report on "Market and industry dynamics in the global tuna supply chain".

The report provides an overview of the current status of the global tuna industry in terms of major tuna fishing fleets, tuna trading companies, processing sites and principal markets. The study largely focused on industry and market developments during a 12–24 month period, spanning the beginning of 2009 to late 2010. In addition, future prospects and potential developments in the following 12–24 months (2011–2012) are discussed, as well as important historical events of direct relevance to the status of the current industry. Discussion is also pro-

vided on the implications of major industry and market developments for Pacific Island countries.



The report can be downloaded from:
<http://www.ffa.int/node/567>

Taiwanese purse-seine vessel transshipping in Majuro Lagoon, Marshall Islands (Image: Tony Lewis)

