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Update on marketing information on tuna

Forum Fisheries Agency



UPDATE ON MARKETING INFORMATION ON TUNA

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Introduction: At the previous SPC Heads of Fisheries meeting in August 1999, it was suggested that actions be taken to improve information available within the region on the marketing of tuna.

CURRENT ACTIVITIES:

1. **Tuna Marketing News:** FFA produces quarterly reviews of the major markets for tuna throughout the world. A newsletter is now distributed widely within the region. A copy of the most recent newsletter is attached for information purposes. Anyone wishing to receive this publication could contact FFA.
2. **Advice on Japanese Tuna marketing:** The Government of Japan has provided an expert on secondment to FFA. This officer is normally based at FFA headquarters in Honiara although the officer was required to return to Japan for most of the past 12 months due to official travel advisories. However, the officer has recently returned to Honiara and is available for providing information and advice to member countries.
3. **Tuna Industry Profile and database:** The objective of this project is to develop a database and directory of Tuna industry participants in FFA member countries including fishing companies, tuna suppliers and processors and firms providing support services. It is intended to do this in phases. The first phase will be aimed at producing a directory for the fresh tuna market and will cover fishing companies, suppliers and possibly related services such as airlines. A proposal to be put to member countries is currently being drafted and we are looking to undertake a survey of companies, in Fiji, Vanuatu, Tonga, Samoa, PNG, FSM and Palau later this year most likely in November, although it is dependent on funding. It is also proposed to include in the directory a list of Japanese market contacts. It may be worth extending this in the future to cover other markets such as the US and EU.
4. **Overview of the World Tuna Market:** The objective of this is to produce a report providing an overview of the world tuna markets and trends and developments over the past decade. FFA plans to have a draft of the report ready within a couple of months.