

Mediterranean Blue Fin Tuna

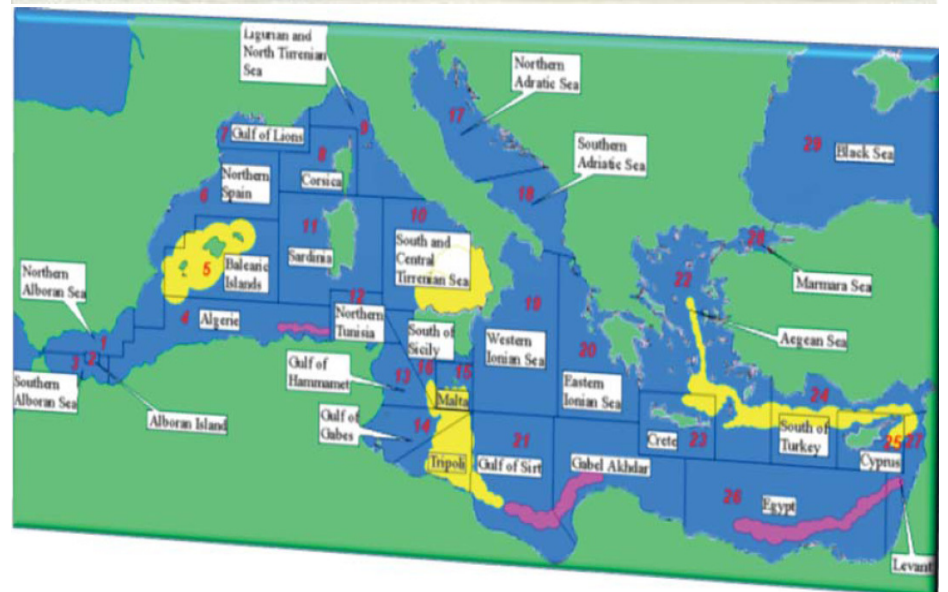
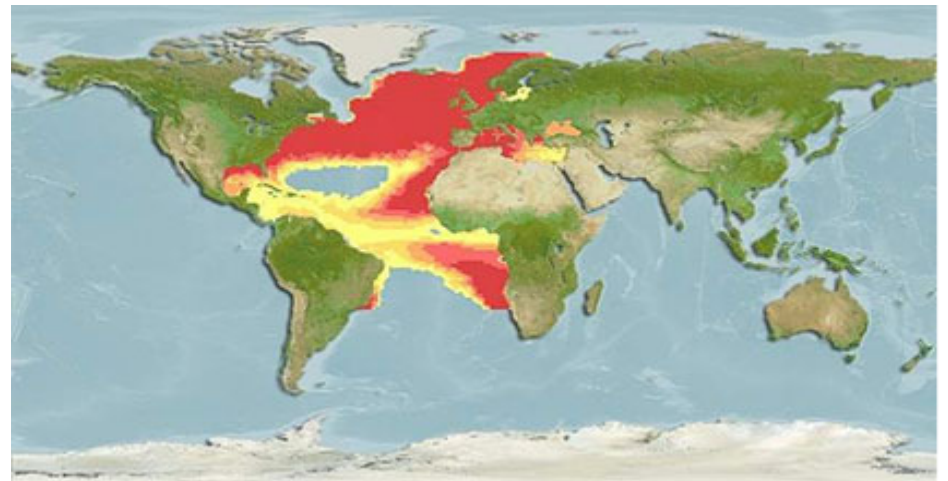


Numbers that Matter

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Is tuna depletion worth it?

- 22 Sept 2009
EU **failed** to ban fishing
Blue Fin Tuna
- Main opposition:
Greece, Cyprus, Malta,
Spain, France and Italy



Japan's appetite

- Japan imports 4,337,000 tonnes
 - 40% of world demand
- 200kg specimen sold for a record-breaking €225,680 at Tokyo's Tsukiji fish market.
- That's over €1,040 per kilogram!



Italy Case Study

GDP: €1,350 billion

Exports total: € 405.1 billion

Germany 12.8%, France 11.2%,
Spain 6.6%, US 6.3%, UK 5.3%,
Japan .635 billion (.16%)

Official Catch: 4,887 tonnes

€900/kg * 1000kg/tonnes * 4,887
= €4.4 billion

or $4.4/405.1 = 1.09\%$ of exports

or $4.4/1,350 = .33\%$ of GDP

Italian capacity - 102 boats and
10,173 tonnes



Mediterranean Capacity

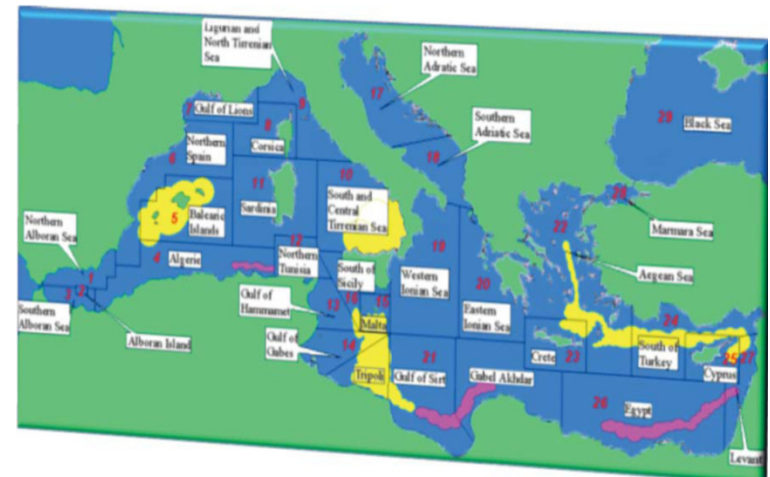
Total: 600+ Boats

Capacity is 59,842 tonnes

Total: 55+ Farm

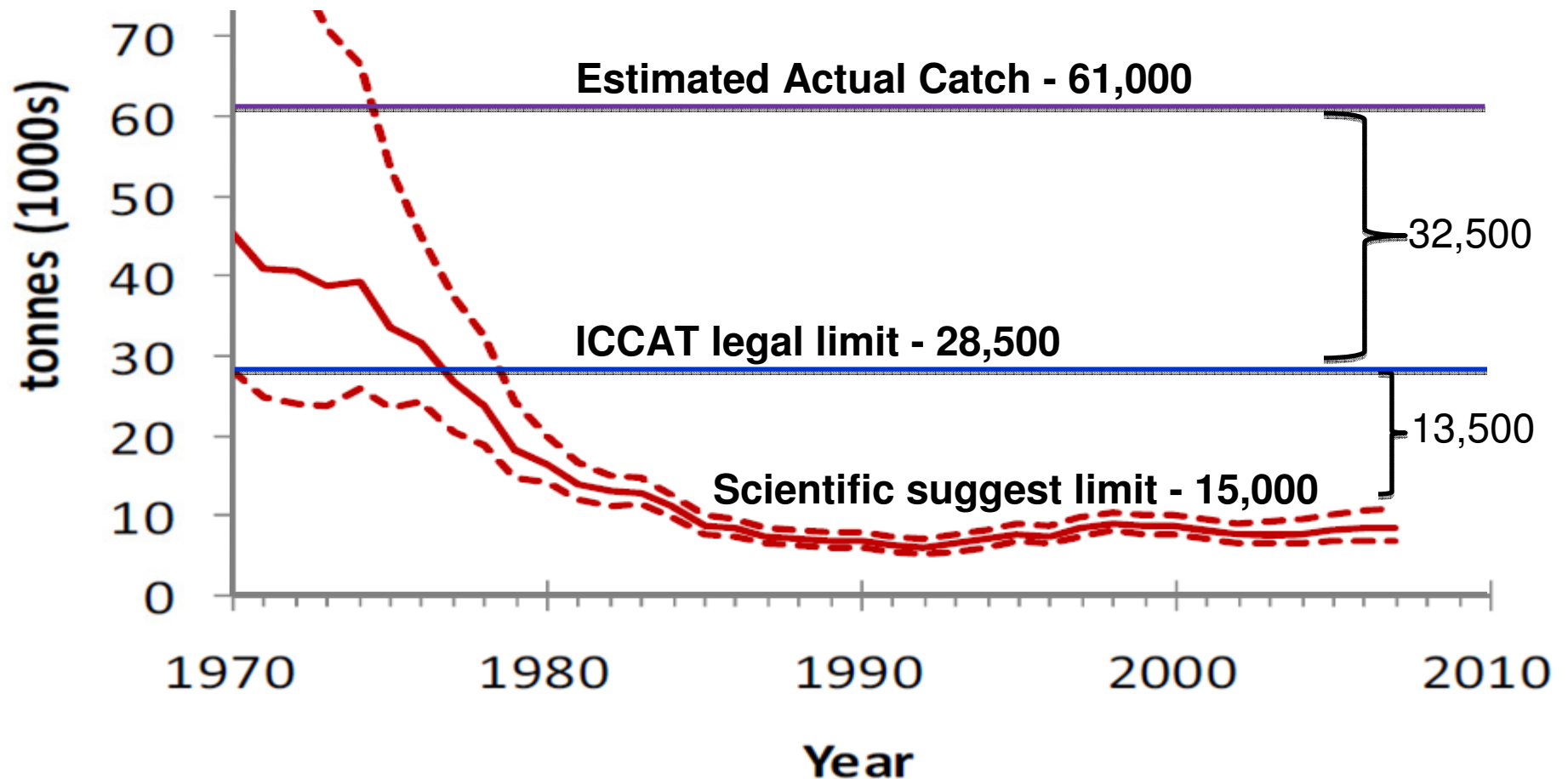
Capacity is 55,300 tonnes

- Economic break-even point
41,631 tonnes
- €900/kg * 1000kg/tonnes
*41,631 = €37.5 billion
- Total EU GDP = 12,256 billion
- **$37.5/12,256 = 0.31\%$**



Tuna estimate by ICCAT

= €900 * 1,000kg/tonne * 46,000 = €41.4 billion
or $41.4/12,256 = 0.34\%$ of EU GDP



Take
bluefin
tuna
off the
menu now,
or it
will be
off the
menu
forever.

If you care
about
sustainable
seafood,
go to
worldwildlife.org/bluefin



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Questions?

Reference:

1. International Commission for the
Conservation of Atlantic Tuna (ICCAT)

www.iccat.int

2. World Wildlife Foundation (WWF)

www.wwf.org