

What Do I Know about this Fish? Improving Asia-Pacific Fish Consumer Information

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East Asia produces and consumes a large share of the world's fish and aquatic products, yet the consumer often lacks public information on the products, where they come from, how they are produced and how they reach the consumer. Yet, reliable public information is an important step to assuring the consumer of fish safety along increasingly complex supply chains and in creating greater demand for sustainable and fair fish production and trade.

To fill the information gap, the Asian Fisheries Society, in partnership with regional and national agencies and individual experts, is developing FishWatch-AsiaPacific, a major web-based knowledge product. This paper will describe the approach being taken and how the content can complement the PEMSEA State of the Coasts reporting system for local governments. It will provide examples of the information to be compiled and its scope and range.

