

What do I know about this fish?

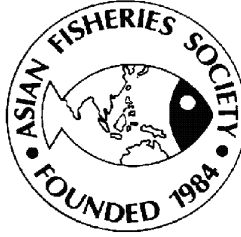
Improving Asia-Pacific fish consumer information

Meryl Williams

Asian Fisheries Society



What information could people need?

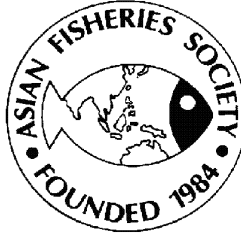


- Information that is
 - accessible and reliable
 - addresses their concerns on
 - price
 - safety
 - sustainability
 - food security
- Wolf herring questions!



Photo: New Straits Times 6 July 2008

People in the fish supply chains

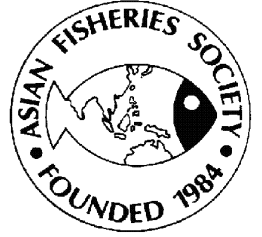


- From the water to the mouth
 - and steps in between
 - including women's roles
- Different supply chains for different markets
 - fresh and processed local
 - distant urban
 - fresh and processed export
 - re-processed



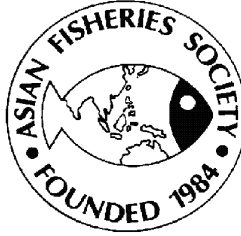
Yellowfin tuna, Pasar Berserhati, Manado
Photo: P. Kailola

Goals of AsiaPacific-FishWatch

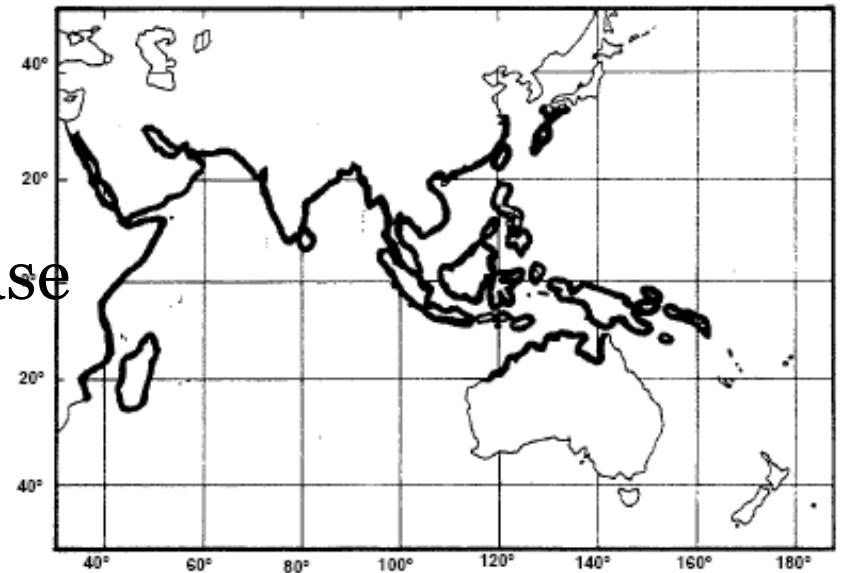


- ... to explain about Asia-Pacific fish products that are eaten locally and in major world markets
- ... to provide authoritative, accessible information for consumers, the general public, fish exporters and importers, fisheries managers and scientists

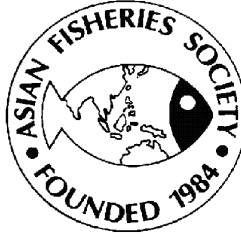
Scope and scale



- Asia and western Pacific regions
- Initial priority on edible species
 - aquaculture and fisheries
- About 100 species/groups in 1st phase
- Criteria include
 - >100,000 t production
 - high value
 - at least top 3 producing countries



Challenges

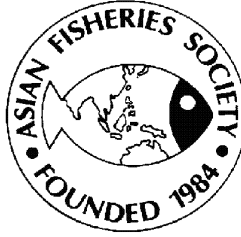


- **Engaging the users**
- Finding the best available information
- Forming partnerships
- Being politically aware
- Handling diversity of
 - Consumers
 - Languages
 - Species
 - Countries
 - Markets, supply chains

Fish buyer, Pasar Berserhati, Manado

Photo: M. Williams

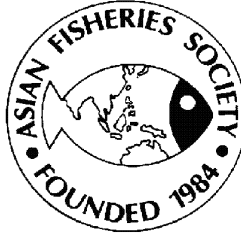
Building on Know How



- Using and sharing experiences
 - from NOAA's FishWatch, NACA, SEAFDEC, INFOFISH, China fisheries information system, Australian fisheries atlas
- Linking with relevant fish information systems
 - e.g., NOAA FishWatch, FAO, FishBase, FishSource



Establishing credibility



- User friendly information
 - user needs assessments
 - developing concept with pilot species
- Assured quality
 - registers of experts, networks
 - audits, user feedback
 - different data risk assessments
- Responsible IP management
 - list IP types and issues
 - establish any conflicts of interest, disclaimers



Maori wrasse, Tonga
Photo: P. Kailola

<http://sites.google.com/site/fishwatchasiapacific/Home>



[Pilot Species <Work in Progress - all material in draft form only>](#)

Basa - (*Pangasius bocourti*) <Work in Progress>

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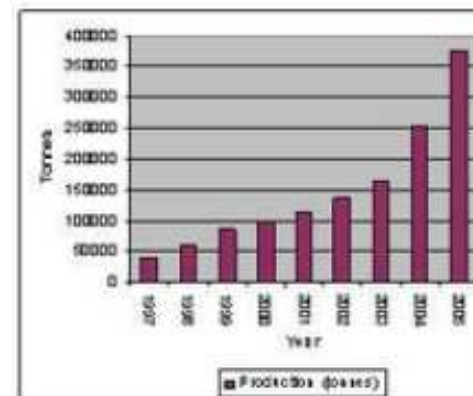
Pangasius bocourti Sauvage, 1880



Photo: N.N. Phoung et al. 2006. CAA2

THE FACTS

- Freshwater fish that inhabits large rivers
- Grow to about 120 cm in length and weigh up to xx kg
- Well suited to culture in cages and ponds
- Production in aquaculture is increasing



HOW IS IT PRODUCED?

In freshwaters, caught from the wild and, increasingly, farmed in intensive aquaculture systems.

WHERE IS IT PRODUCED?

Basa is currently produced in the Mekong

SOCIAL AND ECONOMIC IMPORTANCE

Basa is one of the species among the very important fisheries resources of the Mekong River. Overall, the Mekong fisheries provide food, employment and income for up to 40 million people or 2/3rds of the region's population who are involved at least seasonally or part-time (MRC 2008).

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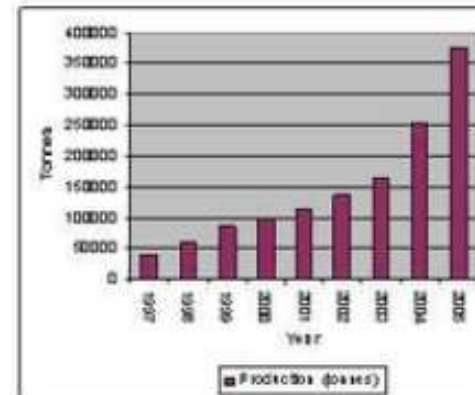
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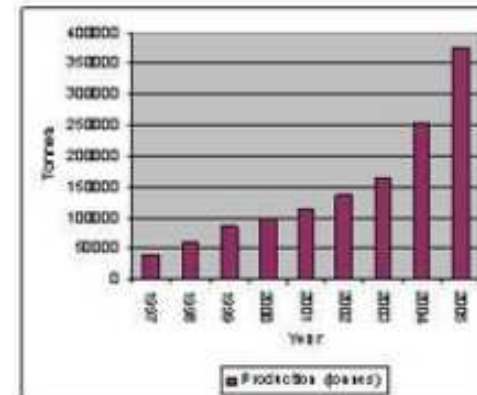
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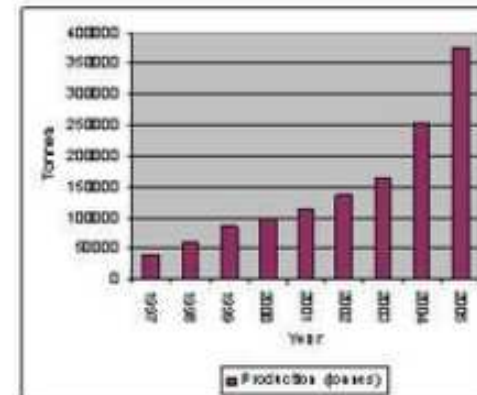
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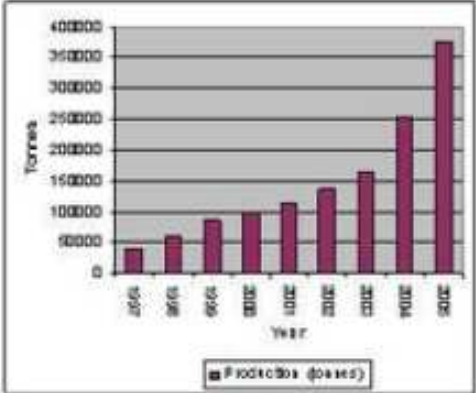


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Year	Production (Tonnes)
2007	~5,000
2008	~8,000
2009	~10,000
2010	~12,000
2011	~14,000
2012	~16,000
2013	~20,000
2014	~25,000
2015	~38,000

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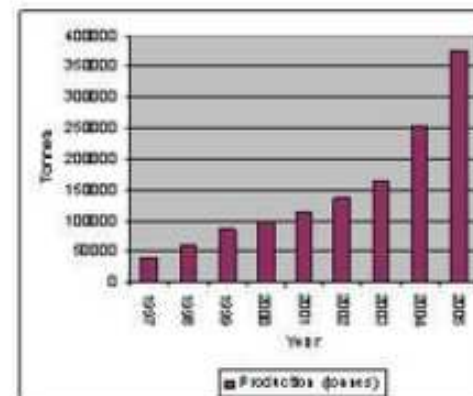
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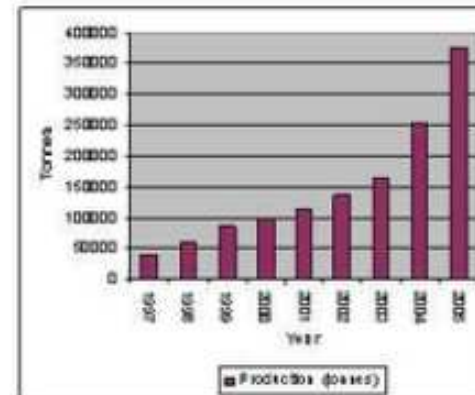
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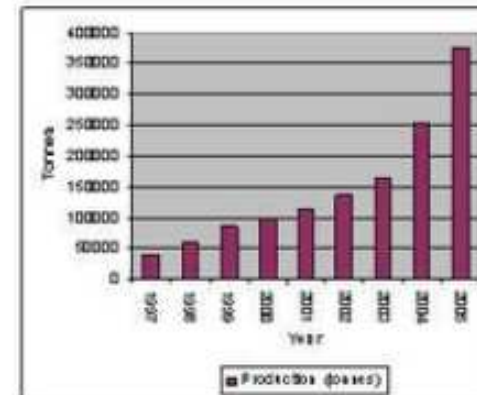
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- **NOAA Fisheries Service, USA**
- **Asian Fisheries Society, Secretariat and members**
- **Universiti Putra Malaysia**
- **SEAFDEC**
- **Network of Aquaculture Centers in Asia**
- **Shanghai Ocean University, China**
- **University of the South Pacific**
- **Forum Fisheries Agency**
- **INFOFISH**
- **Secretariat of the Pacific Community**



We welcome your suggestions!

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