Global Trends in the Seafood Sector

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Contribution to the project:
‘Innovation in the New Zealand Seafood Sector’
The Study

- Investigation of the key global trends in the seafood sector, and the implications for the New Zealand fishing sector
- Secondary data from international and national sources
- Provides context for examining the options for development of the New Zealand seafood sector - in particular, the opportunities for innovation that will enable New Zealand to be competitive on the global stage
Major Global Trends
(capture and aquaculture sectors)

• Production: total production declining – but aquaculture increasing
• Consumption: increasing, especially in developing countries
• Stocks: depletion occurring (marine capture)
• Employment: declining in capture; increasing in aquaculture
Major Global Trends - cont’d

capture and aquaculture sectors

- Fishing fleet: mainly located in Asia; gross tonnage declined, but over-capacity
- Trade in Fisheries: total exports static/declining; China biggest exporter
Two Key Influences on the Seafood Industry

- **Environmental:**
  - Coastal development and run-off
  - Climatic influences
  - Food safety
- **Fisheries Management and Regulations:**
  - To help rebuild depleted stocks and prevent further decline
  - To ensure sustainable development of aquaculture
The Role of Technology

• Technology is critical to support innovation in the seafood industry
• Technology developments are impacting:
  - Productivity
  - Safety and health
  - Marketing
  - Fishing gear and boats → efficiencies in capture
  - Processing
  - Logistics and transportation
Summary

• Global fisheries sector (including aquaculture) undergoing substantial change, as pressures converge from:
  - Diminished supply
  - Increasing demand
  - Environmental changes and regulations
  - Geopolitical events
Summary cont’d

*Seven key challenges:*  

1. Sustainability of marine fisheries stock in doubt  

2. Demand continuing to grow – key source of protein for developing countries  

3. Prices will increase and lead to increased demand on lower-value species  

4. Fisheries production will grow more slowly – growth will occur mainly in Asia
Summary cont’d

5. Environmental impacts on, and of, the fisheries sector will increase
6. Fisheries management will become a major issue globally
7. High potential for technology to assist fisheries management
The New Zealand Situation

- Approx. $1.2 billion per year export revenue from the industry
- 90% of production exported
- New Zealand’s 5th largest export earner
- World-leading quota management system
- Vulnerable to international trends and exchange rates
Opportunities for the New Zealand Seafood Industry

- Sustainable practices and fisheries management
- Increasing demand in Asia and developing countries
- Aquaculture development
- Product innovation e.g. new uses (such as nutriceuticals); new species (esp. aquaculture)
Food for thought..........
THANK YOU!