



Saving Sushi: Restocking the Population

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Problem

In January 2013, a stock assessment found that the Pacific Bluefin Tuna population decreased 96.4% since the 1960's.

Solution

Establish a tuna hatchery in the East China Sea along the coast of Japan.

Project Goals/Objectives

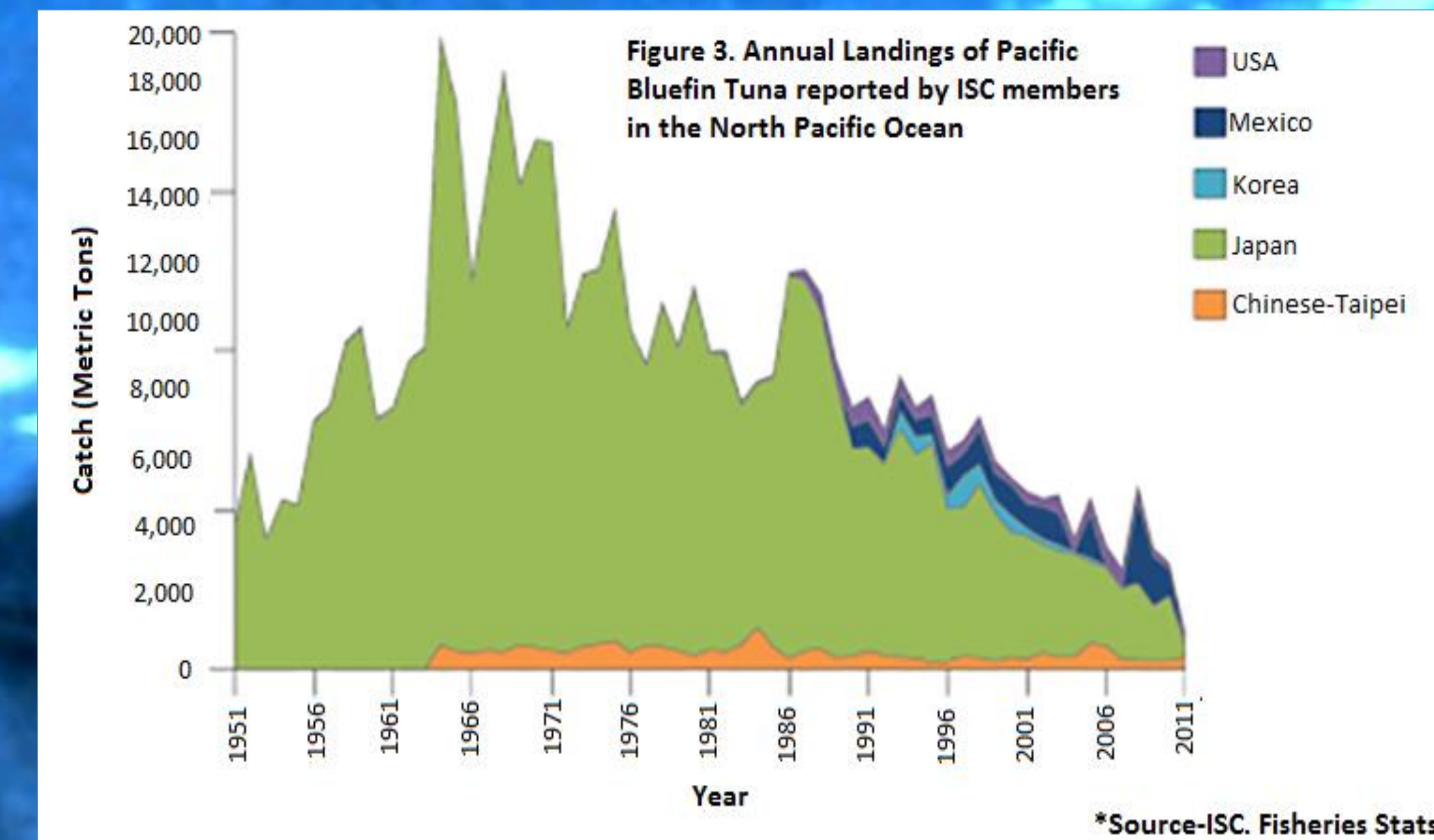
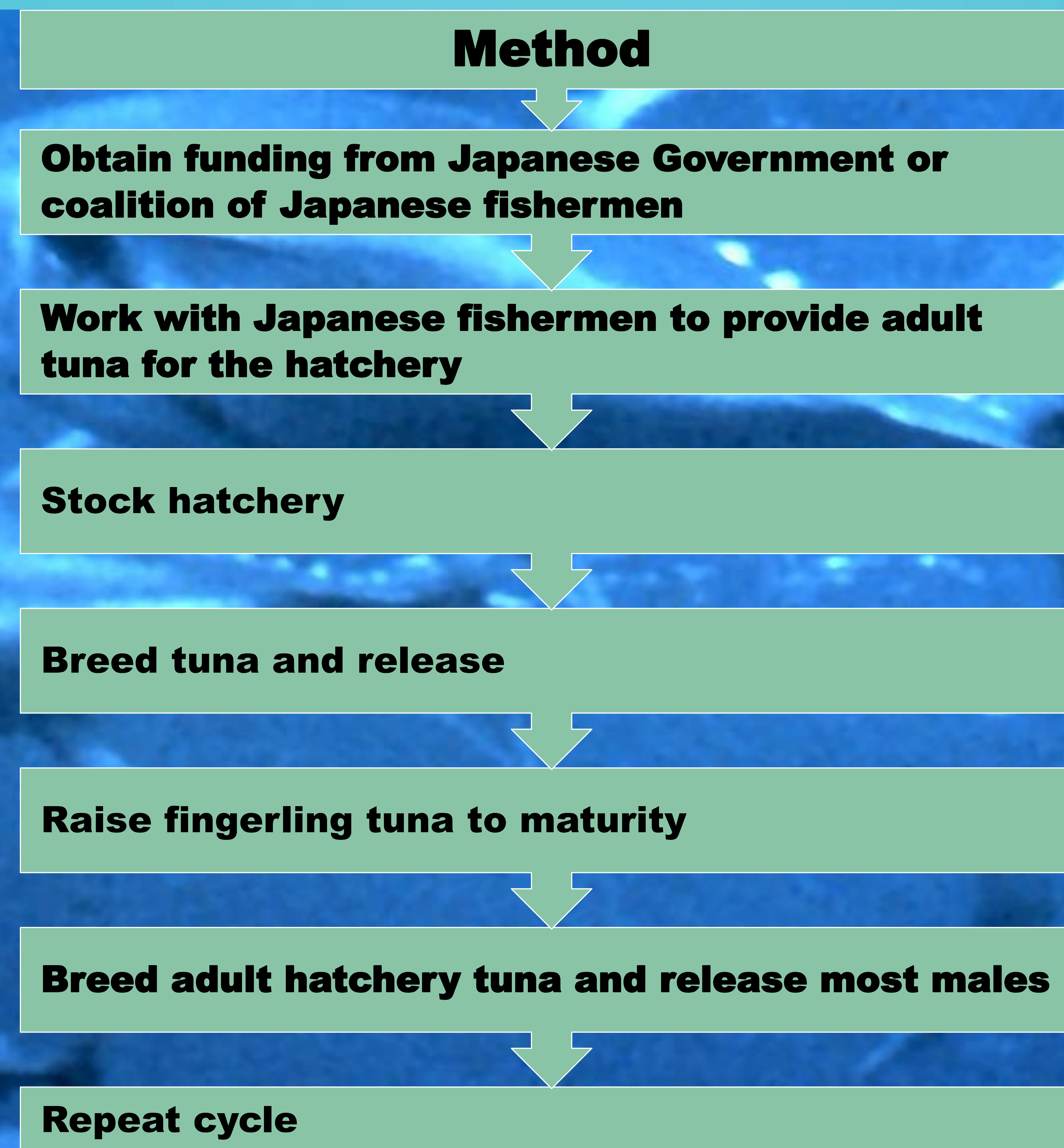
- Increase tuna population to 10% of the '60's level within 7 years
- Provide sustainable source of fish protein for Japan
- Reduce price of Bluefin tuna (Currently \$24 per piece of sushi)

Benefits

- Improve natural reproduction rate
- Reduce fuel and other costs to Japanese fishing fleet
- Maintain biodiversity

Costs

- Starting Cost (est. \$625,000)
- Operating cost (est. \$520,000)
- Accumulated waste of Bluefin tuna



Why Japan?

- Japan consumes 80% of all Bluefin tuna caught globally (sushi/sashimi)
- Bluefin tuna populations around Japan have declined rapidly

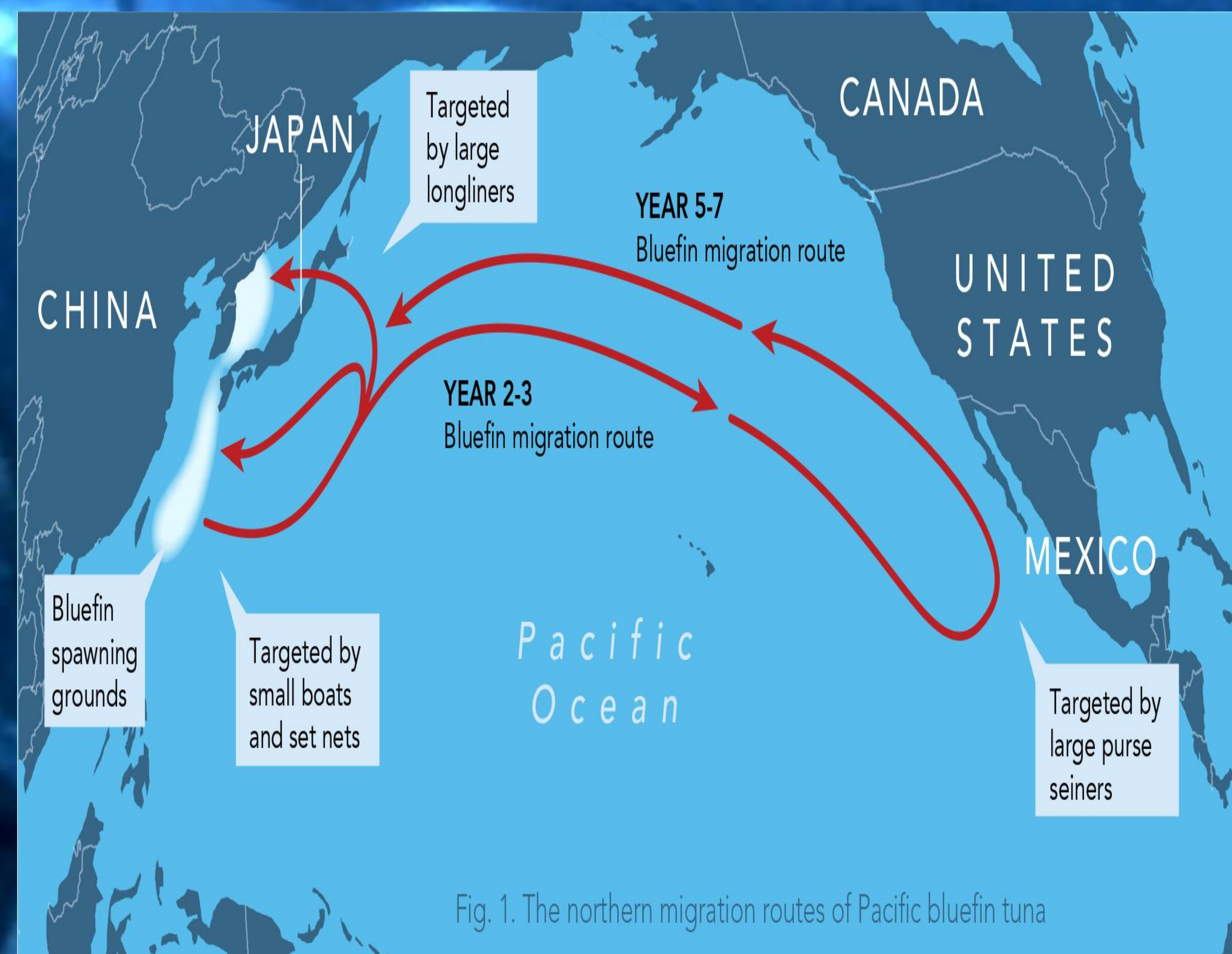


Fig. 1. The northern migration routes of Pacific bluefin tuna

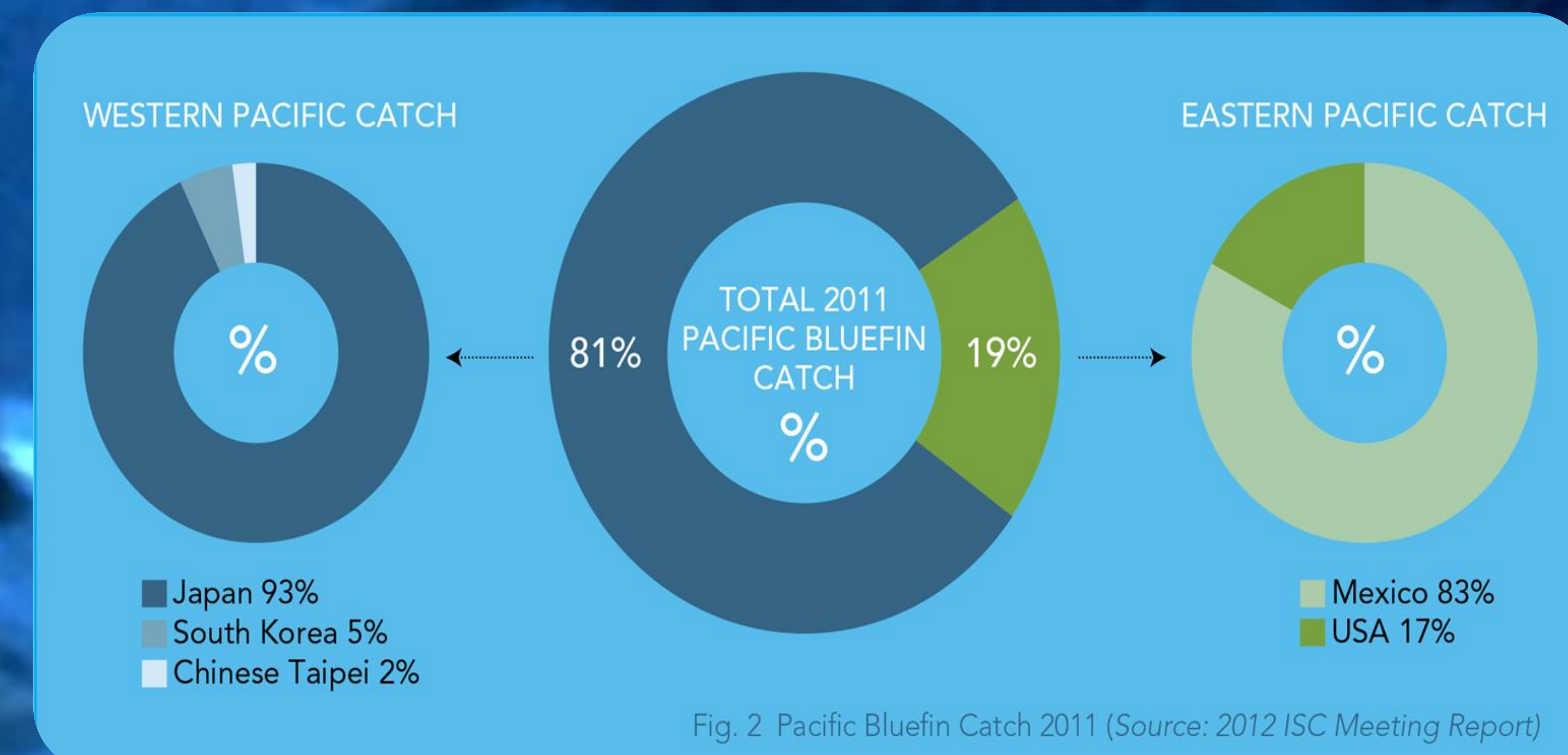


Fig. 2. Pacific Bluefin Catch 2011 (Source: 2012 ISC Meeting Report)

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