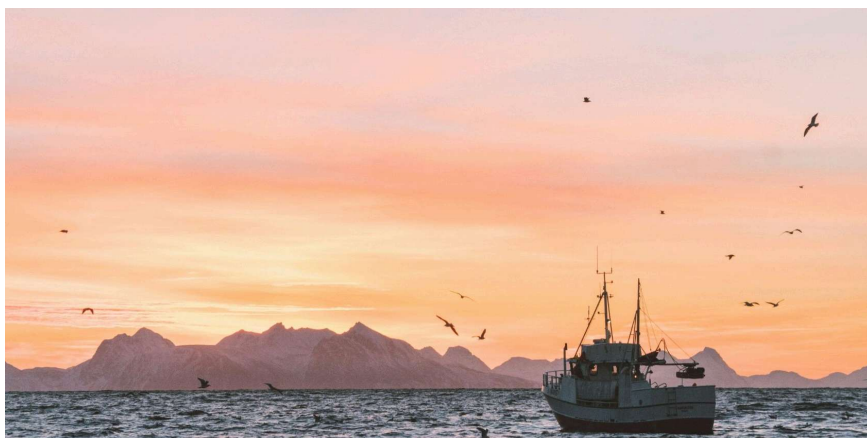


Global Seafood Markets Dashboard

What the dashboard is, how the data were assembled, what it shows, and how you can help shape it

THE PROBLEM · Until now, it has been challenging to say precisely which species and production methods dominate a country's seafood market. Seafood crosses borders as processed commodities, such as frozen fish fillets, reported by product form and weight rather than by species or origin. Once a fish is filleted and boxed, the information



Most seafood crosses at least one border between harvest and consumption

that is vital for organizations concerned with seafood sustainability is lost. Seafood is among the most traded commodities in the world, yet governments, businesses, and consumers know little about the environmental sustainability of the seafood on their own market.

Seafood Watch's [U.S. Seafood Market Sustainability](#) dashboard answered these questions for the United States. This **Global Seafood Markets** project is a substantial expansion of this dataset to enable the same analysis of any market in the world, covering both domestically produced and consumed seafood and everything that arrives by import.

The intended uses are practical. Governments can review the sustainability profile of the seafood their citizens eat. NGOs and funders can direct limited budgets toward products where volume is high, environmental performance is low, and market leverage is sufficient to incentivize engagement. Businesses and consumers also gain better data to inform sourcing decisions.

THE METHOD · The market calculation is straightforward: what sits on a country's market is what it produces, minus what it ships out, plus what it brings in. The obstacle has been data. Until recently, no trade dataset identified the species and origin behind national export and import figures. With the public release of the Aquatic Resources Trade in Species (ARTIS) dataset, we now have reliable resource for determining the production method, species, and country of origin for all traded seafood products.

1 · THE FOUNDATION

FAO production data

National capture and aquaculture production volumes for roughly 240 countries and territories.

EVERY TON LANDS IN ONE OF FIVE BINS

- Best Choice
- Eco-certified
- Good Alternative
- Avoid
- Unrated, reported explicitly

ATTACHING RATINGS & CERTS

Volume data alone do not indicate sustainability. Seafood Watch has assigned its ratings and recognized eco-certifications (MSC & ASC for now) onto the global production dataset, attaching each rating to the volume it covers. Because ARTIS has determined the likely species and origin of every traded seafood product, ratings follow each product through every import and export flow, from production to the destination market.

For every country, the dashboard will report the volume of each seafood item and the share of that

2 · HIGHER RESOLUTION FOR TUNA

RFMO data

Finer-grained catch data (including catch method) for the major tunas from the five tuna RFMOs.

volume that is Green, Yellow, Red, or Certified. Where no coverage exists, the unrated volume is reported explicitly, identifying where new assessments would have the greatest coverage.

MARKET LEVERAGE · Volume and rating data identify what needs to change, but not where change is achievable. The dashboard therefore reports, for each import, the share of the origin country's total export supply purchased by the importing market. The larger that share, the more weight the importing market's preferences carry with producers.

Chilean farmed salmon illustrates the approach. The United States purchases a large share of Chile's salmon exports, which gives Chilean producers and regulators a commercial incentive to respond to U.S. buyer requirements, for

3 · THE MISSING PIECE

ARTIS trade data

The first global trade dataset with exports and imports disaggregated to the species level with country of origin.

example through a joint improvement effort on antibiotic use. Applied across thousands of trade flows, this measure produces a ranked list of the trade relationships where market leverage is sufficient to incentivize engagement and where focused effort is most likely to change production practices.

WHY IT MATTERS · This is the first tool to combine production, trade, sustainability metrics, and market leverage in a single view. It shows the environmental performance of the seafood on any country's market, domestic and imported alike, and identifies where the means to improve it lie.

***Note:** The dashboard is still in active development. We are presenting it at this conference to demonstrate current capabilities and to gather input from the community that will use it.*

IN THE PRESENTATION

A live walk-through of the dashboard: the market profile for a single country (volumes, rating mix, and unrated share), the leverage view for a producer country, and a comparison across several markets, followed by open discussion.

DISCUSSION STARTERS

1. Which decisions in your work could a market-level sustainability view inform, and what would you need to see to trust it?
2. What resolution is most useful to you: species, product form, or market segment?
3. How should unrated volume figure into how the community sets assessment priorities?
4. Does export-share leverage match how your organization thinks about influence? What other measures should sit beside it?
5. What would make the tool usable day to day: downloadable data, country briefs, or direct access to the dashboard?