

## HONOLULU RETAIL MONITORING PROJECT

NOAA's Pacific Islands Fisheries Science Center developed a price monitoring program to better understand the retail (consumer-level) seafood sector in Honolulu. This program was designed to provide information on:

- Prevalence of local fish species and product forms
- Pricing trends along the value chain
- Seasonal consumer demand
- Role of imports



## METHODS

A small sample ( $n=7$ ) of Honolulu retail seafood markets were visited weekly between 2007-2011 and posted prices were recorded for fish species and product forms common in markets. Retail establishments represented a diversity of consumer seafood outlets including:

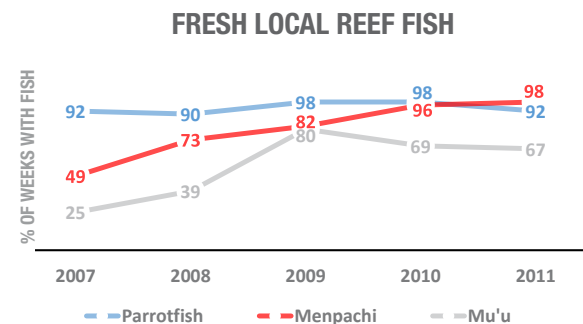
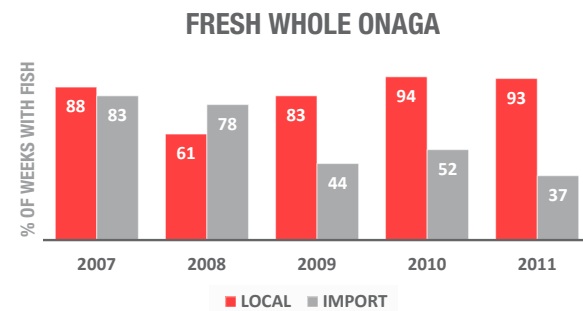
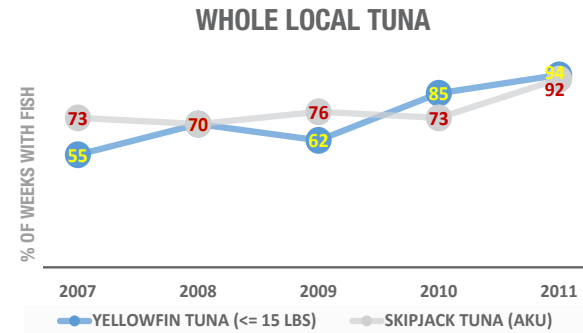
- Locally-owned markets
- Seafood specialty retailers
- Supermarkets

Country of origin labeling was noted where applicable. Data summaries include market presence-absence, weekly retail price averages, monthly retail price trends, calculations of value-added pricing trends and local price premiums.



## MARKET PRESENCE – ABSENCE

Market presence-absence can be an indicator of consumer demand, market seasonality, and the role of imports. It is calculated as the number of weeks with an observed retail price divided by the total number of weeks sampled in a given year.



**NOAA FISHERIES**

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A copy of the report can be downloaded at:  
[http://www.pifsc.noaa.gov/library/pubs/admin/PIFSC\\_Admin\\_Rep\\_15-01.pdf](http://www.pifsc.noaa.gov/library/pubs/admin/PIFSC_Admin_Rep_15-01.pdf)

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## Hawaii Retail Seafood Markets: Observations from Honolulu (2007-2011)

U.S. Department of Commerce  
National Oceanic and Atmospheric Administration  
National Marine Fisheries Service



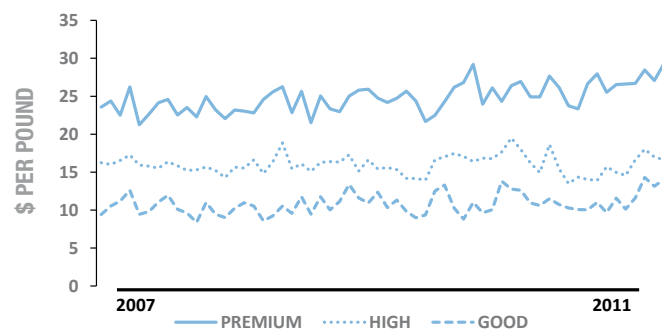
## TUNA

Tuna is ubiquitous in Honolulu seafood markets: available fresh, frozen, and previously frozen in various product forms including whole, fillets, steaks, and poke. The most common tuna species in Honolulu seafood markets are:

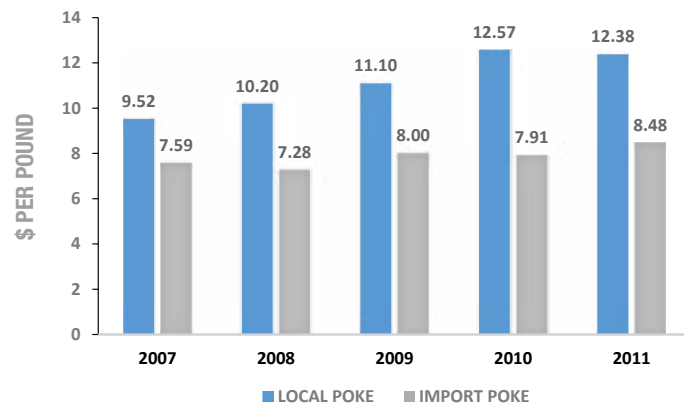
- Bigeye tuna (*Thunnus obesus*)
  - Yellowfin tuna (*Thunnus albacares*)
  - Skipjack (Aku) tuna (*Katsuwonus pelamis*)
  - Albacore (Tombo) tuna (*Thunnus alalunga*)
- Often marketed collectively as 'ahi

### HOW DOES FISH QUALITY AFFECT CONSUMER PRICES?

LOCAL FRESH AHI FILLET, BY GRADE



### HOW IS LOCAL TUNA PRICED RELATIVE TO IMPORTED TUNA?



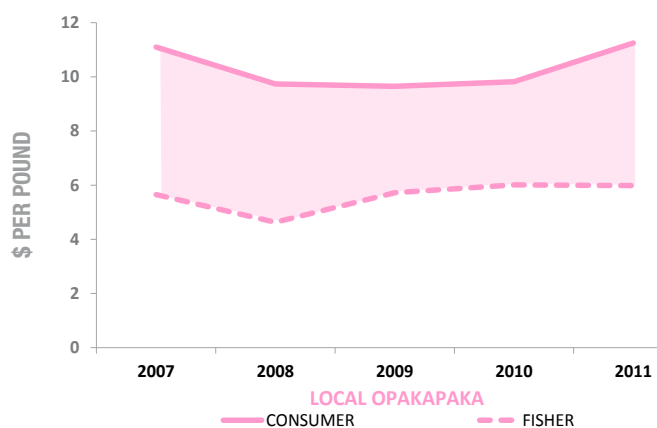
## BOTTOMFISH

Hawaii bottomfish are typically marketed fresh and whole. Bottomfish species have strong social, cultural, and economic values – particularly in the winter holiday season.

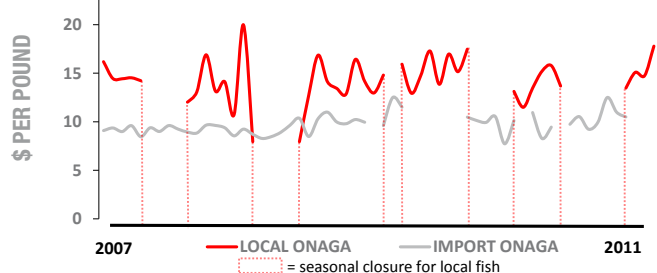
Average weekly retail price<sup>1</sup> (\$/pound): Local bottomfish (whole)

Species	2007	2008	2009	2010	2011
ONAGA	14.90	13.40	14.80	14.51	14.86
OPAKAPAKA	11.10	9.74	9.65	9.82	11.25
EHU	11.86	10.39	11.95	11.52	11.95
GINDAI	9.52	8.25	9.67	10.11	9.73
UKU	6.15	6.37	6.15	6.35	6.59

### HOW DO CONSUMER PRICES COMPARE TO PRICES FISHERMEN RECEIVE?



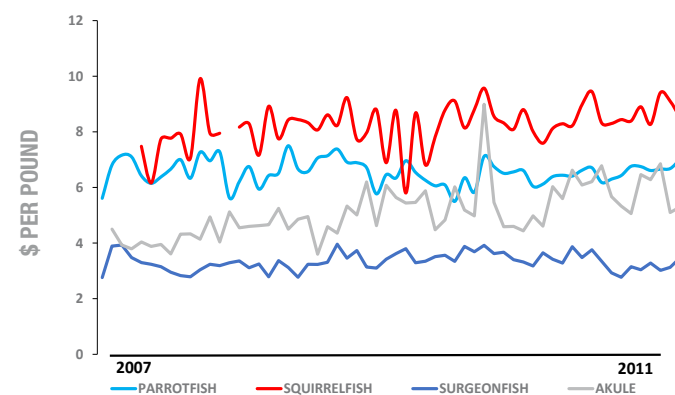
### HOW DO LOCAL FISH PRICES COMPARE TO IMPORTS?



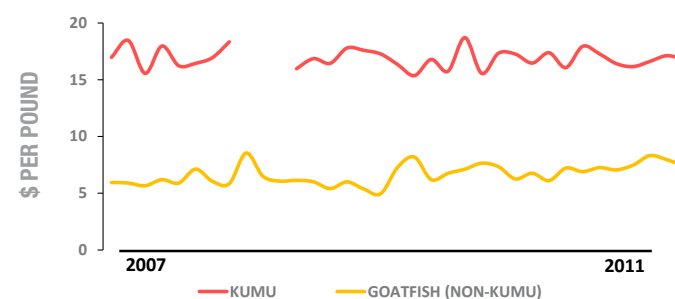
## REEF FISH

Reef fish are typically marketed fresh and whole. There are some instances of imported reef fish, but the majority of reef fish in Honolulu markets encountered during the monitoring period was local to the State of Hawaii.

### CONSUMER PRICES VARY ACROSS REEF FISH FAMILIES



### CONSUMER PRICES CAN VARY WITHIN REEF FISH FAMILIES



Average weekly retail price<sup>1</sup> (\$/pound): Local reef fish species

Species	2007	2008	2009	2010	2011
KALA	2.54	2.88	3.01	3.17	2.99
MANANI	4.43	4.54	4.92	4.97	4.96
MENPACHI	7.77	8.30	8.00	8.40	8.63
AKULE	4.13	4.71	5.33	5.25	5.83
OPELU	3.99	4.15	4.66	4.50	5.04

<sup>1</sup> nominal prices, not corrected for inflation

## NON-TUNA PELAGICS

Nearly all non-tuna pelagics are marketed fresh and in fillet form, although some markets regularly offer marlin or swordfish poke.

Average weekly retail price<sup>1</sup> (\$/pound): Pelagic fillet

Species	2009	2010	2011
MAHIMAHI	9.91	11.45	12.17
ONO (WAHOO)	8.67	8.83	9.03
NAIRAGI (STRIPED MARLIN)	7.16	8.57	7.43
KAJIKI (BLUE MARLIN)	8.03	8.58	8.82
SHUTOME (SWORDFISH)	5.48	7.83	8.27
OPAH (MOONFISH)	9.07	10.79	11.95
MONCHONG	8.39	9.28	9.70

<sup>1</sup> nominal prices, not corrected for inflation



### AVERAGE MONTHLY PRICES (2010-2011): PELAGICS

