

Newsletter

A Price Comparison between Certified Seafood and Non-certified Seafood in Malaysia

The Situation



(ii) Demand for seafood is increasing but seafood production is **unstable** and **unsustainable**



(iv) Certified sustainable seafood products are supplied by various companies



(i) Estimated seafood consumption per person in Malaysia is much **higher** than Asia's and World's average



(iii) The importance of sustainable seafood consumption are introduced by various NGOs



(v) However, non-certified / unsustainable seafood products are still **dominating** the domestic market

Research Objectives



(i) To compare retail prices of certified seafood and non-certified seafood



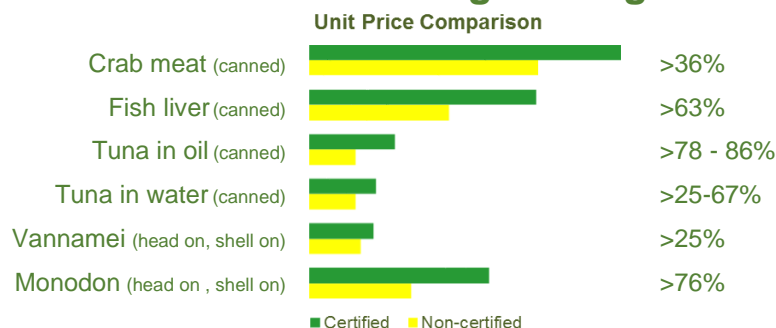
(ii) To discuss business policy implications

Our Approaches



(i) Market observations
(ii) Unit price analysis

Some Interesting Findings



Certified seafood products are generally **more expensive** compared to non-certified seafood products

Why?

- (1) Certified seafood products are imported
- (2) Higher cost needed to meet and maintain requirements of the certification
- (3) Limited certified seafood available in the market (monopoly power)

What's next?

- (1) Increase variety of certified sustainable seafood
- (2) Certified seafood has to be produced locally to replace the imported ones
- (3) Detailed research on cost-saving methods if domestic production is needed

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