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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

Certified sustainable (iv) 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

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

However, non-certified / (v) 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 Non-certified

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

- (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)
 - (1) Increase variety of certified sustainable seafood

What's next?

Why?

(2) Certified seafood has to be produced locally to replace the imported ones

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