

Japanese Consumer Preferences for Sustainable Seafood

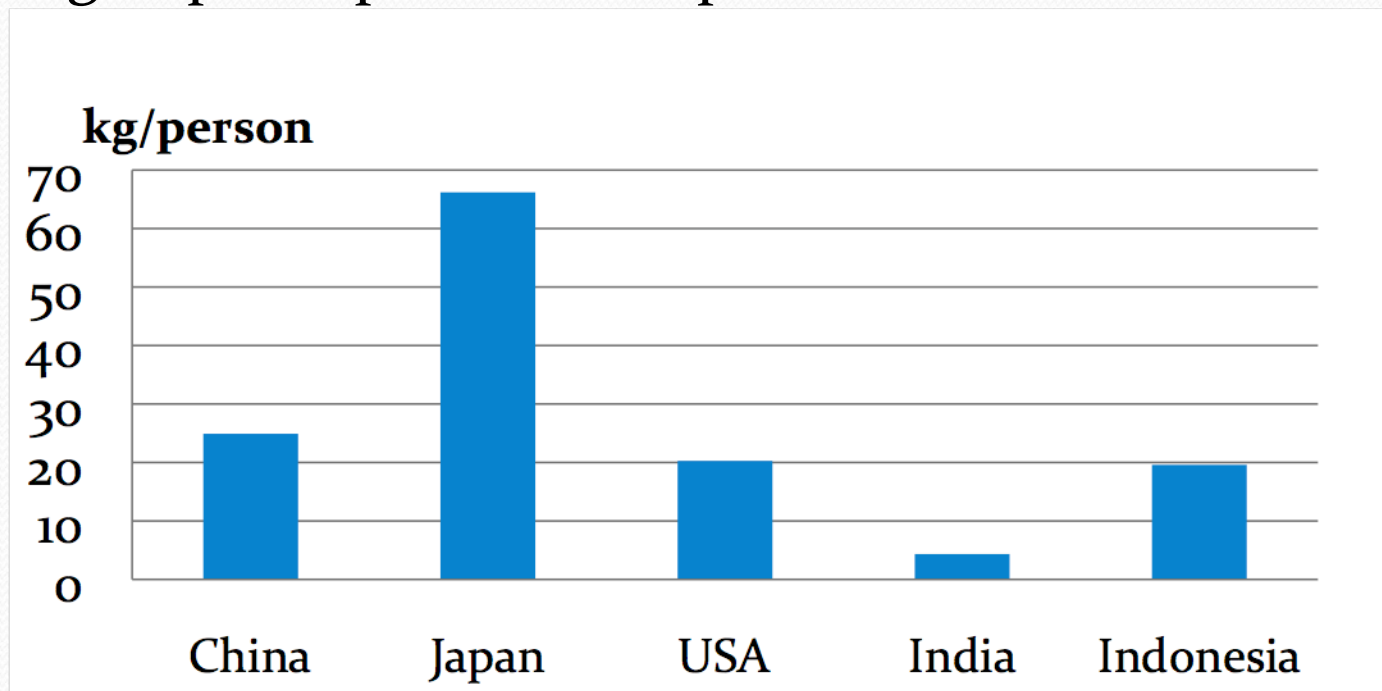
Cathy A. Roheim, Professor
University of Rhode Island, USA

Yuko Onozaka, Associate Professor
University of Stavanger, Norway



Why Japan?

- Largest seafood importer in the world
- Second largest seafood consumption following China
- Larger per capita consumption





Objectives for Session

Investigate the role of information in Japanese consumers' seafood purchasing behavior

- Presentation 1:
 - Status quo: How much do consumers know about status of fisheries?
 - When given information about status, did consumers find information credible?
 - Did consumers' perception of the status of fish resources change?
- Presentation 2:
 - Does information translate higher WTP for eco-labeled seafood products?
 - Does explaining the label or educating about status of fisheries matter more in affecting WTP for ecolabeled seafood?