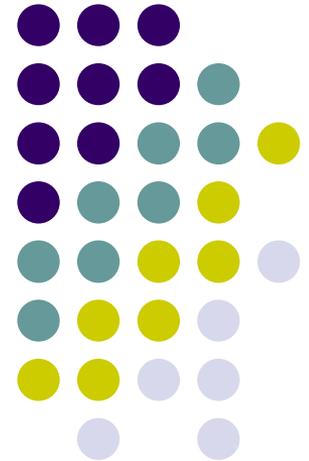
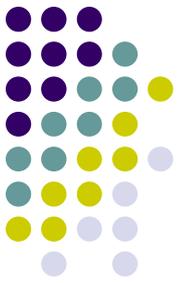


AsiaPacific-FishWatch: The Experience of Preparing Skipjack, the first full Species Presentation

Meryl J Williams, with Patricia
Kailola

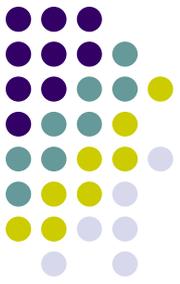


Outline



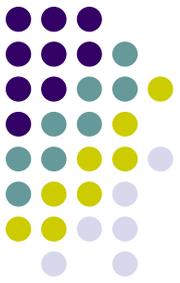
- AsiaPacific-FishWatch project
- The four canned tuna species
- Skipjack
 - Politics
 - Information – who has it, what is/isn't available
 - Re-structuring the presentation
 - Reviewing the final draft
- Getting it onto the web
- Your views please!

AsiaPacific-FishWatch project



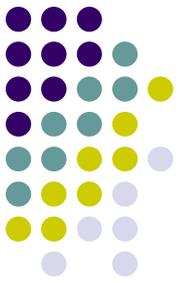
- An Asian Fisheries Society online project
 - ... explain about Asia-Pacific fish products eaten locally and in major world markets
 - ... provide authoritative, accessible information for consumers, the general public, fish exporters and importers, fisheries managers, aquaculturists, fishers and scientists
- Originally aimed primarily at “consumers”
 - But a first stage is to get to the concerned public (more detailed than originally planned)
 - Consumer information is a step further along at this stage (more derived, simpler and less detailed)
 - NOAA’s FishWatch has reached this stage

AsiaPacific-FishWatch project

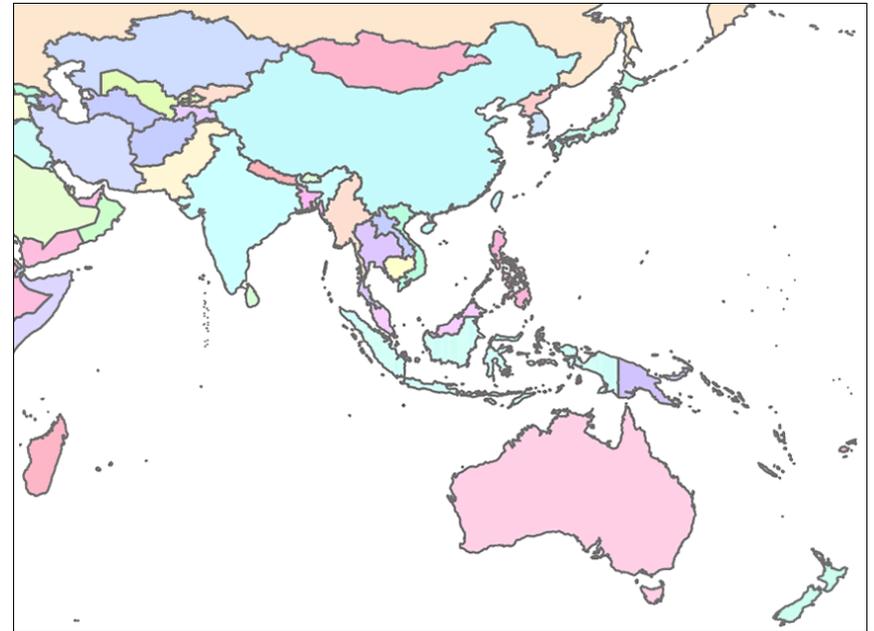


- Other fisheries information systems relevant to Asia-Pacific do not fill this niche
 - E.g., FishSource, FAO FIRMS, etc
 - FishWiki is a new network among programs, including ours

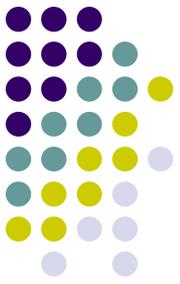
AsiaPacific-FishWatch project



- Asia and western Pacific regions
- Initial priority on edible species
 - aquaculture and fisheries
- About 100 species/groups in 1st phase (1/3 of world fish)
- Criteria include
 - >100,000 t production
 - high value
 - at least top 3 producing countries



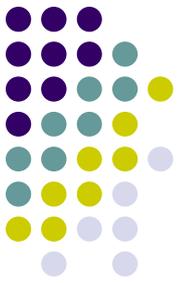
The four canned tuna species



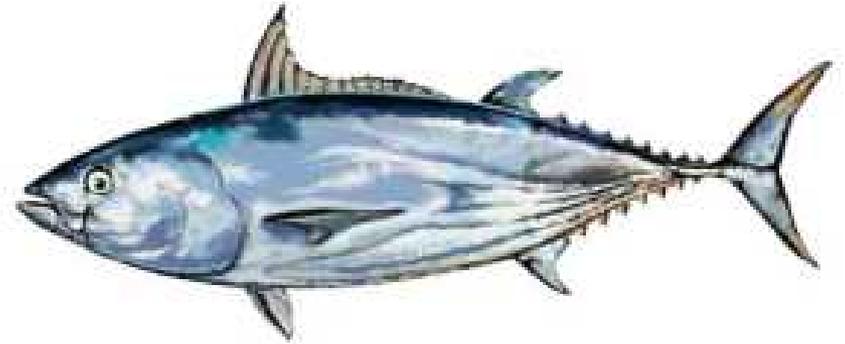
- Grant from the International Seafood Sustainability Foundation
- For four main canned tuna species
 - Skipjack (*Katsuwonus pelamis*)
 - Yellowfin (*Thunnus albacares*)
 - Bigeye (*Thunnus obesus*)
 - Albacore (*Thunnus alulunga*)
- W & C Pacific and Indian oceans
- All four now in near final stage of information collection and review
 - Skipjack as first candidate for completion



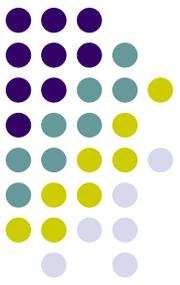
Skipjack – the first species



- Politics
- Information
 - who has it
 - what is/isn't available
- Re-structuring the presentation
- Reviewing the final draft



Skipjack – *Katsuwonus pelamis*
Picture: SPC



Skipjack – a political species

- In top 10 aquatic species (world, Asia-Pacific)
- Largest production is from Asia-Pacific
- National, international fleets, markets
- 2 RFMOs
 - W&C Pacific Fisheries Commission
 - Indian Ocean Tuna Commission
- Conservationists very interested
 - anti-FADs, pro-pole & line certification campaigns

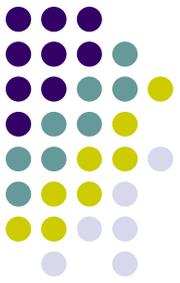
AsiaPacific-FishWatch presentation is sensitive

Skipjack - information



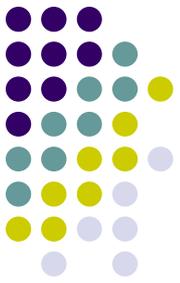
- Who has it
 - RFMO scientists, their regular consultants
 - Conservation NGOs keen to get it
 - Most national agencies have rather limited info
 - Emerging UN social agencies, welfare NGOs interest
- What is and isn't available
 - Reasonable amount on fish stock assessment, biology, biogeography, climate links
 - Social, gender, economic, labour, post-harvest information sparse and reports mainly negative
 - Sensitive for fishing and carrier fleets, factories and retailers

Skipjack – re-structuring



- “No plan survives contact with the enemy”
 - Original structure was modified in developing the skipjack presentation
 - Retained the main structure >>
- Need to complete an aquaculture species to further test structure
- Quick Facts
 - Sustainability
 - Production
 - Supply chain and markets
 - Environment and climate
 - Biology
 - References and links
 - Contributors and reviewers

Skipjack – the review process



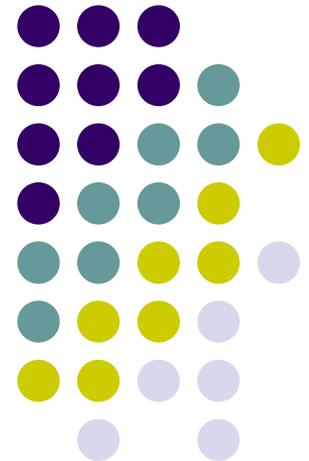
- Full text reviewed by contributors, edits consequently made
- Social and labour sections most sensitive
- Experts find it well structured and useful
- Ready for release



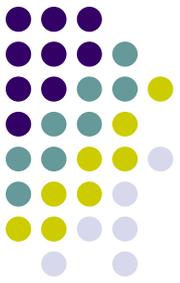
Putting it onto the web

- Too early to do full web programming
 - Need to await more species to test structure
 - Presently arranging attractive presentation, but without full content management system
- Permissions for all graphics, including maps, in final stage of clearance

Draft for skipjack



Your views please!



- Other three tuna species now being restructured and edited
- More fund raising to do once some actual presentations available
- Need for accessible information ever more critical