

TUNA

2012

Bangkok

12th INFOFISH World Tuna Trade
Conference & Exhibition

23-25 May 2012 • Shangri-La Hotel, Bangkok



Welcome!

Keynote Address by In-Soo Cho,
President & CEO, StarKist Co.



Since we last met
in 2010...

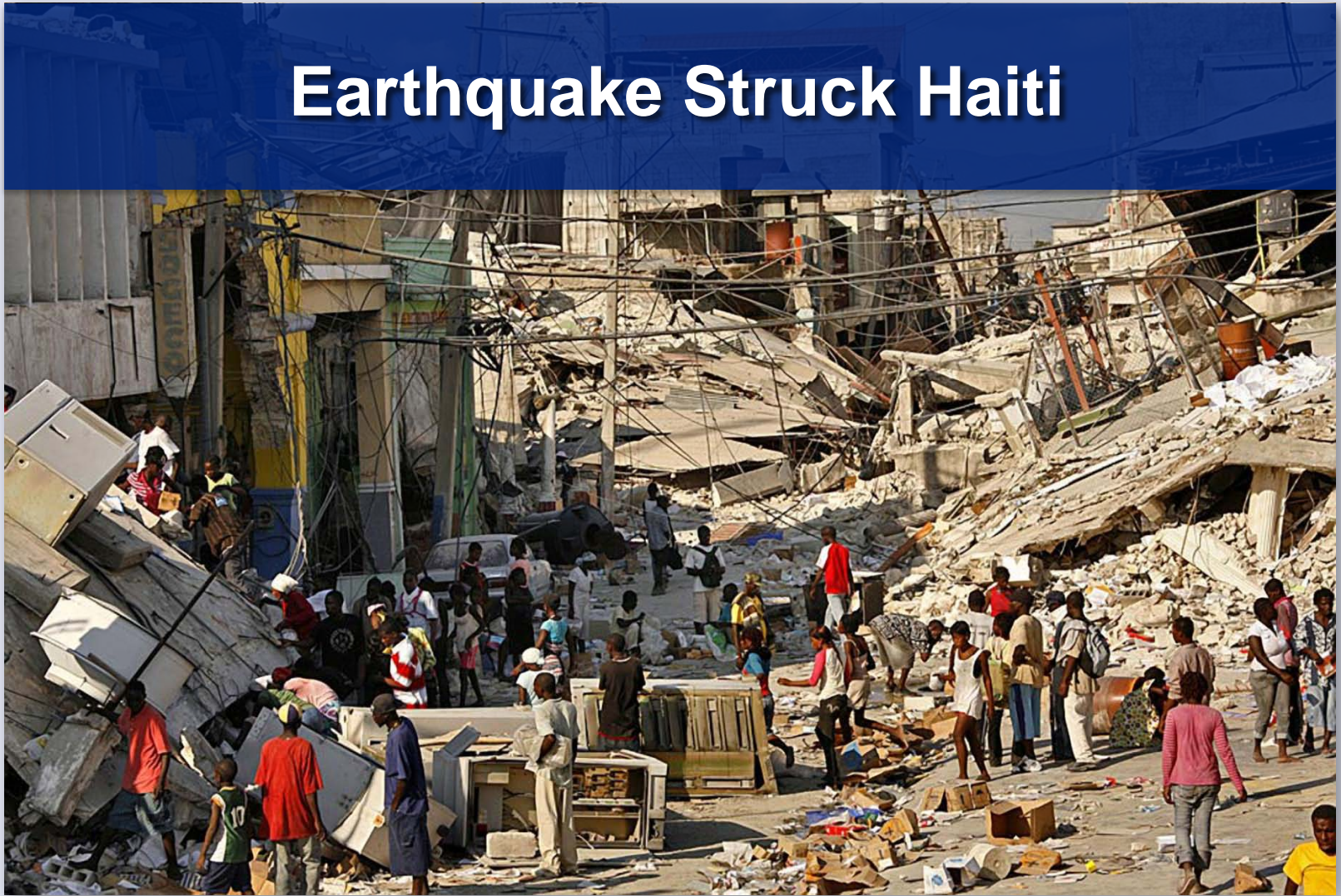
South Africa Hosted the 2010 FIFA World Cup



Chilean Miners Rescued



Earthquake Struck Haiti



Tsunami Devastated Parts of Japan



U.S. Economy Showing Signs of Recovery



Eurozone Still in Crisis



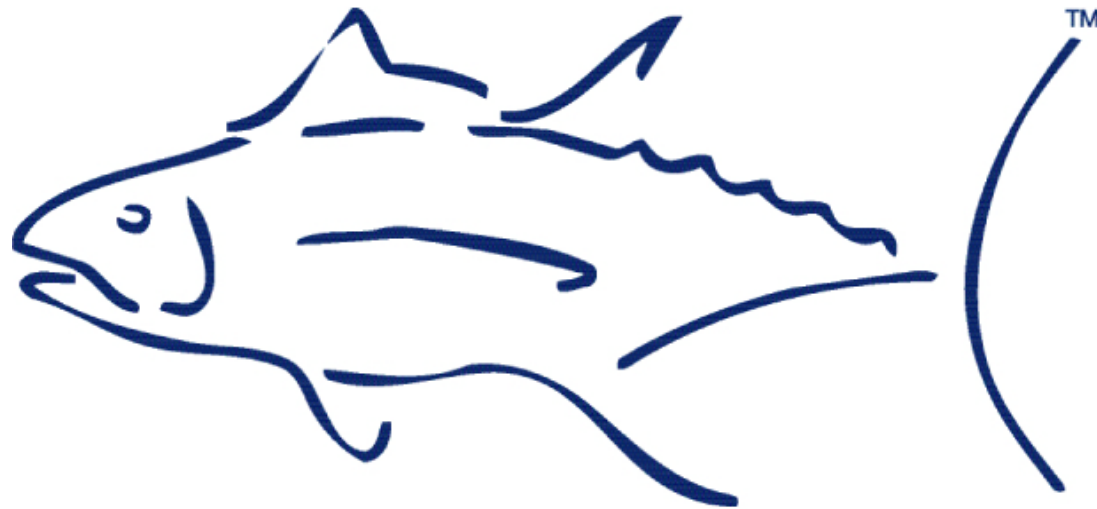


Consolidation and Globalization Continues

“Many mergers and acquisitions among [tuna] companies have taken place, first on a domestic basis then shifting toward more global corporate structures.”

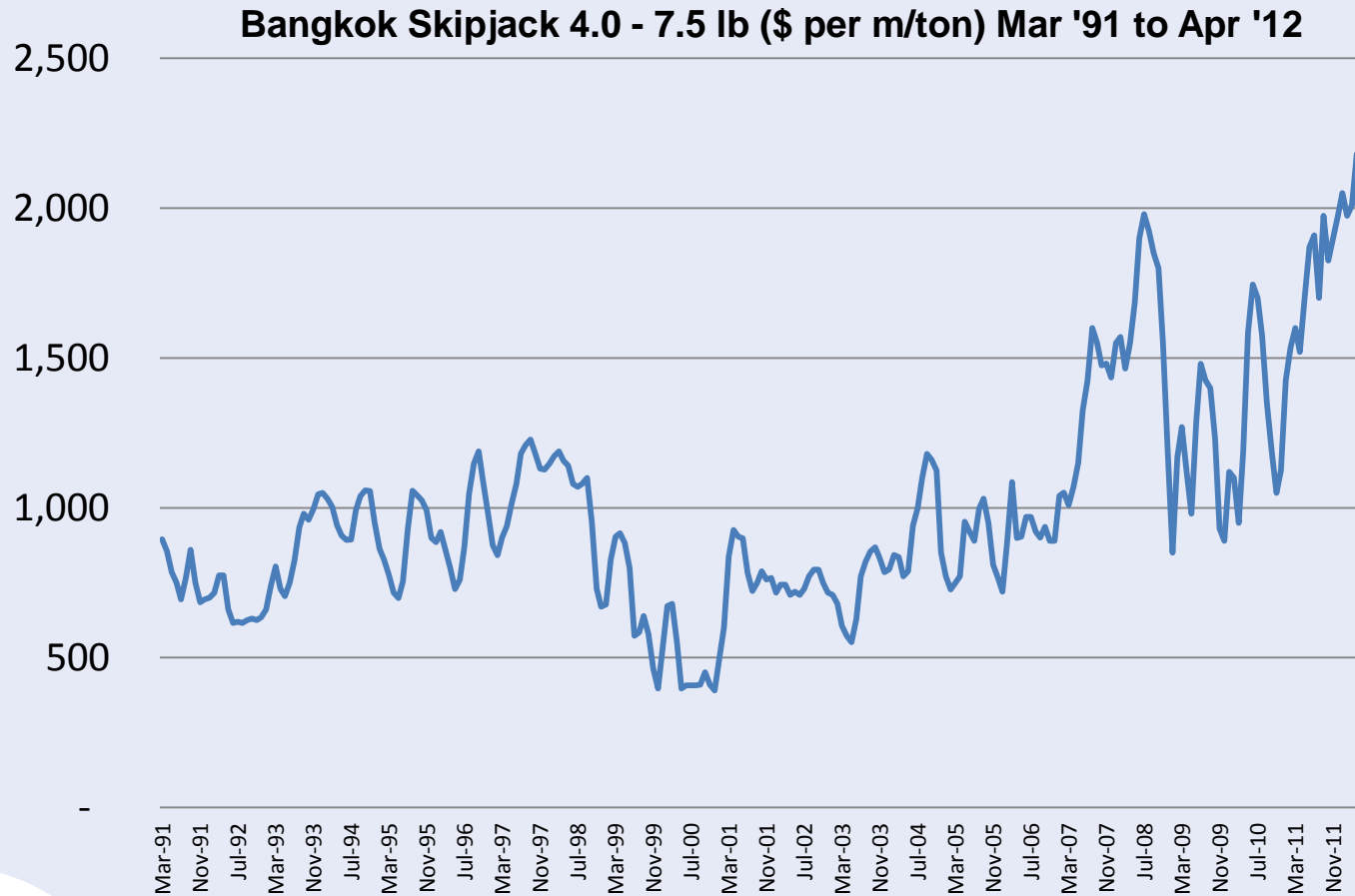
—*Recent developments in the tuna industry, FAO, 2010*

ISSF Making Critical Sustainability Strides

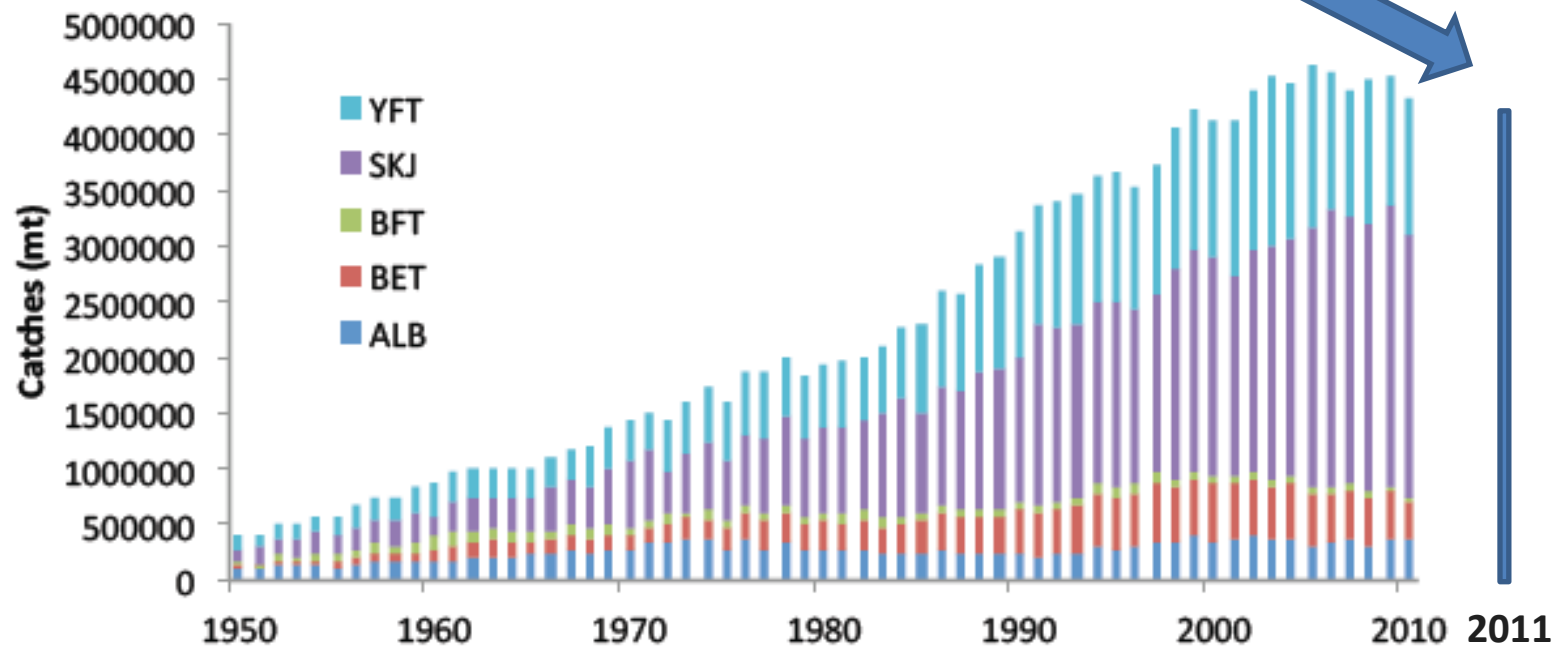


INTERNATIONAL SEAFOOD
SUSTAINABILITY FOUNDATION

Tuna Prices Reach Historic High



Catch Is Unusually Low





Question

Temporary Price Hike ...
or
Permanent Market
Adjustment



Let's Consider:

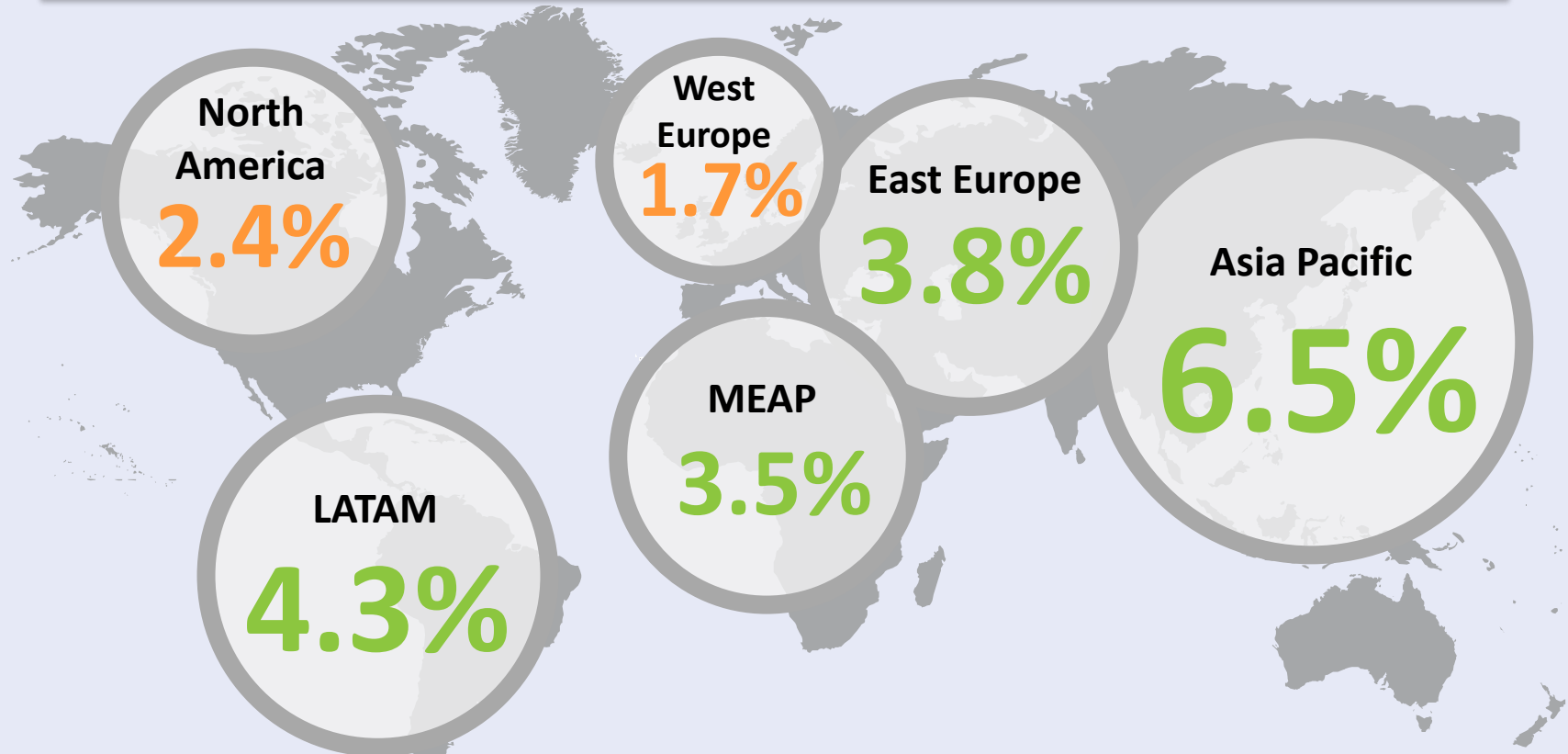
Macro Economic Trends
Global Consumer Trends

World Population Reaches 7 Billion





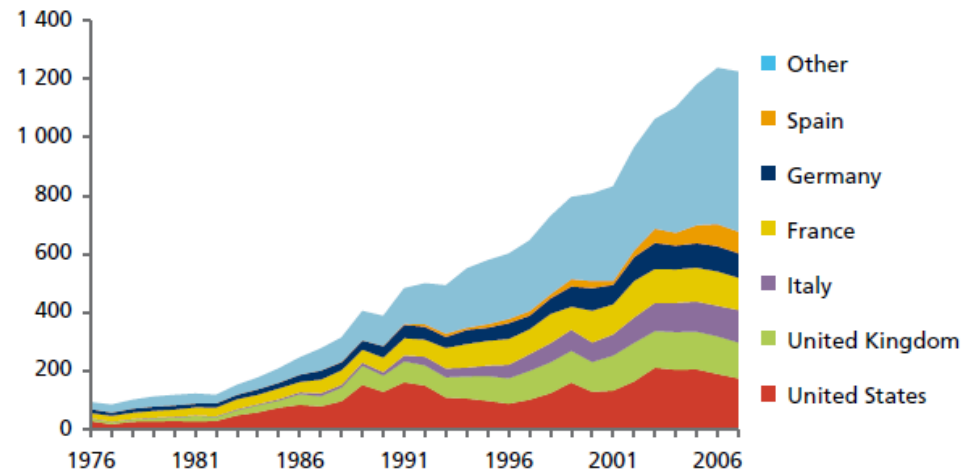
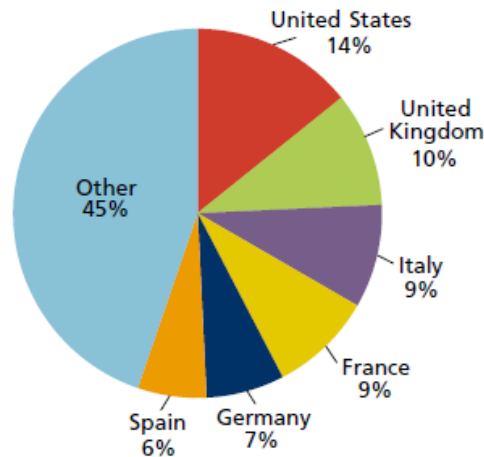
Growing Emerging Markets Are Driving Demand



Average annual GDP growth rates in emerging markets from 2011 to 2016
is 50% higher than developed markets.

Growing Emerging Markets Are Driving Demand

World imports of canned tuna (in net weight) by importing country showing share in 2006 (left panel, total of 1.22 million tonnes) and quantity in thousand tonnes (right panel) for 1976–2006





Growing Global Middle Class Is Driving Demand

**The middle class is growing by
70 million each year.**

**By 2020, the global middle class
will be a staggering
52% of the world's population.**

“Tuna Fits My Healthy Lifestyle.”



“Tuna Is Better Protein for the Planet.”

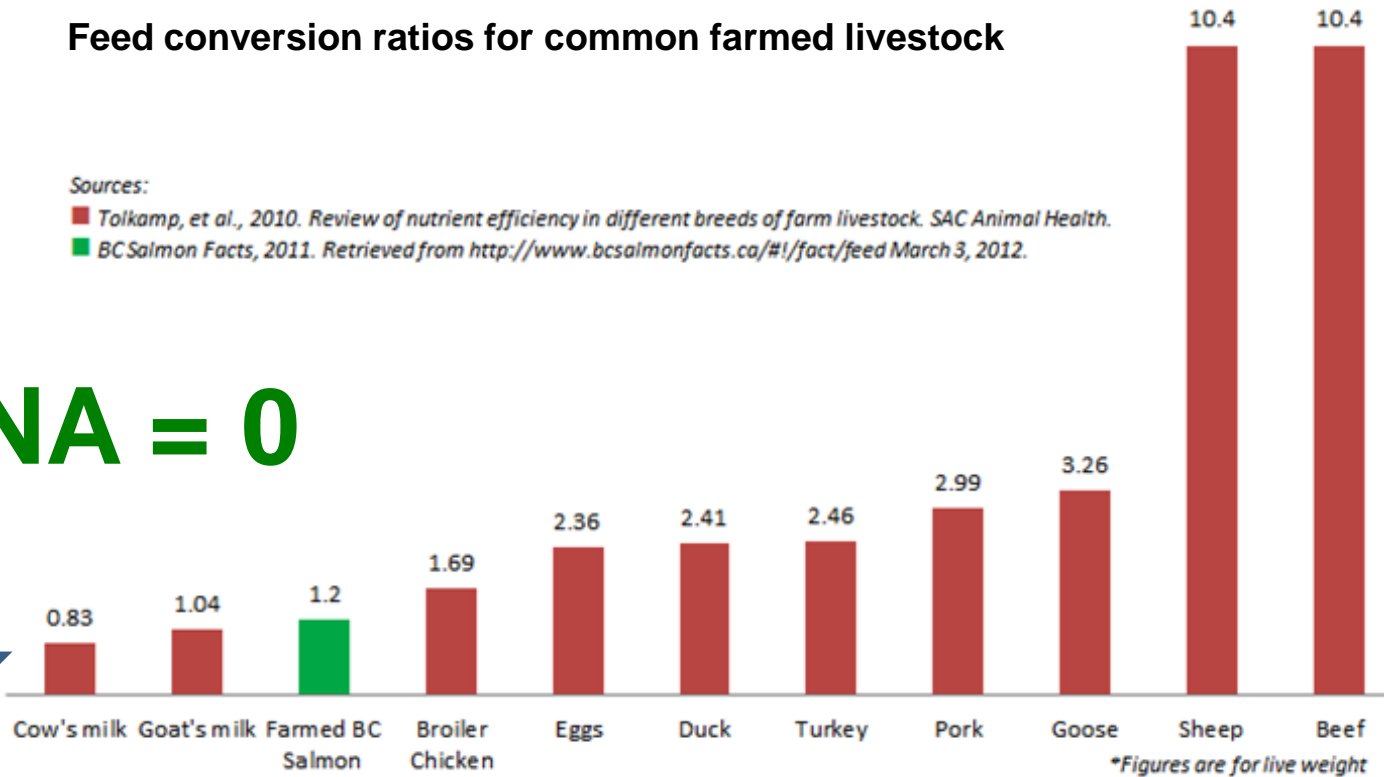
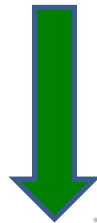
Feed conversion ratios for common farmed livestock

Sources:

■ *Toikamp, et al., 2010. Review of nutrient efficiency in different breeds of farm livestock. SAC Animal Health.*

■ *BC Salmon Facts, 2011. Retrieved from <http://www.bcsalmonfacts.ca/#!/fact/feed> March 3, 2012.*

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Mission of Tuna Industry

**To Improve the Lives of the People
by Providing
Healthy and Planet-friendly Food.**

How Do We Move Forward?

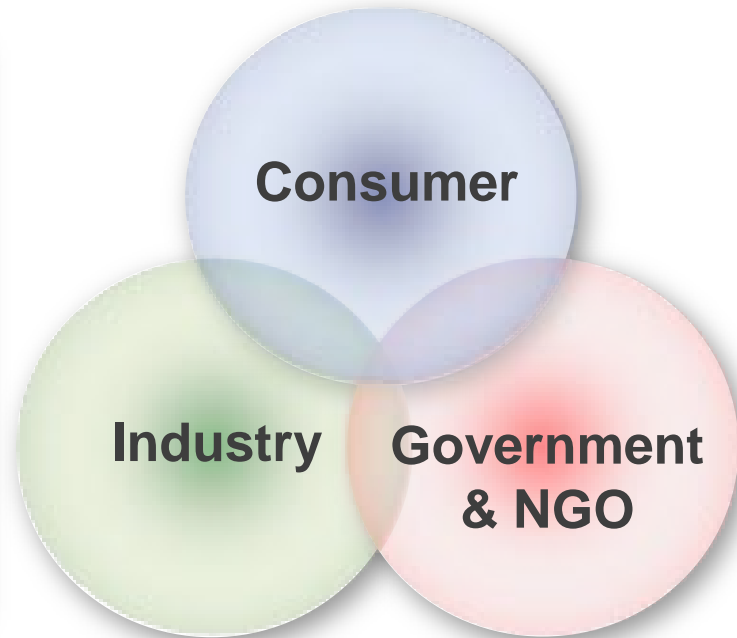


Two “Must Do’s”

Must Preserve Tuna Population



Must Work Together



1. Invest in Science and Facts

Status of
the Stocks

Fishing
Methods

Bycatch
Research

More
Transparency

2. Regulate Better

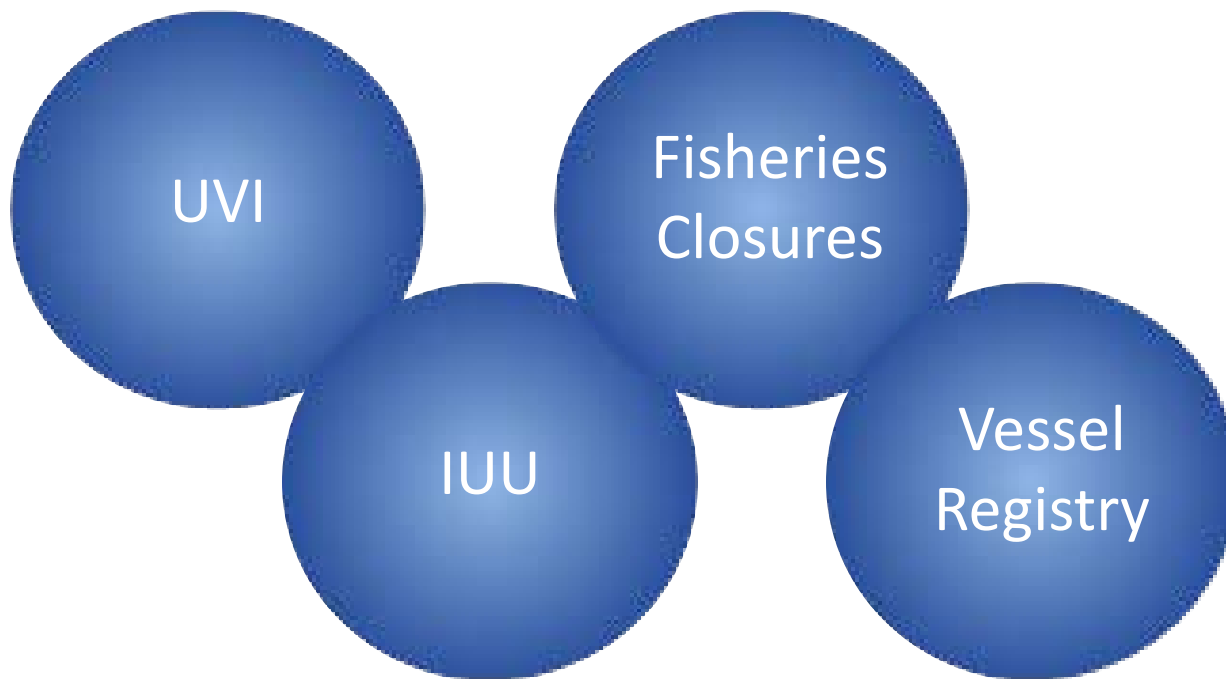
Update
Government
Regulations

Food Safety
Standards

Nutrition
Labeling
Standards

Fisheries
Management

3. Control Fishing Capacity



4. Communicate and Cooperate

**Sharing the Challenges and
Bridging the Gaps for a Common Goal**

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Thank You