

Japanese Consumers' Demand for Traceability Information On Tokyo Bay Fish Passport

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1. Background and Purpose

- Securing **full-chained traceability system** which enables to track the fish from catching to consuming is required to prevent IUU (Illegal, Unreported, Unregulated) fishing.
- In order to see the feasibility of the traceability system on fishery, **economic analysis is required**. However, there is only a few studies in fishery-related studies.
- The study aims to reveal **the economic profits of the fishery traceability information**.

3. Result: Conjoint analysis

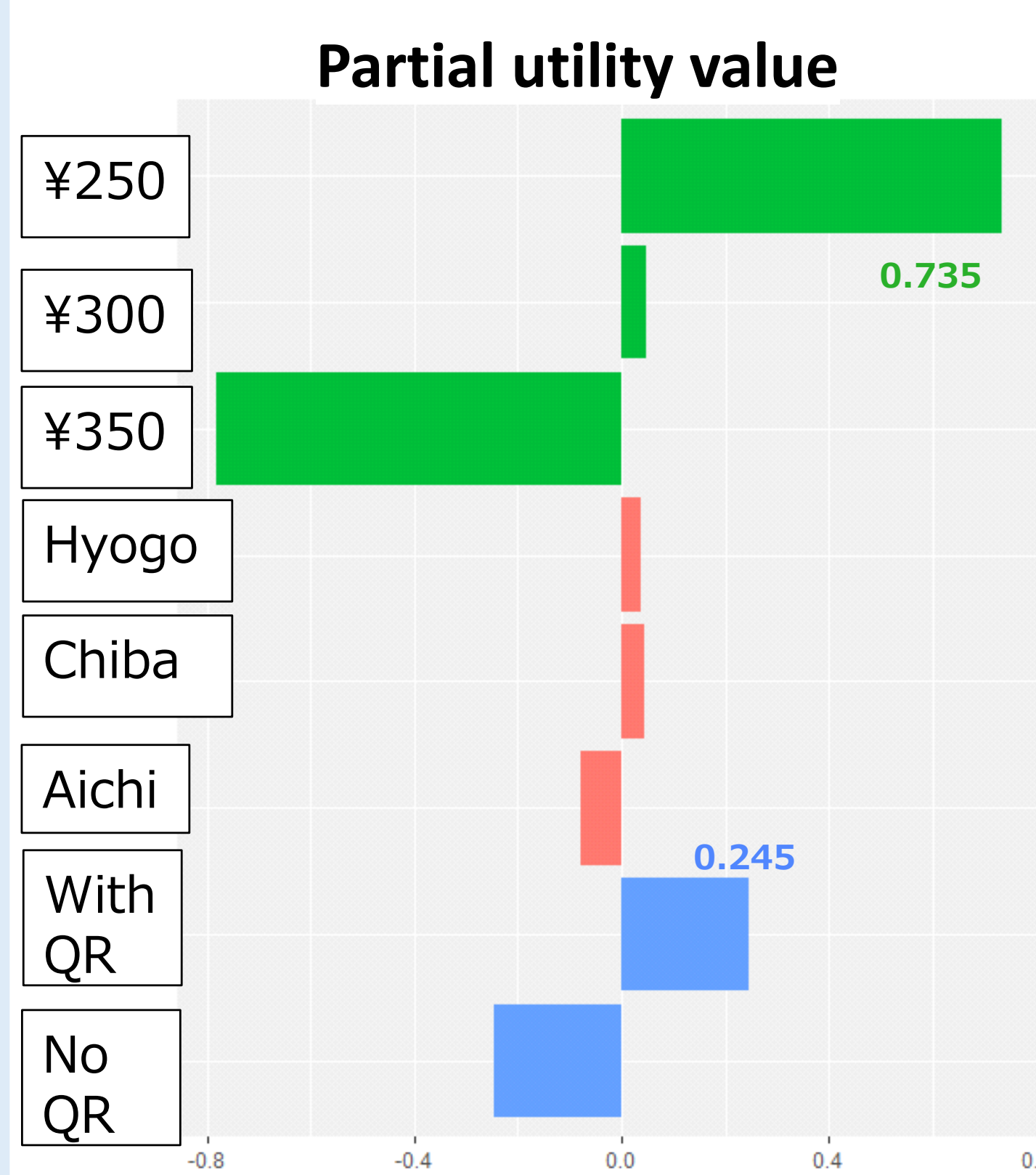
	Coefficient	Standard deviation	t-value	P-value
_Cons	5.77	0.04	143.45	0.00
250 yen	0.73	0.05	14.07	0.00
300 yen	0.05	0.05	0.89	0.38
Chiba	0.44	0.05	0.85	0.40
Hyogo	0.04	0.06	0.59	0.56
With QR	0.24	0.05	5.09	0.00

- Price: For ¥250, **WTP (Willigness to Pay) increased**.
- Location: Not significant.
- QR: When present, **WTP increased**.

2. Method :Tokyo Bay Fish Passport

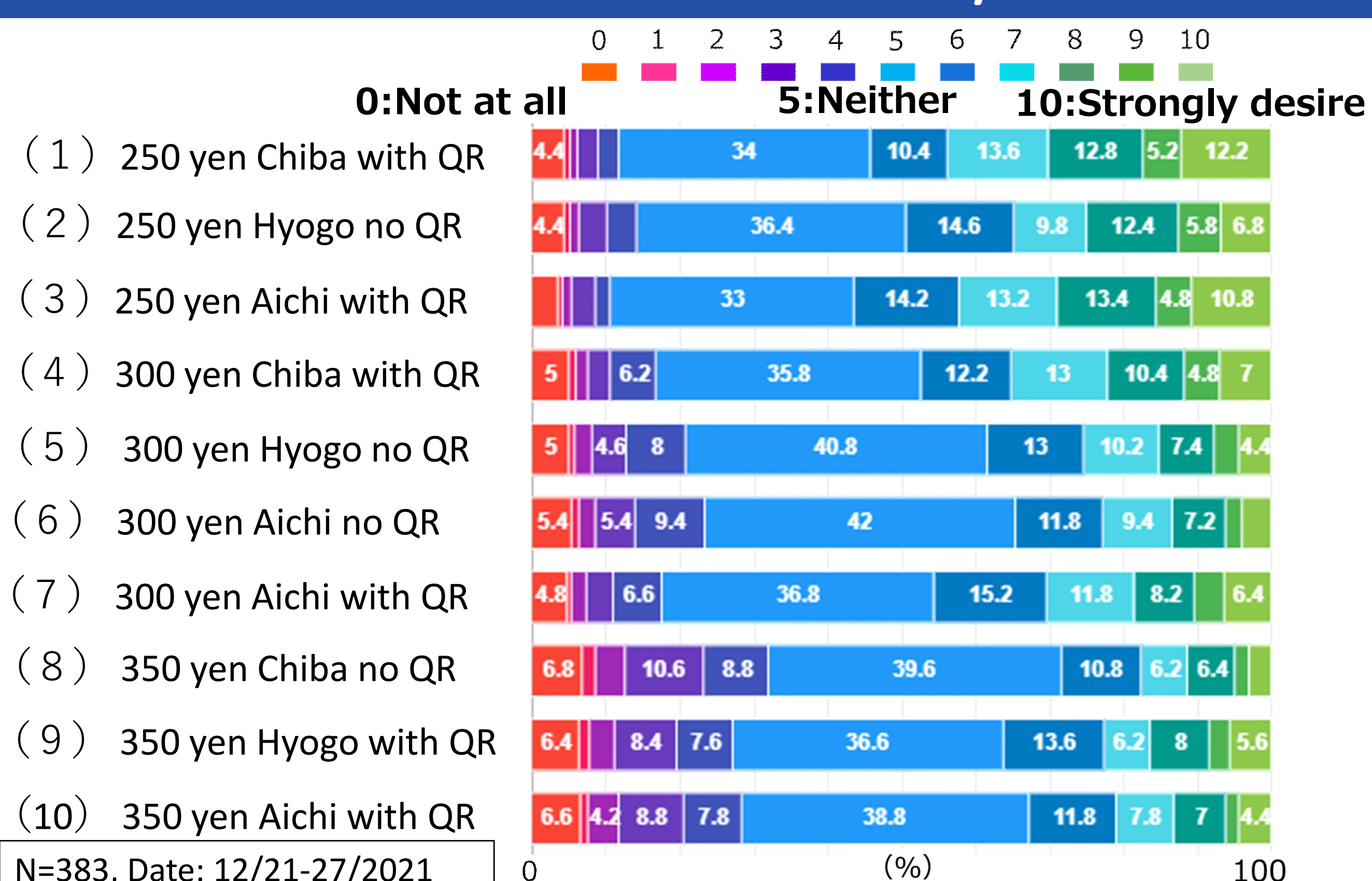
The screenshot shows the app interface with three main sections: 'Read QR Code' (showing a QR code for 'Daidenmaru K.K.'), 'Tracing information' (a timeline of events from 2018 to 2021), and 'Route information' (a map showing the fish's path through Tokyo Bay).

3. Result: Partial Utility Value



- The utility of having QR information is approximately **62~70% compared to the utility of a 50 yen change in price**.
- ⇒QR info cost approx. **31~35yen**.

2. Method : Level of consumer's desire to buy



4. Conclusion and Discussion

- QR **increases** the general public's willingness to buy.
- The economic value of the traceability info is approximately **31-35 yen**.
- Estimates from a **Pairwise conjoint analysis** verify the robustness of the estimation results.