# Per Capita Annual Utilization and Consumption of Fish and Shellish in Hawaii, 1970-77 

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## Introduction

In 1977, the U.S. per capita consumption of edible (meat-weight) fish and shellfish was 5.82 kg (12.3 pounds). It has been speculated that the per capita consumption of fishery products in the State of Hawaii is considera bly higher than the U.S. average. $N_{1}$, studies have been done to verify thi; speculation.

This paper is an attempt to quantify the actual consumption in Hawaii for the period 1970-77. This quantification required computation of the total supply of fish and fishery products availa. ble in Hawaii. The total supply wa; then adjusted to edible weight and divided by the population. The result is that the per capita consumption rate iit Hawaii for 1977 was about 77 percent higher than the U.S. average.

Foreign imports represented, in 1977, approximately 54 percent of the total supply of fish and shellfish in Hawaii. Therefore, a section and tables are included in which these imports are disaggregated by quantity, value, and type of preparation for 1970-77; and by major product and major country of origin for 1976 and 1977.

An effort was made to calculate the per capita figures with the same methodology as that used in "Fisheries of the United States" (Bell, 1978) where national percapita estimates are

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published. The units of quantity and measurement in this report are nct exactly comparable in some cases. These measurement discrepancics, as indicated in the table notes, should not hinder the usefulness of these preliminary estimates, however.

## Data and Methods

The State of Hawaii has three major ;ources of commercial fish and fishery products for human consumption: 11 Local catch, 2) imports from foreigi countries, and 3) interstate shipment; from the mainland United States. Table 1 gives totals for these sources. Hawaii landings are shown in round (live) weight as reported by the vessels to the State of Hawaii, Division of Fish and Game. Foreign imports and interstate thipments are in net product weight, a: recorded at the port by U.S. Customs; fficials and published by the U.S Bureau of the Census (1970-77) and the U.S. Army Corps of Engineers (1970 77).

Hawaii per capita utilization of fish and shelfish (Table 2) is determined ising total supply of fishery product: without adjustment for beginning or ending stocks, foreign exports, or defense purchases. Table 3 gives a comparison of the United States and Hawaii per capita utilization rates. Table 4 gives U.S. per capita consumption of fish and shellfish as published by the National Marine Fisheries Service.

Hawaii per capita consumption in Tables 5-7 is based on pounds of edible (meat-weight) fish. Figures for Hawaii in Tables 5-7 are adjusted for foreign

| Year | Local commercial landings ${ }^{2}$ | Foreign imports ${ }^{1}$ | inter. state stipments ${ }^{4}$ | Total |
| :---: | :---: | :---: | :---: | :---: |
| 1970 | 11,282.3 | 22,960.3 | 5,896.0 | 40,138.6 |
| 1971 | 17.159.8 | 18,681.3 | 5,764.0 | 41,605.1 |
| 1972 | 14.754 .7 | 28,953.6 | 4,682.0 | 48,390.3 |
| 1973 | 14,382.4 | 21,346.9 | 3,950.0 | 39,679.3 |
| 1974 | 11,323.7 | 24,467.2 | 4,088.0 | 39,858.9 |
| 1975 | 9,724.5 | 22.015 .6 | 4,392.0 | 36,102.1 |
| 1978 | 15.272 .3 | 19,846.3 | 4,004.0 | 39,212.6 |
| 1977 | 13,783.4 | 30,091.3 | 7.850.0 | 52,424.7 |

'Based on the total supply of edibie fishery products, whout taking into conakderation beginning or endiling stocks, exoorts, or defense purchases.
${ }^{2}$ State of Hawall. Department of Land and Natural Rosources, Division of Fish and Geme. Reports in round weight.
3U.S. Bureeu of the Census (1970-77). Reported in net product weight.
${ }^{4}$ U.S. Army Corps of Engineers (1970-77). Reported in net product weight.
exports of fish and shellifish and shipnients of canned tuna and fresh and frozen fish to the mainland United States. Supply of cured fish for consumption includes fish dried, salted, smoked, or kippered whether canned or not. Cured supply does not include local production of cured fishery prodncts. Raw inputs for local production are counted under fresh, frozen, or chilled. Supply of canned fish for consumption includes fish of all preparations in airtight containers, most of which are cans.

The State of Hawaii has three vari.ble components of population in addition to the civilian resident population: Military, visitors, and foreign immigrants. Military includes those who are serving in the armed forces and either actually residing in Hawaii or stationed aboard a ship homeported in Hawaii. Since 1971, the military has stabilized at around 6 percent of total de facto population (those actually present in the State). Military dependents are counted as part of the resident civilian population. There are approximately 1.15 dependents per military member in Hawaii. Visitor population, estimated by the Hawaii Visitors Bureau, during 1978 was around 9 percent of the total population based on the annual average number of visitors present. Approximately 8 percent of the civilian resident population of Hawaii in 1970 were

| Year | Feskdent civilien and military population |  |  |  |  |  | Resident clvillen, mimtary, and vistor population |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total resident clvifian and militiary population, 1 July (1,000 persons)' | Armed forces (1,000 persons) | $\begin{aligned} & \text { Total } \\ & \text { Hawail } \\ & \text { supply } \\ & (1,000 \mathrm{Hb})^{2} \end{aligned}$ | Per capita utilization |  |  | Total resident civilian and military plus visitor population (1,000 persons)' | Vibitorspresent(armualaverage)(1.000 persons) | Per caplita unilzation |  |  |
|  |  |  |  | Local commercial catch | interstate shipments and torelgn imports | Total |  |  | $\qquad$ | Interstate shipments and torsign imports | Total |
| 1970 | 775.8 | 53.2 | 40.138 .6 | 14.5 | 37.2 | 51.7 | 803.4 | 37.6 | 14.1 | 35.9 | 50.0 |
| 1971 | 800.9 | 50.8 | 41,605.1 | 21.4 | 30.5 | 51.9 | 833.3 | 41.9 | 20.7 | 29.3 | 50.0 |
| 1972 | 823.3 | 52.0 | 48,390.3 | 17.9 | 40.9 | 58.8 | 865.9 | 51.3 | 17.0 | 38.9 | 55.9 |
| 1973 | 844.1 | 58.1 | 39,679.3 | 17.0 | 30.3 | 47.3 | 895.9 | 61.6 | 16.1 | 28.2 | 44.3 |
| 1974 | 855.4 | 57.5 | 39,858.9 | 13.2 | 33.4 | 48.6 | 913.6 | 60.0 | 12.4 | 31.2 | 43.6 |
| 1975 | 867.9 | 58.9 | 36,101.9 | 11.2 | 30.4 | 41.6 | 927.7 | 68.8 | 10.5 | 28.4 | 38.9 |
| 1976 | 083.5 | 57.8 | 39,212.6 | 17.3 | 27.1 | 44.4 | 952.7 | 78.5 | 16.0 | 25.2 | 41.2 |
| 1977 | 894.7 | 56.5 | 52,424.7 | 15.4 | 43.2 | 58.6 | 972.5 | 86.8 | 14.3 | 39.7 | 54.0 |

Hawail. Department of Planning and Economic Development (1978:6)
${ }^{2}$ Table 1, unadjusted for beginning and ending stocks, exports, or defense purchases. Exctuctes imports of nonedibie fishery products


Trbls 4.-United States pow caple conoumgtion of commerctel fith and
 Per capita contumpton.

| rear | Civilisan resident population (million persons) | Per ceptia consumption (lb) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Fresh and trozen | Canned | Cured | Total |
| 1970 | 201.7 | 6.9 | 4.5 | 0.4 | 11.8 |
| 1971 | 204.3 | 6.7 | 4.3 | 0.5 | 11.5 |
| 1972 | 206.5 | 7.2 | 4.9 | 0.4 | 12.5 |
| 1973 | 208.1 | 7.5 | 5.0 | 0.4 | 12.8 |
| 1974 | 209.7 | 7.0 | 4.8 | 0.4 | 12.2 |
| 1975 | 211.4 | 7.4 | 4.3 | 0.4 | 12.1 |
| 1976 | 2213.0 | 8.2 | 4.3 | 0.5 | 13.0 |
| 1977 | 2214.7 | 7.8 | 4.8 | 0.4 | 12.8 |

Table B.-Hawall per caplte consumption' of commercial fish and shallifhth by yoer end three categorlee of preperation, $1970-77$.

| Year | roter clullian resident population 1 July (1,000 persons) | Per capita consumption (lb) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Fresh and frozen | Canned ${ }^{2}$ | Cured ${ }^{3}$ | Total |
| 1970 | 722.8 | 19.4 | 5.3 | 1.0 | 25.7 |
| 1971 | 750.1 | 20.5 | 4.6 | 0.7 | 25.8 |
| 1972 | 771.3 | 17.1 | 8.6 | 0.8 | 24.5 |
| 1973 | 785.9 | 16.7 | 3.8 | 0.9 | 21.4 |
| 1974 | 797.9 | 14.0 | 4.7 | 0.6 | 19.3 |
| 1975 | 809.0 | 15.3 | 3.6 | 0.7 | 19.6 |
| 1976 | 825.7 | 15.3 | 4.3 | 0.8 | 20.4 |
| 1877 | 838.3 | 17.8 | 4.0 | 0.9 | 22.7 |

Unudfusted for beginning and ending inventorias and miftitry purchaees. Adusted for exports to foreden countries from the Horotulu Customs district moludes preserved and prepered which are cmned but not inctuded in cured. Does not inctude local production

| Year | Total civilian resident population phus visthors 1 July (1,000 persons) | Per caplia consumption (b) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Frosh and trozen | Canned* | Cured | Totel |
| 1970 | 760.2 | 18.9 | 5.0 | 0.8 | 24.8 |
| 1971 | 792.0 | 19.4 | 4.3 | 0.7 | 24.4 |
| 1972 | 822.6 | 16.0 | 6.2 | 0.8 | 23.0 |
| 1973 | 847.5 | 15.5 | 3.5 | 0.9 | 19.9 |
| 1974 | 863.9 | 12.9 | 4.4 | 0.9 | 18.2 |
| 1975 | 877.8 | 14.1 | 3.4 | 0.6 | 18.1 |
| 1976 | 904.2 | 14.0 | 3.9 | 0.7 | 18.6 |
| 1977 | 925.1 | 16.1 | 3.6 | 0.8 | 20.5 |

Unadjusted for beginining and ending inventories, and milumy purchasee Adusted for exports from the Honolutu Customs distict. includes preserved and prepered which wre canned but not inctuded in cureo. ${ }^{3}$ Does not include locel production.
foreign born persons from the People's Republic of China, Taiwan, Japan, Korea, and the Philippines. All of these
countries have substantially higher per capita fish consumption rates than that of the United States (Bell, 1978:74).

These three components of population may account for over 20 percent of the actual population present in the State at
a given time. For this reason, per capita consumption was calculated for various measures of population which would include these groups.

| Year | Totel per caphta consumption |  |
| :---: | :---: | :---: |
|  | U.S. | Hawalf |
| 1970 | 11.8 | 25.7 |
| 1971 | 11.5 | 25.8 |
| 1972 | 12.5 | 24.5 |
| 1973 | 12.9 | 21.4 |
| 1974 | 12.2 | 19.3 |
| 1975 | 12.1 | 19.6 |
| 1976 | ${ }^{13} 3.0$ | 20.4 |
| 1977 | 312.8 | 22.7 |
| 'Population is rotel civilien resident population. <br> ${ }^{2}$ Unedjusted for beginning and ending inventories and military purchases. <br> PPreliminary. |  |  |

## Foreign Imports

Imports from foreign countries in 1977 represented 54 percent of the total supply of fish, fishery products, and shellfish in Hawaii. Table 8 gives these imports by year and type of preparation, aggregated over countries. All of these products are designated for human consumption. Values are unad justed and reflect customs values. Customs value generally represents a value in the foreign country, and therefore excludes U.S. import duties, freight, insurance, and other charges incurred in bringing the merchandise to the United States. This value may not reflect the actual transaction value.

Table 9 gives imports to Hawaii of fresh, frozen, or chilled fish and shellish by major country of origin, quantity, and customs value. Relative
rankings of these countries vary between 1976 and 1977. However, the major five countries (New Hebrides, Philippines, Taiwan, Japan, and Panama) are the same for both years. Fiji had no recorded exports to Hawaii in these categories for 1977

Table 10 gives imports to Hawaii "in cans or airtight containers." Shellfish and anchovies are the major products. In 1972, the major sardine exporting countries were Brazil, United Kingdom, and Denmark. In 1973, only Denmark is recorded as exporting sardines to the Honolulu customs district which is reflected in the much lower 1973 figure. The category marked "other" in this and subsequent tables represents other species which the U.S. Customs aggregates under the heading "not elsewhere specified."

Teble 8.-Forelgn imports to Hawall of fith and fish producta for human consumption by yeer, type of preparation, quantily and customs velue, $1970-77$.

| Yenr | Total |  | Fresh, chilled. trozen |  | Cured |  | Fish in airlight containers |  | (pastos, bells. sticks, rool |  | All shoinish |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { Cuantly } \\ & (1,000 \text { 10) } \end{aligned}$ | $\begin{aligned} & \text { Velue } \\ & (\$ 1.000) \end{aligned}$ | $\begin{aligned} & \text { Ouantly } \\ & (1,000 \mathrm{lb}) \end{aligned}$ | $\begin{gathered} \text { Value } \\ (\$ 1,000) \end{gathered}$ | Quantity $(1,000$ lb) $(1,000 \mathrm{lb})$ | $\begin{gathered} \text { Vatue } \\ (\$ 1,000) \end{gathered}$ | Quantity $(1,00010)$ | $\begin{aligned} & \text { Value } \\ & (\$ 1,000) \end{aligned}$ | $\begin{aligned} & \text { Ouantly } \\ & (1,000 \text { b) } \end{aligned}$ | $\begin{aligned} & \text { Vatue } \\ & (\$ 1,000) \end{aligned}$ | Quantity $(1,00010)$ | $\begin{aligned} & \text { Vave } \\ & (\$ 1,000) \end{aligned}$ |
| 1970 | 22,906.3 | 10.354.8 | 19,417.9 | 6,376.9 | 81.1 | 78.4 | 422.1 | 215.5 | 481.7 | 374.6 | 2,557.5 | 3.309.2 |
| 1971 | 18,601.2 | 10.633 .1 | 13.893.0 | 5,146.2 | 85.0 | 88.8 | 974.3 | 397.7 | 810.0 | 479.1 | $2,919.0$ | 4,523.3 |
| 1972 | 28,953.6 | 15,755.6 | 23,693.8 | 9,816.9 | 85.8 | 147.0 | 1.317.9 | 497.3 | 1,123.5 | 800.3 | 2.732 .8 | 4,685.1 |
| 1973 | 21.346 .9 | 13,633.5 | 16,488.5 | 7,703.3 | 119.5 | 212.9 | 853.3 | 301.4 | 1.222 .8 | 878.9 | 2.654 .9 | 4,457.0 |
| 1974 | 24,467.2 | 17,303.3 | 19,340.0 | 10,182.8 | 113.4 | 145.3 | 767.5 | 501.6 | 1,342.7 | 854.2 | 2,903,6 | 5,619.4 |
| 1975 | 22,015.6 | 13.393.4 | 17,320.0 | 7,815.2 | 87.0 | 119.9 | 816.1 | 433.1 | 1,583.2 | 1.144.0 | 2,200.8 | 3.911 .1 |
| 1976 | 19,846.3 | 14,185.4 | 14,917.3 | 7,380.1 | 131.0 | 169.3 | 877.3 | 500.5 | 1.834 .0 | 1,118.4 | 2.286 .7 | 5,023.1 |
| 1977 | 30,901.3 | 22,875.4 | 28,448.9 | 15,729.3 | 94.8 | 152.6 | 746.2 | 521.2 | 1,387.4 | 1,151.2 | 2,314.0 | 5,321.1 |

${ }^{1}$ Customs vatue generally represents a vahue in the foreign country, and therefore excludes U.S. import duties, freight, insuranca. and other charges incurred in bringing the merchendise to the United States. This vatue may not reflect the actuel transection velue. These values are unadusted.

| Country ot origin | 1976 |  | 1977 |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Ouenkily <br> (1,000 <br> b) | Customs value ( $\$ 1.000$ ) | Quantity <br> (1.000 <br> D) | Customs value $(\$ 1,000)$ |
| Fish |  |  |  |  |
| Now Hebrides | 6,016.9 | 3.216 .3 | 19,014.7 | 11.991 .0 |
|  |  |  |  | 885.4 |
| Tamen | 1,878.1 | 1.411.3 | 2,749.4 | 2.019.6 |
| Japan | 1,070.7 | 742.1 | 727.2 | 534.2 |
| Penama | 3,856.0 | 1.104.0 | 185.5 | 55.7 |
| Fil | 1,180.0 | 538.7 | - | - |
| Shellish |  |  |  |  |
| New Zeo- |  |  |  |  |
| Tawen | 134.7 | 457.5 | 93.6 | 369.0 |
| Japan | 42.3 | 129.3 | 18.6 | 61.4 |
| ${ }^{1}$ Country of origin as determined by U.S. Customs. ${ }^{*}$ See footnote 1, Table 8. |  |  |  |  |


| Year | Salmon | Sardines | Tuna | Anchovies | Shellieh | Other | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1970 | 18.6 | 45.0 | 95.0 | 54.6 | 1,323.6 | 208.9 | 1,746.7 |
| 1971 | 45.9 | 182.5 | 85.6 | 153.3 | 1.218.7 | 507.0 | 2,193.0 |
| 1972 | 88.2 | 389.5 | 55.2 | 228.4 | 1,247.0 | 578.6 | 2,564.9 |
| 1973 | (1) | 26.9 | 78.7 | 242.1 | 1,225.5 | 506.0 | 2,079.2 |
| 1974 | 11.6 | 21.8 | 120.0 | 213.1 | 1,898.8 | 401.0 | 2.686 .3 |
| 1975 | (1) | 6.5 | 112.0 | 358.5 | 1,315.9 | 339.0 | 2.131 .9 |
| 1976 | (1) | 34.3 | 139.3 | 355.7 | 1,319.8 | 348.0 | 2,197.1 |
| 1977 | 11.6 | 44.2 | 29.6 | 305.3 | 1,243.4 | 355.5 | $\underline{1,989.6}$ |

Table 11 reflects edible fishery products by major type of preparation. Tuna, fish fillets, and shellfish compose over 90 percent of the total fresh and frozen imports to Hawaii for 1976 and 1977. The itemized entries under "canned" for 1976 refiect over 60 percent of the total quantity of canned imports to Hawaii and for 1977 over 78 percent. The category "Other fish and shellfish" reflects the sum over type of
preparation of the "not elsewhere classified" specifications.
Table 12 represents estimated per capita consumption of foreign imports by type of preparation, adjusted to pounds of edible fishery products divided by civilian resident population of Hawaii on 1 July of each year.

## Summary and Conclusions

The tabulated data show that the total
per capita consumption of fish and shellfish in the State of Hawaii has been higher than the U.S. average over the entire period 1970-77. Specifically, the following conclusions can be drawn about fish and shellfish consumption:

1) United States per capita total consumption has followed a slight upward trend-from 1973 to 1977, consumption varied between 5.45 and 5.91 kg ( 12 and 13 pounds).
2) Hawaii per capita consumption for all fish products followed an unclear trend over the period. Consumption declined dramatically from 1972 [11.14 kg ( 24.5 pounds)] to 1974 [8.77 kg ( 19.3 pounds) ]and has since followed a solid upward trend.
3) Per capita consumption of fresh and frozen fishery products in Hawaii has ranged from 206 percent (in 1971) to 87 percent (in 1976) above the national average.
4) Per capita consumption of canned fishery products in Hawaii since 1973 has been below the U.S. average.
5) Per capita consumption of cured fishery products in Hawaii has been above the U.S. average for the period. Since this does not include local Hawaii production, the cured fishery products consumption rate in Hawaii is actually higher than the data indicate.
These results show that the most pronounced decline in the 1972.74 period occurred in the fresh and frozen catego1y. During this time, factors which may have possibly caused the decline were: 1) A change in tastes due to the public concern over high mercury content in large pelagic fishes. Market observers during this period report that the local fishermen were unable to sell many of their fish and that it is conceivable it would have taken several years for the consumers to return to their higher preference levels for fish. 2) The observed reduction in the quantity of local supply during 1972-74 was possibly a result of a decline in demand due to a change in tastes. 3) At the same time (1972) the visitor population began to grow much faster ( 12.2 percent annually) than the civilian resident population ( 2.1 percent annually). This visitor population may exhibit differential consumption rates that are higher or lower than the
resident population. However, any effect other than an absolute increase in the population is indeterminant. A diminished supply of fresh fish combined with a larger population base would result in a lower observed per capita consumption rate.

Hawaii has a large recreational fishery. The decline in the fresh category may be modified when consumption by recreationalists that is not reported in the commercial catch is taken into consideration. Yearly data for recreational landings as a separate category are not available. A recent study ${ }^{1}$ used Kailua-Kona, Hawaii, survey information to estimate gamefish catch by commercial and recreational troller vessels for 1976. The authors' "Estimate I" (Table 4) represents an adjustment to statewide Division of Fish and Game data which accounts for underreporting and differential vessel catch rates by vessel category. When this es-
${ }^{1}$ Cooper. J. C., and M. F. Adams. 1978 . Preliminary estimates of catch, sales, and revenue of game fish for the fishery conservation zone around the main Hawaiian Islands, by types of troll and longline vessels and by species, 1976. Unpubl. rep., 10 p. Southwest Fisheries Center Admin. Rep. 24H, Natl. Mar. Fish. Serv., NOAA. Honolulu, H1 96812.
timate was considered, the total Hawaii supply of fish and fishery products (for 1976) increased from $17,829,909.1 \mathrm{~kg}$ $(39,212,600$ pounds) to $18,432,090.9$ kg ( $40,550,600$ pounds), per capita consumption of fresh and frozen fish increased from 6.95 kg ( 15.3 pounds) to 7.32 kg ( 16.1 pounds), and total Hawaii per capita consumption increased from 9.27 kg ( 20.4 pounds) to 9.64 kg ( 21.2 pounds). ${ }^{2}$ Consumption of canned and cured fish are unaffected. It should be noted that the above estimate should therefore be considered as an approximation of one component of total recreational catch, that component caught by troller vessels and sold. Recreational catch that is not sold does not have to be reported.

Estimates of per capita consumption rates and the trends of these rates provide valuable input to research and policy planning. Specific determinants of this consumption have not been addressed here. However, these results have implications in particular for the Hawaii fishing industry, the aquaculture development program in Hawaii,
the State of Hawaii Fisheries Development Plan, and Regional Fishery Management Plans.

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