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The study on shrimp aquaculture in Hawaii and its impact on the local seafood market dynamics as well as on the communities

Hawaiian farmed white shrimp is unique in that this locally farmed species is successfully competing with an identical imported product in the local market. Conventional wisdom is that import will dominate the market with its price competitiveness, so how did the Hawaiian local farmed shrimp survive? To answer this question, my main goal is to estimate the willingness to pay of consumers in Hawaii to reveal characteristics that differentiate locally raised farmed shrimp from imported farmed shrimp of the same species. The study will apply stated preference survey with discrete choice experiment, now widely applied in environmental and product valuation. The survey will also investigate preferences that could potentially influence the use of labelling as a means of supporting local aquaculture production. This project will enhance my career in several ways: deeper dive into the topic of competition between the domestic and imported products in seafood market; and expand my interdisciplinary collaboration with a discipline that I have not worked with before: geography. The location production (i.e., domestic vs. imported), supply chain, the market, and consumers' perception about these location-related attributes are all important factors. The knowledge gained will help expand research, enrich course curriculum, and my career overall.

Award: \$10,000