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Theme: Marketing  
Session: TuB2 - Supply Chains

Title: **Hedonic Analysis of Frozen Processed Retail Fish in the UK  
Using Scanner Data: Implications for MSC-Certified New  
Zealand Hoki**

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Abstract: The introduction of new frozen processed products such as Marine Stewardship Council certified New Zealand hoki into the UK market is providing consumers with options away from the standard choices of cod and haddock. Resource managers all have a stake in successful product endeavors since new exotic seafood choices could reduce the pressure on stocks currently being overfished. In light of the overwhelming number of products available for retail purchase, it is important that producers key in on the attributes which most appeal to consumers. An objective of the analysis is to determine the relative value of different attributes, such as species and MSC label, on retail prices for frozen processed whitefish in the UK market.

A hedonic framework is employed to analyze the retail market using scanner data purchased from IRI, Inc. The data were collected weekly from January 2002 to February 2005. Approximately 130 distinct products are evaluated on the basis of five major attribute groupings, including species, brand (including private label and brands such as Bird's Eye), coating, cut (steaks, fillets, fishcakes, fingers, etc), and package size, encompassing a total of 29 categories. Additionally, the data is disaggregated into two geographical regions within the UK which enables the analysis to treat the areas as distinctly different markets and examine any regional disparities. In addition, we are able to distinguish between some MSC-labeled hoki and non-MSCLabeled hoki to determine if there is a premium paid for MSC products.