

CORRELATIONS BETWEEN THE RECENT MATERIAL PROGRESSES OF THAI SEAFOOD & TUNA SECTOR UNDER "TTIA" DRIVE AND MID TERM TRENDS OF GLOBAL TUNA MARKETS

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QUOTE- ADOLFO VALSECCHI PRESS RELEASE

First of all I am pleased to recognise the Great Material Progresses made by Thai Tuna and Seafood Industry coordinated and driven by TTIA in Sensitive Areas such as Human Trafficking-Safety and Welfare conditions both on Fishing Boats and on Tuna/Seafood Plants

This evolution is Welcome not only because "Ethical" but also because Global Consumers are becoming more sensitive to Such Intangible Values.

Moreover, it is positive to notice that, in parallel, also the Quality of both Frozen and Canned Thai processed Seafood has been constantly improving and meeting more appreciation on International Markets.

Such positive Evolutions, capable to drive in the right direction the attitude of the Global Consumers in favour of a Special Food Category and or Production Area, are straightly recalling the Headlines of my Opening Speech as Chairman of the Last Bangkok Tuna Conference 2016.

In Few words I was underlining that:

*Tuna is a Great Fish, Rich of several unique Values because generated and grown by Mother Nature in Its Wild-Natural Ambient.

...And it can't be produced by Aquaculture!

* Above List of Superior Values is growing its consumption YoY driven by emerging Countries where growth is at double digit.

*This YoY growing demand has driven ALREADY Tuna Global Catches at a Level much higher than permitted by Reproduction cycles-Science Monitoring

*Therefore Global Catches will have to be capped within Levels LOWER than the current ones & Consequent Strict controls will have to be coordinated among Coastal Countries Governments -Science-NGOs- Industry

FUTURE CONSEQUENCES

Tuna INDUSTRY Shall become the 1st Credible defender of its Noble, Unique, Wild Raw Material TUNA Shall cost more YoY than other proteins

INDUSTRY Will have to Build a new appropriate image of Tuna among Consumers suggesting it as a NOBLE

Genuine-ETHICAL TASTY FOOD capable to enrich as a Superior Taste Enhancer a combined dish completed by cheaper Pasta- Rice -Salads-Beans....

For all above reasons Global Tuna Industry will have to evolve QUICKLY as a Credible Ethical Leader capable to offer Unique Genuine Products Rich in Taste and Rich in Corporate Social Responsibility Values.

I believe that Today TTIA, returning to its progresses I mentioned before, is very well positioned for being a Driver of this Evolution Process.

I would conclude with a word of appreciation to the combined efforts already put in Place by the Tuna Global Family formed by Govs-FAO-NGOs-Science-Echo labels - Industry and

I would STRONGLY encourage all of them to "complete the Job" Focusing on Logistics and Traceability of Tuna Raw Material: An Area still deserving efforts....

All the Best to my Thai Colleagues.

MR. ADOLFO VALSECCHI

CHAIRMAN & CEO of "AS DO MAR" Tuna Group