WHY COLLECT ECONOMIC DATA?
WITH REGARDS TO ENVIRONMENTAL DECISIONS

▪ Evaluate tradeoffs
▪ Examine economic effects of human activity on the environment
▪ Capture role of ecosystem services in markets
▪ Make values explicit
▪ Not an end in itself
Humans not fully aware of their relationship to environment

- Complexity of environmental processes and ecological functions
- Economic values driven by underlying consumer (human) preferences
- Preferences shaped by culture, history, language, experiences, social norms, etc.
HOW TO BEST USE THAT ECONOMIC DATA WITH REGARDS TO ENVIRONMENTAL DECISIONS

▪ Complement quantitative economic data with qualitative and environmental field data
▪ Combine economic data with outreach and education
▪ Tell the story of your numbers
ECONOMICS OF ATLANTIC MENHADEN

- Socioeconomic analysis for Atlantic States Marine Fisheries Commission
ECONOMICS OF ATLANTIC MENHADEN

▪ Economic impact analysis
  ▪ 6.5% increase in TAC ➔ $4.1 million economic impacts + 70 jobs in Northumberland County, VA

▪ Public opinion surveys
  ▪ Public supported increased quotas almost 80% of the time
  ▪ Public willing to forgo $13 million in commercial fishing revenue (610 jobs) in exchange for improvements to water quality

▪ Industry interviews
  ▪ Increase in supply and demand of menhaden
  ▪ 2013 TAC decrease had variable impacts on industry depending on operation size
ECONOMICS OF SEA-TO-SCHOOL

- Pilot study at Cape Hatteras Secondary School using Cape Shark (spiny dogfish)
NC fish houses purchase cape shark for $0.11-$0.22 per pound

Dare County Schools currently pays $0.53 per four, 1-ounce fish nuggets ($2.12 per pound)

Hatteras processor could only make school price point with bloodline intact

Need for additional processing for school-ready servings
ECONOMICS OF COASTAL LANDSCAPING

- Supply and Demand of Native Plants
NORTH CAROLINA’S BLUE ECONOMY

Blue Economy

a sustainable ocean and coastal economy, which emerges when economic activity is in balance with the long-term capacity of ocean and coastal ecosystems to support this activity and remain resilient and healthy.
Did you know? In 2013, North Carolina’s Ocean Economy contributed:

$2.1 billion to the state’s GDP

43,385 jobs

$820 million to payroll

This represents 6.5 percent of GDP and 12.9 percent of total employment for the 20 coastal CAMA counties.
CONTACT ME

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