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Sustainable Aquaculture for a Secure Future

Title: On Consumers' WTP (Willingness to Pay) for Fishery Product Traceability System in China

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Abstract: Quality safety traceability system has adopted by most fishery enterprises as an important part of the strategic management. As the consequence, the end product is supposed to be higher. That consumers whether to accept has a direct impact on system successful implementation. This paper proposes a framework to research consumer awareness of fishery product and the traceability system and the degree of willingness to pay, cased study of consumers in Beijing on. The results contribute to the effectively apply the traceability system by aquatic products enterprises.

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