

to indirect consumption and industrial uses, respectively. By weight, the most important species produced were tuna, *mojarra*, shrimp and sardines, in that order. These four species accounted for about 35 percent of direct consumption in 1995, according to estimates from the *Secretaría del Medio Ambiente, Recursos Naturales y Pesca (Semarnap)*, Secretariat of Environment, Natural Resources and Fisheries. Other important categories included squid, oyster, skipjack and carp.

CONSUMPTION

Seafood consumption is heaviest along Mexico's coastal cities and towns, where retail prices are considerably lower than in inland centres. Government-funded marketing programs have not been successful at substantially increasing inland consumption, except in the major cities, and so the industry depends on export markets for its viability. The US and Japan are the principal markets. Sales have been hurt recently by a ban on imports of Mexican tuna into the United States. Mexico claims to have reduced dolphin mortality to less than one-half percent, and industry observers are optimistic that the ban will be lifted during 1997. Shrimp sales have been reduced by consumer boycotts associated with a turtle conservation campaign.

PRINCIPAL FISHING PORTS

