COMMUNICATING ECONOMIC DATA— HOW TO TELL THE STORY OF A NUMBER

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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

DRAWBACKS TO ECONOMIC DATA WITH REGARDS TO ENVIRONMENTAL DECISIONS

- 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





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



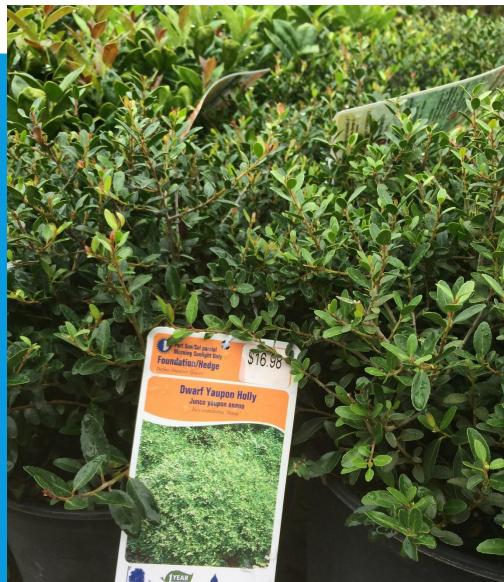
ECONOMICS OF SEA-TO-SCHOOL

- •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





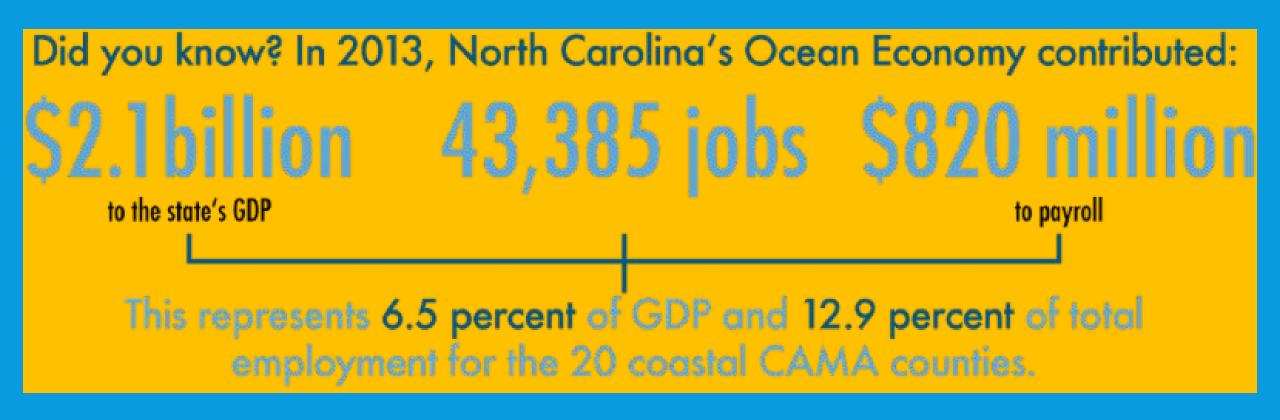
NORTH CAROLINA'S BLUE ECONOMY



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.

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