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RESEARCH REPORTS IN THE ECONOMICS OF GIANT CLAM MARICULTURE

Working Paper No. 35

**Interest of Asian Restaurants in Queensland in
Using Giant Clam Meat in their Cuisine and
their Knowledge of it**

by

Clem Tisdell

September, 1992



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MARICULTURE**

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**Interest of Asian Restaurants in Queensland in using Giant Clam
Meat in their Cuisine and their Knowledge of it¹**

by

Clem Tisdell²

September, 1992

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² School of Economics, The University of Queensland, St. Lucia Campus, Brisbane QLD 4072, Australia
Email: c.tisdell@economics.uq.edu.au

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Research for the project *Economics of Giant Clam Mariculture* (Project 8823) is sponsored by the Australian Centre for International Agricultural Research (ACIAR), G.P.O. Box 1571, Canberra, A.C.T. 2601, Australia. The following is a brief outline of the Project:

The technical feasibility of culturing giant clams for food and for restocking tropical reefs was established in an earlier ACIAR project. This project is studying the economics of giant clam mariculture, to determine the potential for an industry. Researchers will evaluate international trade statistics on giant clams, establish whether there is a substantial market for them and where the major overseas markets would be. They will determine the industry prospects for Australia, New Zealand and South Pacific countries, and which countries have property right factors that are most favourable for commercial-scale giant clam mariculture. Estimates will be made of production/cost functions intrinsic in both the nursery and growth phases of clam mariculture, with special attention to such factors as economies of scale and sensitivity of production levels to market prices.

Commissioned Organization: University of Queensland.

Collaborators: James Cook University, Townsville, Queensland; South Pacific Trade Commission, Australia; Ministry of Primary Industries, Fiji; Ministry of Natural Resources and Development, Kiribati; Silliman University, Philippines; Ministry of Agriculture, Fisheries and Forests, Tonga; Forum Fisheries Agency, South Pacific; ICLARM, Manila, Philippines.

For more information write to Professor Clem Tisdell, Project Co-ordinator, Economics of Giant Clam Mariculture, Department of Economics, University of Queensland, St Lucia 4067, Brisbane, Queensland, Australia. Email: c.tisdell@economics.uq.edu.au

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Interest of Asian Restaurants in Queensland in Using Giant Clam Meat in their Cuisine and their Knowledge of it

ABSTRACT

A survey of Asian Restaurants (East Asian only) was undertaken in Brisbane and the Gold Coast in June and July 1992 to determine the extent of the knowledge of owners/managers of these restaurants about giant clam meat and their interest in using it. This paper reports on the results. It finds that owners/managers of such restaurants lack knowledge about giant clam meat and methods of preparing it, and that the contrary view commonly held by Europeans is a myth. The paper also examines the relationship between interest in using giant clam meat and (1) the ethnic background of the restaurant, (2) the geographical location of the restaurant (Brisbane versus the Gold Coast), (3) the extent of its dependence for custom on overseas tourists, (4) the racial nature of its customers (European or non-European) and (5) the income level of its customers.

Keywords: demand by Asian restaurants for giant clam, demand and supply, giant clam, Brisbane, Gold Coast.

JEL Classification: Q57, Q21, Q22

Interest of Asian Restaurants in Queensland in Using Giant Clam Meat in their Cuisine and their Knowledge of it

1. Introduction

There is a widespread view in the South Pacific that Asian restaurateurs know giant clam meat and are eager to use it when it is available. For example, a venture to farm giant clams in the northwest of Western Australia specifically mentioned in its prospectus that sales to Asian restaurants in Australia would constitute an important market outlet for its product. A reviewer for *Journal of Pacific Studies* published from the University of the South Pacific in Fiji which specifically mentioned in relation to an article on "The Potential Market for Giant Clam Meat in New Zealand" submitted by Tisdell and Wittenberg that demand by Asian restaurants could be an important market outlet (Vanessa Griffen, pers. comm., June, 1991). However, there appears to have been no empirical investigation of this matter in Australia or New Zealand. The purpose of this paper is to provide some empirical evidence on this matter, obtained from a survey of Asian restaurants in Brisbane and the nearby Gold Coast. In all, forty-nine such restaurants were surveyed in June and July, 1992 using the questionnaire reproduced as Appendix A. A complete list of the restaurants surveyed is included as Appendix B.

2. The Sample

The sample of forty-nine restaurants was drawn from Brisbane (38, i.e. 78 per cent) with eleven restaurants being surveyed on the Gold Coast. In Brisbane most of the restaurants surveyed were in Fortitude Valley ("Chinatown"), in Brisbane City or suburbs close to the Central Business District of Brisbane. The restaurants were located by means of the "Yellow Pages" of the Telephone Directory, contacted in advance by telephone and face-to-face interviews were conducted by Mr. Haishun Sun and Mr. Ziqi Liao. An attempt was made to survey all Asian restaurants in Fortitude Valley and Brisbane City, and a selection of Asian restaurants in suburbs close to Brisbane City. Partially this was determined by ease of access.

The Gold Coast was included because its access is relatively easy from Brisbane and it is a well-known tourist destination with a considerable number of foreign tourist visitors, particularly from Japan. The composition of the sample is weighted towards Chinese restaurants which contribute sixty one per cent of the sample. Other ethnic groups included are Thai (13 per cent), Japanese (10 per cent), Korean (8 per cent), Malaysian (4 per cent) and Vietnamese (2 per cent). Chinese restaurants are the most common Asian restaurants in Australia, so up to a point, the preponderance of Chinese restaurants in this East Asian sample is not inappropriate. Details of the location and ethnic background of the restaurants surveyed is summarised in Table 1. A list of the individual restaurants surveyed, with addresses, is given in Appendix B.

Table 1: The location and ethnic composition of Asian restaurants surveyed

Restaurants	Fortitude Valley	City	Gold Coast	Other	All
Chinese	10	3	6	11	30
Thai	4	1	0	1	6
Japanese	0	0	5	0	5
Korean	4	0	0	0	4
Singapore	1	0	0	0	1
Malaysian	0	0	0	2	2
Vietnamese	1	0	0	0	1
Total	20	4	11	14	49

3. Use of Seafood by Asian Restaurants, Knowledge of Giant Clam Meat as a Food Item, Interest in Using It.

Seafood is an important item in the menus of Asian restaurants. Of the forty-nine restaurants surveyed, forty six served seafood. Ninety per cent of these restaurants believed that seafood was an important (even essential) component of their food selection. The types of seafood most commonly used are prawns, fish, scallops, oysters, crabs and lobsters. The extent of their use in the sample surveyed is shown in Table 2.

Table 2: Number of Asian restaurants surveyed, indicating use of each type of seafood

Restaurant by Ethnic Type	Chinese	Japanese	Korean	Thai	Other	All
Prawns	24	5	4	4	3	40
Fish	25	4	2	4	4	39
Scallops	22	3	2	0	3	29
Oysters	14	0	0	0	0	14
Crabs	11	1	1	0	0	12
Lobster	9	2	0	1	0	12

None of the restaurants surveyed were using giant clam meat and it was not well known by them. More than half (60 per cent) of the respondents to the survey did not know of giant clams. Furthermore, ninety three per cent of restaurants surveyed have had no experience in cooking or using giant clam for food. Thus, the general hypothesis that Asian restaurants are, on the whole, very familiar with giant clam meat as a food item is not supported.

Most respondents did not know how to cook or prepare giant clam for food. They imagined that giant clam could be cooked by boiling, steaming, or frying with some special sauces. Some did know that some Japanese like to eat raw giant clam meat, and that giant clam can also be used in soup.

Respondents were asked (Question 9) if they thought giant clam meat was well known to Asian food caterers as a food item. Thirty eight restaurants (78 per cent) believed that giant clam meat was not well known to Asian food caterers. Only seven respondents thought Asian food caterers had considerable knowledge of giant clam meat and four restaurants were "uncertain" about this matter. This further emphasises the general unfamiliarity of Asian restaurants in Australia with giant clam meat.

Nevertheless, many respondents expressed interest in using giant clam meat in future if it should become available. Thirty three restaurants (70 per cent) answered "yes" to the question (Question 7) of whether they would like to use giant clam in future. About thirty per cent of respondents were not prepared to use giant clam in future even it is was available,

because either giant clam meat is considered unsuitable for their ethnic food dishes (e.g. Thai food), or they were not confident about selling cooked or prepared giant clam meat to their customers.

Furthermore, many respondents thought that Asian food caterers would have considerable interest in the availability of giant clam meat. Of the forty nine respondents twenty five restaurants (50 per cent) thought Asian food caterers would have considerable interest in the availability of giant clam meat and fourteen (28 percent) thought that those caters would have moderate interest in giant clam. The remainder thought that Asian food caterers would have little or no interest in the availability of giant clam meat as a food item. The results are summarised in Table 3.

Table 3: Likely interest of Asian restaurants in using giant clam is available as estimated by respondents (Question 10).

Answer	Interest in Using		
	Considerable	Moderate	Little/No
Number of Restaurants	25	14	10
Percentage	50	28	22

Table 4 summarises the binary answers to questions 5 - 9 by respondents according to their ethnic background. The questions were designed to determine the following:

- Q5. Whether giant clams are known by respondents.
- Q6. Whether they have been or are used by respondents for their meat.
- Q7. Whether the respondent would be interested in the possibility of using giant clam meat in the future.
- Q8. Whether the respondent knows of any recipes for preparing giant clams as food.
- Q9. Whether or not respondents believe that the meat of giant clams is well known to

Asian food caterers in Australia.

Some interesting observations can be made from Table 4. Firstly, the majority of Asian restaurants sampled did not know of giant clams and surprisingly perhaps Chinese restaurant operators were least knowledgeable about giant clams. Furthermore, extremely few Asian restaurant operators had ever used giant clam meat. These were two Chinese, one Japanese and one Malaysian restaurant. However, interest was expressed by all ethnic groups in using giant clam meat if it should become available. Overall, about two-thirds of Asian restaurants indicated that they would be interested in the possibility of using giant clam meat. Most interest existed amongst the Korean group, followed by Japanese and Chinese with Thai restaurants being least interested. The majority of the latter restaurants indicated that they would not use giant clam meat even if it was readily available.

Question 8 was designed to provide additional information about the knowledge of Asian food caterers of giant clam meat as a food item. Only twenty per cent of all respondents indicated that they knew a recipe or recipes for the preparation of giant clams as a food item. The Japanese caterers were least knowledgeable in that respect and Chinese restaurants were below the average in relation to such knowledge. In general, knowledge about how to prepare giant clam meat as a food item is very limited amongst Asian food caterers.

Further confirmation of the paucity of knowledge of Asian food caterers in Australia about giant clam meat was obtained from Question 9. The vast majority of respondents (86%) indicated that in their view it was not well known amongst such caterers. The Chinese group of respondents believed that this knowledge was less prevalent than did the Japanese respondents but all were agreed about the lack of such knowledge.

The view that Asian food caterers in Australia provide a ready market for the sale of giant clam meat must be discounted. While most caterers would be prepared to try such meat if it became readily available, virtually all lack experience with it and knowledge about its preparation. Thus in Australia, it would seem necessary for sellers of giant clam meat to make available information (recipes) for its preparation and use in Asian-style cuisine.

Table 4: Asian Restaurants' Response to Questions 5 to 9

Ethnic background	Total Number of Responses	Q5				Q6				Q7				Q8				Q9			
		Yes		No		Yes		No		Yes		No		Yes		No		Yes		No	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Chinese	30	8	27%	22	73%	2	7%	28	93%	21	70%	9	30%	4	13%	26	87%	3	10%	27	90%
Japanese	5	5	100%			1	20%	4	80%	3	60%	2	40%			5	100%	2	40%	3	60%
Thai	6	3	50%	3	50%			6	100%	2	33%	4	67%	1	17%	5	83%	1	17%	5	83%
Korean	4	2	50%	2	50%			4	100%	4	100%			1	25%	3	75%			4	100%
Malaysian	2	2	100%			1	50%	1	50%	1	50%	1	50%	2	100%			1	50%	1	50%
Singaporean	1			1	100%			1	100%			1	100%	1	100%					1	100%
Vietnamese	1	1	100%					1	100%	1	100%			1	100%					1	100%
Total	49	21	43%	28	57%	4	8%	45	92%	32	65%	17	35%	10	20%	39	80%	7	14%	42	86%

4. Location of Restaurants and Socio-Economic Characteristics of Their Customers Related to the Interest of Restaurants in Using Giant Clam Meat.

As mentioned earlier, of the 49 restaurants surveyed, 38 were located in Brisbane and 11 on the Gold Coast. As specified in Table 5, a higher proportion (88%) of the Gold Coast restaurants were interested in using or trying giant clam meat compared to Brisbane where 66% expressed such an interest. Greater interest on the Gold Coast might reflect the high proportion of overseas tourists on the Gold Coast.

Table 5: Comparison of the Distribution of those Surveyed Restaurants Interested (and not Interested) in Using Giant Clam Meat in Brisbane and on the Gold Coast

All	Total	Interest ^a		No Interest ^b	
		Number	%	Number	%
Total	49	34	70%	15	30%
Brisbane	38	25	66%	13	34%
Gold Coast	11	9	82%	2	18%

(a) Answered 'Yes' to Question 7

(b) Answered 'No' to Question 7

The majority of restaurants surveyed obtain most of their business from Australian customers, mainly locals. Sixty five per cent of restaurants surveyed indicated that eighty per cent or more of their customers were Australian residents. Nevertheless, thirty per cent of the sample stated that half their customers or more were overseas visitors. The distribution of the dependence of the restaurants on overseas tourists and on Australian customers is indicated in Table 6.

Table 6: Distribution of Restaurants Surveyed in Terms of their Percentage Dependence on Overseas and Australian Customers

Percentage of Australian Customers	Over 80% to 100%	Over 70% to 80%	Over 60% to 70%	Over 50% to 60%	Over 40% to 50%	Over 30% to 40%	Over 20% to 30%	Over 10% to 20%	0 to 10%
Percentage of Overseas Customers	0 to 20%	20% to under 30%	30% to under 40%	40% to under 50%	50% to under 60%	60% to under 70%	70% to under 80%	80% to under 90%	90% to 100%
Number of restaurants	22	10	1	1	7	2	3	2	1
Percentage of total restaurants	45%	20%	2%	2%	14%	4%	6%	4%	2%

It is worthwhile considering whether there is any relationship between the interest of the restaurant managers in using giant clam meat in the future (answers to question 7) and the dependence of the restaurants on overseas customers for business. From Table 7, it can be seen that restaurants for which a half or more of their customers are from overseas had slightly greater interest in trying clams than the remaining restaurants. The difference in interest is however small. Yet, if one considers restaurants for which seventy per cent or more of their customers are from overseas, they are, on the whole, more eager to try giant clam meat than the remaining restaurants. Nevertheless, even those restaurants in which Australian customers are in the majority have considerable interest in trying giant clam meat.

Table 7: Relationship Between the Dependence of Restaurants on Overseas Tourist Customers and Their Interest in Using Giant Clam Meat

Origin of Customers	Total	Interest ^a		No Interest ^b	
		Number of Restaurants	%	Number of Restaurants	%
50% and over from overseas	15	11	73%	4	27%
49% and less from overseas	34	23	68%	11	32%
70% and over from overseas	6	5	83%	1	17%
69% and less from overseas	43	29	67%	14	33%

(a) Answered 'Yes' to Question 7.

(b) Answered 'No' to Question 7

Restaurants were asked to indicate what proportion of their customers were European and non-European. Europeans were predominating in most of the restaurants. As Table 8 indicates, there was slightly less interest amongst restaurateurs with predominantly European customers in trying clam meat than for the other categories. However, even for restaurants in which European customers were in the majority, the majority of respondents were interested in trying giant clam meat. This indicates that use of clam meat is not dependent on Asians or non-European customers.

Table 8: Relationship between the Racial Background of the Majority of their Customers and the Interest of Restaurants in Using Giant Clam Meat

Racial type of most customers	Total Number of Restaurants	Interest ^a		No Interest ^b	
		Number	%	Number	%
All races	49	34	70%	15	30%
European	34	22	65%	12	35%
Non-European	7	5	71%	2	29%
European + Non-European ^c	8	7	88%	1	12%

(a) Answered 'Yes' to Question 7.

(b) Answered 'No' to Question 7

(c) No clear majority of either Europeans or non-Europeans

Asian restaurateurs were asked the income group to which most of their customers belong (Question 14). They were asked whether they belong mostly to the high income, middle income or low income group. The intention was to see if there was any connection between the levels of income of customers served by restaurants and their interest in using giant clam meat. The responses and the relationship are indicated in Table 9. Most restaurants said that they were catering for middle and middle-to-high income groups, with the next largest group catering for low and low-to-middle income groups. The smallest number of restaurants catered for high income groups exclusively or for low income groups exclusively.

Table 9. Relationship between the Income Levels of the Majority of their Customers and the Interest of Restaurants in Using Giant Clam Meat

Dominant Income Group of Customers	Total	Interest ^a		No Interest ^b	
		Number of Restaurants	%	Number of Restaurants	%
All groups	49	34	70%	15	30%
High income	2			2	100%
Middle income	30	22	73%	8	27%
Low income	1			1	100%
H + M ^c	7	6	85%	1	15%
M + L ^d	8	5	63%	3	37%
H + M + L ^e	1	1	100%		

(a) Answered 'Yes' to Question 7.

(b) Answered 'No' to Question 7

(c) Middle and high income customers the majority

(d) Middle and low income customers the majority

(e) Customers drawn from all income levels

From Table 9, it can be seen that the group in which the highest percentage of restaurants expressed interest in using giant clam meat cater for middle income and middle- to high-income customers. The next greatest level of interest was amongst those restaurants catering jointly for low and middle income customers. Least interest was expressed by those restaurants catering exclusively for high income earners and those concentrating only on low income earners.

5. Concluding Comments

Although the sample on which these observations are drawn is relatively small, it indicates the following:

- ❖ Asian restaurants in Australia have little or no knowledge of clam meat, including methods of preparing it for food.
- ❖ The majority of such restaurants, however, would be interested in trying it if it became available.

- ❖ This interest does not depend solely on the reliance of restaurants on overseas customers, even though those with the greatest proportion of overseas tourist customers show the greatest interest.
- ❖ This interest is not to any great extent a function of the racial composition of the customers of such restaurants. It does not depend to any great extent on whether customers are European or non-European, although interest seems to be slightly higher in cases where non-European customers predominate.
- ❖ Restaurant catering for middle income and for middle-to-high income groups expressed the greatest interest in trying clam meat with those depending almost exclusively on high income customers or low income ones expressing the least interest.

The results from the sample indicate that a market is likely to exist amongst Asian restaurants for giant clam meat but it needs to be developed. In particular if giant clam meat should become available, restaurants would benefit from advice on its preparation, though many would be willing to experiment with its preparation on their own. Suitable preparation and presentation of the product would be extremely important in gaining acceptability for the product and building up a suitable "image" for it, especially since in the beginning it would be regarded as an "exotic" speciality. Price would also influence long-term use but it may not be the most important consideration in the period of early introduction of the product.

6. Acknowledgments

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DEPARTMENT OF ECONOMICS

Professors:

C.A. TISDELL, BCom UNSW, PhD ANU, FASSA,
Head of Department

R.C. JENSEN, MAgEc NE, AEd, BEcon, PhD

J. FOSTER, BA Cov Poly, MAEcon, PhD Manc.



THE UNIVERSITY OF QUEENSLAND

Brisbane Qld 4072 Australia

Telephone (07) 365 6570

International +61 7 365 6570

Facsimile (07) 365 7299

Telex UNIVQLD AA 40315

2 June 1992

To Whom it May Concern:

Survey of Asian Food Restaurants in
Brisbane about their Knowledge of
Giant Clam Meat and Interest in Using it

It is now possible to farm giant clams in the sea. One of their possible uses is for food, and we want to find out whether Asian food restaurants know of this possibility. It is for this reason that we hope that you can help us with our research. We would therefore like you to answer some questions for us. Your answers will remain confidential. They are being used for research purposes only and not commercially. We hope to prepare a report based on all the completed surveys.

I have asked Mr Haishun Sun and Mr Ziqi Liao to assist me in undertaking this survey. Both are postgraduate students at The University of Queensland and are reliable individuals. I would appreciate any assistance which you are able to give to them. If you have any difficulties or queries, you can telephone me using the telephone numbers listed above.

Thanking you in advance for your assistance.

Yours sincerely

Clem Tisdell
Professor of Economics

APPENDIX A

CONFIDENTIAL

Survey of Asian Food Restaurants in Brisbane About their Knowledge of Giant Clam Mean and Interest in Using It.

Name of Respondent and Position

Name of Restaurant

Address

Telephone

1. Ethnic background of owners or of effective operators of the business (e.g. Chinese (Cantonese)).

.....

2. What type of ethnic food do you sell? List in descending order of importance (e.g. (1) Chinese-Cantonese, (2) Australian).

.....

.....

3. Is seafood included in your menu? Yes/No

If yes, is it an important part of your menu? Yes/No

What types of seafood do you mostly use?

.....

4. Do you use shellfish (scallops, prawns, oysters, clams and so on) on your menu? Yes/No

Is shellfish an important item in your menu? Yes/No

Which types of shellfish do you mostly use?

.....

5. Do you know of giant clams? [This is the shell of one.
Please see photographs]. ·

Yes/No

6. The shells of the giant clam cover the meat inside. The meat of young clams can be eaten whole after discarding the kidneys, but the meat of older clams is usually divided into two parts - the muscle (which is firm and whitish in colour) and the mantle. Both parts may be eaten but are usually prepared differently by those that eat it. Sometimes only the muscle is eaten, e.g. this is usually the case in Taiwan. Have you used giant clam meat for eating or for any of your recipes?

Yes/No

Please explain

If yes, indicate the recipes or ways in which you used it.

.....
.....
.....

7. Do you think that you might use giant clam meat in your cooking or food preparation in the future if it were available?

Yes/No

Please explain

If you might use it, would you please indicate how you might like to use it?

.....
.....
.....

8. Do you know of any recipes or ways (not mentioned earlier) in which giant clam meat can be used?

Yes/No

If yes, would you kindly provide some information about these.

.....
.....
.....

9. Do you think that giant clam meat is well known to Asia food caterers in Australia?

Yes/No

Please explain.

.....
.....

10. Do you think that Asian food caterers in Australia would have
considerable
moderate
little, or
no

interest in the availability of giant clam meat? Please explain.

.....
.....
.....

11. What percentage of your customers would be people resident in Brisbane? %

12. What percentage of your customers would be overseas tourists? %

From what country or countries do they mostly come?

.....
.....

13. Of your Australian Customers, are they mostly European or non-European?

European
Non-European

What is the main ethnic background of your non-European Australian customers?

.....

14. What socio-economic groups do most of your customers belong to?

High income
Middle income
Lower income

15. What short statement best describes the nature (characteristics) of your customers or custom?

.....
.....
.....

16. Any other comments?

.....
.....
.....
.....
.....
.....

Thank you for your co-operation and time. Your answers will remain confidential.

Clem Tisdell
Department of Economics
University of Queensland. 4072

Telephone: (07) 365 6306

1st. June 1992

Would you like a free copy of our report when it is available?

Yes/No

APPENDIX B

The Name List of Asian Restaurants Surveyed

Chinese Restaurants:

1. Dragon Terrace Chinese Restaurant
Address: Cnr Sandgate and Junction Road, Clayfield, Brisbane.
Name of the Respondent: The owner
Telephone: 2623282
2. China Sea Restaurant
Address: 11 Duncan St, Fortitude Valley, Brisbane.
Name of the Respondent: Mr.Cheung, the manager.
Telephone: 2524696
3. Emperor's Palace Restaurant
Address: 31b Duncan St, Fortitude Valley, Brisbane.
Name of the Respondent: Peter Wan, the owner.
Telephone: 2523368.
4. Golden Palace Chinese Restaurant
Address: Cnr Ann & Duncan St, Fortitude Valley Brisbane.
Name of the Respondent: David Lui, the manager.
Telephone: 2528872.
5. Ming Dynasty Seafood Restaurant
Address: 185 Wickham St, Fortitude Valley, Brisbane.
Name of Respondent: Miss Yeung, the owner
Telephone: 2521181
6. Jenny's Chinese Restaurant
Address: 334 Brunswick St, Fortitude Valley, Brisbane.
Name of the Respondent: Mrs. Jenny Chai, the owner.
Telephone: 2528036
7. King of Kings Chinese Restaurant
Address: 169 Wickham St, Fortitude Valley, Brisbane.
Name of the Respondent: Ms. Leslie Wau, the owner.
Telephone: 8521122
8. Chinatown Garden Restaurant
Address: 12 Duncan St, Fortitude Valley, Brisbane.
Name of the Respondent: Mr. C.C. Cheung, the manager.
Telephone: 8521796

9. Enjoy-Inn Chinese Restaurant
Chinatown, Fortitude Valley, Brisbane.
Name of the Respondent: Mr. Chan, the owner.
Telephone: 2523838.
10. 42nd Street Restaurant
Address: Broadway on the Mall, Fortitude Valley.
Name of the Respondent: R.D. Anderson, the operations manager
Telephone: 2293177
11. Spring Field Chinese Restaurant
Address: 44 Cavill Ave, Surfers Paradise, Gold Coast, Queensland.
Name of the Respondent: Don Cho, the owner.
Telephone: 075-315749
12. Original Chinese Restaurant
Address: 2995 Gold Coast Highway, Gold Coast, Queensland.
Name of the Respondent: Ms. Dillon Wang, the owner.
Telephone: 075-923488.
13. China's House Restaurant.
Address: 3286 Gold Coast Highway, Gold Coast, Queensland.
Name of the Respondent: Mr. Chan, the owner.
Telephone: 075-390846.
14. The Lotus Inn (Chinese)
Address: 3022 Gold Coast Highway, Gold Coast, Queensland.
Name of the Respondent: Mr. Chan, the owner.
Telephone: 075-315526.
15. Imperial Palace Restaurant
Address: 3310 Gold Coast Highway, Gold Coast, Queensland.
Name of the Respondent: Tadman Kwok, Assistant Manager.
Telephone: 075-385944.
16. Golden Budda Licensed Chinese Restaurant
Address: 1st Floor, 3094 Gold Coast highway, Gold Coast, Queensland.
Name of the Respondent: Mr. Su, the owner.
Telephone: 075-921193.
17. The Orient Express Restaurant
Address: Myer Centre, Brisbane City, Queensland.
Name of the Respondent: Ms. Li, the waitress.
Telephone:
18. Lisa's Chinese Restaurant
Address: Milton Shopping Centre, Milton, Brisbane. Queensland.
Name of the Respondent: Mrs. Tsai, the owner.
Telephone: 3692399.

19. Tampo Chinese Restaurant.
Address: Milton Shopping Centre, Milton, Brisbane, Queensland.
Name of the Respondent: Mr. Liu, the owner.
Telephone: 3692635.
20. Enjoy Inn Restaurant
Address: Upper Mt Gravatt, Brisbane, Queensland.
Name of the Respondent: a cook in charge of kitchen.
Telephone: 3494372.
21. Charlie Chan's Restaurant
Address: Indooroopilly Shopping Town, Brisbane, Queensland.
Name of the Respondent: Charlie Chan, the owner.
Telephone:
22. Loon Fung Chinese Restaurant
Address: 152 Station Road, Indooroopilly, Brisbane, Queensland.
Name of the Respondent: Mrs Jenny Lowe, the owner.
Telephone: 3786128.
23. Lucky Inn Chinese Restaurant
Address: Westfield Shoppingtown, Indooroopilly, Brisbane, Queensland.
Name of the Respondent: Ms. Susan Au, the manager.
Telephone: 3788987.
24. Yuot Wah Chinese Restaurant
Address: 175 Moggill Road, Taringa, Brisbane, Queensland.
Name of the Respondent: Mr. Jimmy Le
Telephone: 3715731.
25. Sun Fay Chinese Restaurant
Address: 74 High Street, Toowong, Brisbane, Queensland.
Telephone: 3714889.
26. Peking Palace Restaurant
Address: 36 High Street, Toowong, Brisbane, Queensland.
Telephone: 3710633.
27. Winter Garden Food Court
Address: Winter Garden Centre, Brisbane City, Queensland.
Name of the Respondent: Mrs. Tso, the manager.
Telephone:
28. Pine and Bamboo Restaurant
Address: 968 Wynnum Road, Cannon Hill, Brisbane, Queensland.
Name of the Respondent: the manager.
Telephone: 3999095

29. The Lotus Room
Address: 203 Elizabeth Street, Brisbane City, Qld 4000.
Name of the Respondent: Jenny Hung, the manager.
Telephone: 2218546.
30. King of Sea Restaurant
Address: 316 St. Paul's Terrace, Fortitude Valley, Brisbane, Queensland.
Name of the Respondent: Raymond NG, the owner.
Telephone: 2523600.

Singaporean Restaurants:

31. Singapore Restaurant
Address: 196 Wickham Street, Fortitude Valley, Brisbane, Queensland.
Name of the Respondent: Mr. Wang, the owner.
Telephone: 2522006.

Malaysian Restaurants:

32. The Kwali Malaysian Restaurant
Address: 6A Sherwood Road, Toowong, Brisbane, Queensland.
Name of the Respondent: Mr. G. Lim, the owner.
Telephone: 8708106.
33. Malaysian Experience Restaurant
Address: 80 Jephson Street, Toowong, Brisbane, Queensland. .
Name of the Respondent: Mr. Mackeelle Pan, the owner.
Telephone: 8702646.

Japanese Restaurants:

34. Ichi Ban Japanese Restaurant
Address: No 3 Monte Carlo Palace, Gold Coast. Queensland.
Name of the Respondent: the manager.
Telephone: 075-924169.
35. Mon Japanese Restaurant
Address: 1st Floor, Paradise Centre, Gold Coast Highway, Gold Coast, Queensland 4217.
Name of the Respondent: Mr. M. Komiya, the general manager.
Telephone: 075-902928.
36. Musashi Japanese Restaurant
Address: Surfers Paradise, Gold Coast, Queensland 4217.
Name of the Respondent: Milos Jecny, the manager.
Telephone: 075-503309.

37. Ataka Steak Seafood Japanese Restaurant
Address: 3090 Gold Coast Highway, Gold Coast, QLD 4217.
Name of the Respondent: Mai Perry, assistant manager
Telephone: 075-388431
38. Yama Sakura Japanese Restaurant
Address: Shop 60, Centre Arcade, 3131 Gold Coast Highway,
Gold Coast 4217, Queensland.
Name of the Respondent: Yoshimi Yamagishi, Managing Director
Telephone: 075-922799

Thai Restaurants:

39. Sala Thai Restaurant
Address: 256 Wickham Street, Fortitude Valley, Brisbane, Queensland.
Name of the Respondent: Charthala Jones, the manager.
Telephone: 8541198.
40. Poppy Thai Restaurant
Address: 26 Duncan Street, Fortitude Valley, Brisbane, Queensland.
Name of the Respondent: G & P. Garbuszus, the owner.
Telephone: 2527249.
41. Thai Food Takeaway Restaurant
Address: Brunswick Street, Fortitude Valley, Brisbane, Queensland.
Name of the Respondent: Mirelle Motze, the owner.
Telephone: 8522066
42. Wang Dynasty Inn
Address: Broadway, Brisbane City, Queensland.
Name of the Respondent: The owner.
Telephone: 229882
43. Renu Thai Take Away restaurant
Address: 25 High Street, Toowong, Queensland 4066
Name of the Respondent: Surachart Sriuangboon, the owner.
Telephone: 8702398.
44. Thai Rimkhong Restaurant
Address: Chopstix NB 7, Fortitude Valley, Brisbane, Queensland.
Name of the Respondent: Venida Atkins, the manager.
Telephone: 2527009.

Korean Restaurants:

45. Authentic Korean Restaurant
Address: 31 Duncan Street, Fortitude Valley, Brisbane, Queensland
Name of the Respondent: Mr. Baner Tsawg, the owner.
Telephone: 2523836.

46. Korean and Japanese Restaurant
Address: 206 Wickham Street, Fortitude Valley, Brisbane, Queensland 4006.
Name of the Respondent: Jin Sang Song, the owner.
Telephone: 2528366.
47. HanilKwan Karaoke Restaurant
Address: 202 Wickham Street, Fortitude Valley, Brisbane, Queensland 4006.
Name of the Respondent: Yun-Hee An, the owner.
Telephone: 2528289
48. Seoul Restaurant
Address: 146 Wickham Street, Fortitude Valley, Brisbane, Queensland.
Name of the Respondent: Peter Kim, owner.
Telephone: 2525004.

Vietnamese Restaurant:

49. Valley VietNameese Restaurant
Address: 194 Wickham Street, Fortitude Valley, Brisbane, Queensland.
Name of the Respondent: Peter Le, the owner.
Telephone: 2524112.

Research Reports and Papers in: Economics of Giant Clam Mariculture

Previous Working Papers

1. "Market for Giant Clam Shells: Report on a Survey of Retailers and Wholesalers in Southeast Queensland, Australia." Clem Tisdell with the assistance of Rene Wittenberg, November, 1989.
2. "Seafarming as a Part of Indonesia's Economic Development Strategy - Seaweed and Giant Clam Mariculture as Cases." Carunia Firdausy and Clem Tisdell, November, 1989.
3. "Market for Giant Clams as Aquarium Specimens: Report on a Survey of Retailers of Supplies for Saltwater Aquariums, Southeast Queensland, Australia." Clem Tisdell with the assistance of Rene Wittenberg, November, 1989.
4. "Aquaculture as a Use of the Coastal Zone: Environmental and Economic Aspects, Giant Clam Farming as a Development." Clem Tisdell, December, 1989.
5. "Pacific Giant Clams and their Products: An Overview of Demand and Supply Factors." Clem Tisdell, December, 1989.
6. "Marine Property Rights in Relation to Giant Clam Mariculture in the Kingdom of Tonga." Dr T'eo I.J. Fairbairn, February, 1990.
7. "Exploring the Demand for Farmed Giant Clams and Their Components: Approaches and Problems." Clem Tisdell, February, 1990.
8. "Report on possible Demand for Giant Clam Meat by Tongan Descendants in Australia: Inferences from interviews conducted in the Brisbane Area". Clem Tisdell and Rene Wittenberg, February, 1990.
9. "Evaluation of International Trade Statistics on Giant Clams and Related Products and the Market for Giant Clam Meat." Dr John Stanton, March, 1990.
10. "Assessing Species for Mariculture in Developing Countries: A Review of Economic Considerations." Carunia Firdausy and Clem Tisdell, April, 1990.
11. "An Analysis of the Cost of Producing Giant Clam (*Tridacna gigas*) Seed in Australia." Tisdell, C.A., Lucas, J.S. and Thomas, W.R., May, 1990.
12. "Marine Property Rights Fiji: Implications for the Development of Giant Clam Mariculture." Dr T'eo I.J. Fairbairn, August, 1990.
13. "Reef and Lagoon Tenure in the Republic of Vanuatu and Prospects for Mariculture Development". Dr T'eo I.J. Fairbairn, August, 1990.
14. Progress Report No. 1 to ACIAR, Project No. 8823. Professor Clem Tisdell, August, 1990.
15. "The Potential Market for Giant Clam Meat in New Zealand: Results of Interviews with Pacific Island Immigrants." Clem Tisdell and Rene Wittenberg, October, 1990.
16. "The Potential Demand for Giant Clams in Indonesia and Their Status: A Report on a Survey of Four Coastal Villages in Bali and Java." Carunia Firdausy and Clem Tisdell, November, 1990.
17. "Traditional Reef and Lagoon Tenure in Western Samoa and Its Implications for Giant Clam Mariculture." Dr T'eo I.J. Fairbairn, February, 1991.
18. "Ocean Culture of Giant Clams (*Tridacna gigas*): An Economic Analysis." C.A. Tisdell, J.R. Barker, J.S. Lucas, L. Tacconi and W.R. Thomas, February, 1991.
19. "Aid for Village-Based Rural Projects in LDCs: Experiences, Project Appraisal and Selection, ACIAR and Giant Clam Culture as a Case". Luca Tacconi and Clem Tisdell, March, 1991.
20. "Customary Marine Tenure in the South Pacific Region and Implications for Giant Clam Mariculture". Dr T'eo I.J. Fairbairn, April, 1991.
21. "ACIAR-Supported Research on the Culture of Giant Clams (*Tridacnidae*): A Multi-Faceted Economic Assessment of Research Benefits (Draft Appraisal)". Professor Clem Tisdell, April, 1991.
22. "Economics of Ocean Culture of Giant Clams: Internal Rate of Return Analysis for *Tridacna gigas*". Tisdell, C.A., Tacconi, L., Barker, J.R. and Lucas, J.S., April, 1991.
23. "Socio-Economic Aspects of Giant Clams in The Lau Group, Fiji, and Farming Prospects: Results of Field Research". Veikila Vuki, Clem Tisdell and Luca Tacconi, June, 1991.

24. "Subsistence Economic Activities and Prospects for Clam Farming in Ono-i-Lau, Fiji: Socio-Economic Factors". Veikila Vuki, Clem Tisdell and Luca Tacconi, June, 1991.
25. "Giant Clams in Tuvalu: Prospects for Development". Luca Tacconi and Clem Tisdell, July, 1991.
26. "A Report on the Test Marketing of Giant Clams as Aquarium Specimens in Brisbane, Australia". Clem Tisdell, November, 1991.
27. "Economic Returns from Farming Different Types of Seaweed (*Eucheuma*) and for Farms of sizes in Nusa Penida, Bali, Indonesia." Carunia Mulya Firdausy and Clem Tisdell, December 1991.
28. "The Market for Giant Clams as Aquarium Specimens in Sydney and Melbourne: Results of a Telephone Survey of Retail Outlets." Clem Tisdell and Thea Vinnicombe, January 1992.
29. "Domestic Markets and Demand for Giant Clam Meat in the South Pacific islands - Fiji, Tonga and Western Samoa". Luca Tacconi and Clem Tisdell, January 1992.
30. "Economics of Giant Clam Production in the South Pacific - Fiji, Tonga and Western Samoa". Luca Tacconi and Clem Tisdell, February 1992.
31. "Exports and Export Markets for Giant Clam Products in the South Pacific: Fiji, Tonga and Western Samoa". Luca Tacconi and Clem Tisdell, March 1992.
32. "Institutional Factors and Giant Clam Culture and Conservation in the South Pacific: Observations from Fiji, Tonga and Western Samoa". Luca Tacconi and Clem Tisdell, March 1992.
33. "Giant Clams in Wallis: Prospects for Development". Nancy J. Pollock, May 1992.
34. "Current and Potential Markets for Giant Clam Meat in Fiji - A Case Study of the Market in Suva". Vina Ram, August, 1992.
35. "Interest of Asian Restaurants in Queensland in Using Giant Clam Meat in their Cuisine and Their Knowledge of It." Clem Tisdell, September, 1992.
36. "Notes on the Use of Giant Clam Meat for Food in Taiwan". Clem Tisdell and Cheng Ho Chen, October 1992.
37. "Interest of Japanese Restaurants in Brisbane in Using Giant Clam Meat in their Cuisine and their Knowledge of It". Clem Tisdell and Yoshihiro Kuronuma. November, 1992.
38. "Business Strategies for Commercial Giant Clam Growing". Clem Tisdell and Jeremy Barker, December, 1992.
39. "Giant Clams in Japanese Cuisine - Brisbane Trials and Use in the Ryukyus". Clem Tisdell and Yoshihiro Kuronuma, December, 1992.
40. "Final Report and ACIAR Project No. 8823 (ROU 259) 'Economics of Giant Clam (*Tridacnid*) Mariculture". Clem Tisdell, March, 1993.