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Canned Tuna Pricing Likely Increasing We have recently reported on shortages on fresh/ frozen tuna loins and tuna steaks. This continues to be an industry problem and now, pricing on canned tuna is expected to increase due to shortages in supply and increased demand. There has been low catch from Philippine and Japanese boats that have contributed to the shortage. In addition, a primary driver is the tight supply of raw material and factories not running at full capacity. Based on this, expect prices to increase in the coming months.