CONTENT

2015 Edition

THE EU FISH MARKET

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EUMOFA

European Market Observatory for Fisheries and Aquaculture Products

Scope

"The EU fish market" aims at providing an economic description of the whole European fisheries and aquaculture industry. It replies to questions such as what is produced/exported/imported, when and where, what is consumed, by whom and what are the main trends.
Structural analysis allows a comprehensive view of the fisheries and aquaculture industries in Europe in comparison with other food industries.

This publication is one of the services delivered by the European Market Observatory for Fisheries and Aquaculture Products (EUMOFA).

This edition is based on data available as of May 2015.

More detailed and complementary data are available in the EUMOFA database: by species, place of sale, Member State, partner country. Data are updated daily.

EUMOFA, developed by the European Commission, represents one of the tools of the new Market Policy in the framework of the reform of the Common Fisheries Policy. [Regulation (EU) No 1379/2013 on the common organisation of the markets in fishery and aquaculture products, Article 42].
As a market intelligence tool, EUMOFA provides regular weekly indicators, monthly market trends and annual structural data along the supply chain.
The database is based on data provided and validated by Member States and European institutions. It is available in all 24 EU languages.

EUMOFA website, publicly available as from April 2013, can be accessed at:

www.eumofa.eu

Methodological background

The report is mainly based on consolidated and exhaustive volume and value data collected and disseminated by EUMOFA at all stages of the supply chain.

MAIN SOURCES OF DATA. EUMOFA, EUROSTAT, national administrations of the EU, Joint Research Centre – European Commission, FAO, OECD, Federation of European Aquaculture Producers (FEAP).

SUPPLY BALANCE SHEET. The supply balance sheet provides an estimate of the supply of fishery and aquaculture products available for human consumption at EU level. Catches targeted for fishmeal (industrial catches) are excluded. The calculation of the supply balance sheet is based on the equation:

Apparent consumption = [(total catches – industrial catches) + aquaculture + imports] – exports.

The resulting figures should be considered as proxies of market consumption (i.e. apparent consumption).

SELF-SUFFICIENCY RATE. EU production / Apparent consumption of the EU market

EXPENDITURE FOR FISHERY AND AQUACULTURE PRODUCTS Expenditure data of this "EU fish market" are provided by EUROSTAT (for EU countries, see Charts 5, 6 and 8). These data are compiled basing on a common methodology elaborated within the "EUROSTAT – OECD PPP Programme" (http://www.oecd.org/std/prices-ppp/eurostat-oecdmethodologicalmanualonpurchasingpowerparitiesppps.htm).
In "The EU fish market" report, the "Nominal expenditure at national prices in euro (millions)" and the "Nominal expenditure per head at national prices in euros" have been used. The "expenditure" is taken as a component of the GDP and concerns the final consumption expenditures on goods and services consumed by individual households. Expenditure is provided in Purchasing Power Parities (PPPs) which are spatial deflators and currency converters that eliminate the effects of the differences in price levels between Member States/countries, thus allowing volume comparisons of GDP components and comparisons of price levels. For the countries outside the Euro-zone, Price Level Indices (PLIs) are used for harmonising different currencies in a single currency (euro in this case). PLIs are obtained as ratios between PPPs and current nominal exchange rates, therefore, PPPs and PLIs values coincide in the Euro-zone countries.
"Fishery and aquaculture products" is an aggregate of products, corresponding to COICOP 01.1.3, including fresh, chilled, frozen, preserved and processed seafood (http://ec.europa.eu/eurostat/ramon/nomenclatures/index.cfm?TargetUrl=DSP_NOM_DTL_VIEW&StrNom=HICP_2000&StrLanguageCode=EN&IntPcKey=32196828&IntKey=32196954&StrLayoutCode=HIERARCHIC&IntCurrentPage=1).

LIVE WEIGHT EQUIVALENT. Since EUROSTAT provides production data in live weight, import/export net volumes are converted by using Conversion Factors (CF) for the purpose of building a harmonized Supply balance sheet. Taking the example of CF for cod, or more specifically for the item whose CN8 code is 0304 44 10: this item corresponds to the following description: "*Fresh or chilled fillets of cod 'Gadus morhua, Gadus ogac, Gadus macrocephalus' and of fish of the species "Boreogadus saida"*". The CF is set at 2,85, representing an average of those found for skinned and boned fillets for this species in Eurostat/FAO publications. For the complete list of CFs used for the EUMOFA purposes, please refer to the Metadata published within the EUMOFA website at the link: www.eumofa.eu/documents/10157/44853/new_Annex+8_CFper_CN8_01_14.xlsx.

ESTIMATES OF AQUACULTURE PRODUCTS IN IMPORTS AND EXPORTS. For the procedure of assessment of origin of imports and exports, please refer to the EUMOFA Metadata at the link: http://www.eumofa.eu/documents/10157/100355/Metadata+3+-+DATA+ANALYSIS.pdfhttp://www.eumofa.eu/documents/10157/100355/Metadata+3+-+DATA+ANALYSIS.pdf.

AQUACULTURE DATA. ESTIMATES AND EXTRAPOLATION FROM EUROSTAT AND MEMBER STATES PUBLICATIONS.

For the purpose of properly conducting an analysis on aquaculture production in the EU, EUROSTAT data have been integrated with data deriving from national sources, FAO and sector associations. This was necessary to deal with the fact that EUROSTAT lacks data for several Member States in several years.

In order to solve this issue, the following integrations have been carried out.

- Poland:
  2010 data regarding carp and trout were integrated using Federation of European Aquaculture Producers (FEAP) figures. In the instances in which values were missing, 2012 prices (the only available in FEAP) were applied to 2010 and 2011 volumes in order to estimate homogeneous values. 2011 data regarding the group "Other freshwater species" were integrated using FAO.
- Belgium and France:
  2010, 2011 and 2012 data were integrated with figures provided by FAO. As for France, these integrations were made only for two species (salmon and turbot).
- Austria:
  2012 data were integrated with figures provided by FAO.
- Estonia:
  2012 data were integrated with figures provided by FAO. 2010 data regarding freshwater crayfish were integrated using FAO.
- Malta:
  2010 data regarding bluefin tuna were integrated using FAO.
- Germany:
  2012 data were integrated with figures provided by FAO. 2011 data were integrated with figures provided by the national source (DESTATIS). They refer to trout, carp, pike, pike-perch, eel, other freshwater fish and molluscs. Specifically as concerns mollusc figures, since no details at species level is provided by DESTATIS, the aggregate amount was entirely assigned to the species "mussel". In fact, mussel is the main mollusc farmed in Germany (oyster production is limited). Finally, since DESTATIS does not report values for 2011, they have been estimated by multiplying the volumes to its price as for year-1 (namely, 2010).
- Greece:
  2010 figures referring to values were integrated with the ones provided by the national source (EL.STAT.).
- Cyprus, Denmark, United Kingdom and Ireland:
  For these four Member States, EUROSTAT does not report values for the years 2011 (CY), 2010 (DK) and 2008 (UK and IE). Therefore, values were estimated by multiplying the volumes of each main commercial species to its average price (average calculated using the price corresponding to year-1 and year+1). As specifically regards Cyprus, 2011 data regarding gilthead seabream and the group "Other seabreams" were integrated with figures provided by FAO.

EU LANDINGS DATA FOR THE NETHERLANDS.

As specified within Chapter 5, "EU landings", as regards the Netherlands, it has to be mentioned that almost all data reported for 2010, 2011 and 2012 are estimates.

EXTRA-EU TRADE.

It encompasses all transactions between European Union (EU) Member States and countries outside the EU (non-member countries).

INTRA-EU TRADE.

It encompasses all transactions declared by Member States of the European Union (EU) with one another. For the analysis of intra-EU trade, only exports have been taken into account. Actually, intra-EU trade as reported by EUROSTAT covers both arrivals (i.e. imports) and dispatches (i.e. exports). Because of different valuation principle (CIF > FOB), arrivals should be slightly higher than dispatches. This is one of the main reasons explaining asymmetries between import and export figures. In general, bilateral comparisons between MS of intra-EU flows have revealed major and persistent discrepancies. Therefore, comparisons dealing with intra-EU trade statistics and related results have to be taken into account cautiously and should consider the existence of these discrepancies. For more information, please visit EUROSTAT's "Quality Report on International Trade Statistics", at http://ec.europa.eu/eurostat/documents/3888793/6182577/KS-TC-14-009-EN-N.pdf.

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Highlights 0

A major market for seafood

The EU confirmed itself as a major seafood consumption market with household expenditures of EUR 54,7 billion in 2013. This marked a 1% increase over 2012 – the highest amount ever recorded.

Consumption per capita falling between 2008 and 2012

Apparent consumption per capita for 2012 was 23,9 kg, a 3% decrease from 2011. This downward trend has been seen since 2008, when per capita fish consumption amounted to 26 kg. EU consumers buy less seafood but spend more for it, which indicates a change in consumption preferences as well as fish prices.

EU consumption is dominated by captured fish, which represents 3/4 of the total. The most remarkable phenomena observed are the increasing consumption of salmon and herring, and the stabilisation of pangasius.

Growth of organic fish market

Demand for organic aquaculture products has grown rapidly over the last years, mostly through imports from outside the EU. The biggest organic markets in the EU are Germany, France, the UK and Italy.

Peaks in the EU trade

The EU is the largest trader of fishery and aquaculture products in the world in terms of value. EU trade – comprising extra-EU imports and exports, and intra-EU exchanges – has increased steadily over the past five years. In 2014, the trade flow amounted to EUR 45,9 billion and 13,8 million tonnes.

Values of extra-EU imports have been increasing since 2009, at an average annual growth rate of 6%. In 2014, the EU imported fish and seafood for a value of some EUR 21 billion. Extra-EU imports of seafood are more than 4 times higher than meat in value, and this ratio is increasing.

Norway and China remain the main EU suppliers. Imports from Norway, which cover 1/4 of the total, reached a peak in 2014, mostly represented by fresh salmon. Norway's exports to the EU have increased by 70% since 2009. China confirmed its leading role as a processing country for white fish (cod and pollock).

In 2014, EU exports reached EUR 4,3 billion, 30% above the 2006-2014 average. Volumes also were the highest since 2006, reaching more than 2 million tonnes for the first time. While its exports are almost entirely composed of products from captured fisheries, the EU's aquaculture production is destined for the EU market.

Increasing relevance of intra-EU trade

Exchanges between EU Member States represented 86% of the total value of trade within and outside the EU in 2014. All high-value commodities reached peaks in 2014. Overall, volumes sold within the EU totalled 5,74 million tonnes with a value of EUR 20,6 billion – the highest value registered since 2006.

EU landings

Landings increased 7 % in volume in 2013 in the EU, mainly due to sandeels, tuna and sardines. However, the value of EU fishery products landed in 2013 slightly decreased after the recovery started in 2009. Small pelagics registered a decrease of more than EUR 150 million, and their impact on total EU volumes has been declining since 2009 due to an increase in groundfish landed.

Main market trends and dynamics

The EU is a net importer of fishery and seafood products, with a trade balance deficit (exports minus imports) that has been growing rapidly since 2009. The 2014 trade deficit was the largest ever at EUR 16.6 billion. This was primarily due to the growing import of shrimps, which increased by EUR 630 million between 2013 and 2014.

EU self-sufficiency for seafood (production relative to internal consumption) reduced continuously between 2008 and 2011. From 2011 to 2012, it increased from 44% to 44,5%. Flatfish reported a remarkable loss – from 97 % to 77 % – due to a significant decrease in landings and an increase in imports of frozen products from China.

Retail prices of fish and seafood have grown steadily in the last years, but the growth rate has slowed since 2012. However, fish prices increased faster than meat and food over the period 2009-2014.

Canned tuna continued to be the most important product in terms of apparent consumption in 2012, with its 2 kg per capita. This was a 6% decrease from 2011, reflecting a decline of canned tuna imports in several EU countries, mainly Spain and Italy.

The EU in the world 1

1.1 Production

Table 1

World production in 2013 (1.000 tonnes – FAO estimates)

Source: EUROSTAT (for fishery EU-28), FAO (for extra-EU countries and EU aquaculture)

Country	Fishery	Aquaculture	Total production	% total
China	16.558	57.113	73.671	38,79%
Indonesia	6.120	13.147	19.267	10,14%
India	4.645	4.554	9.199	4,84%
EU-28	***4.806***	***1.303***	***6.109***	***3,22%***
Viet Nam	2.804	3.294	6.098	3,21%
Peru	5.876	126	6.002	3,16%
United States	5.242	441	5.683	2,99%
Japan	3.742	1.027	4.769	2,51%
Philippines	2.335	2.373	4.709	2,48%
Russian Federation	4.351	156	4.507	2,37%
Norway	2.229	1.248	3.476	1,83%
Chile	2.289	1.046	3.335	1,76%
Thailand	1.844	1.057	2.901	1,53%
Malaysia	1.493	531	2.023	1,07%
Other	28.906	9.783	38.689	20,37%
Total	**93.778**	**96.145**	**189.923**	**100,00%**

Between 2012 and 2013, total world fishery and aquaculture production increased by 5%, from 181 million tonnes to almost 190 million tonnes. Of this, the EU was responsible for 3,22%, making it the fourth largest global fish producer, after China, Indonesia and India. Indonesia registered a significant 37% increase in aquaculture production between 2012 and 2013, mainly due to a 5,8 million tonnes increase in production of seaweeds. In the same period, Chile had a 34% catch decrease, but improved its aquaculture production by 8%, increasing from 970.000 tonnes in 2011 to 1,05 million tonnes in 2013.

1.2 Trade

In terms of value, the EU is the largest trader of fishery and aquaculture products in the world. It covers its domestic consumption mostly through imports, the majority of which are either frozen or prepared products. Shrimps, tuna, white fish and fishmeal are the most imported products.

1.3 Consumption

Asia, Africa and South America increased their per capita fish and seafood consumption by 9%, 5% and 15%, respectively, between 2007 and 2011. Oceania, Northern America, Europe and Central and Caribbean America, decreased their per capita consumption by 2%, 4%, 2% and 11% respectively. World seafood consumption per capita is 19 kg.

Chart 1

Main trade flows of fishery and aquaculture products in the world (2014)

Source: EUMOFA - GTIS

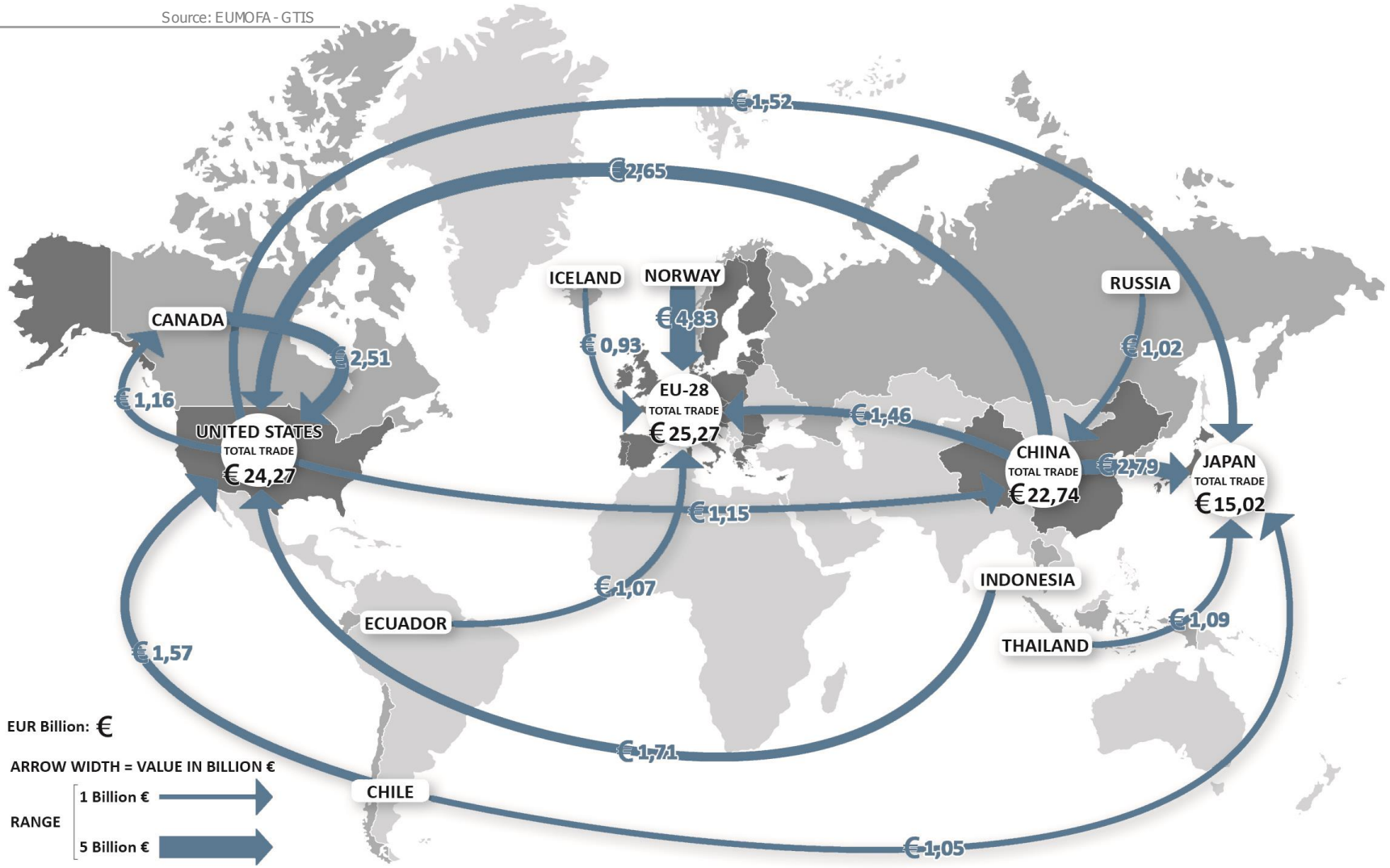
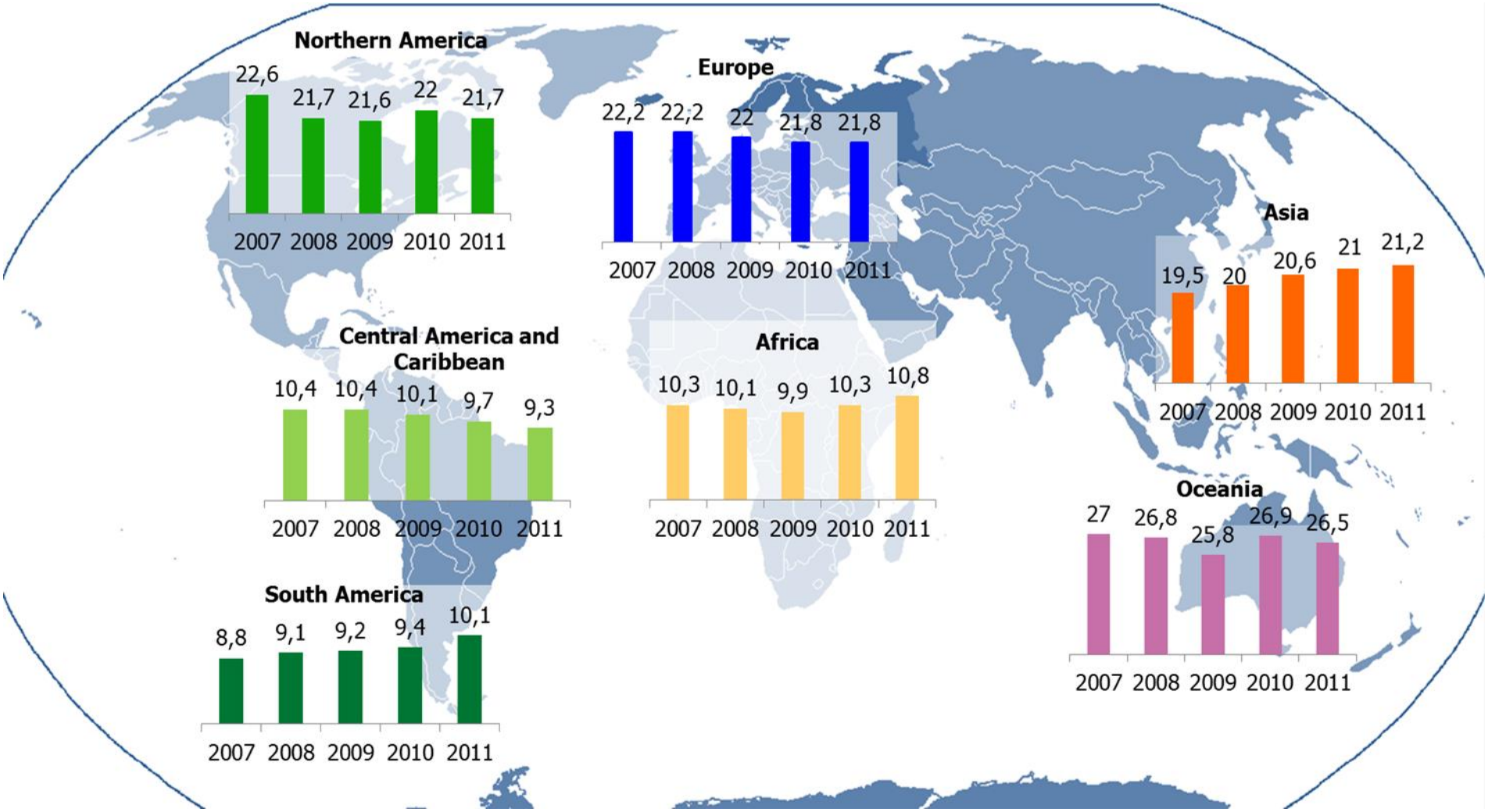


Chart 2

Consumption per capita in the world (kg, 2007–2011)

Source: FAO



"Europe" includes the EU-28 countries and Albania, Belarus, Bosnia and Herzegovina, Iceland, Montenegro, Norway, Republic of Moldova, Russian Federation, Serbia, Switzerland and Ukraine.

EU market supply 2

Chart 3

Supply balance in 2012 (live weight equivalent)
Source: EUMOFA based on elaboration of EUROSTAT data

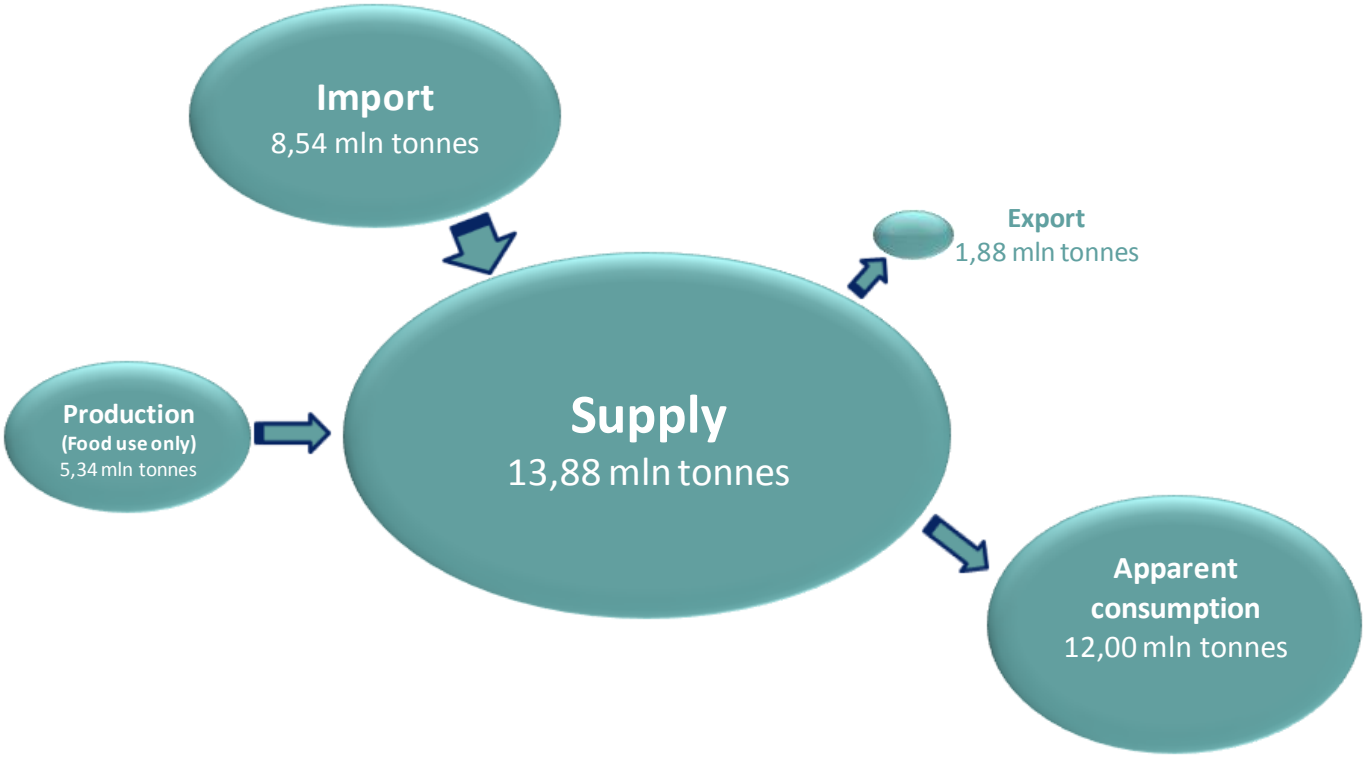


Table 2

EU production details (tonnes)
Source: EUMOFA based on elaboration of EUROSTAT data

		2008	2009	2010	2011	2012
Food use	Catches	4.616.715	4.418.416	4.239.416	4.311.081	4.101.624
	Aquaculture	1.255.341	1.301.872	1.253.887	1.243.996	1.235.537
Non-food use	Catches	528.313	621.717	672.113	557.779	253.010

In 2012, non-food catches dropped a significant 55% compared with 2011. This was due to an important decrease of sandeels production in Denmark, because of lowered quotas in 2012.

2.1 EU self sufficiency

The EU self-sufficiency increased in 2012

The supply of the EU market is ensured by EU production and imports.

The self-sufficiency rate, which is the ratio of EU production (catches and aquaculture) and the total apparent consumption of the EU market, registered a rise between 2011 and 2012, moving from 44% to 44,5%. This means that the capability of EU to feed its internal demand with its production increased in 2012.

Chart 4

EU market growth and self-sufficiency rates

Source: EUMOFA based on elaboration of EUROSTAT data

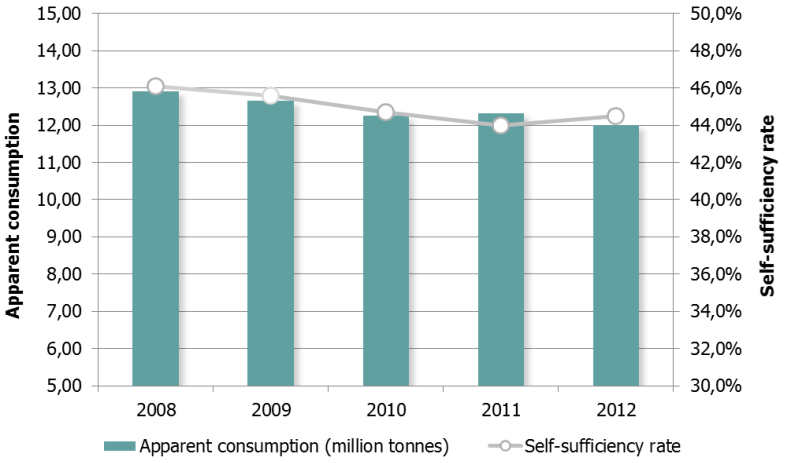


Table 3

Self-sufficiency rate by commodity group

Source: EUMOFA based on elaboration of EUROSTAT data

Commodity group	2008	2009	2010	2011	2012
Bivalves and other molluscs and aquatic invertebrates	62,1%	63,2%	63,0%	66,4%	64,2%
Cephalopods	17,4%	17,4%	17,3%	18,3%	20,7%
Crustaceans	23,0%	22,6%	24,7%	26,4%	20,7%
Flat fish	93,2%	93,2%	95,4%	97,5%	77,2%
Freshwater fish	25,6%	25,3%	22,2%	17,1%	16,4%
Groundfish	24,4%	21,9%	21,2%	18,0%	20,8%
Other marine fish	51,3%	58,1%	62,3%	60,3%	69,9%
Salmonids	34,2%	34,7%	35,3%	33,3%	30,1%
Small pelagics	108,7%	107,7%	117,2%	112,7%	108,8%
Tuna and tuna-like species	34,4%	23,9%	20,6%	25,6%	26,0%
Total	**46,1%**	**45,6%**	**44,7%**	**44,0%**	**44,5%**

Groundfish EU self sufficiency for groundfish began to decrease in 2008, but improved in 2012. Between 2011 and 2012, EU production (catches) increased by 68.610 tonnes, while imports diminished by 5.109 tonnes.

Small pelagics In 2012, the EU self-sufficiency for small pelagics decreased by 3,9% due to a 9% – or 186.000 tonnes – decrease in catches from 2011 and an 4,5% increase in imports.

Salmonids The EU self-sufficiency for salmonids diminished from 33,3% in 2011 to 30,1% in 2012. This was due to a high increase in imports, which grew from 839.000 tonnes in 2011 to 956.000 tonnes in 2012, while aquaculture production remained stable.

Crustaceans Between 2011 and 2012, the self-sufficiency rate for crustaceans decreased from 26,4% to 20,7%, mainly due to a 9% decrease in catches from 2011 to 2012.

Flatfish Flatfish self-sufficiency rate dropped from 97% to 77%, due to a significant increase in imports of frozen flatfish (code 03033970) from China.

Other marine fish A self-sufficiency rise was registered for other marine fish, as a consequence of a significant 30% drop in imports, much larger than the decrease in catches and aquaculture production.

2.2 Supply balance and apparent consumption

Table 4

Supply balance and apparent consumption in 2012 at EU level and by commodity group (live weight equivalent – food use only)

Source: EUMOFA based on elaboration of EUROSTAT data

Commodity group	Production (tonnes)		Import (tonnes)		Export (tonnes)		Apparent consumption (tonnes)			Per capita (kg)		
	Fishery	Aquaculture	Fishery	Aquaculture	Fishery	Aquaculture	Fishery	Aquaculture	Total	Fishery	Aquaculture	Total
Bivalves and other molluscs and aquatic invertebrates	239.561	599.881	279.703	213.974	18.018	12.095	501.246	801.759	1.303.005	1,00	1,60	2,60
Cephalopods	126.570	5	523.442	0	37.238	0	612.774	5	612.779	1,22	0,00	1,22
Crustaceans	194.463	289	484.000	365.938	103.241	2.423	575.222	363.803	939.026	1,15	0,72	1,87
Flat fish	200.144	12.974	122.289	1.039	60.565	3	261.868	14.009	275.877	0,52	0,03	0,55
Freshwater fish	14.354	96.665	321.449	225.689	13.564	4.910	322.239	317.445	639.684	0,64	0,63	1,27
Groundfish	584.720	0	2.472.866	21.210	265.784	101	2.791.802	21.109	2.812.912	5,56	0,04	5,61
Miscellaneous aquatic products	41.755	95	298.648	0	17.316	0	323.087	95	323.182	0,64	0,00	0,64
Other marine fish	482.914	150.517	403.892	28.659	149.592	10.922	737.215	168.253	905.468	1,47	0,34	1,80
Salmonids	4.060	368.136	66.601	889.823	43.405	81.237	27.257	1.176.721	1.203.978	0,05	2,34	2,40
Small pelagics	1.898.484	0	578.236	0	731.174	0	1.745.546	0	1.745.546	3,48	0,00	3,48
Tuna and tuna-like species	314.599	6.977	1.242.882	6	324.950	304	1.232.531	6.678	1.239.210	2,46	0,01	2,47
Total	**4.101.624**	**1.235.537**	**6.794.009**	**1.746.337**	**1.764.846**	**111.995**	**9.130.787**	**2.869.879**	**12.000.665**	**18,20**	**5,72**	**23,91**

Data in this table may not align with data found currently on the EUMOFA website, which is constantly updated.

Consumption in the EU market is dominated by wild fish. Farmed products represent 24% of EU total apparent consumption

In 2012, apparent consumption of fishery and aquaculture products in the EU reached 12 million tonnes, a 3% decrease from 2011. Per capita fish consumption decreased to 23,91 kg, 2,5% less than 2011. This marks a continuation of a downward trend that dates from 2008, when per capita fish consumption amounted to 26,03 kg.

More than three-fourths of products consumed in the EU originated from catches. In 2012, 18,2 kg of the fish consumed per capita in the EU originated from fishing activities, while 5,72 kg were from aquaculture.

Consumption 3

3.1 Expenditures and volume of fish consumption

In 2013, the household expenditure for fishery and aquaculture products in the EU reached EUR 54,7 billion, increasing by 1% from EUR 54 billion in 2012, and by 11% from almost EUR 50 billion in 2005. Expenditure increases were reported in all EU countries except Spain, Italy, Poland, Denmark, Hungary and Slovenia. Spain, Italy and France accounted for 56% of EU expenditures.

Chart 5

Household expenditure for fishery and aquaculture products in 2013 and % variation 2013/2012
(out-of-home consumption is excluded)

Source: EUROSTAT (Purchasing Power Parities – PPPs –nominal expenditure)

In 2013, the total expenditure for fishery and aquaculture products in the EU was the highest registered since 2003

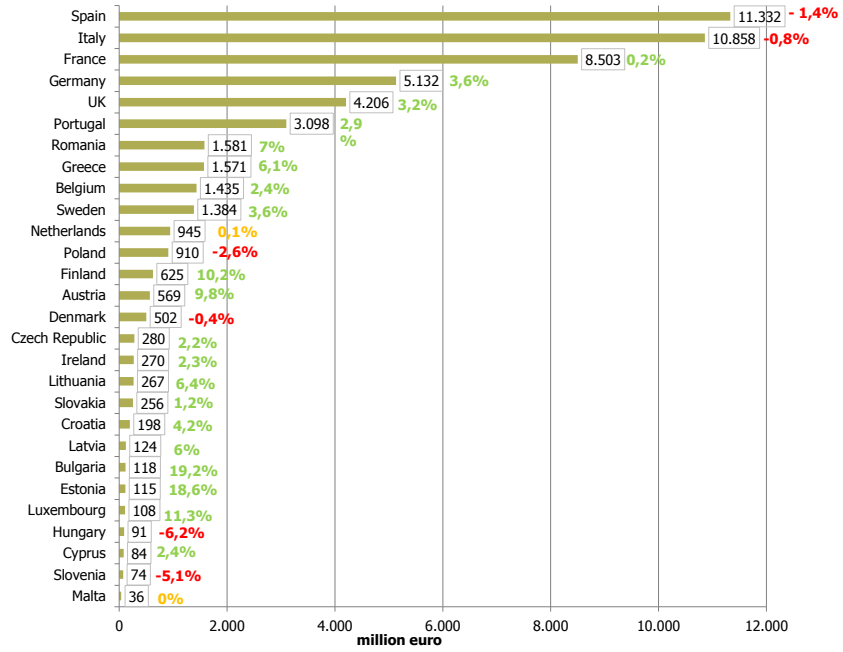


Chart 6

Per capita household expenditure for fishery and aquaculture products in the EU in 2013 and % variation 2013/2012
(out-of-home consumption is excluded)

Source: EUROSTAT (Purchasing Power Parities – PPPs – per capita nominal expenditure)

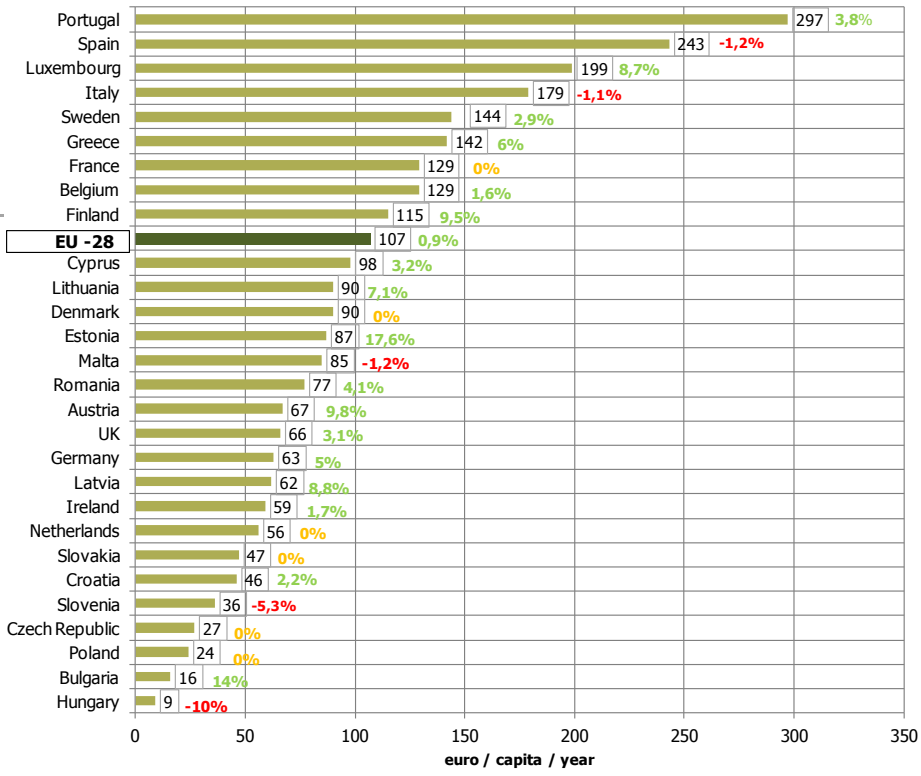
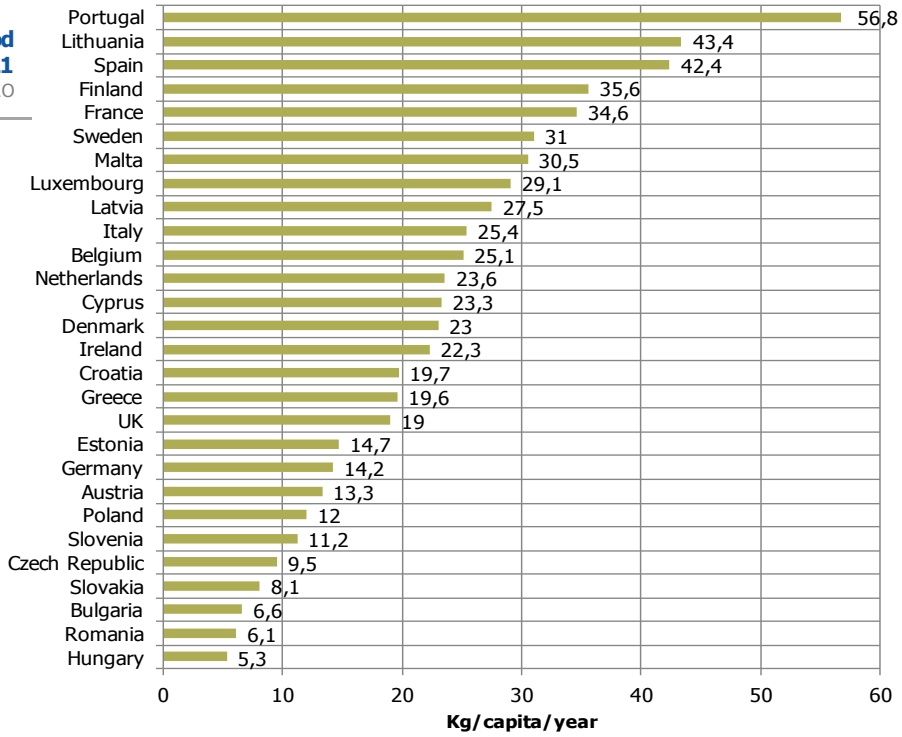


Chart 7

Per capita consumption of fish and seafood (kg capita/year) per Member State, 2011

Source: FAO



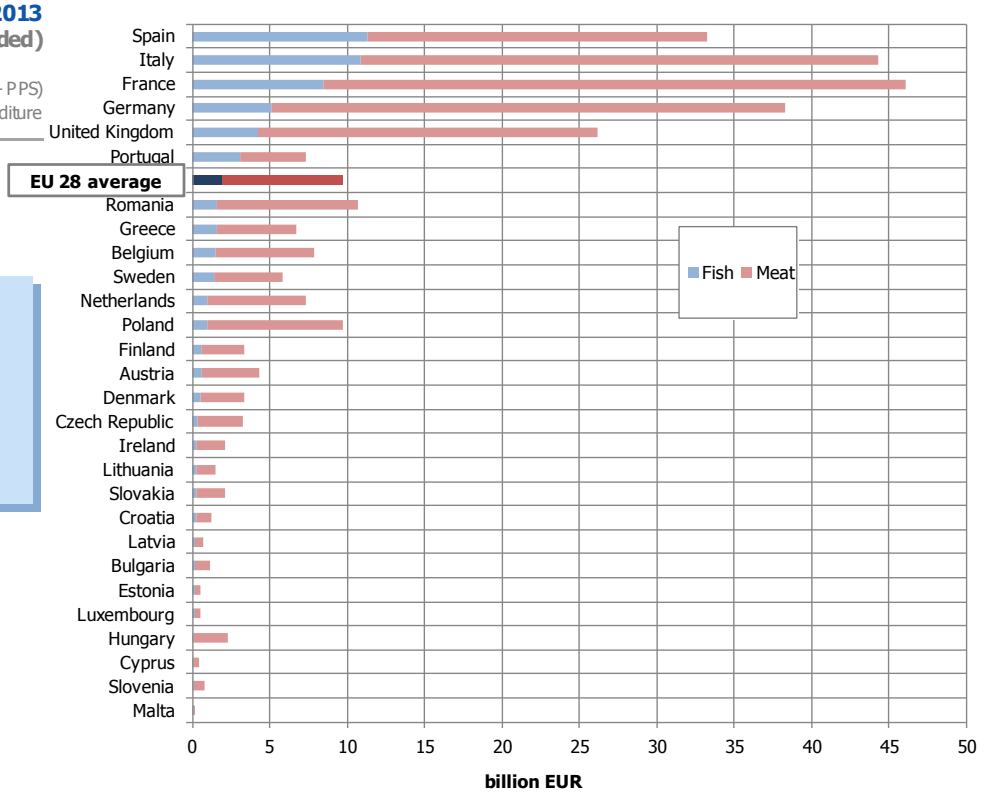
The EU expenditure for fishery and aquaculture products was lower than meat and other foods. It reached EUR 54,7 billion, around one-fourth of the EUR 216 billion expenditure for meat.

Chart 8

Total household expenditure for fishery and aquaculture products vs meat in the EU in 2013

(out-of-home consumption is excluded)

Source: EUROSTAT (Purchasing Power Parities - PPS) nominal expenditure



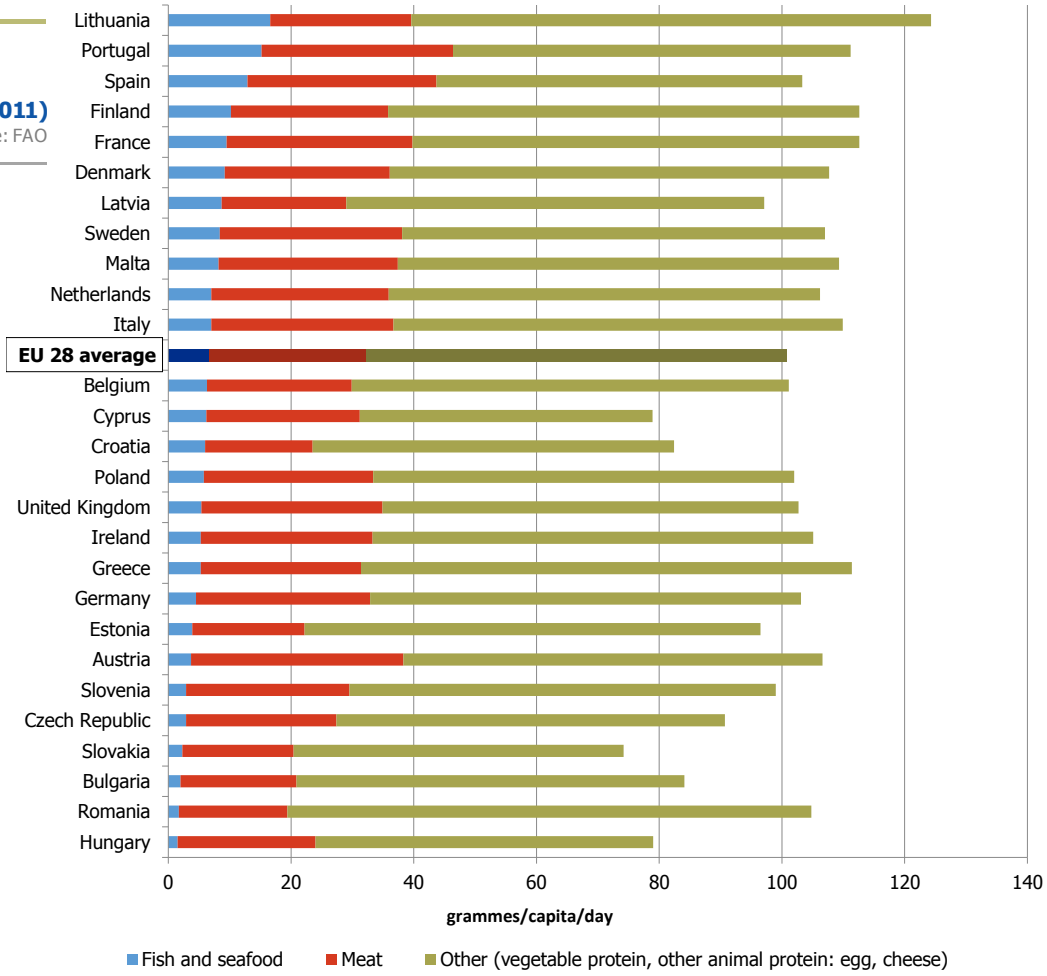
Expenditure for fishery and aquaculture products is 4 times lower than for meat

3.2 Consumption of proteins

Chart 9

Per capita consumption of protein (2011)

Source: FAO



In 2011, per capita consumption of fish and seafood proteins in the EU accounted for 7% of the total protein intake

Meat and fish are partial substitutes in the animal protein market. Per capita consumption of protein from fish and seafood was 6,6 grams per day in 2011. At the same time, meat and animal proteins consumed (excluding fish and seafood) accounted for 54,10 grams per capita per day, while vegetal proteins accounted for 43,4 grams per capita per day.

3.3 Consumer prices – fish vs meat and food

While food prices stagnated or decreased, fish (retail) prices showed growth, but at a slower pace than in previous years.

Chart 10

Harmonised index of consumer prices (HICP) (2005=100)

Source: EUROSTAT

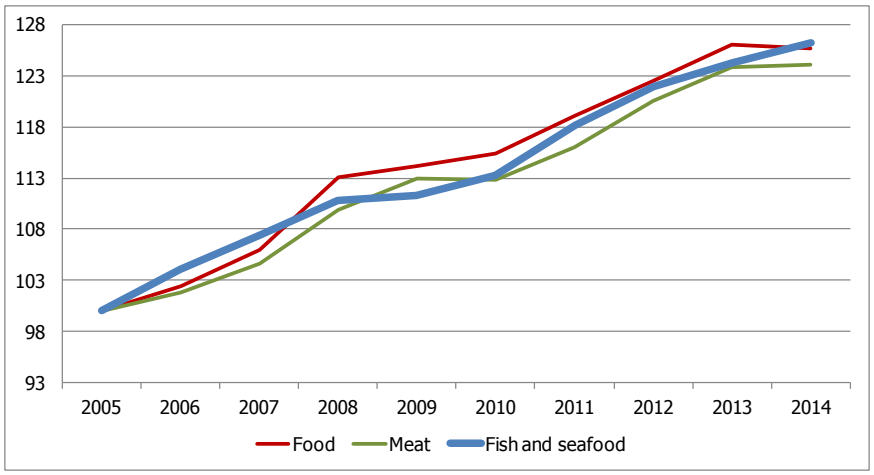


Table 5

Price variation (inflation) – sectorial comparison

Source: EUROSTAT

Sector	2009	2010	2011	2012	2013	2014	2009 -2014
Food	0,9%	1,1%	3,2%	2,9%	2,8%	-0,2%	10%
Meat	2,8%	0,0%	2,8%	3,9%	2,8%	0,2%	10%
Fish and seafood	0,4%	1,8%	4,3%	3,2%	1,9%	1,6%	13%

The fish and seafood price variation, which had shown growth since 2009, began to slow in 2013. The price variation of fish and seafood compared with food and meat was the highest in 2014.

3.4 Apparent consumption

Per capita consumption represents the total apparent consumption divided by the number of inhabitants of a country (in this case, the 27 EU countries).

Table 6

Apparent consumption of most important species (2012)

Source: our elaboration based on EUMOFA data

Main commercial species	Per capita (Kg)	% wild	% farmed
Tuna (canned)	2,02	100%	0%
Salmon	1,97	7%	93%
Cod	1,96	98%	2%
Pollack	1,6	100%	0%
Herring	1,52	100%	0%
Mussel	1,27	12%	88%
Hake	0,86	100%	0%
Pangasius	0,82	0%	100%
Mackerel	0,78	100%	0%
Squid	0,76	100%	0%
Tropical shrimp	0,68	42%	58%
Sardine	0,54	100%	0%
Scallop	0,48	81%	19%
Other	9,41	77%	23%
Total	**23,87**	**76%**	**24%**

Over 3 out of 4 fish consumed in the EU come from the wild

The 13 species listed in the table above were responsible for 64% of total apparent consumption of captured and farmed products. In 2012, EU countries underwent a change in consumption preferences, increasing consumption of salmon, herring and mussel, and decreasing consumption of mackerel, sardine and canned tuna. The most remarkable phenomena were the increasing importance of salmon consumption and the stabilisation of pangasius consumption.

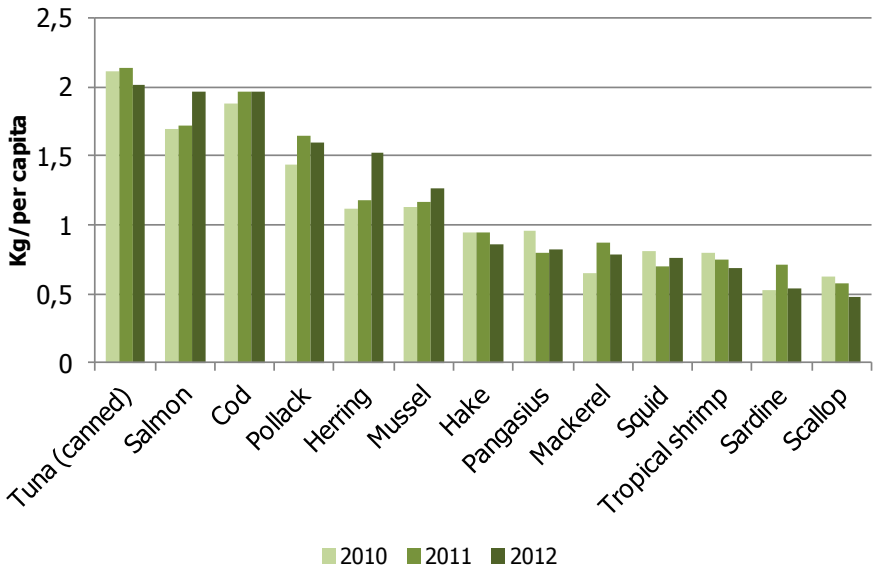
Seven of the 13 species were consumed less in 2012 than in 2011.

In 2011, farmed products had a 26,7 % of total consumption of the top 13 species, while in 2012 it was 28,1%. Even if the EU consumption still largely favours wild fish, this evolution reflects the increasing trend of supplying the market with farmed products. In 2012, these products were mainly led by bivalves consumption which reached 801.759 tonnes (particularly mussel which accounted for 567.045 tonnes) and salmonids which reached 1,18 million tonnes (968.930 tonnes of salmon and 200.535 of trout).

Chart 11

Apparent consumption of most important species 2010, 2011 and 2012

Source: our elaboration based on EUMOFA data

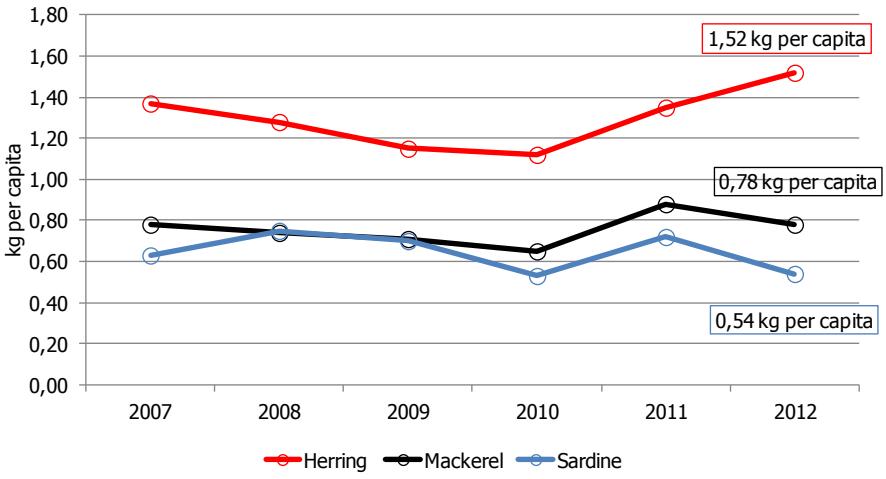


Small pelagics

Chart 12

Apparent consumption of most important small pelagics species (2007-2012)

Source: our elaboration based on EUMOFA data



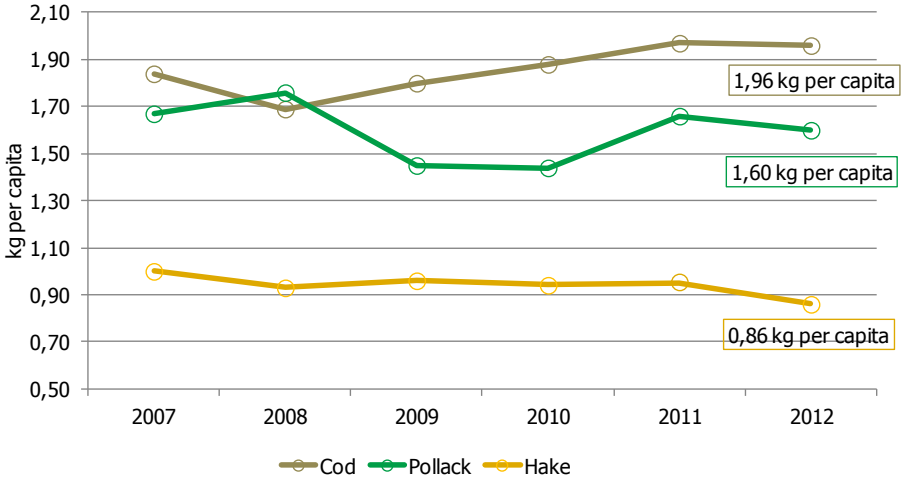
In 2012, the most consumed small pelagics were herring, mackerel and sardine. After a significant drop in 2010, each of them had seen an increase in 2011, reaching 1,35 kg per capita, 0,88 kg per capita and 0,72 kg per capita, respectively. In 2012, herring consumption grew significantly, mainly due to increased herring catches by the Netherlands, Denmark, the UK and Finland. Mackerel and sardine marked decreases of 10% and 24%, respectively.

Groundfish

Chart 13

Apparent consumption of most important groundfish species (2007-2012)

Source: our elaboration based on EUMOFA data



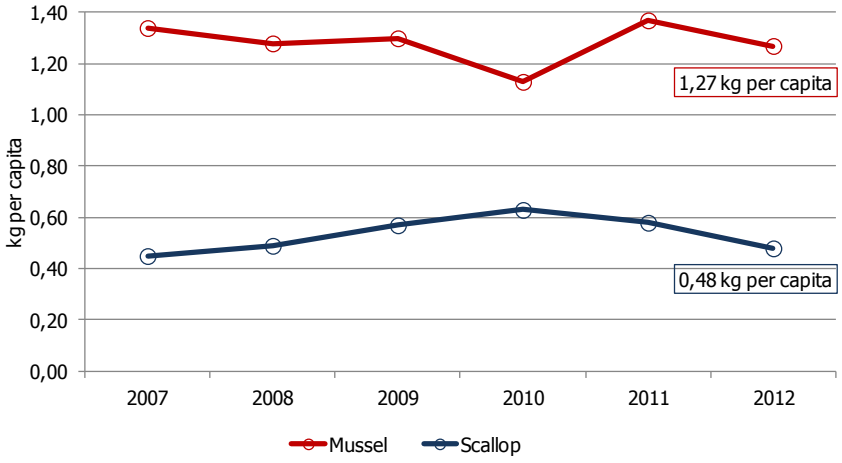
The most consumed groundfish species in 2012 were cod, pollack and hake. The consumption per capita of these species had increased between 2010 and 2011. Cod consumption had shown an increasing trend since 2008, but remained stable in 2011 and 2012, mainly due to increasing quotas in the northeast Atlantic which led to a reduced price. Pollack and hake have registered decreases of 4% and 9%, respectively, with respect to 2011.

Bivalves and other molluscs and aquatic invertebrates

Chart 14

Apparent consumption of most important bivalves species (2007-2012)

Source: our elaboration based on EUMOFA data



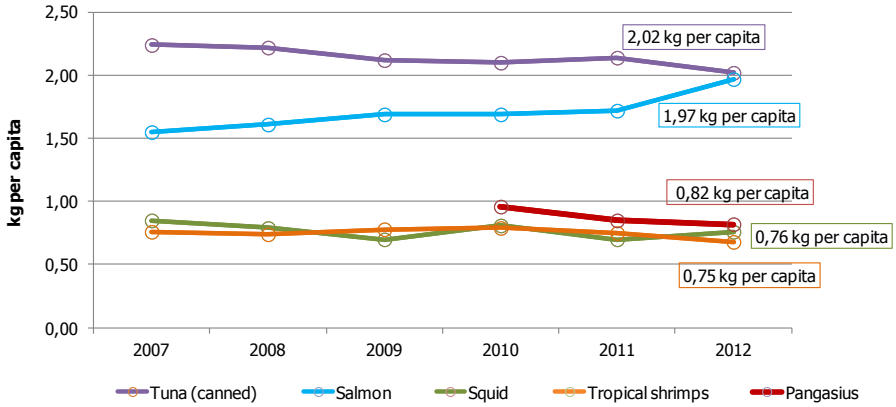
Mussel consumption in 2012 decreased 7% from 2011, when it had registered a consumption peak of 1,37 kg per capita. Scallops total apparent consumption registered a 24% decrease from the peak of 2010 (0,63 kg per capita), due to a 30% decrease in imports. Actually, scallop production (catches) increased 4.000 tonnes (from 79.000 to 83.000) but imports strongly decreased by one-third.

Other species

Chart 15

Apparent consumption of other species (2007-2012)

Source: our elaboration based on EUMOFA data



Tuna (canned) continued to be the most important product in terms of apparent consumption in 2012, accounting for 2,02 kg per capita. However, its consumption decreased by 6% from 2011, reflecting a decline in canned tuna imports in several EU countries (mainly Spain and Italy).

Salmon apparent consumption accounted for 1,97 kg per capita, continuing its positive trend. In the EU, salmon is mainly consumed fresh or smoked. Among the top 13 species, only salmon registered an increasing trend between 2001 and 2012. The demand for salmon remained steady, thanks to increased availability and lower prices in 2012.

The data for pangasius are available only since 2010. At the beginning of 2012, EU imports of pangasius products, especially frozen fillets, fell a significant 27%. In fact, the EU imports of pangasius fillets were almost 23.000 tonnes lower compared with 2011, indicating declining demand. Price of frozen pangasius decreased by 15% from 2010, while price of frozen fillets (the most important segment of pangasius consumption) remained stable. In contrast with the decreasing trend in the EU, pangasius' popularity increased in the US.

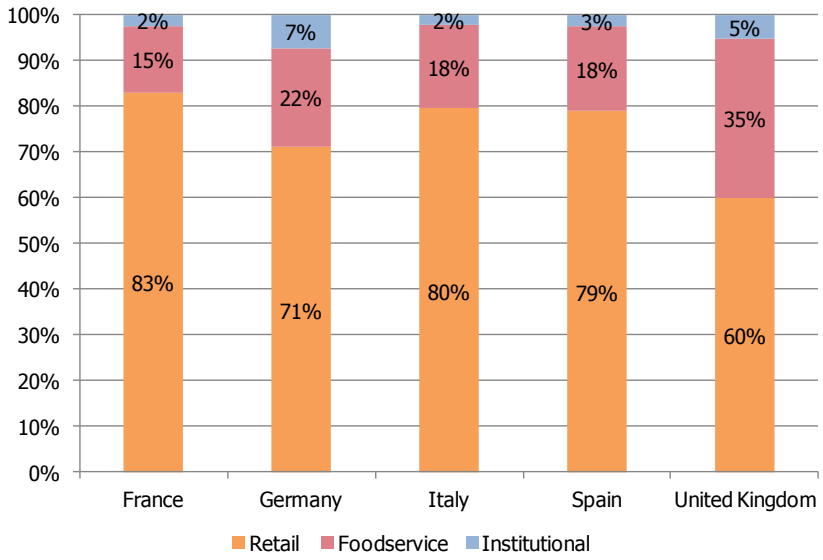
The largest supplier of pangasius was Viet Nam, although its supplies decreased by 33% from 2011.

3.5 Out-of-home consumption

The food industry supplies fish and seafood through different distribution and consumption channels: retail which includes fishmongers and large-scale retail (LSR); foodservice, which includes catering and commercial restaurants; and institutional which includes schools, canteens, hospitals and prisons.

France, German, Italy, Spain and the UK account for 72% of total EU expenditure for seafood products.

Chart 16
Fish and seafood consumption by distribution channel (2014)
Source: EUMOFA, based on Euromonitor



In 2014, retail represented the main outlet for fish and seafood products, averaging 75% in the five markets analysed. The UK, with 35%, ranked first in the supply of fish and seafood by foodservice segment, due to the specific importance of its "fish & chips" shops. The institutional segment, which averaged 4%, accounted for the lowest percentage of the distribution channels.

3.6 Consumption and production of organic fish and seafood

Production and consumption of organic fish and seafood still represent a niche and new market in the EU (Regulation 710/2009 on organic aquaculture entered into force in 2010). Nevertheless, it is possible to state that demand for organic aquaculture products has grown rapidly over the last years.

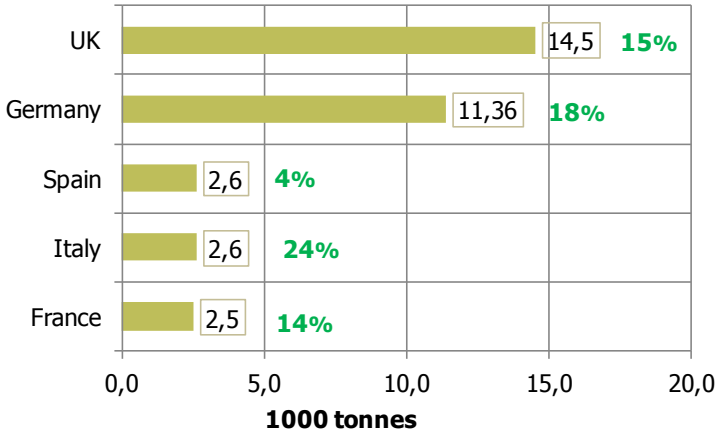
As the demand is higher than production in the EU, there are significant imports of organic aquaculture products from outside the EU. The biggest organic markets in the EU are Germany, France, the UK and Italy, but also Spanish consumers are registering increasing interest[1].

[1] COMMISSION STAFF WORKING DOCUMENT; Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on organic production and labelling of organic products

Chart 17

Organic fish consumption in 2014 and % variation 2014/2013

Source: EUMOFA, based on Euromonitor



On average, in the main EU consumer countries, 1% of fish and seafood consumption originates from organic production. In the United Kingdom, 2% of fish consumed originates from organic production methods, making it the main consumer country of organic fish.

In terms of 2012 production, organic finfish in the EU in 2012 was estimated to 16.000 tonnes[2], of which almost 80% was salmon. While there are some exports to extra-EU countries, most of the EU organic farmed salmon is consumed in the EU. European salmon production (also including Norway) was estimated at approximately 30.000 tonnes in 2014 – almost double 2010 production. Around 60% of the organic salmon consumed in the EU is produced in EU countries, mainly Ireland and the United Kingdom (Scotland and Northern Ireland), while the remaining share is farmed in Norway.

Other relevant species are carp, mussels, trout, seabass and seabream.

Production of trout and seabass/seabream accounted for approximately 20%. In addition, there are significant volumes of organic shellfish production in the EU, especially mussels. Even though there are limited data available, some of the MS are reporting. In Ireland, for instance, more than half of 15.000 tonnes of mussels produced originates from organic farms.

[2] Excluding carp where no data are available

Trade[3] 4

EU trade in fishery and seafood products - comprising extra-EU imports and exports, and intra-EU exchanges – has increased steadily since 2009. In 2014, the trade flow amounted to EUR 45,9 billion and 13,8 million tonnes. Compared with 2013, the increase was approximately 5% in both value and volume. In 2014, exchanges between EU Member States (intra-EU), as well as EU imports from third countries (extra-EU), were the major contributors to the overall increase in trade value. Compared with 2013, intra-EU exchanges and extra-EU import net value increased EUR 0,93 billion and EUR 1,15 billion, respectively.

Chart 18

EU trade flow

Source: EUMOFA based on elaboration of EUROSTAT data

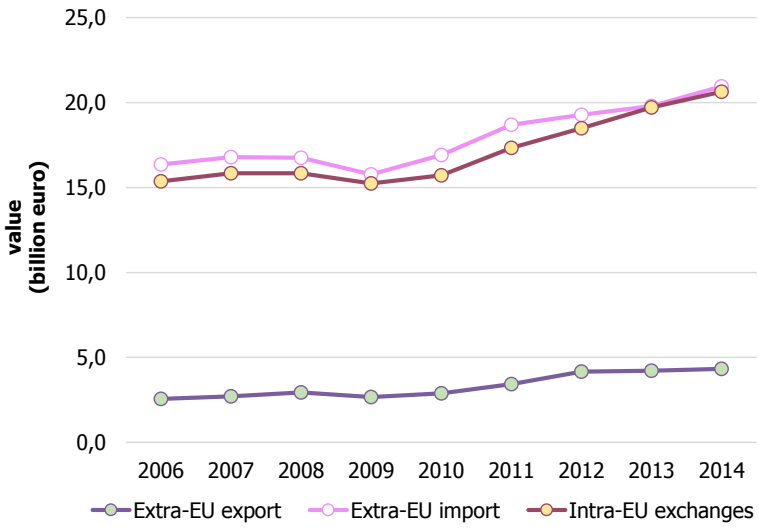
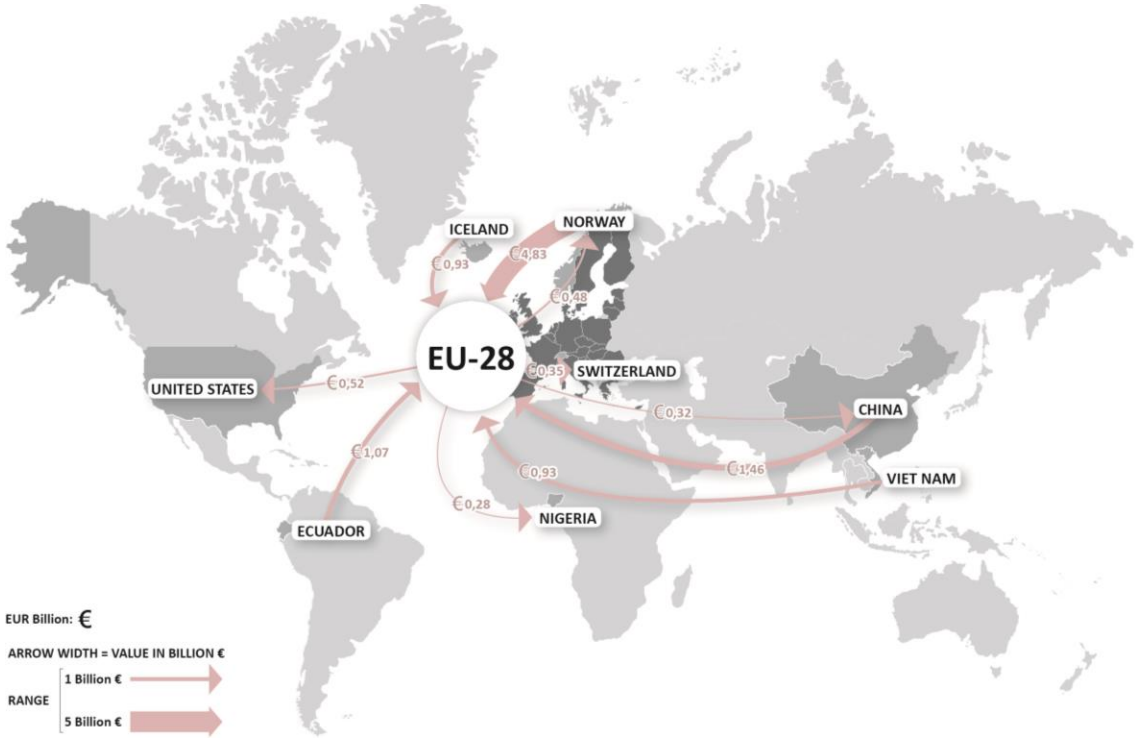


Chart 19

Most relevant extra-EU trade flows (in value)

Source: EUMOFA based on elaboration of EUROSTAT data

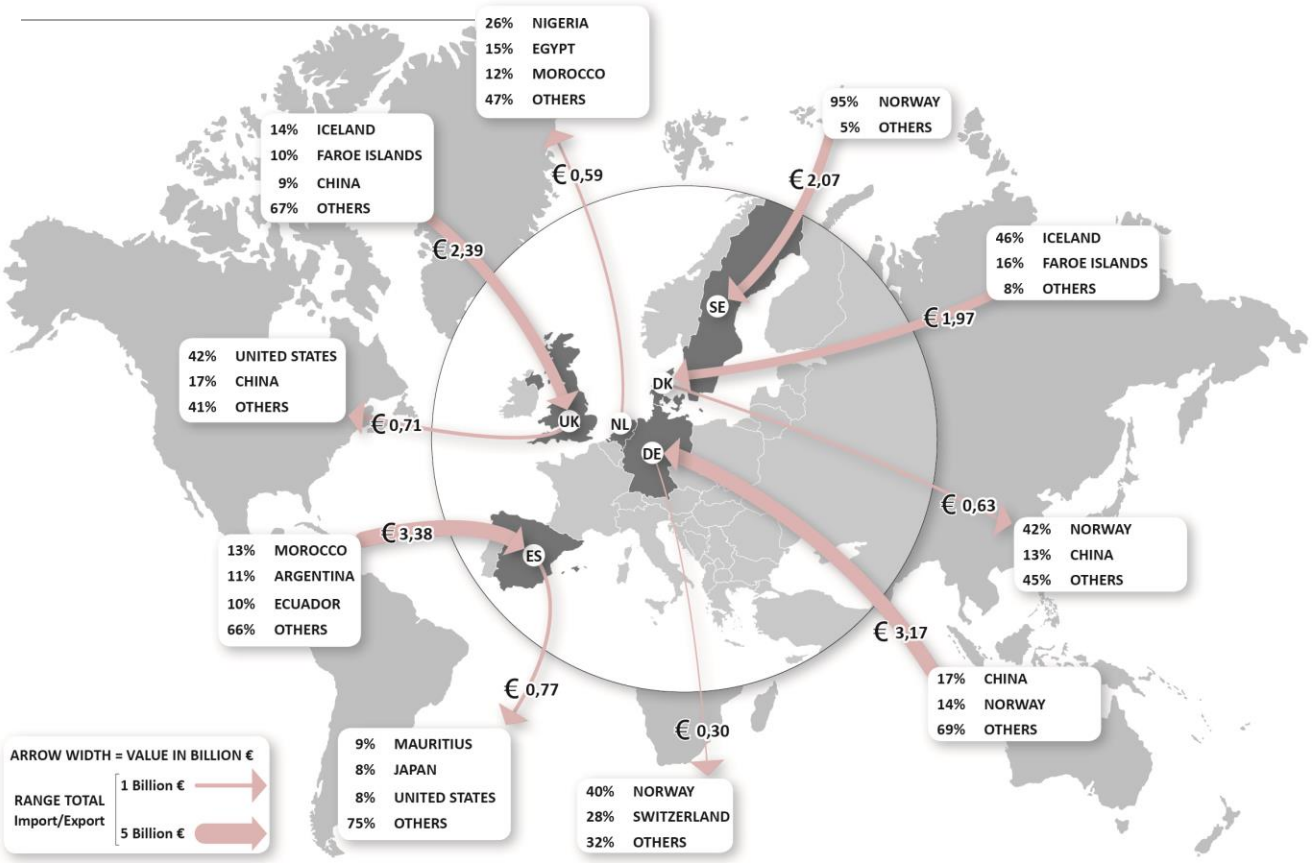


[3] 2013 and 2014 data are at EU-28 level, as they include Croatia among reporting country.

Chart 20

Most relevant extra-EU trade flows in value (by Member State)

Source: EUMOFA based on elaboration of EUROSTAT data



4.1 Value of extra-EU balance trade by preservation state

In 2014, the EU trade deficit was at EUR 16 billion. Almost half of products are imported frozen, while fish trade within the EU is mostly of fresh products

The EU is a net importer of fishery and seafood products, and its trade balance deficit (exports minus imports) has been growing rapidly since 2009. In 2014, the deficit reached EUR 16 billion, which was over EUR 1 billion or 7 % higher than in 2013.

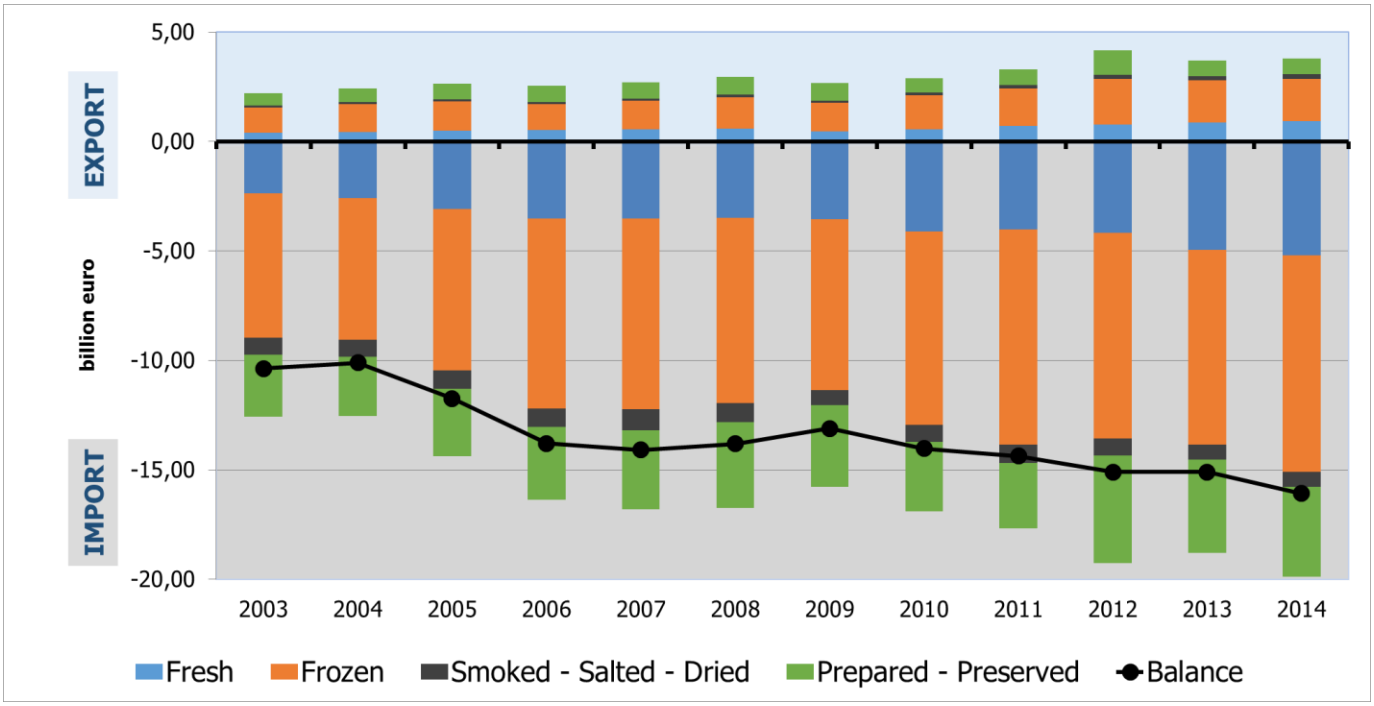
The 2014 trade deficit was the largest of the 12 years analysed. This was caused by the growing imports of fresh and frozen products between 2013 and 2014, both of which peaked in that period, due mainly to remarkable import growth in the top six EU markets: Spain (+EUR 280 million), Sweden (+EUR 195 million), the Netherlands (+EUR 179 million), Italy (+EUR 140 million), the United Kingdom (+EUR 127 million) and Denmark (+EUR 96 million).

The structure of imports from extra-EU countries in terms of preservation is different from the one of intra-EU trade. In fact, the market of fresh products is more important within the EU, where 39% of value is represented by these products. On the other hand, almost half of products are imported frozen from extra-EU countries. The chart below shows the structure of extra-EU trade of fishery and aquaculture products, broken down by preservation states.

Chart 21

Value of extra-EU balance trade by preservation state

Source: EUMOFA based on elaboration of EUROSTAT data



4.2 Comparison between imports of fish and meat

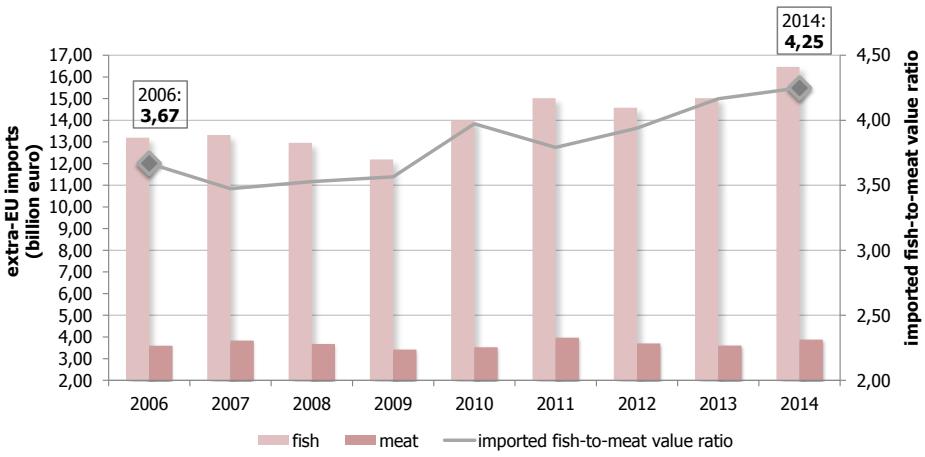
It is possible to compare extra-EU imports of fish with those of meat[4], which are partial substitutes in the animal protein market. Furthermore, since they are both cold chain goods, values can be compared as this weighs on logistics costs. The EU is a net exporter of meat, especially of processed products. However, large amounts are imported, mostly from New Zealand, the US and South America.

The chart below shows the values of imported fish and meat in the EU, from 2006 to 2014. The grey line in this graph represents the evolution of the ratio between imported fish value and meat.

Chart 22

Extra-EU imports growth and ratio of imported fish value vs meat

Source: EUROSTAT



[4] The comparison takes into account extra-EU trade for the Combined Nomenclature commodities "03 - Fish and crustaceans, molluscs and other aquatic invertebrates" and "02 - Meat and edible meat offal" of Section I "Live animals; animal products"

The EU now imports over 4 times more fish than meat in value, a ratio that is increasing. As shown, the ratio of imported fish value vs meat followed an upward trend from 2006 to 2014, reaching a 4,25 peak in 2014. Value of imported fish grew from 2009 to 2014, due to changes in product mix, which saw increases for salmon and shrimps imports but decreases for lower priced products such as herring and other marine fish products.

The 3% growth rate in the value of imported fish was much higher than the 1% average annual growth rate registered for imported meat.

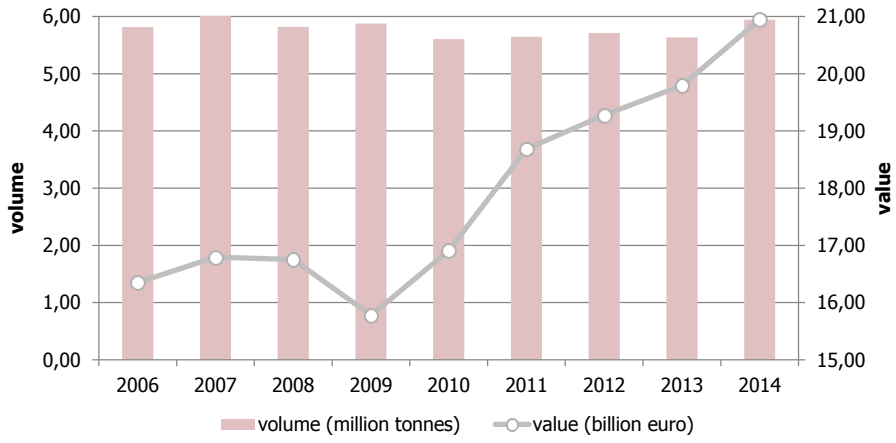
4.3 Extra-EU imports

Values of extra-EU imports have been increasing since 2009, at an average annual growth rate of 6%. In 2014, the 9-year peak was reached, at almost EUR 21 billion, an increase of more than EUR 1 billion over 2013. Volumes had stayed quite stable since 2006, averaging 5,8 million tonnes per year, with the highest level, 6 million tonnes, recorded in 2007. The 2014 volumes, reported at 5,9 million tonnes, represented an increase of 310.000 tonnes, or 6%, over the 2013 volumes.

Chart 23

Total extra-EU imports

Source: EUMOFA based on elaboration of EUROSTAT data



Values of extra-EU imports skyrocketed by more than EUR 5 billion between 2009 and 2014, due to increasing imports of high-value products

Most of this growth in value is due to tropical shrimps and salmon, which increased by EUR 440 million and EUR 279 million, respectively. For tropical shrimps, the growth took place despite a remarkable 17% increase in prices. The 11% reduction in tuna import price led to values decreasing by EUR 260 million.

The trend of average prices for the 5 top-valued import categories over the period 2010-2014 is shown in the chart below.

Chart 24

Prices (EUR/kg) of top 5 valued imported main commercial species % variations 2014/2013

Source: EUMOFA based on elaboration of EUROSTAT data

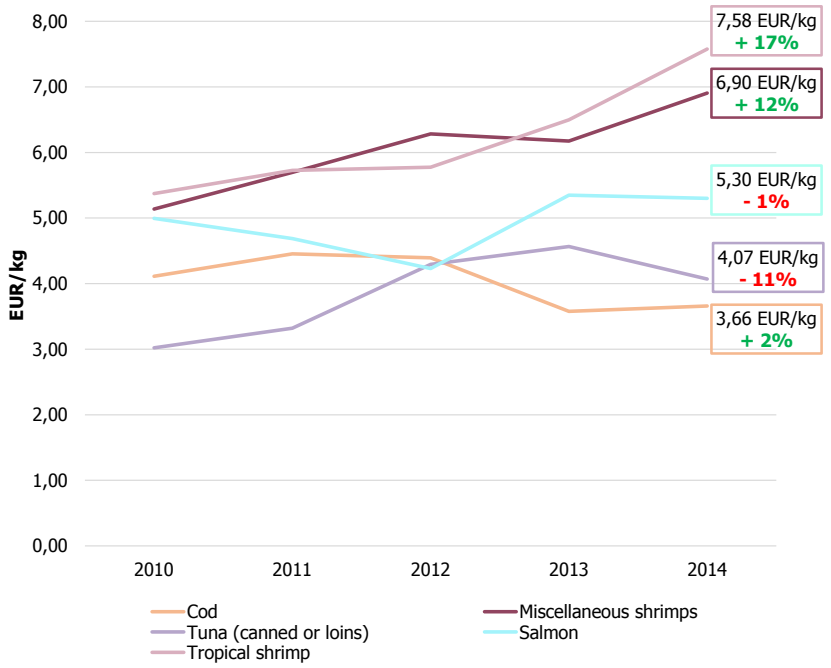


Chart 25

Volumes of extra-EU imports by Member State in 2014 and % variation 2014/2013

Source: EUMOFA based on elaboration of EUROSTAT data

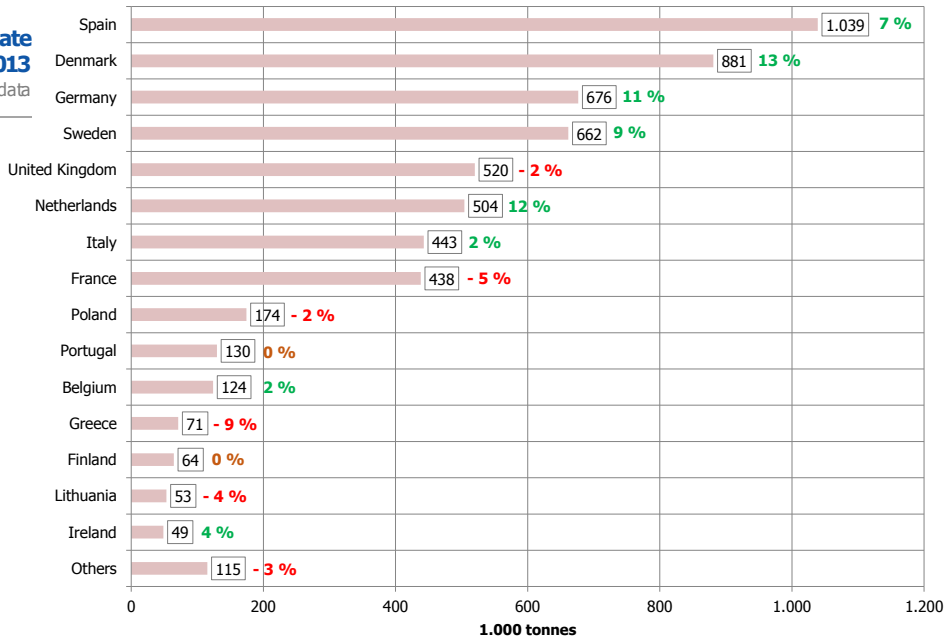


Chart 26

Values of extra-EU imports by Member State in 2014 and % variation 2014/2013

Source: EUMOFA based on elaboration of EUROSTAT data

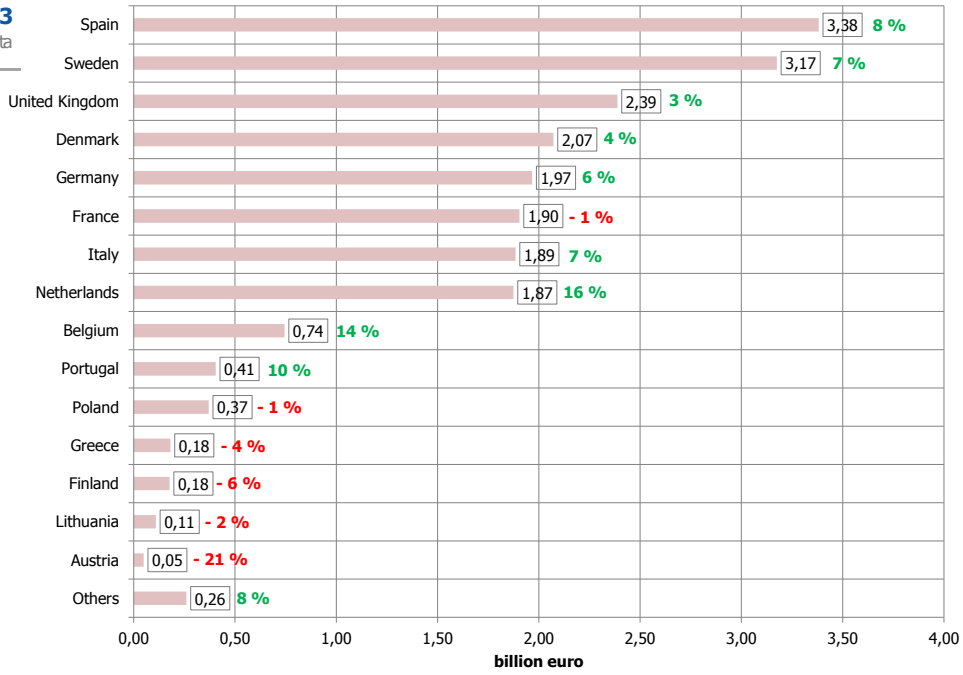


Chart 27

Top extra-EU countries of origin by volume (2014)

Source: EUMOFA based on elaboration of EUROSTAT data

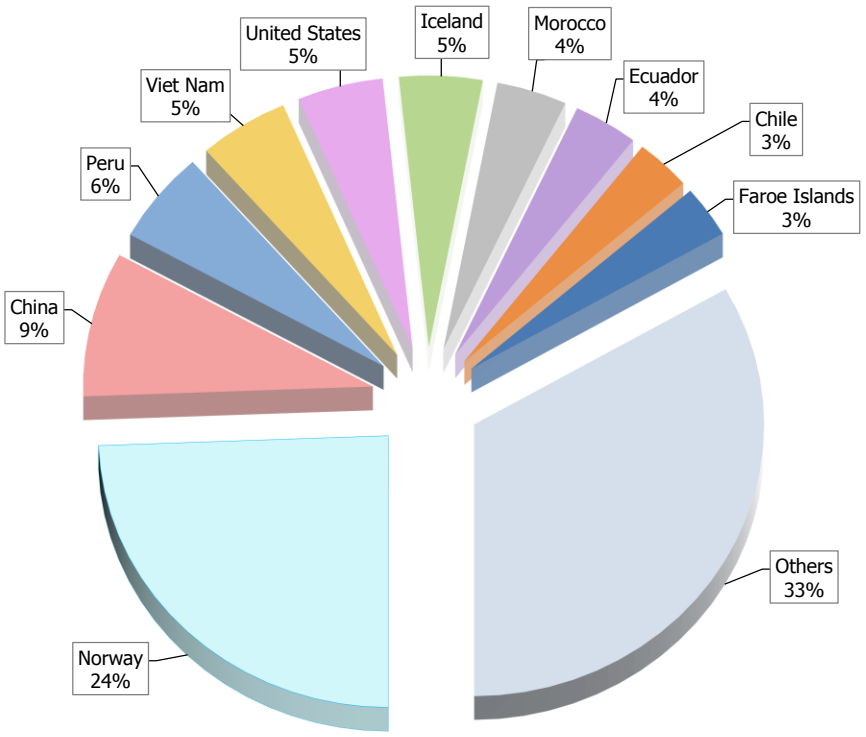
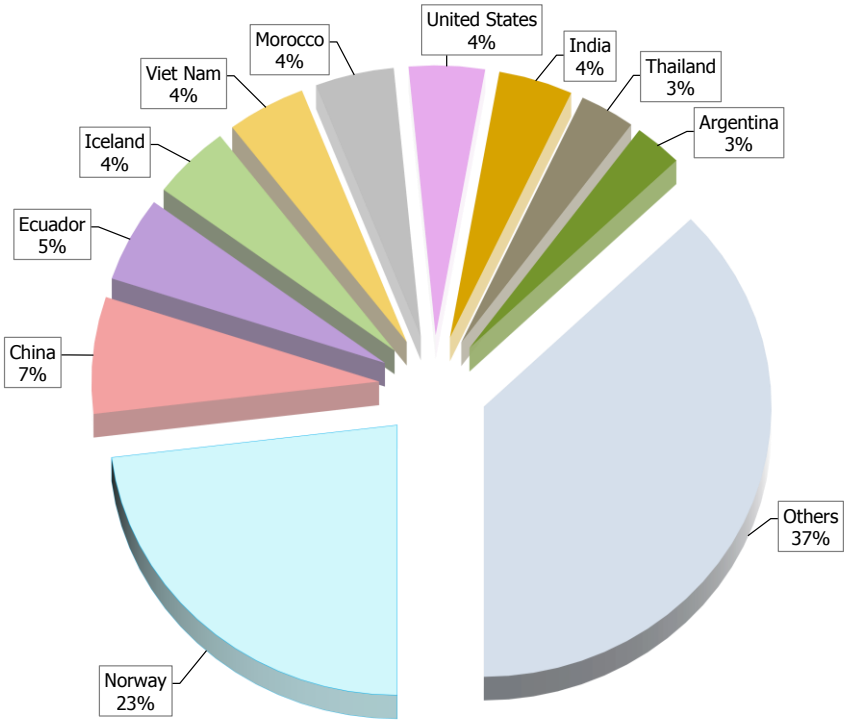


Chart 28

Top extra-EU countries of origin by value (2014)

Source: EUMOFA based on elaboration of EUROSTAT data



Norway, the main extra-EU country from which EU imports fish products, represents almost one-fourth of the total. In 2014, imports from Norway reached a 9-year peak at 1,5 million tonnes for a value of EUR 4,8 billion. This represented an increase of 183.000 tonnes and EUR 300 million over 2013. Fresh salmon, the main EU import from Norway, represented almost 70% in terms of value, at EUR 3,27 billion. It was mostly sold to Sweden and Denmark.

Imports from China were almost stable between 2013 and 2014, at 513.000 tonnes with a value of EUR 1,46 billion.

Imports from Peru increased by a strong 32% in volume and 30% in value, amounting to 327.000 tonnes worth EUR 551 million. This was due to a change in the German trade of fishmeal: in 2014, Germany imported increasing quantities from Peru, to the detriment of the same products available from Iceland. Indeed, Iceland showed a remarkable 19% volume decrease, while imports from Peru sky rocketed by 70%.

Extra-EU imports were mainly absorbed by Spain which, in 2014, accounted for more than 1 million tonnes with a value of EUR 3,40 billion, an increase of 8% with respect to 2013. Sweden and Denmark followed, mainly as a consequence of large amounts of fish imported from Norway. France was the only Member State of the top 10 importers which reduced its extra-EU import values in 2014. But this was due to a change in trade flow, with France buying more salmon via Sweden or Denmark than directly from Norway.[5]

[5] Specifications on the role of "trade hubs" of Sweden and Denmark are included in Chap. 4.4 on Intra-EU trade

Chart 29

Values of extra-EU imports per Member State

Source: EUMOFA based on elaboration of EUROSTAT data

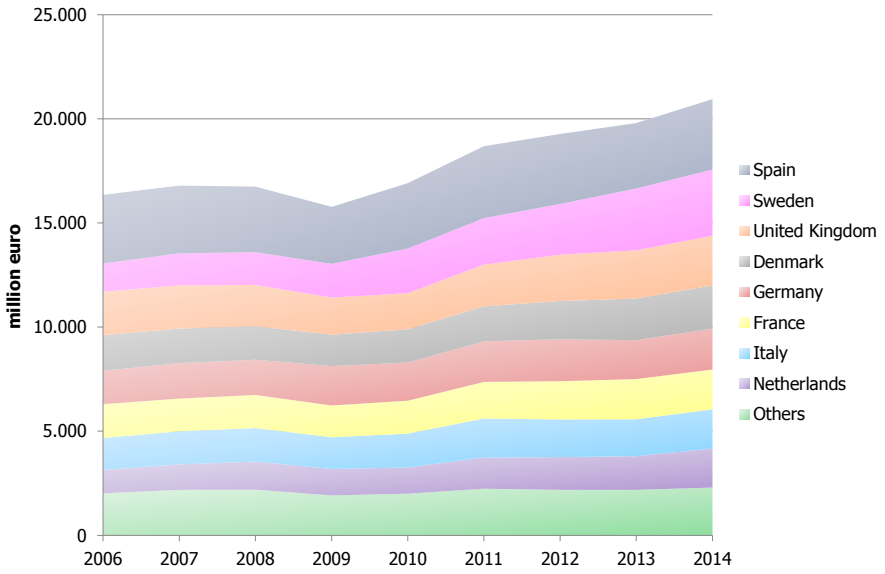


Table 7

EU imports (1.000 tonnes)

Source: EUMOFA based on elaboration of EUROSTAT data

Commodity group	2010	2011	2012	2013	2014	% variation 2014/2013
Groundfish	1.091	1.095	1.103	1.153	1.186	3%
Non food use	810	731	873	761	936	23%
Salmonids	631	663	763	776	837	8%
Tuna and tuna-like species	672	698	666	685	699	2%
Crustaceans	579	628	604	596	622	4%
Cephalopods	430	392	379	370	361	-2%
Small pelagics	424	404	379	354	357	1%
Bivalves	162	220	189	206	251	22%
Other marine fish	315	315	236	235	235	=
Freshwater fish	327	305	256	256	230	-10%
Misc. aquatic products	118	151	195	169	151	-10%
Flat fish	48	44	70	72	79	9%
Total	**5.605**	**5.646**	**5.713**	**5.633**	**5.943**	6%

Table 8

EU imports (million euro)

Source: EUMOFA based on elaboration of EUROSTAT data

Commodity group	2010	2011	2012	2013	2014	% variation 2014/2013
Crustaceans	3.091	3.658	3.667	3.763	4.485	19%
Salmonids	3.127	3.118	3.227	4.146	4.431	7%
Groundfish	3.238	3.517	3.577	3.418	3.612	6%
Tuna and tuna-like species	1.843	2.127	2.561	2.830	2.535	-10%
Cephalopods	1.246	1.491	1.371	1.110	1.220	10%
Other marine fish	1.176	1.239	1.016	981	984	=
Non food use	790	753	978	868	914	5%
Bivalves	543	770	651	629	757	20%
Small pelagics	620	739	796	717	686	-4%
Freshwater fish	789	779	685	645	616	-5%
Misc. aquatic products	295	344	480	433	427	-1%
Flat fish	149	153	264	253	276	9%
Total	**16.907**	**18.687**	**19.274**	**19.793**	**20.943**	6%

In 2014, values of the main imported commodity groups – crustaceans, salmonids, groundfish and cephalopods – reached their 9-year peaks. Tuna and tuna-like species stopped the growing trend started in 2010.

In terms of volumes, all of the most relevant commodities registered increases in 2014. Non-food-use products came back to their standard amounts with a remarkable 23% growth, after reporting losses between 2012 and 2013.

Chart 30

EU imports by group of species by volume (2014)

Source: EUMOFA based on elaboration of EUROSTAT data

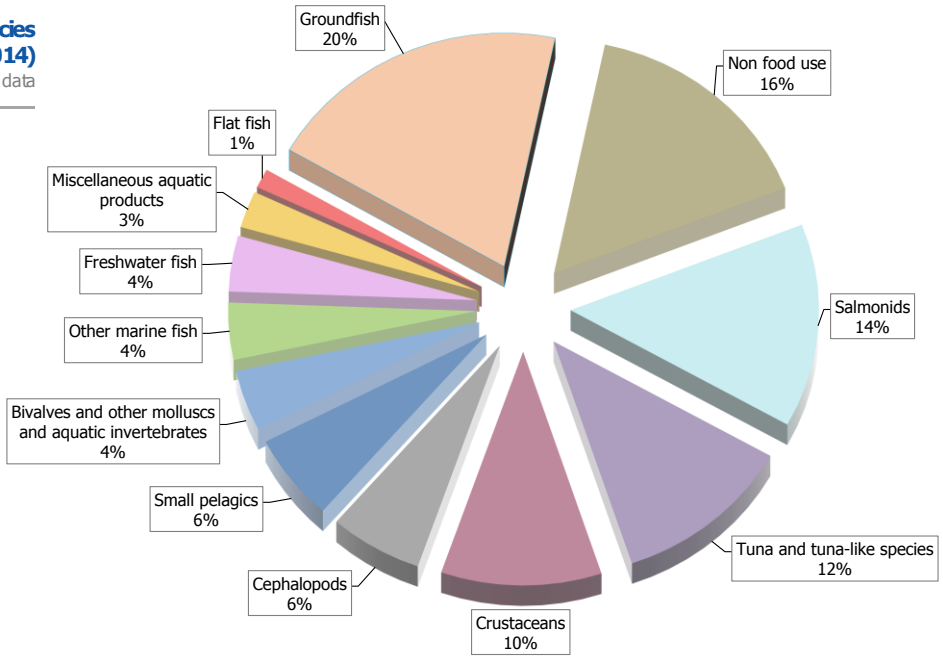
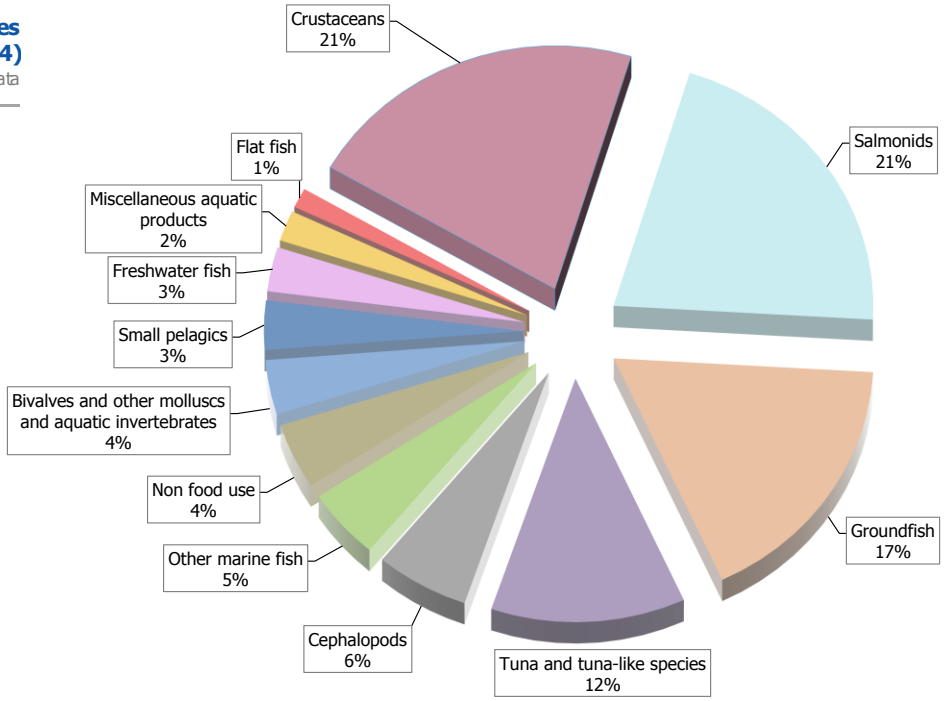


Chart 31

EU imports by group of species by value (2014)

Source: EUMOFA based on elaboration of EUROSTAT data



Crustaceans

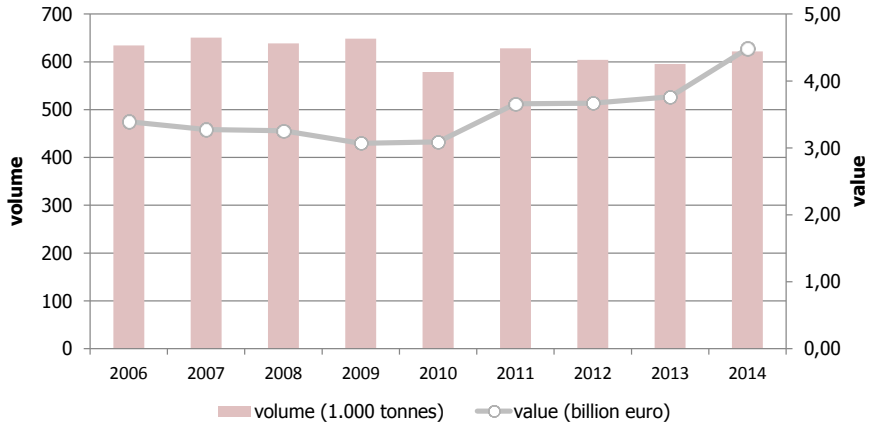
Crustaceans imports grew nearly 20%, due to increased value of tropical shrimps

Crustaceans contributed 62% to the overall increase of the EU's 2014 import net value. Their imports represented 21% of the total in value terms in 2014, at EUR 4,5 billion, which was a 19% increase from 2013. However, their volumes (622.000 tonnes) were at the 2006–2014 average level. Ecuador and India each accounted for 13% of total values, reaching EUR 602 million and EUR 586 million respectively. They both also registered significant growth with respect to 2013 (28% and 50% respectively), due to boosting imports of tropical shrimps. Among EU Member States, Spain had the highest imports in 2014, covering 20% of the EU total with a value of EUR 909 million, a 15% increase from 2013.

Chart 32

Crustaceans imported in the EU from extra-EU countries

Source: EUMOFA based on elaboration of EUROSTAT data



Tropical shrimps

Frozen tropical shrimp[6] is by far the most valuable product in the crustaceans commodity group. From 2013 to 2014, the average import price rose from 6,50 EUR/kg to 7,58 EUR/kg, due to the effect of the disease, early mortality syndrome (EMS) on shrimp aquaculture production in Asia. Despite this increase, EU imports augmented 8% in volume from 2013, reaching 281.000 tonnes. Tropical shrimp import value amounted to EUR 2,13 billion in 2014, a 26% increase from 2013 and 35% from 2012. The major markets – France, Spain and Belgium – accounted for 57% of tropical shrimps imported in the EU in terms of value. France and Spain imported mostly from Ecuador, with France importing a value of EUR 180 million (+11% over 2013) and Spain a value of EUR 176 million (+31%). As for Belgium, most of its tropical shrimps imports originated in India, with a value of EUR 112 million (+55%).

Miscellaneous shrimps

Imported miscellaneous shrimps[7] (mostly frozen) reached their peak values of the last nine years in 2014, totalling EUR 1,7 billion for a 13% increase over 2013. In volume terms, imports stood almost stable at 243.000 tonnes, and their average price increased by 12% to 6,90 EUR/kg. Argentina was the main country of origin, reaching its 9-year peak at 64.000 tonnes (+13%) for a value of EUR 380 million (+19%), at 5,90 EUR/kg (+5%). At Member State level, Spain was the main importer, with 66.700 tonnes for a total value of EUR 367 million, of which 46.700 tonnes were from Argentina at a price of 5,55 EUR/kg.

[6] "Tropical shrimps" main commercial species comprehend two CN-8 codes, namely 03061791 (Deepwater rose shrimps (Parapenaeus longirostris), frozen) and 03061792 (Shrimps of the genus Penaeus, frozen).
[7] "Miscellaneous shrimps" main commercial species is the result of the aggregation of six CN-8 codes, namely 03061799, 03062710, 03062799 (unspecified frozen shrimps and prawns), 16052110, 16052190 and 16052900 (unspecified shrimps, prepared or preserved, in different packaging).

Salmonids

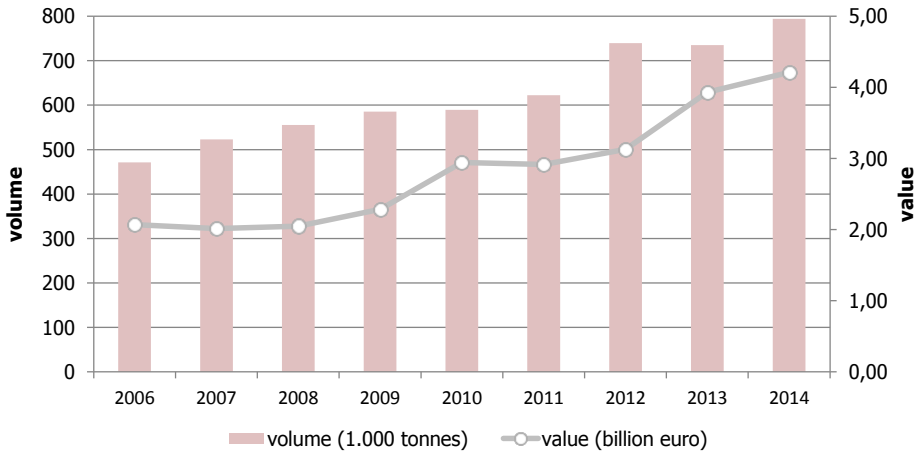
Salmonids imported in the EU in 2014 totalled 837.000 tonnes, for a value of EUR 4,4 billion. More than 80% of extra-EU imports came from Norway, equalling 666.000 tonnes, with a total value of EUR 3,5 billion, both at their highest amount since 2006. This led to peaks in the overall volumes and values reached by salmonids.

Salmon Salmon, the most imported species in the EU in 2014, accounted for 794.000 tonnes worth EUR 4,2 billion. Its value has increased since 2011, with a considerable boost of EUR 280 million between 2013 and 2014. One factor contributing strongly to the increase in salmon imports was the Russian import ban on seafood imposed in August 2014. Indeed, significant volumes of Norwegian salmon intended for the Russian market were reallocated to the EU market in the final five months of 2014. As imports grew from 2009 to 2014, a parallel rise in prices – from 3,90 EUR/kg to 5,30 EUR/kg – was registered. Norway, the major supplier, provided 659.000 tonnes of salmon to the EU in 2014 worth EUR 3,4 billion.

Chart 33

Salmon imported in the EU from extra-EU countries

Source: EUMOFA based on elaboration of EUROSTAT data



Trout Trout imports reached their 9-year peak in 2014, amounting to 25.000 tonnes worth EUR 115 million. This represented a 4% increase in value terms, while volumes remained at 2013 levels. Turkey, the main country of origin, had exports totalling 16.000 tonnes at EUR 73 million. About 30% of its exports were directed to Germany where they were sold mostly frozen or smoked.

Groundfish

Groundfish imports from extra-EU countries amounted to EUR 3,61 billion at a volume of 1,2 million tonnes, which represented increases over 2013 of 6% and 3%, respectively. Groundfish accounted for 17% of EU imports from third countries in terms of value and 20% in terms of volume.

Cod Cod is responsible for most of the import value within groundfish. At EUR 1,86 billion and 509.000 tonnes, cod accounted for 52% and 43%, respectively, of groundfish imports in 2014. It originated mainly from Norway (37%), Iceland (27%) and Russia (16%). While the value of Norwegian cod imports increased a substantial 14% over 2013, its price declined 2%. At Member State level, with the decreasing availability of

haddock due to plummeting quotas in the Barents Sea (from 400.000 tonnes in 2011 to 178.500 in 2014), cod has been adopted widely in the UK market, which saw large growth in the imports of fresh and frozen, head and gutted cod. In France, the wide availability of cod and especially of fresh cuts ("*dos*"), which are much in demand among consumers, enlarged the variety of species' market.

Pollack Volumes of pollack imported in the EU in 2014 remained similar to 2013, totalling 297.000 tonnes worth EUR 607 million, based on an average price of 2,04 EUR/kg. This was a 4% increase over the 2,12 EUR/kg price of 2013. Germany is the largest EU importer of pollack (Alaska pollack). Its imports of frozen fillets have increased 6%, from 136.000 tonnes in 2013 to 145.000 tonnes in 2014. China and the United States, the main suppliers, accounted for 59% and 32%, respectively.

Tuna and tuna-like species

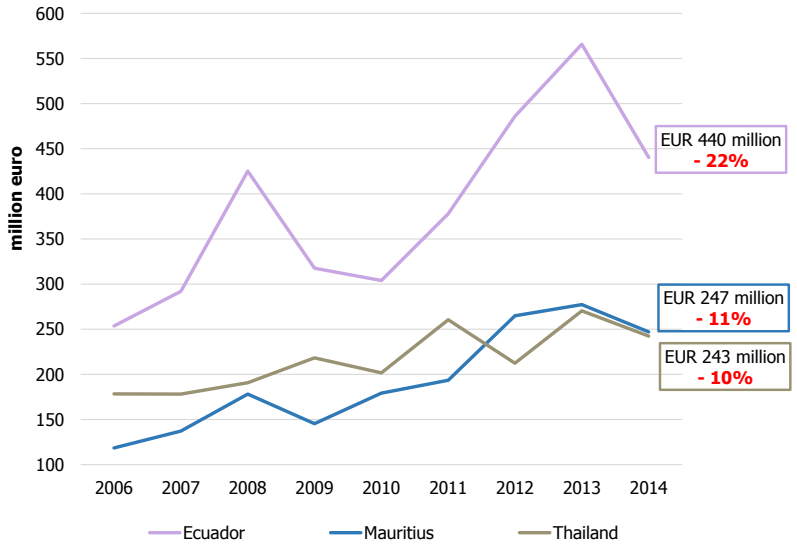
Extra-EU imports of tuna and tuna-like species[8] totalled almost 700.000 tonnes in 2014, worth EUR 2,5 billion. Among these, swordfish imports reach 18.000 tonnes, with a value of EUR 87 million. The major part of this commodity (73%) consists of "processed tuna", which includes canned tuna (80%), and prepared and preserved loins (20%). About 23% of processed tuna imported in the EU originated from Ecuador at an average price of 3,87 EUR/kg. Thailand and Mauritius also were relevant suppliers, at average prices of 3,53 EUR/kg and 3,93 EUR/kg, respectively. As shown in the chart below, each had seen an upward trend between 2006 and 2012, but they reported decreasing values between 2013 and 2014, especially as concerns Ecuador.

Processed tuna

Chart 34

Values of processed tuna imported by main countries of origin and % variation 2014/2013

Source: EUMOFA based on elaboration of EUROSTAT data



Imports, which totalled 505.904 tonnes in 2014 for a value of more than EUR 2 billion, represented a strong decrease of EUR 282 million from 2013. This was in relation to a significant decrease in the average price, which fell from 4,53 EUR/kg in 2013 to 4,01 EUR/kg in 2014. The United Kingdom and Spain imported the most of canned tuna. Most UK imports originated from Mauritius (21.000 tonnes), at a price of 3,74 EUR/kg, while Spain imported the majority of its canned tuna (22.600 tonnes) from Ecuador, at a price of 3,45 EUR/kg.

[8] The commodity group "Tuna and tuna-like species" includes the following main commercial species: albacore tuna, bigeye tuna, bluefin tuna, skipjack tuna, swordfish, yellowfin tuna, and the aggregation "miscellaneous tunas".

Non-food use products

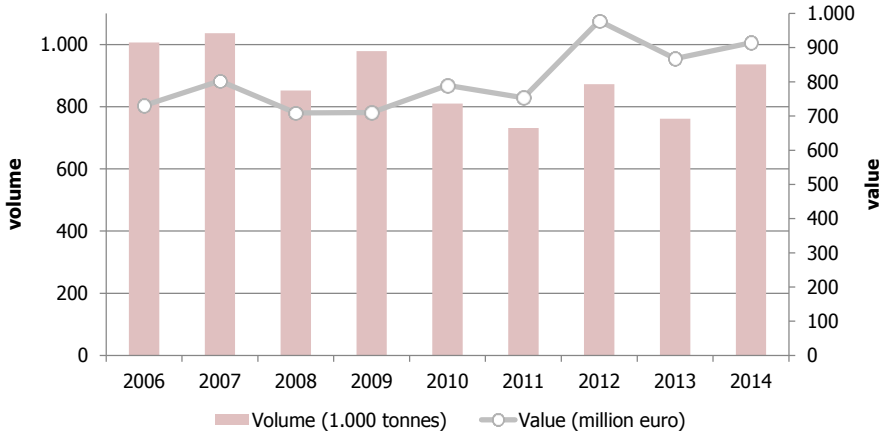
Non-food use products imported in 2014 totalled 936.000 tonnes, an increase of 175.000 tonnes from 2013, when they were at 760.000 tonnes. In 2014, this commodity, one of the most important in volume terms among those imported from outside the EU, comprised fishmeal (63%), fish oil (22%) and fish waste (14%). However, the EU is also an important exporter of non-food use products, a designation in which fish oil plays a more relevant role, covering 40% of total, while the major part (60%) is represented by fishmeal.

Total values of non-food use products imported were at EUR 914 million, almost stable with respect to 2013. Fishmeal was sold at an average price of 858 EUR/tonne, fish oil at 1.409 EUR/tonne and fish waste at 299 EUR/tonne.

Chart 35

Non-food use products imported in the EU from extra-EU countries

Source: EUMOFA based on elaboration of EUROSTAT data



Norway and Peru are by far the most relevant countries of origin. In 2014, they were responsible for 67% of total imports of fishmeal in the EU, at 225.000 tonnes and 150.000 tonnes respectively for a price of 352 EUR/tonne and 1.199 EUR/tonne. Denmark and Germany are the top EU importers, at 432.000 and 200.000 tonnes respectively. Denmark is an important dealer of animal feed, with fishmeal accounting for 56% of its imports. As for Germany, it imports almost entirely flours, meals and pellets, mostly used as poultry feed and for pig farming.

4.4 Extra-EU exports

Value of extra-EU exports increased by 70% from 2006 to 2014

In 2014, EU exports reached EUR 4,3 billion, a 3% increase over 2013 and 30% above the 2006–2014 average. The most intense growth was reported between 2009 and 2012, with values increasing by almost EUR 1,5 billion. Volumes increased 13% over 2013, reaching the highest volume since 2006 and surpassing 2 million tonnes for the first time.

EU exports are almost entirely composed of products from captured fisheries, which represented 94% of the 2012 total. EU aquaculture production is destined for the EU market.

Chart 36

Total extra-EU exports

Source: EUMOFA based on elaboration of EUROSTAT data

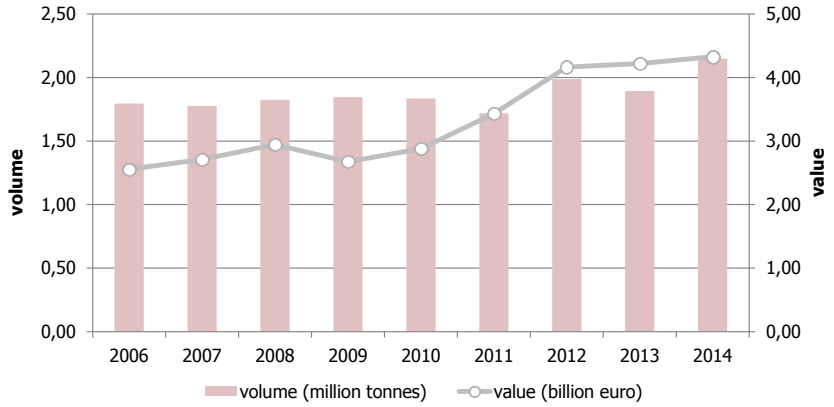


Chart 37

Volumes of extra-EU exports by Member State in 2014 and % variation 2014/2013

Source: EUMOFA based on elaboration of EUROSTAT data

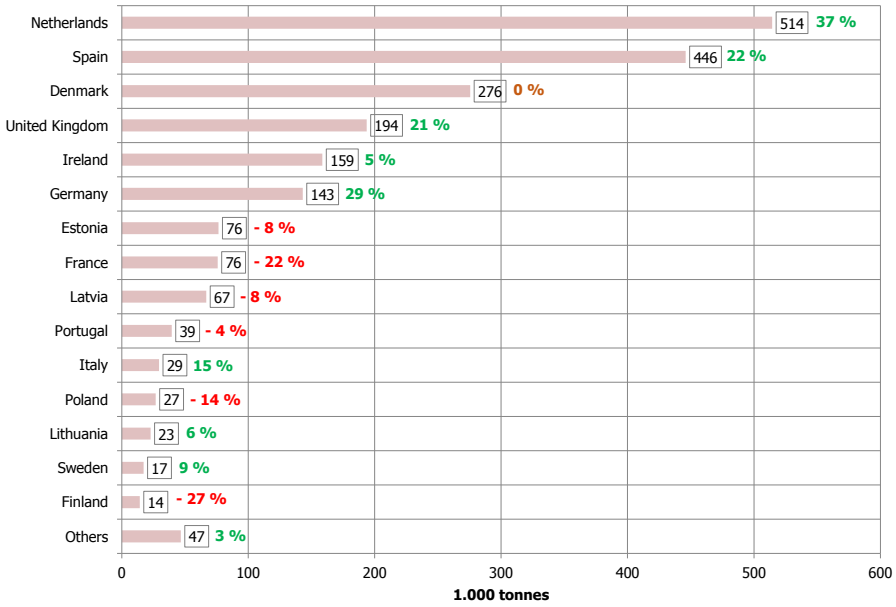
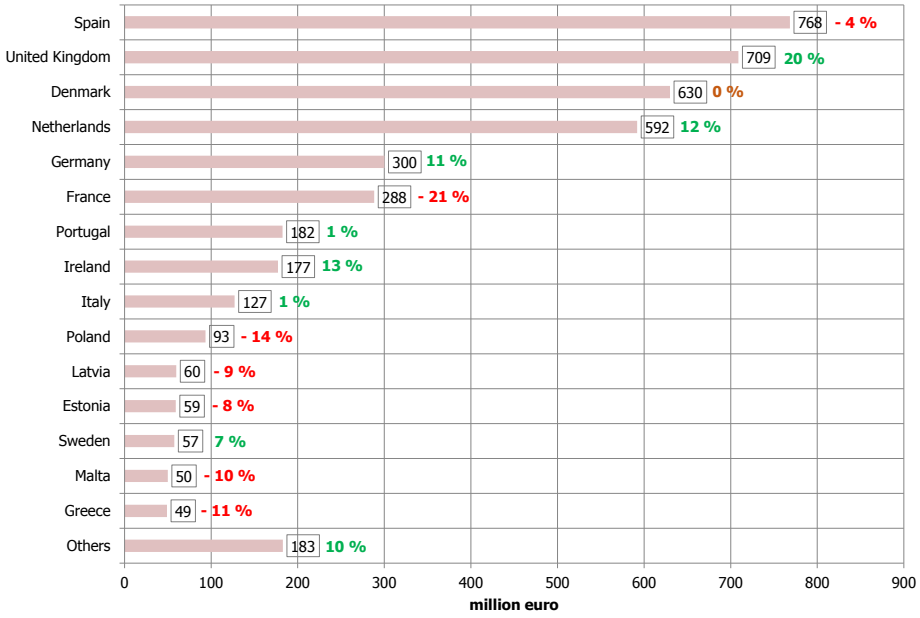


Chart 38

Values of extra-EU exports by Member State in 2014 and % variation 2014/2013

Source: EUMOFA based on elaboration of EUROSTAT data



In 2014, two of the top exporting Member States reached their 9-year peak in both volume and value, namely the United Kingdom and the Netherlands. The UK increase was mostly due to a EUR 65 million growth of salmonids exports over 2013, while the Netherlands increase was led by growing exports of small pelagics (+ EUR 52 million).

Spain also achieved a 9-year volume peak in 2014, led by skyrocketing exports of small pelagics, which almost doubled 2013 volume. However, Spain reported an overall decrease in value terms.

Denmark exports did not report variations between 2013 and 2014. As for values, they remained at almost EUR 630 million, the same level as their 2013 peak.

France registered remarkable losses of more than 20% between 2013 and 2014, due to a fall in exported tuna.

Chart 39

EU exports by country of destination by volume (2014)

Source: EUMOFA based on elaboration of EUROSTAT data

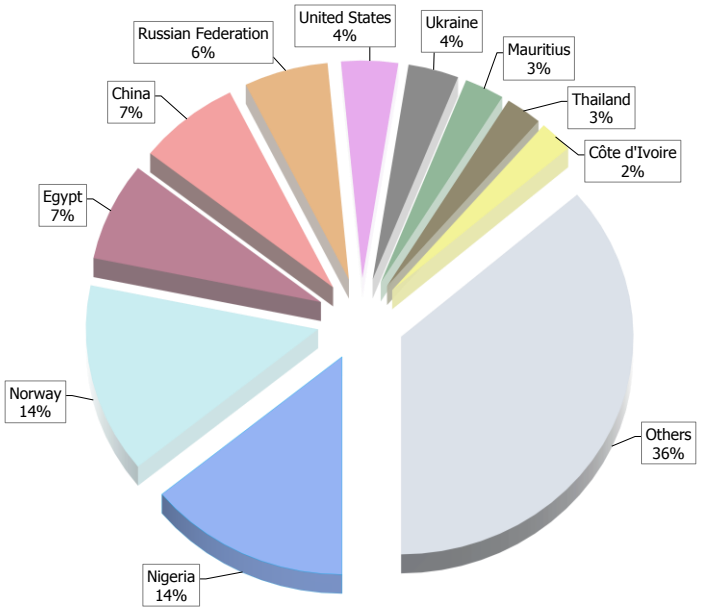
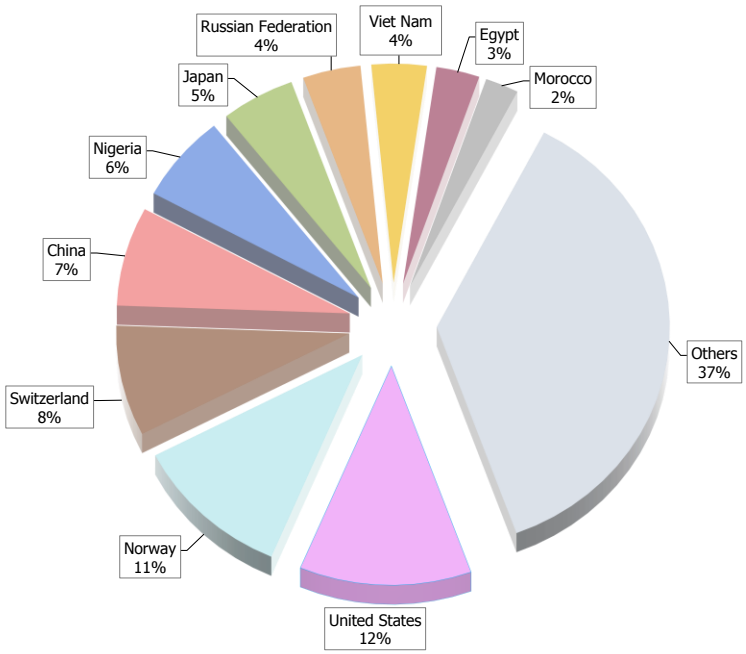


Chart 40

EU exports by country of destination by value (2014)

Source: EUMOFA based on elaboration of EUROSTAT data



In 2014, Nigeria became a major destination of EU exports, due to skyrocketing volumes of frozen mackerel

In value terms, the United States proved itself as the most important destination country of EU exports in 2014. It imported EUR 517 million, an increase of 11% over 2013, with volumes amounting to 85.000 tonnes for a 6% increase. In addition to representing a 9-year peak, this marked a significant increase of 70% value and 54% volume over 2010.

As a consequence of Russia's August 2014 ban on imported products originating from the EU, exports to Africa increased. Indeed, exports to Russia decreased 20% in 2014. Nigeria reached the same volume levels as Norway, which had been the most relevant up to 2013, at 303.000 tonnes worth EUR 279 million, i.e. an increase of 34% in volume and 45% in value. This was led by skyrocketing exports of frozen mackerel. Exports to Norway amounted to EUR 477 million, more than 90% covered by non-food use products destined for aquaculture plants. Exports to China increased 31%, totalling 153.000 tonnes with a value of EUR 317 million, which was a 10% increase from 2013, and a 9-year peak.

Table 9

EU exports (1.000 tonnes)

Source: EUMOFA based on elaboration of EUROSTAT data

Commodity group	2010	2011	2012	2013	2014	% variation 2014/2013
Small pelagics	786	665	718	644	847	32%
Non food use	308	332	323	354	390	10%
Tuna and tuna-like species	243	256	283	271	273	1%
Groundfish	155	84	194	171	162	-5%
Salmonids	63	81	98	114	118	4%
Other marine fish	113	118	115	100	98	-2%
Misc. aquatic products	18	25	86	76	86	13%
Crustaceans	73	73	72	67	67	=
Flat fish	37	38	43	47	48	2%
Cephalopods	22	21	28	22	28	28%
Bivalves	11	17	16	16	18	9%
Freshwater fish	7	7	11	12	12	=
Total	**1.835**	**1.718**	**1.988**	**1.893**	**2.147**	13%

Table 10

EU exports (million euro)

Source: EUMOFA based on elaboration of EUROSTAT data

Commodity group	2010	2011	2012	2013	2014	% variation 2014/2013
Small pelagics	607	651	812	747	868	16%
Salmonids	339	480	512	626	703	12%
Non food use	335	404	448	505	519	3%
Tuna and tuna-like species	361	452	612	647	509	-21%
Other marine fish	391	451	405	374	337	-10%
Crustaceans	236	277	306	289	315	9%
Misc. aquatic products	72	90	268	286	298	4%
Groundfish	247	263	340	312	291	-7%
Flat fish	133	161	193	203	216	6%
Bivalves	54	87	99	109	121	11%
Cephalopods	66	80	115	74	100	35%
Freshwater fish	41	33	52	49	50	1%
Total	**2.881**	**3.430**	**4.163**	**4.221**	**4.327**	3%

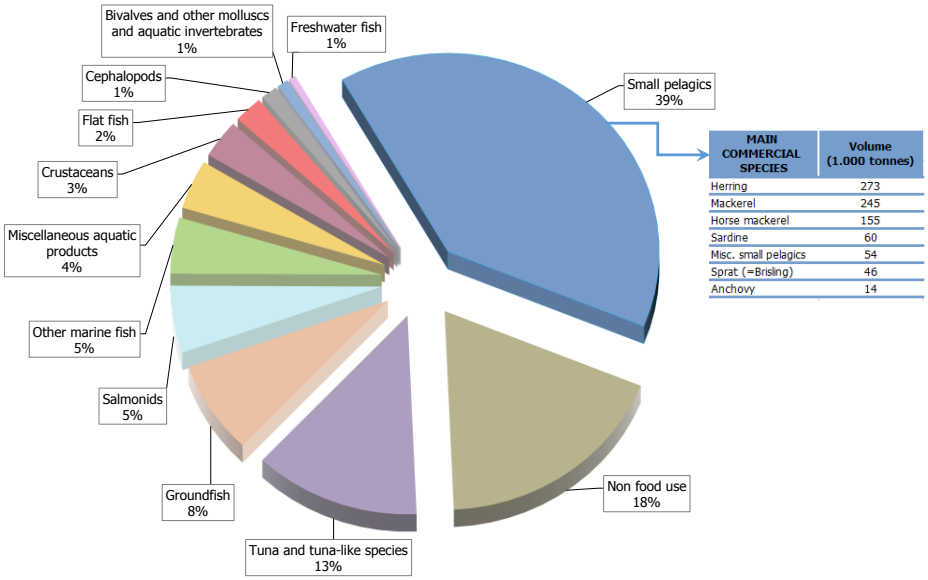
Small pelagics

Among EU Member States, the Netherlands was the main exporter of small pelagics, with 46% of EU total volume, accounting for 391.000 tonnes with a value of EUR 331 million. Nigeria and Egypt, the main extra-EU countries of destination, together imported 404.000 tonnes, accounting for 47% of the total.

Chart 41

EU exports by group of species by volume (2014)

Source: EUMOFA based on elaboration of EUROSTAT data

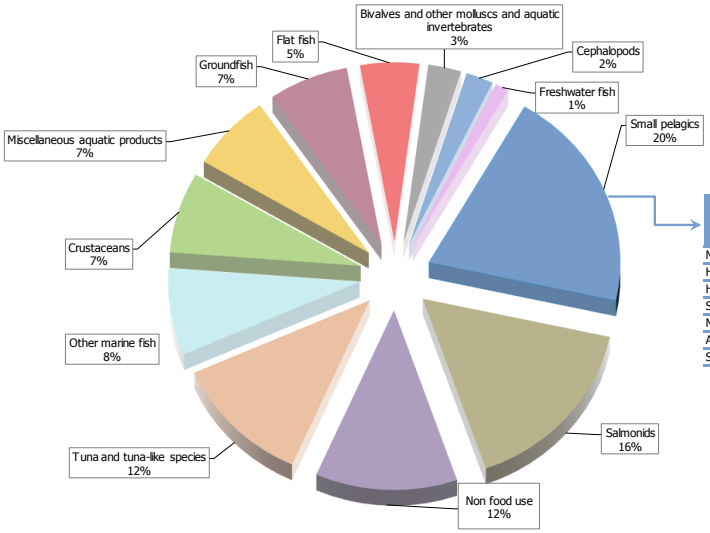


MAIN COMMERCIAL SPECIES	Volume (1.000 tonnes)
Herring	273
Mackerel	245
Horse mackerel	155
Sardine	60
Misc. small pelagics	54
Sprat (=Brisling)	46
Anchovy	14

Chart 42

EU exports by group of species by value (2014)

Source: EUMOFA based on elaboration of EUROSTAT data



MAIN COMMERCIAL SPECIES	Value (million euro)
Mackerel	315
Herring	192
Horse mackerel	159
Sardine	74
Misc. small pelagics	54
Anchovy	53
Sprat (=Brisling)	21

Herring In 2014, herring reached peaks in both volume and value. Since 2013, it has been the most exported species to extra-EU countries. Volumes reached 273.000 tonnes, an increase of almost 90.000 tonnes with respect to 2013, reaching a value of EUR 192 million for a EUR 24 million increase. The average price of 0,70 EUR/kg represented a remarkable 23% decrease. Nigeria was the main country of destination, importing 115.000 tonnes from the EU (+57%), with a value of EUR 73 million (+30%). The Netherlands accounted for over 70% of EU herring exports, totalling 198.000 tonnes with a value of EUR 125 million.

Mackerel Mackerel registered the most significant boost, increasing almost 80% in volume and reaching 245.000 tonnes, for a value of EUR 315 million (+

68%). As mentioned, this was due to an 80% increase in EU TACs[9]. The average price of 1,29 EUR/kg represented a 6% decrease. The two largest markets for EU mackerel (mostly frozen) were Nigeria and Egypt, increasing 170% and 150%, respectively, over 2013. Export prices to the two African countries remained stable at 1,24 EUR/kg for Nigeria and 0,97 EUR/kg for Egypt.

Horse mackerel Exports of horse mackerel decreased by 10% in volume and 21% in value over 2013, amounting to 155.000 tonnes worth EUR 156 million, at a price of 1,02 EUR/kg (-12%). The Netherlands, Spain and Ireland were the major exporters, exporting 65.000 tonnes (-29%), 45.000 tonnes (+65%) and 37.500 tonnes (-13%), respectively. Spain exported at a price lower than the 1,02 EUR/kg EU average, namely at 0,78 EUR/kg, while the Netherlands and Ireland exported horse mackerel at 1,14 EUR/kg and 1,07 EUR/kg, respectively.

Non-food use products

With the 9-year peak of 390.000 tonnes exported in 2014, i.e. 18% of total exports, non-food use products were sold at an average price of 1.328 EUR/tonne, a 7% decrease from 2013. Fishmeal was the most exported category (58%) followed by fish oil (38%). Exports from Denmark, the main exporter, totalled 205.000 tonnes, but this was a decrease of 3.700 tonnes from 2013. With a value of EUR 290 million, Danish exports were mostly directed to Norway (163.500 tonnes), with a value of EUR 225 million, and a unit price of 1.376 EUR/tonne. Its exports included fish oil (55%) and fishmeal (45%).

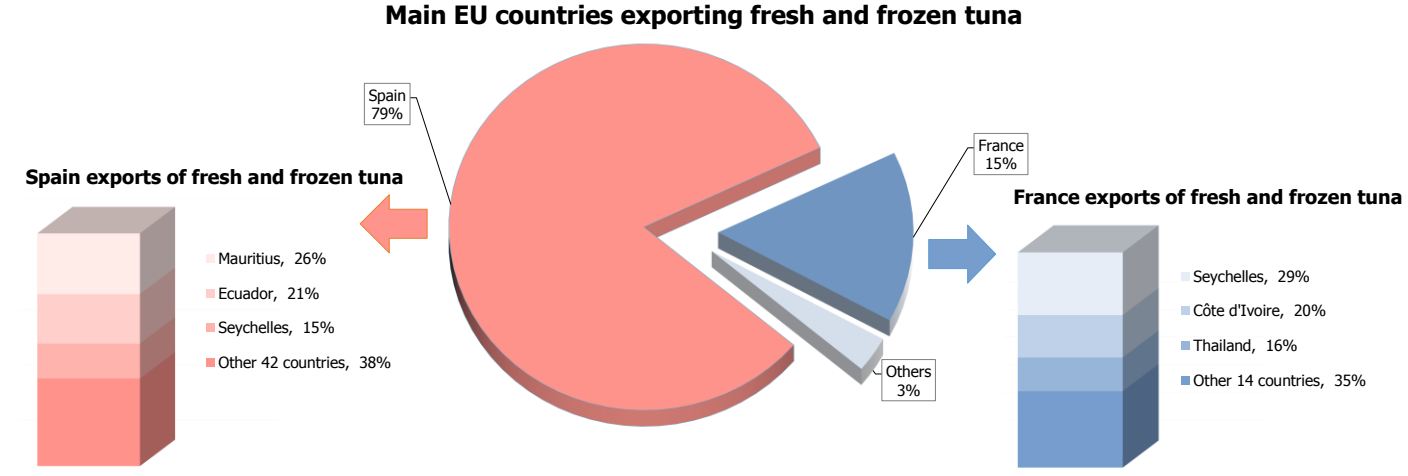
Tuna and tuna-like species

The "European" tuna is mainly caught by the French and Spanish fleets which land the biggest part of their catches (fresh or frozen) in remote places close to the fishing areas of the Seychelles, Mauritius and Ecuador, where they are considered exports. A large part of these products are then sold to the EU as raw material, semi-raw material (tuna loins) or processed (canned tuna) (see Imports section). As for Spain, Mauritius has been gaining relevance among "countries of destination" since 2013, to the detriment of Ecuador and Seychelles. Indeed, in 2014 the latter became the most important destination for France, following enormous drops of 83% by Mauritius and 65% by Côte d'Ivoire between 2012 and 2014.

Chart 43

Export flows of frozen and fresh tuna (volume, 2014)

Source: EUMOFA based on elaboration of EUROSTAT data



[9] Total Allowable Catches

Skipjack tuna Exports of skipjack tuna reached 137.000 tonnes in 2014, representing a 10% increase with respect to 2013, for a value of EUR 137 million with an average price of 1,00 EUR/kg that represented a 37% decrease. It was exported frozen by Spain and France. Spain exported its highest amount since 2006 at 120.000 tonnes, for an average price of 0,99 EUR/kg. France had 2014 exports of 17.000 tonnes with an average price of 1,05 EUR/kg, their lowest levels since 2006.

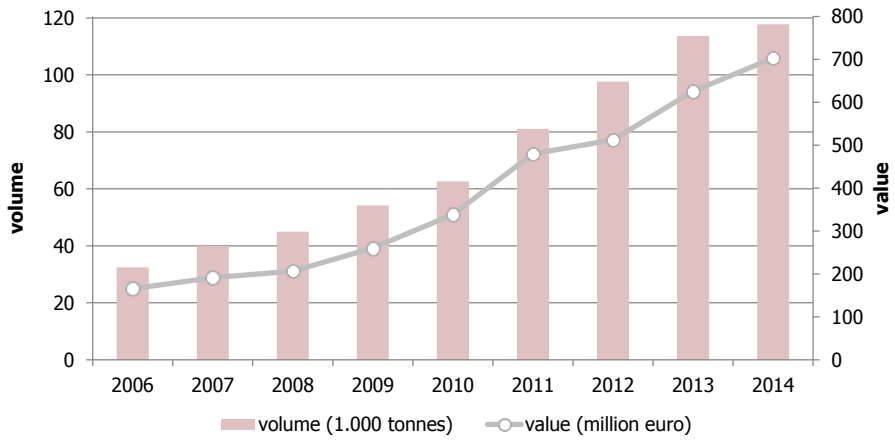
Yellowfin tuna In 2014, yellowfin tuna exports decreased 14% in volume and 32% in value with respect to 2013, amounting to 83.000 tonnes worth EUR 133 million. It was sold frozen by Spain and France, which accounted for 64.000 and 19.000 tonnes, respectively, for a value of EUR 98 million and EUR 34 million. Exports were mainly destined to Seychelles and Mauritius.

Salmonids

Salmonids exports to extra-EU countries have grown every year since 2006, with an average annual growth rate of 18% in volume and 20% in value. This trend was led by salmon exported by the United Kingdom, which had average growth rates of 23% in volume and 28% in value. In 2014, salmonids exported by the EU totalled 118.000 tonnes worth EUR 703 million, which were 4.000 tonnes and EUR 77 million more than 2013.

Chart 44

Salmonids exports to extra-EU countries
Source: EUMOFA based on elaboration of EUROSTAT data



Salmon Exports of salmon amounted to almost 100.000 tonnes in 2014, almost at 2013 level, for a value of EUR 600 million which represented a 10%, or EUR 55 million, increase over 2013. More than one-third of salmon exports originated from the United Kingdom, which exported 70.000 tonnes worth EUR 436 million. It was almost entirely sold fresh, at an average price of 6,37 EUR/kg. The United States, the main country of destination, has absorbed increasing amounts of UK exports since 2006.

Salmonids exports to extra-EU countries have grown since 2006 at average rates of 18% in volume and 20% in value, led by UK exports of salmon

Smoked salmon accounted for 15% of the value of EU exports of salmon. The major exporters, Germany and the Netherlands, exported EUR 23 million and EUR 19 million respectively, at average prices of 15,28 EUR/kg and 16,56 EUR/kg each.

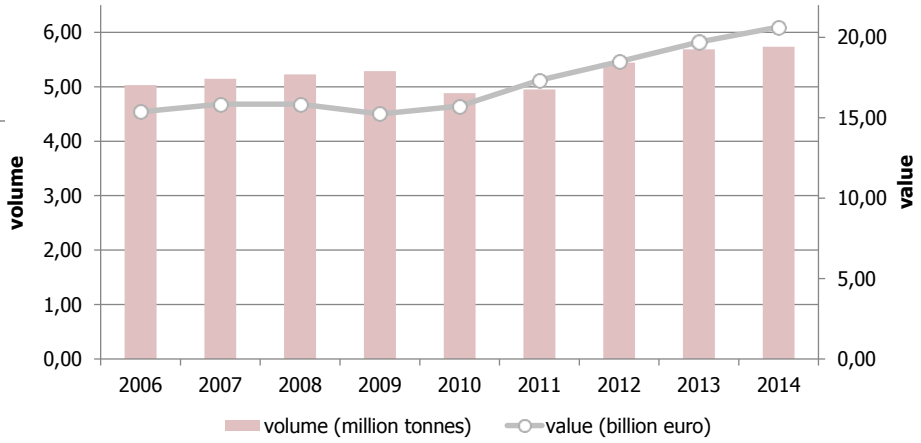
4.5 Intra-EU trade

Trade between EU Member States plays an essential role in the whole EU fishery trade. Indeed, in terms of value in 2014, it accounted for 86% of total trade within and outside the EU. Volumes sold within the EU reached 5,74 million tonnes with a value of EUR 20,6 billion, the highest registered since 2006.

Chart 45

Intra-EU trade

Source: EUMOFA based on elaboration of EUROSTAT data



Intra-EU trade reached its highest level in 2014, at EUR 20,6 billion (+35% in five years)

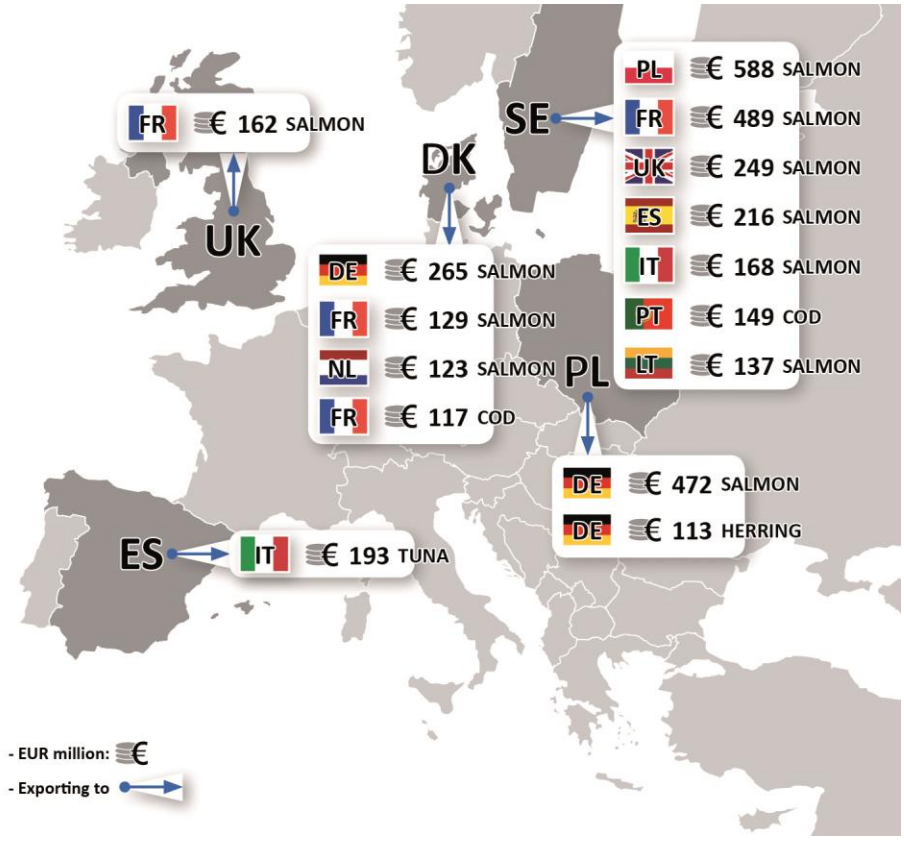
In terms of value, the first 15 flows covered 14% of total, accounting together for almost EUR 3 billion.

Chart 46

15 top flows within the EU in value (2014)

Source: EUMOFA based on elaboration of EUROSTAT data

They are represented in the chart[10] below.



It is worth emphasising that Denmark and Sweden act as "trade hubs" for Norwegian exports. In fact, most of the products imported in these two

[10] Tuna exported by Spain to Italy consists almost entirely of canned tuna, with a smaller part represented by loins.

countries are not consumed there. Instead, they are actually re-exchanged within the EU. In volume terms, Norwegian exports to EU Member States are mostly composed of salmon (45%), non-food use products (22%), cod (13%) and herring (9%).

All species are involved in intra-EU trade.

All high-value commodities reached 9-year peaks in 2014. For example, salmonids amounted to almost EUR 6 billion and crustaceans totalled EUR 2,6 billion, rising by 10% and 8%, respectively, with respect to 2013. Furthermore, groundfish and tuna and tuna-like species reached EUR 2,5 billion and EUR 2,3 billion each.

Chart 47

Intra-EU trade by commodity group by volume (2014)

Source: EUMOFA based on elaboration of EUROSTAT data

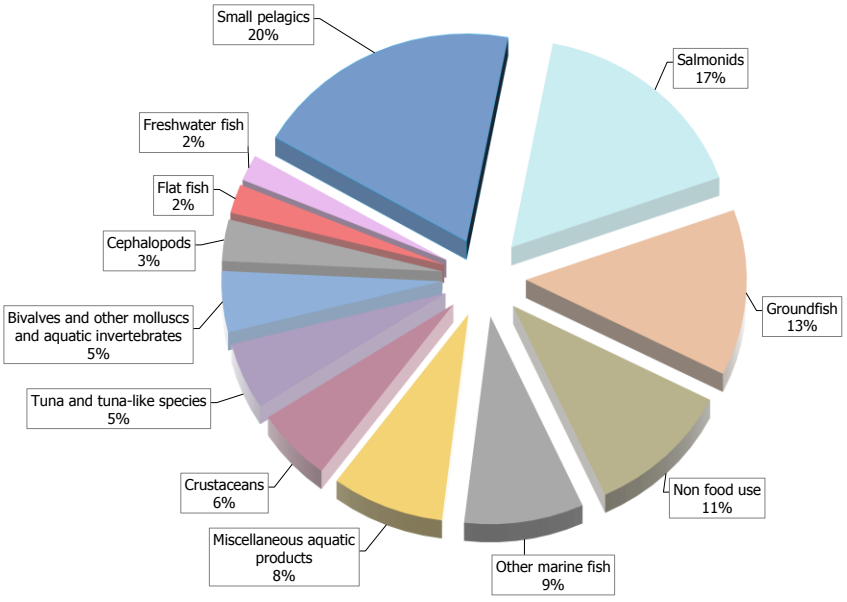
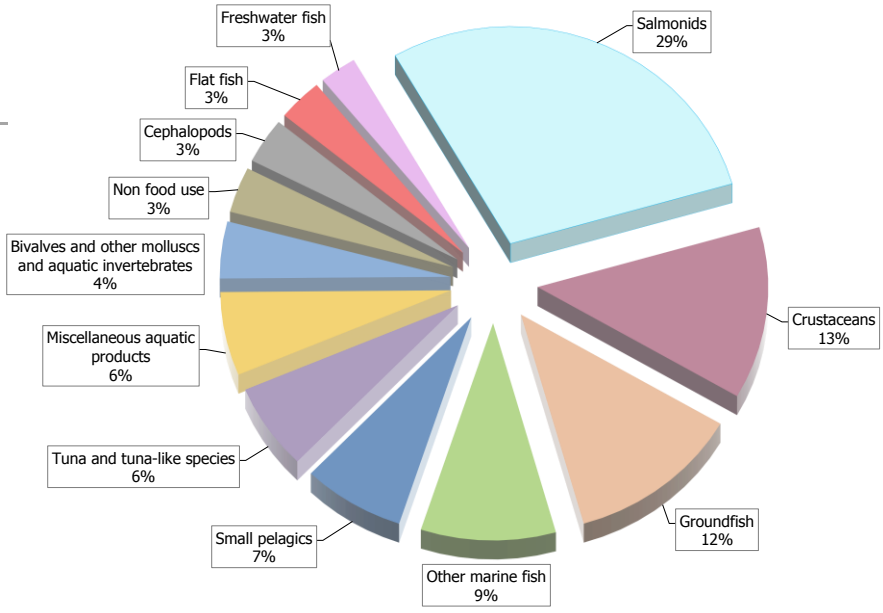


Chart 48

Intra-EU trade by commodity group by value (2014)

Source: EUMOFA based on elaboration of EUROSTAT data



Salmonids

With a 9-year upward trend in both volume and value terms, salmonids trade reached 948.000 tonnes in 2014, an increase of 67.500 tonnes over 2013, worth EUR 6 billion (+ EUR 520 million). Almost half of salmonids in the EU are traded by Sweden, almost entirely originating from Norway.

Salmon

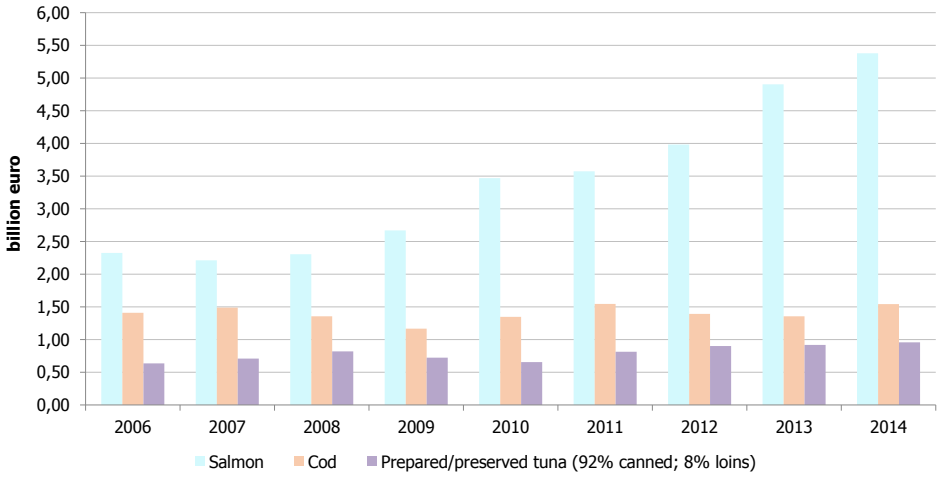
Since 2011, salmon has been the most traded species. It reached its 9-year peak in 2014, at 848.000 tonnes with a value EUR 5,4 billion, at an average price of 6,34 EUR/kg, almost the same level as in 2013 and the highest registered since 2006. The majority of salmon traded within the EU was fresh (EUR 3,71 billion, covering 69% of the total), while smoked salmon products accounted for 22% of the total (EUR 1,17 billion) and frozen salmon covered 9% (EUR 500 million).

The chart below shows the evolution of salmon value since 2006, compared with cod and tuna. To the contrary of these other two high-value products, salmon's 2014 value registered a significant boost – over EUR 3 billion– in those 9 years.

Chart 49

Intra-EU trade of most important products

Source: EUMOFA based on elaboration of EUROSTAT data



Groundfish

Groundfish traded in the EU in 2014 reached a 9-year peak in volume terms, at 741.500 tonnes, 5% above 2013 volume. Denmark, Germany and the Netherlands are the main players, the latter significantly increasing its exchanges by 36%.

Cod

In value terms, cod was the most traded species after salmon, totalling EUR 1,5 billion, an increase of EUR 184 million, or 14% more than in 2013. Volumes also showed a remarkable 13% growth, reaching 374.000 tonnes in 2014. Average price stood almost stable at 4,12 EUR/kg. Exchanges were mostly led by Denmark and the Netherlands, especially selling cod to France, the United Kingdom and Portugal.

Tuna and tuna-like species

Canned tuna

In 2014, tuna and tuna-like species traded in the EU reached 297.000 tonnes, their highest volume since 2006. This was due to increasing exchanges of prepared/preserved tuna (mostly canned), which were boosted by over 23.000 tonnes and EUR 32 million, reaching almost 183.000 tonnes and EUR 870 million. Spain, the major Member State trading canned tuna, covered more than half of the EU total in 2014, amounting to 94.400 tonnes worth EUR 443 million. Prices of Spanish

products sold within the EU decreased by 11% between 2013 and 2014, moving from 5,28 EUR/kg to 4,69 EUR/kg, as a result of the decreasing cost of the raw material. The 8% increase in volumes was accompanied by a 4% drop in value.

Non-food use products

Together with salmon and herring, non-food use products are the most traded products within the EU. In 2014, they accounted for 613.000 tonnes worth EUR 703 million, reporting small decreases of 1% in volume and 3% in value from 2013.

In volume terms, over half of non-food use products are represented by fishmeal, while fish waste and fish oil represent 27% and 18%, respectively, of the total. A negligible part (1%) is destined to ornamental use. In 2014, most fishmeal was sold by Germany, at 1.243 EUR/tonne. Poland and the Netherlands were each responsible for around 20% of fish waste trade, selling at 259 EUR/tonne and 230 EUR/tonne, respectively. As for fish oil, Denmark and Ireland were the main players, together accounting for almost half of the total. Prices varied according to specifications and use of the products: while Denmark sold them at 1.691 EUR/tonne, Irish prices were 571 EUR/tonne. Indeed, Ireland exchanges of fish oil mostly included products deriving from seaweeds, while products sold by Denmark derived from fish.

Small pelagics

Small pelagics was the most important commodity group traded in volume terms, totalling 1,12 million tonnes worth EUR 1,48 billion. Values fell by 3%, with a parallel 3% increase in terms of volume. Denmark was the main player, with 184.600 tonnes worth EUR 224 million. Sweden and the United Kingdom followed, accounting for 125.000 tonnes each but with very diverse values: Swedish exchanges accounted for EUR 73 million while the UK sold small pelagics for a total value of EUR 127 million.

Herring

Herring, one of the top three species traded in volume since 2006, accounted for 473.000 tonnes in 2014 with a value of EUR 537 million, which represented a strong decrease of almost EUR 53 million. Indeed, herring's price fell 12%, from 1,29 EUR/kg to 1,14 EUR/kg between 2013 and 2014. Denmark was the main player, accounting for 134.000 tonnes worth EUR 129 million in 2014. On the other hand, in value terms, Poland topped Denmark, with its exchanges of herring totalling EUR 141 million for 56.000 tonnes. They both sold the majority of their herring to Germany.

Crustaceans

Crustaceans, one of the top 3 commodities in value traded within the EU, accounted for 13% of total, reaching EUR 2,65 billion and 325.000 tonnes in 2014. This represented a 8% growth in value terms, while volumes remained at almost at the same levels as 2013.

Miscellaneous shrimps

The major part of crustaceans traded within the EU is represented by miscellaneous shrimps, mostly comprising prepared/preserved and frozen products. Total exchanges amounted to 110.000 tonnes in 2014, an 8% decrease from 2013, but a value of EUR 902 million which was a 2% increase. The main player was Denmark, totalling 27.000 tonnes for a value of EUR 226 million, selling mainly to the United Kingdom, Sweden and Italy.

Tropical shrimps

Trade of tropical shrimps within the EU grew significantly between 2013 and 2014, reaching 77.000 tonnes (+8%) for a value of EUR 683 million (+26%) which represented a 9-year peak. Belgium and the Netherlands contributed the most, with exchanges of around EUR 180 million each. As for the latter, it showed a remarkable 80% increase over 2013 – from EUR 50 million to over EUR 90 million – due to boosting exchanges with Germany. Tropical shrimps traded by Belgium were mostly directed to France (EUR 65 million) and the Netherlands (EUR 60 million).

EU landings[11] 5

Main findings

EU level

The value of EU fishery products landed in 2013 was 3% higher than the 9-year (2005-2013) yearly average, but it slightly decreased after the recovery started in 2009. At EUR 6,92 billion for 4,22 million tonnes, EU landings showed a 7% growth in volume, increasing 288.430 tonnes above 2012, which also represented a value loss of EUR 54 million. The fact that Croatia entered the EU in 2013 and thus was included in the statistics was partially responsible for the increase in volume.

In 2013, the value of products landed in the EU was 3% higher than its 9-year average

Chart 50

Total landings in the EU

Source: EUMOFA based on elaboration of EUROSTAT data

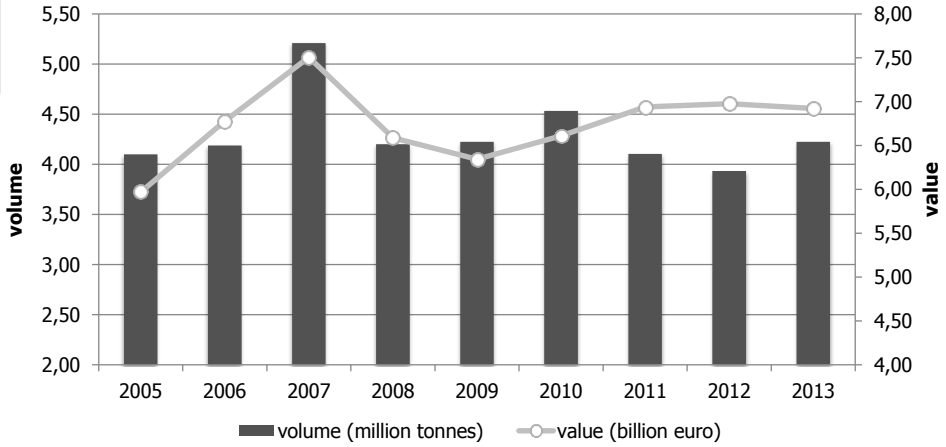
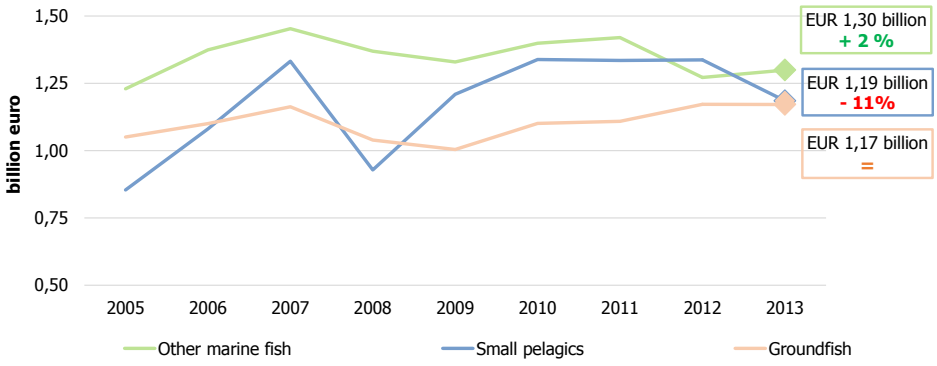


Chart 51

Values of landings of most important commodity groups and % variations 2013/2012

Source: EUMOFA based on elaboration of EUROSTAT data



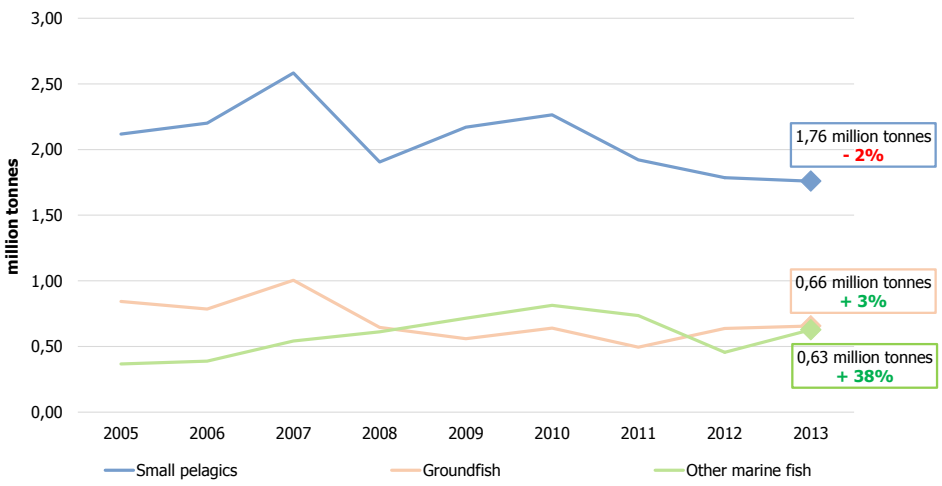
Other marine fish[12] was the most relevant group of species in 2013, reporting a recovery after the decrease registered in 2012. Small pelagics registered a loss of over EUR 150 million, due to a decrease in herring and horse mackerel values in the Netherlands.[13] Groundfish reported values close to the 9-year peak it reached in 2012, due especially to increasing landings of hake.

[11] 2013 data are at EU-28 level as they include Croatia among reporting countries.
[12] This group includes monk, seabream, red mullet, seabass, ray, john dory, scabbardfish, gurnard, picarel, smelt, dogfish and weever.
[13] As regards the Netherlands, it has to be mentioned that data for almost all species reported for 2010, 2011 and 2012 are estimates.

Chart 52

Volumes of landings of most important commodity groups and % variations 2013/2012

Source: EUMOFA based on elaboration of EUROSTAT data



Small pelagics accounted for 42% of the 2013 total, representing a minor decrease. Small pelagics percentage of EU landings has been declining since 2009 when they accounted for 51%, due to an increase in groundfish landed. Other marine fish rose a notable 38% in volume terms, due to Denmark's growing landings of sandeels destined for industrial use.

Chart 53

Composition of landings in the EU by commodity group – volume, 2013

Source: EUMOFA based on elaboration of EUROSTAT data

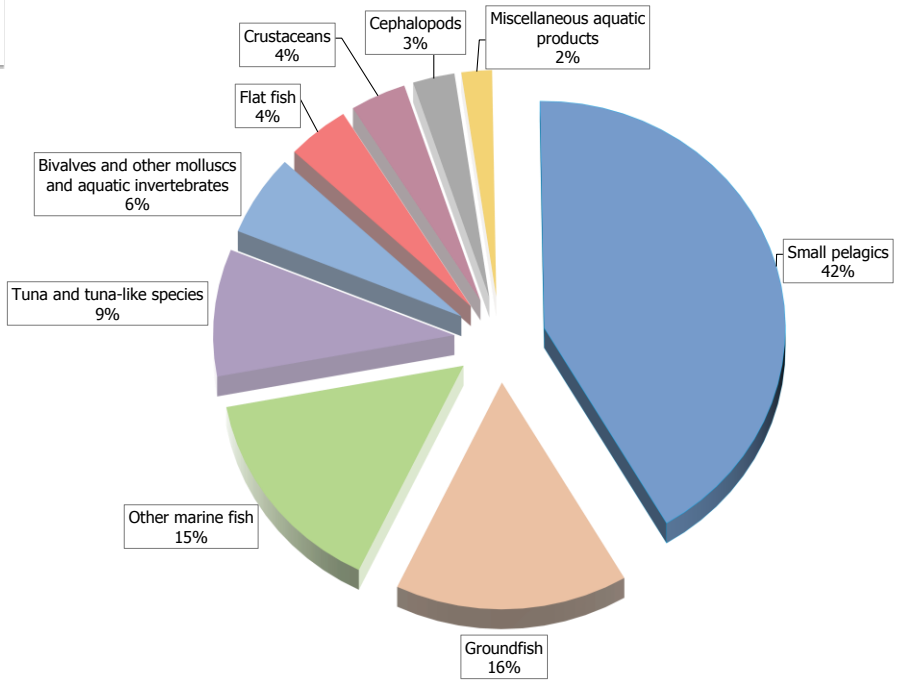


Chart 54

Composition of landings in the EU by commodity group – value, 2013

Source: EUMOFA based on elaboration of EUROSTAT data

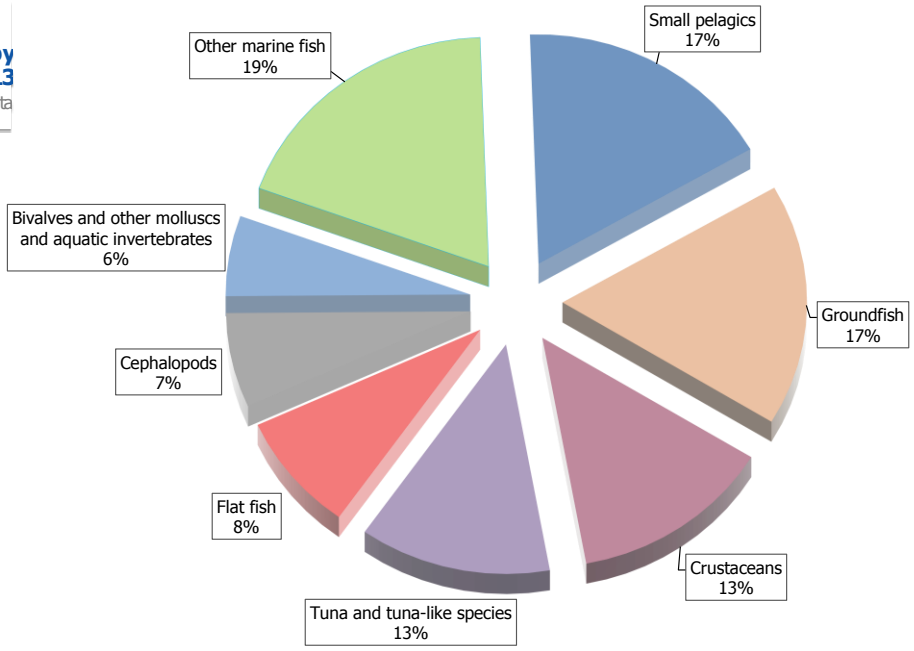


Chart 55

Most important commercial species landed in the EU – volume, % of total and % variation 2013/2012

Source: EUMOFA based on elaboration of EUROSTAT data

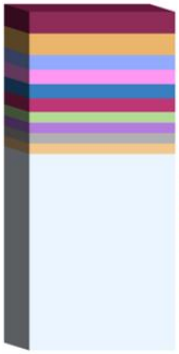
	tonnes	% on total	% variation 2013/2012
Herring	629.313	15%	2%
Sprat (=Brisling)	342.656	8%	-3%
Mackerel	308.364	7%	=
Sardine	194.396	5%	28%
Skipjack tuna	175.174	4%	63%
Blue whiting	174.066	4%	13%
Hake	130.661	3%	-4%
Yellowfin tuna	95.079	2%	32%
Cod	94.332	2%	-11%
Anchovy	89.686	2%	1%
Other main commercial species	1.989.219	47%	8%

Total: 4,22 million tonnes

Chart 56

Most important commercial species landed in the EU – value, % of total and % variation 2013/2012

Source: EUMOFA based on elaboration of EUROSTAT data



	million euro	% on total	% variation 2013/2012
Shrimps	445	6%	22%
Hake	440	6%	-4%
Mackerel	298	4%	-4%
Sole	296	4%	-10%
Herring	291	4%	-17%
Norway lobster	279	4%	-16%
Monk	218	3%	-15%
Yellowfin tuna	215	3%	26%
Squid	212	3%	-14%
Cod	212	3%	-8%
Other main commercial species	4.017	58%	2%

Total: EUR 6,92 billion

Member State level

Spain, the most important EU fishing country, reached a peak in 2013, with an increase of almost EUR 300 million in landings, mostly due to tuna. The Netherlands reported a decrease of around EUR 200 million, while the value of landings dropped by EUR 90 million in the UK and Italy, with the latter at its lowest amount since 2005. France's landings remained high, reaching EUR 971 million, a level close to its 2011 peak.

Chart 57

Values of landed products in the main EU countries and % variation 2013/2012

Source: EUMOFA based on elaboration of EUROSTAT data

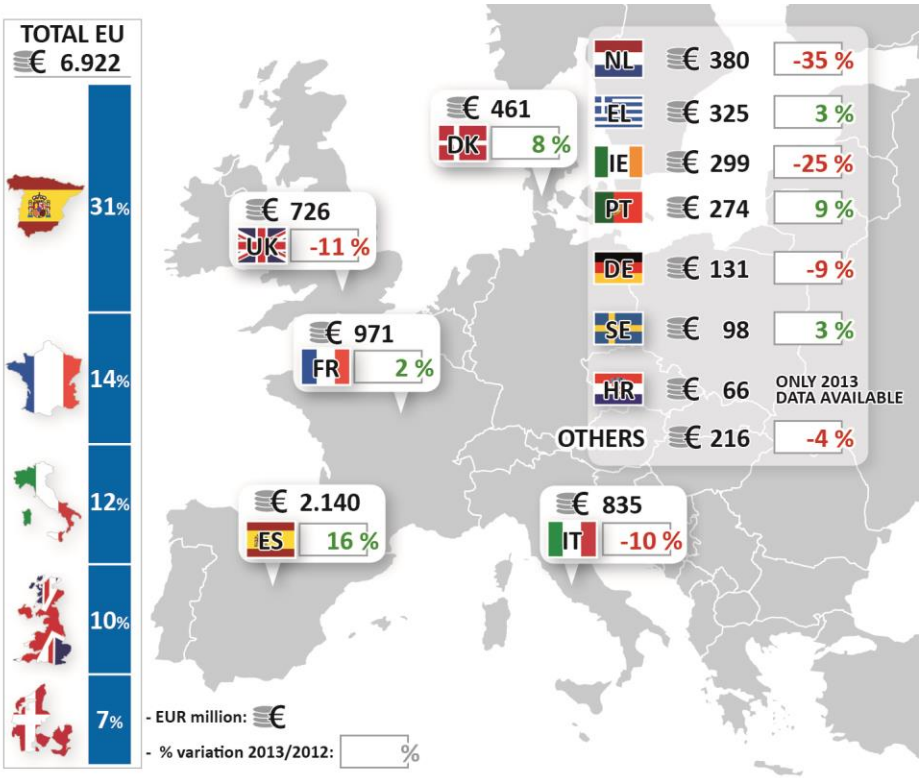


Table 11

Prices at landing stage of most important commercial species for the EU market (EUR/kg)

Source: EUMOFA based on elaboration of EUROSTAT data

Main commercial species	2010	2011	2012	2013	variation 2013/2012
Anchovy	1,70	1,87	1,94	1,91	↓
Blue whiting	0,54	1,13	0,58	0,42	↓
Cod	2,30	2,32	2,16	2,25	↑
Gilt-head seabream	9,19	8,78	8,46	8,54	↑
Hake	3,48	3,58	3,33	3,36	↑
Herring	0,32	0,44	0,56	0,46	↓
Mackerel	0,88	1,11	1,01	0,97	↓
Monk	5,26	4,79	5,16	5,13	↓
Mussel	0,15	0,24	0,45	0,45	=
Red mullet	7,92	7,42	7,35	6,93	↓
Sardine	0,81	0,87	1,06	0,92	↓
Seabass	9,31	9,92	9,89	9,93	↑
Skipjack tuna	1,23	1,24	1,08	1,17	↑
Sole	9,26	9,38	9,06	8,24	↓
Sprat (=Brisling)	0,18	0,22	0,27	0,28	↑
Squid	4,38	4,99	4,56	4,03	↓
Yellowfin tuna	1,65	1,74	2,37	2,26	↓

Prices of EU landings decreased 9% on average between 2012 and 2013, which affected most of the main commercial species.

Small pelagics

Four species of small pelagics – namely herring, sardine, mackerel and sprat – accounted for 1,47 million tonnes or 35% of the total EU landings.

Herring

Herring, the most landed species in the EU, accounted for 15% of the 2013 total, reaching almost 630.000 tonnes worth EUR 291 million. Volumes stood almost steady with respect to 2012, while an 18% shrinkage observed in the EU average price – moving from 0,56 EUR/kg to 0,46 EUR/kg – generated a value decrease. As shown in Table below, unit prices varied significantly between 2012 and 2013 in the main Member States.

Table 12

Prices at landing stage of herring in main Member States (EUR/kg)

Source: EUMOFA based on elaboration of EUROSTAT data

Member State	2012	2013	% variation 2013/2012
Denmark	0,66	0,50	-24%
Germany	0,49	0,56	+13%
Finland	0,21	0,24	+17%
Sweden	0,53	0,46	-14%
United Kingdom	0,65	0,43	-33%
Latvia	0,24	0,27	+12%
Poland	0,45	0,37	-17%

While Denmark experienced a 24% price plummet, it also had a volume increase of 18%. In Sweden, a price decrease of 14% was met with a volume increase of 50%. Considering that a large part of Swedish-caught herring was landed in Denmark, the price dynamics between these two Member States must be considered highly interlinked. At the same time, a large part of UK herring landings took place outside UK/Scotland, namely in Norway or Ireland/Denmark. The herring from these fisheries are largely going into international markets, in competition with herring from Norway and Iceland. In 2013, the same market situation was observed for Norway/Iceland.

Sardine

Landings of sardine were strongly impacted by Croatia's entry into the EU in 2013. Indeed, Croatia's landings of 53.000 tonnes with a value of EUR 23 million increased EU levels by 28% and 12%, respectively, to reach 194.000 tonnes and EUR 179 million. The resulting 2013 price of 0,92 EUR/kg represented a 13% fall with respect to 2012. In fact, Croatia was the main EU country landing sardine, topping Spain's landing of 49.000 tonnes. However, Spanish values of EUR 59 million were the highest among all Member States and accounted for 33% of the EU total.

Mackerel

Quantities of mackerel landed in the EU amounted to 308.000 tonnes with a value of EUR 298 million. The price has been above the 9-year average since 2011. In 2013, it dropped to 0,97 EUR/kg, a slight decrease from 2012. At EU level, volumes were the same as in 2012, despite the increase reported by the UK. UK is the major Member State involved in mackerel landings, accounting for 35% of the total, with an 11% volume increase amounting to 100.000 tonnes, and a 5% value increase, reaching EUR 104 million.

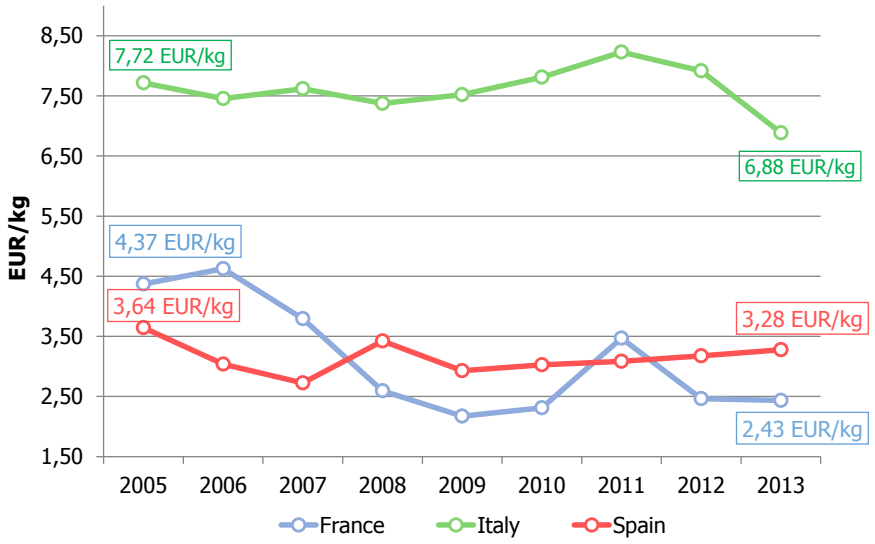
Sprat Volumes of sprat, one of the most important species landed in the EU, reached 343.000 tonnes in 2013, a decrease of 12.000 tonnes from 2012. This represented a 9-year low, mainly due to reduction of landings by Sweden and Denmark. The 5% price increase generated by the decreased landings was a slight 0,28 EUR/kg, and the value of EUR 95 million was higher than 2012, even if slightly.

Groundfish

Three species of groundfish – blue whiting, hake and cod – accounted for 400.000 tonnes or 10% of the total EU landings.

Hake Hake is the most highly valued finfish landed in the EU. In 2013, it totalled EUR 440 million accounting for 6% of the total. This amount represented a 4% decrease with respect to the 9-year peak of EUR 455 million reached in 2012. Volumes fell by 4%, dropping to 131.000 tonnes. Spain's landing of 65.000 tonnes, with a value of EUR 212 million, represented half of all hake landings, although both landings and value were lower than in 2012. Together with France and Italy, they accounted for 80% of the total. Prices at EU level have followed a downward trend since 2005. Of the top three Member States, only Spain registered an increase between 2012 and 2013.

Chart 58
Price trend at landing stage of hake in France, Italy and Spain
Source: EUMOFA based on elaboration of EUROSTAT data



Cod Landings of cod declined by 11% in volume and 7% in value, mostly due to reduced quantities landed by Denmark, whose quota decreased by 6,2% in 2013. At EU level, landings of cod totalled 94.000 tonnes and EUR 212 million, around 20% of it covered by Danish landings. It is worth mentioning that France has reported increased cod landings since 2011. Indeed, with totals of 13.000 tonnes and EUR 37 million in 2013, France reached its peak of the last 9 years, in relation to a quota that rose from 8.900 tonnes in 2011 to 16.000 tonnes in 2013.

Blue whiting In volume terms, blue whiting accounted for 25% of groundfish landings which reached 174.000 tonnes in 2013 – a 13% increase over 2012. Its value fell by 18%, dropping from almost EUR 90 million to EUR 73 million. It was mostly landed by Denmark (70.000 tonnes valued at EUR 20 million) and the Netherlands (47.000 tonnes valued at EUR 11 million). The Netherlands observed a considerable growth of 38%, with prices increasing from 0,24 EUR/kg to 0,62 EUR/kg. On the other hand, Danish prices stood flat during 2012-2013, at 0,28 EUR/kg.

Haddock Value of haddock continued the increasing trend started in 2009, reaching 52.500 tonnes with a value of EUR 79 million in 2013. The 5% rise in value terms and the parallel steadiness in volumes landed between 2012 and 2013 generated a 6% growth in unit prices, which went from 1,43 EUR/kg to 1,51 EUR/kg. The UK, totalling 36.000 tonnes, was responsible for almost 70% of EU haddock landings. It was the highest amount since 2006, with a value of EUR 52 million. Prices in the UK stood flat at 1,44 EUR/kg.

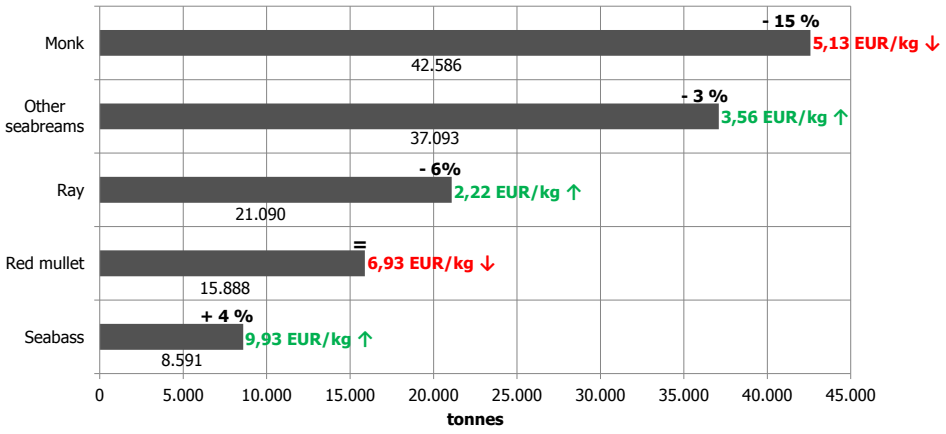
Other marine fish

With the exception of seabass, the most relevant species included in this commodity group registered decreasing volumes between 2012 and 2013.

Chart 59

Some species of Other marine fish in 2013 – volume, % variation 2013/2012 and prices at landing stage

Source: EUMOFA based on elaboration of EUROSTAT data



Monk The fall in monk volume was due to the plummeting Spanish and Irish landings, which fell by 35% and 53%, accounting for 7.373 and 3.335 tonnes respectively. This generated a price increase in Spain, as it moved from 5,00 to 5,25 EUR/kg, while Ireland displayed a minor loss, dropping to 4,00 EUR/kg. Prices also decreased at EU level, mostly due to drops in the UK, Ireland and Italy.

Ray Landings of ray, which reached 21.090 tonnes with a value of EUR 47 million, represented a 6% decreased, but values stood at the 2012 level. This generated a 5% price growth, moving from 2,11 EUR/kg to 2,22 EUR/kg. France and Spain were responsible for 60% of the total, with both reporting around 6.000 tonnes, worth EUR 15 million and EUR 13 million, respectively.

Seabass Values of seabass landed in the EU have been growing since 2009. In 2013, they reached EUR 85 million, an increase of 4% over 2012. A parallel growth was registered in volumes, which reached 8.600 tonnes in 2013 – the highest amount since 2005. In 2013, seabass was the main commercial species with the highest unit price – 9,93 EUR/kg – which was almost the same level as 2012. In France, the Member State with the highest landings of this species, the price was 10,25 EUR/kg, 3% higher than the EU average.

Aquaculture production[14] 6

Main findings

EU level

In 2012, volumes of aquaculture production in the EU interrupted the downward trend started in 2009. Indeed, the volumes totalled 1,24 million tonnes, the same level as 2011. However, in terms of value, the total value of EUR 3,61 billion represented a 10-year peak and a EUR 119 million boost with respect to 2011. The increases were mainly from production of three species: bluefin tuna (+52%), carp (+23%) and oyster (+4%).[15]

Chart 60

Total aquaculture production in the EU

Source: EUMOFA based on elaboration of EUROSTAT, National sources, FEAP and FAO data

In 2012, the value of farmed products in the EU was the highest registered since 2003

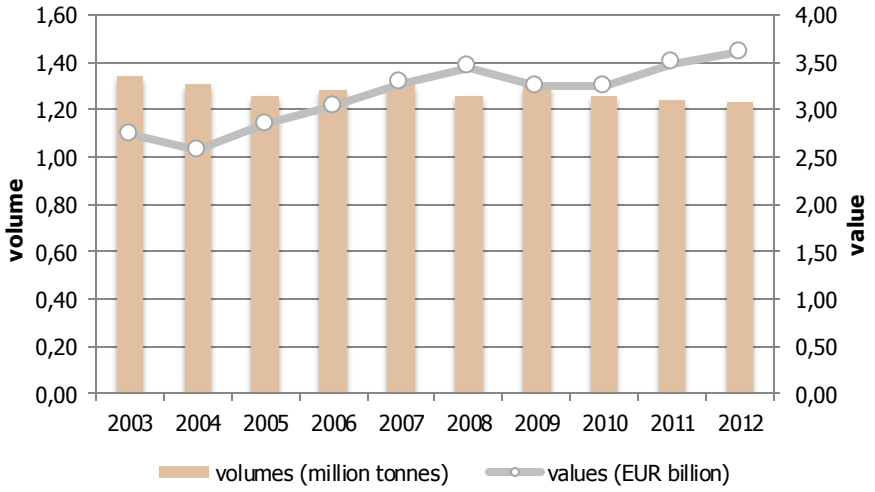
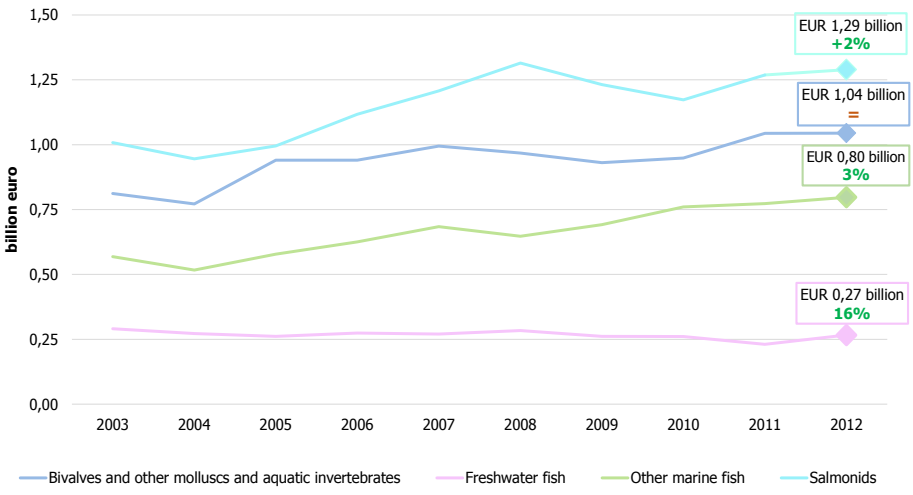


Chart 61

Values of most important groups of species and % variations 2012/2011

Source: EUMOFA based on elaboration of EUROSTAT, National sources, FEAP and FAO data



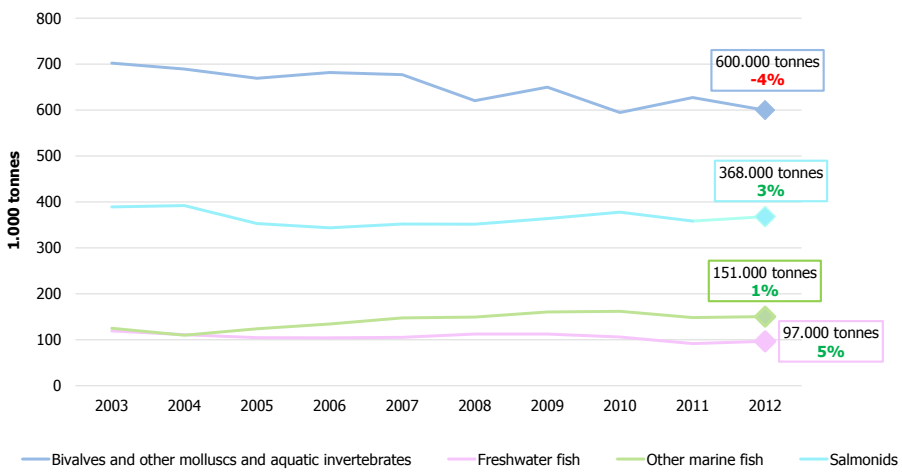
Freshwater fish registered the sharpest rise in value among most farmed groups of species in 2012, increasing EUR 36 million from 2011, mainly due to a 23% increase in carp's value. This reversed the downward trend in values that had been seen from 2003 to 2011.

[14] Detail of the sources used can be found in the Methodological background, page vi.
[15] Detailed analysis of the economic performances of EU aquaculture is available in the Aquaculture Economic Report 2014: https://stecf.jrc.ec.europa.eu/documents/43805/839433/2014-11_STECF+14-18+-+EU+Aquaculture+sector_JRCxxx.pdf

Chart 62

Volumes of most important groups of species and % variations 2012/2011

Source: EUMOFA based on elaboration of EUROSTAT, National sources, FEAP and FAO data

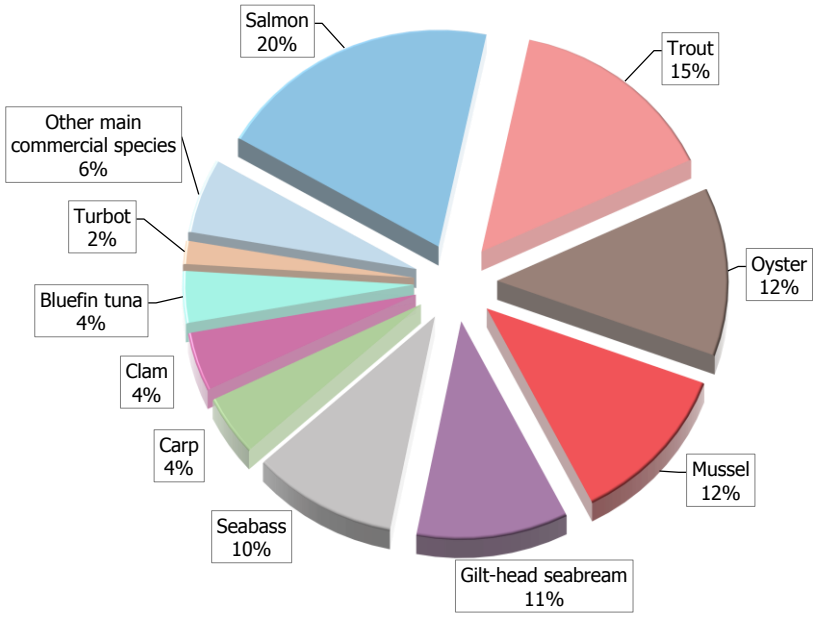


Bivalves, the main aquaculture production in volume, was the only group registering a decrease between 2011 and 2012. Indeed, bivalves' volumes fell by 27.000 tonnes, reaching one of the lowest levels since 2003. This was mainly due to a drop in Germany's mussel production, which decreased by almost 14.000 tonnes.

Chart 63

Composition of farmed products in the EU by value (2012)

Source: EUMOFA based on elaboration of EUROSTAT, National sources, FEAP and FAO data



At the main commercial species level, mussel, salmon, trout, oyster, gilt-head seabream and seabass have been the top farmed species for the period 2003-2012. In 2012, they accounted for 86% and 80% of total volumes and values, respectively. Salmon, however, registered a value loss between 2011 and 2012, when salmon prices dropped due to world market supply rising by more than 20%. Indeed, its 2012 value of EUR 721 million represented a decrease of EUR 31 million from 2011. Oyster prices increased steadily from 2003 to 2012, due to supply shortage. Value of production reached EUR 452 million, an increase of EUR 15 million. Gilt-head seabream and mussel registered minor increases of 3% and 1% each, accounting for EUR 383 million and EUR 429 million, respectively.

Chart 64

Values of main farmed products in the EU (2012) and % variation 2012/2011

Source: EUMOFA based on elaboration of EUROSTAT, National sources, FEAP and FAO data

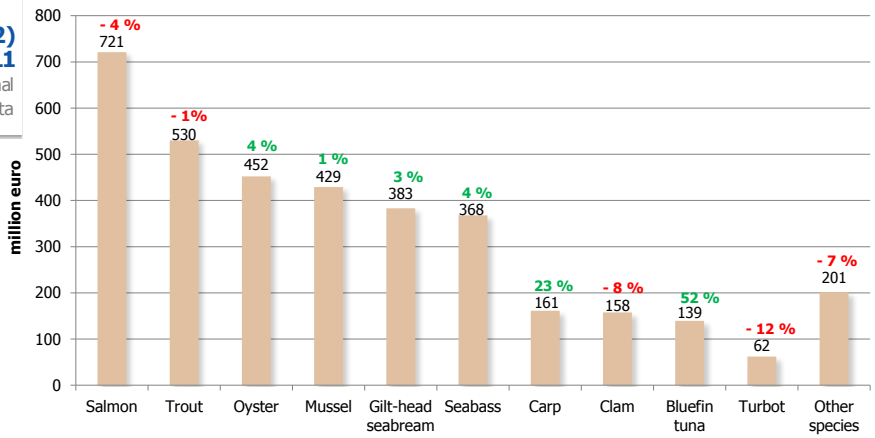
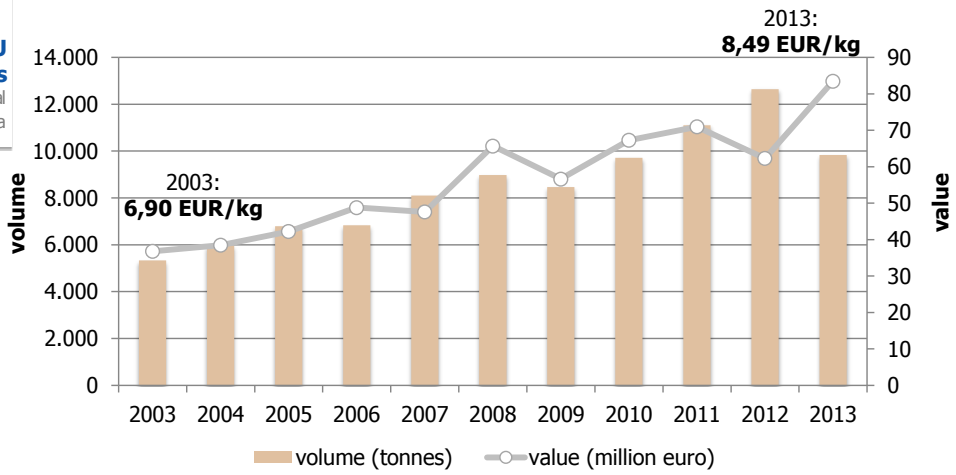


Chart 65

Farmed turbot production in the EU and yearly average prices

Source: EUMOFA based on elaboration of EUROSTAT, National sources, FEAP and FAO data



Turbot production increased from 2003-2012. In 2013, declined volumes led to a value peak of EUR 83 million

Turbot became an increasingly important farmed species in Portugal and Spain during 2003—2012 and, as shown in the chart above, its production volumes rose in that period. However, between 2012 and 2013[16], volumes declined from 12.600 tonnes to 9.800 tonnes. This led to an increased price of 8,49 EUR/kg, which was 72% above 2012 and 27% above the 11-year average. At the same time, turbot's value of EUR 83 million was 34% more than in 2012.

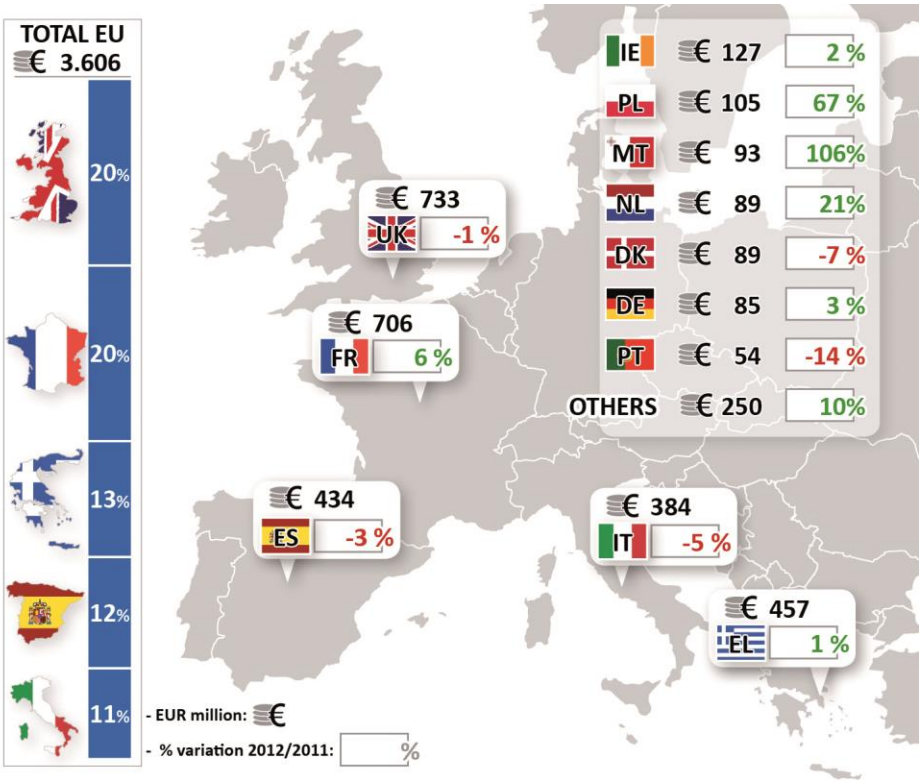
[16] 2013 data are for EU-28

Member State level

Chart 66

Values of farmed products in the main EU producer countries and % variation 2012/2011

Source: EUMOFA based on elaboration of EUROSTAT, National sources and FEAP data



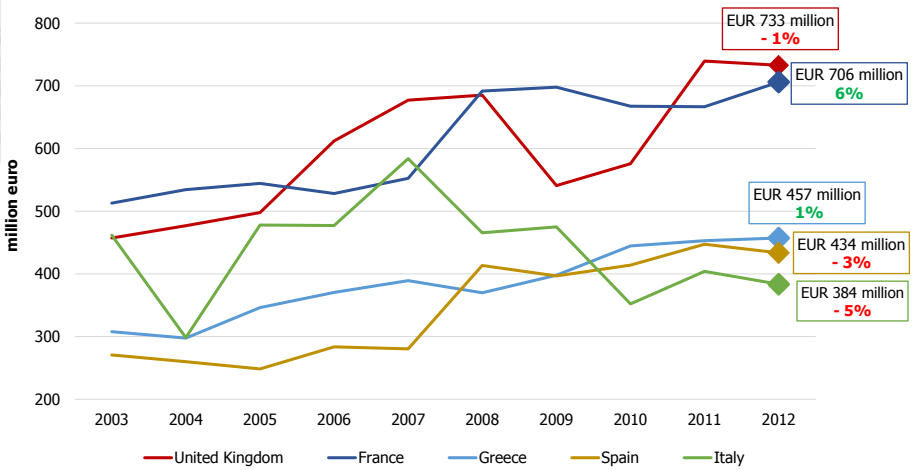
Aquaculture production consistently increased from 2003—2012 in top EU producers (except for Italy)

Four of the top five Member States, in terms of value of aquaculture production, saw an overall upward trend between 2003 and 2012. The exception was Italy, where the value of clam – the most valuable product – began decreasing in 2007.

Chart 67

Value trend of farmed products in top 5 producer countries and % variation 2012/2011

Source: EUMOFA based on elaboration of EUROSTAT, National sources and FEAP data



In volume terms, almost 80% of the total was produced in the top five Member States. They all registered minor variations with respect to 2011. The United Kingdom reported volumes close to 207.000 tonnes – the 10-year peak reached in 2004.

Table 13

Volumes of farmed products in top 5 producer countries (1.000 tonnes) and % variation 2012/2011

Source: EUMOFA based on elaboration of EUROSTAT, National sources and FEAP data

Member State	2011	2012	% variation 2012/2011
Spain	274	267	- 3 %
France	208	206	- 1 %
United Kingdom	199	206	3 %
Italy	164	163	- 1 %
Greece	107	109	2 %

Bivalves and other molluscs and aquatic invertebrates

Mussel

Despite a 4% decrease in volumes produced, mussel remained the most farmed species in the EU in 2012, totalling 467.500 tonnes with a value of EUR 429 million. Spain, the main producer, farmed 203.600 tonnes of mussels with a value of EUR 100 million in 2012, an 11% decrease from 2011. France was the first-ranked Member State in value terms, registering EUR 139 million, almost the same levels as 2011. As for prices, the EU average increased by 6%, reaching 0,92 EUR/kg. At Member State level, Germany reported a significant 57 % growth, with prices moving from 0,84 EUR/kg in 2011 to 1,32 EUR/kg in 2012. However, France registered 1,81 EUR/kg, the highest unit price in 2012 which was a 4% decrease from 2011.

Oyster

Oyster prices in 2012 rose in all EU main producers, mainly due to low production volumes

Oyster registered its lowest volume levels of the period 2003-2012. These reduced supplies led to a more than doubling of prices – from 2,28 EUR/kg in 2003 to 4,82 EUR/kg in 2012, corresponding to 94.000 tonnes with a value of EUR 452 million. The main producer, France, had a 5% volume decrease to 80.300 tonnes, but the oyster value of EUR 397 million represented its 10-year peak. Values skyrocketed in the United Kingdom due to a boost of Pacific cupped oyster (from EUR 1 million to more than EUR 6 million). Overall, values reached EUR 7 million, a four-fold increase over 2011, due to their extremely high prices of 5,44 EUR/kg, almost triple the 2011 price. In Ireland, the volume of oyster production decreased 5%, but the value rose 26%, reaching EUR 37 million for 7.560 tonnes. This led to a notable 32% price growth – from 3,74 EUR/kg in 2011 to 4,92 EUR/kg in 2012.

Table 14

Prices of oyster in main producer countries (EUR/kg)

Source: EUMOFA based on elaboration of EUROSTAT, National sources and FEAP data

Member State	2011	2012	% variation 2012/2011
United Kingdom	1,43	5,44	281 %
France	4,67	4,94	6 %
Ireland	3,74	4,92	32 %
Italy	5,28	4,91	- 7 %
Greece	4,00	3,69	- 8 %
Spain	3,18	3,45	9 %
Portugal	2,79	2,92	4 %

Clam Clam production decreased in both volume and value, dropping to 36.600 tonnes worth EUR 158 million in 2012, decreases of 1% and 8% respectively. In Italy, where 86% of EU clams are farmed, production decreased in 2012, with a very marginal decline in pricing. In other producing Member States, clam price was significantly above the EU average of 4,31 EUR/kg. For example, despite a decrease of 25%, Portugal (the second largest producer in the EU) reported the highest unit price, at 8,44 EUR/kg. Ireland and Spain reported around 7,00 EUR/kg, while France reported 6,28 EUR/kg.

Salmonids

Salmon Volumes of farmed salmon reached a peak of 175.300 tonnes in 2012, worth EUR 721 million. This was due to the peak of UK's production at 162.500 tonnes, which accounted for 89% of the total. Increasing production in the United Kingdom, combined with strong growth in market supply from Norway and Chile, caused prices to drop 6%, from 4,39 to 4,11 EUR/kg, with a corresponding 4% drop in production value in the EU. Ireland was responsible for 10% of EU production, accounting for 12.400 tonnes worth EUR 76 million.

Trout The EU reported a 1% decrease in value terms in 2012, dropping to EUR 530 million. This represented a continuation of the 29% plummeting reported between 2008 (when the peak of EUR 698 million had been reached) and 2011. As for volumes, trout dropped to a low production level of 186.000 tonnes, almost the same level as 2011. Italy was the main producer, with 36.000 tonnes worth EUR 91 million. France and Denmark followed, both accounting for around 31.000 tonnes for a value of EUR 99 million and EUR 77 million, respectively. All these countries reported decreasing prices between 2011 and 2012. However, as for France, it was 11% above its 10-year average and 9% above the 2012 EU average (2,85 EUR/kg). The EU average represented a 6% increase from the 2,69 EUR/kg price seen in 2011.

Table 15

Prices of trout in main producer countries (EUR/kg)

Source: EUMOFA based on elaboration of EUROSTAT, National sources and FEAP data

Member State	2011	2012	% variation 2012/2011
France	3,25	3,12	-4%
Italy	2,57	2,51	-3%
Denmark	2,80	2,44	-13%

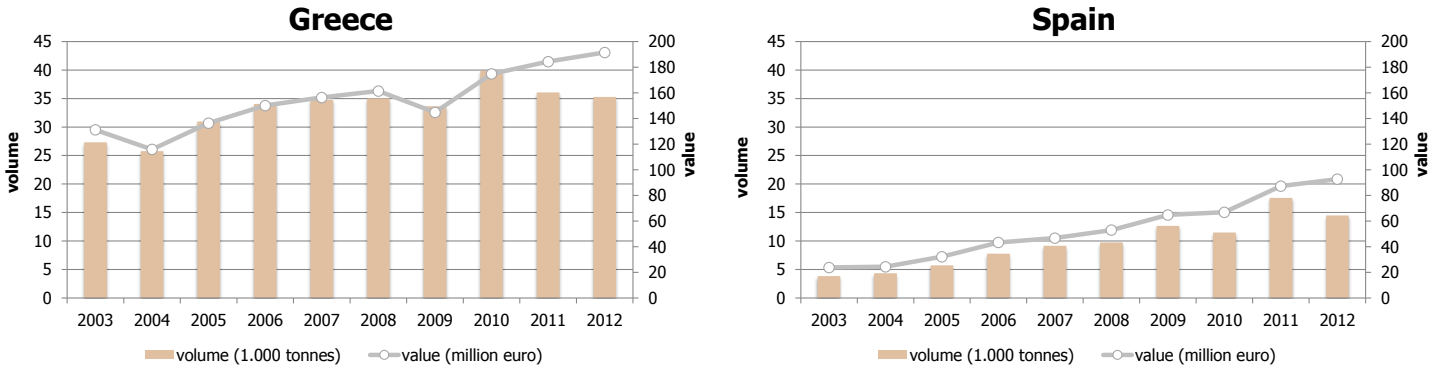
Other marine fish

Seabass The value of seabass production reached EUR 368 million in 2012, which was EUR 13 million above 2011 and a 10-year peak. Volumes produced were at 60.800 tonnes, a decrease of 4.200 tonnes from 2011. Greece and Spain led the overall value growth, increasing by EUR 7 million and EUR 5 million over 2011, reaching EUR 191 million and EUR 93 million in 2012, respectively. Greece, the main EU producer, had a parallel 2% volume loss, which led to a price increase of 6%. Indeed, volumes totalled 35.000 tonnes, representing a 1.000-tonne decrease, and prices went from 5,11 EUR/kg to 5,43 EUR/kg. On the other hand, in Spain, volumes fell by 18%, dropping from 17.000 tonnes to 14.000 tonnes. The resulting 30% price increase was notable, going from 4,97 EUR/kg to 6,41 EUR/kg.

Chart 68

Seabass' production in Greece and Spain

Source: EUMOFA based on elaboration of EUROSTAT, National sources and FEAP data



Gilt-head seabream Gilt-head seabream production increased 6% in the EU, reporting 80.800 tonnes in volume and increasing 3% in value to EUR 383 million. With 51.000 tonnes, Greece covered 63% of EU production. In 2012, Greece reported a significant decrease in total value, reaching EUR 230 million and dropping of EUR 11 million from 2011, due to lowered price levels compared with their 2011 peak. Italy, which has had the highest unit price among EU producers since 2004, reached 6,46 EUR/kg – 36% higher than the EU average of 4,74 EUR/kg.

Freshwater fish

Freshwater fish production registered an increase in both volumes and values between 2011 and 2012, totalling 96.600 tonnes worth EUR 266 million, representing increases of 5% and 16%, respectively.

Carp The growth of this commodity was led by a 23% rise in value of carp, which reached EUR 161 million at 77.000 tonnes, a 10% increase. The main producers were Czech Republic and Poland. Poland registered an 80% boost, with values increasing from EUR 30 million to EUR 52 million. In Czech Republic, values decreased 9%, dropping to EUR 31 million. In volume terms, both countries were at 19.000 tonnes. However, while Poland registered an increase of 37 %, Czech Republic volumes stood steady with respect to the previous year.

This volume stagnation and value decrease in the Czech Republic was due to the decline of its export market (especially to Germany) and to a limited domestic market, which offered only rare and traditional consumption opportunities (Christmas and Easter). On the contrary, Polish production had an export boom, and also had the advantage of promotional campaigns in many cities and regions of Poland.

6.1 Geographical indications and traditional specialities guaranteed

As regards geographical indications (GIs) and traditional specialities guaranteed (TSG) in the seafood sector, 38 of the 41 denominations registered are produced in the EU Members States. The most relevant Member States are the United Kingdom, Germany, France and Italy. Three GIs are produced in extra-EU countries (China, Norway and Viet Nam).

There is a balanced repartition between wild and aquaculture products among the 41 names registered. More than half (54%) include unprocessed products mainly from aquaculture, while 32% are processed products, mainly from the fishery sector, and the remaining 15% include both processed and unprocessed products such as the PGI "Oberpfälzer Karpfen", which covers both smoked and fresh carp).

Table 16

Types of products covered by protected names in the seafood sector (2015)

Source: DOOR, DG AGRI

	Unprocessed	Processed	Unprocessed / Processed	Total	% Total
Catches	7	12	2	21	51%
Aquaculture	15	1	4	20	49%
Total	22	13	6	41	100%
% of total	54%	32%	15%	100%	

GIs for aquaculture products are mainly registered in Germany (5), Italy (4), France (3) and, to a lesser extent, in the UK and the Czech Republic (2 each). GIs for wild catches are located mainly in the UK (5).

Processed products are produced by a variety of methods. For example, they can be smoked, dried, cooked or canned, include fish roe or fish sauce, and can be preserved in salt, oil, brine or jelly.

Carp is the main species covered by GIs (7 denominations) followed by mussel (4 denominations) anchovy, cod, oyster, salmon, and vendace (3 denominations each), haddock, scallop and trout (2 denominations each), and char, crayfish and eel (1 denomination each). Thus, 76% of the names cover finfish (31), 22% cover shellfish (8), and 2% cover crustaceans (1).

Processing 7

This chapter is elaborated on data from the Eurostat PRODCOM database. According to PRODCOM data, processed seafood includes all products sold in a given period that have been "altered" in some way, such as filleted, frozen, salted or smoked.

Volumes and values of processed fish products sold in the EU reached their peaks in 2013

In 2013, the EU fish processing industry confirmed its continued sales growth, reaching peaks in volumes and values of 4,52 million tonnes and EUR 18,81 billion (+2,5%).

The EU processes mainly whitefish and tuna. In terms of value, products of the two accounted for 72% of the total EU fish processing. The most important countries processing whitefish and tuna products – Spain, France and the UK – together registered more than half (56%) of the total EU processed production in 2013.

Chart 69

Processed fish products sold in the EU

Source: EUMOFA based on elaboration of EUROSTAT - PRODCOM data

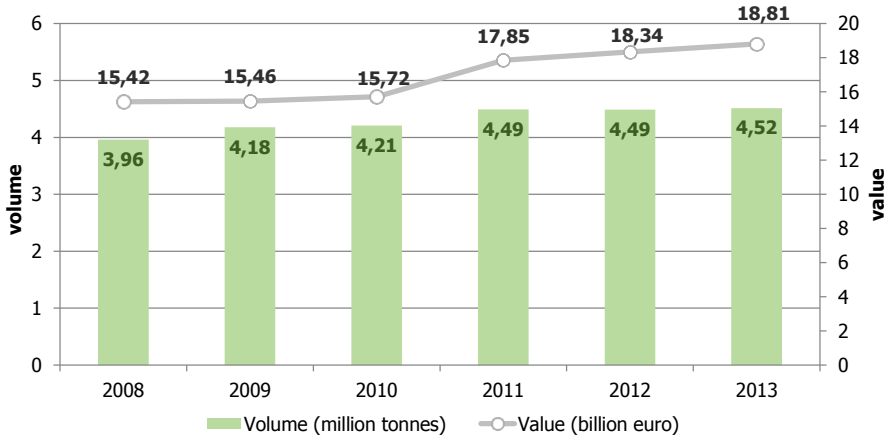


Chart 70

Values of most important groups of processed fish and % variation (2013/2012)

Source: EUMOFA based on elaboration of EUROSTAT - PRODCOM data

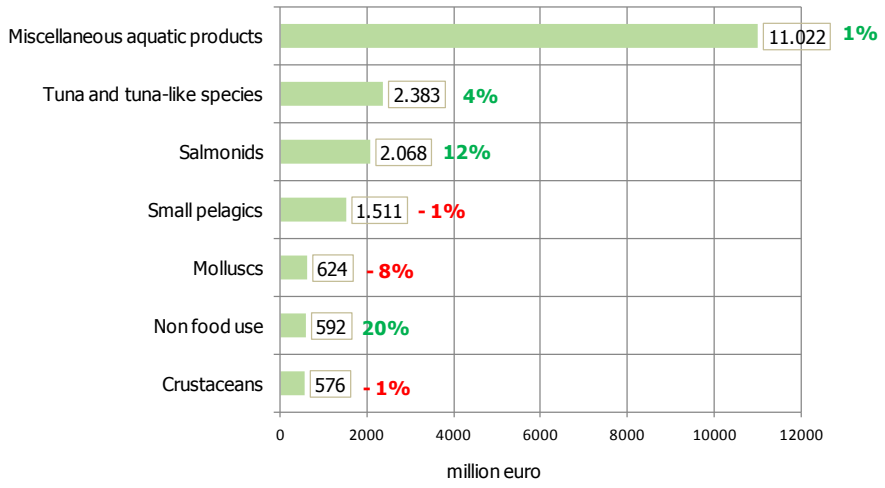


Chart 71

Volumes of most important groups of processed fish and % variation (2013/2012)

Source: EUMOFA based on elaboration of EUROSTAT - PRODCOM data

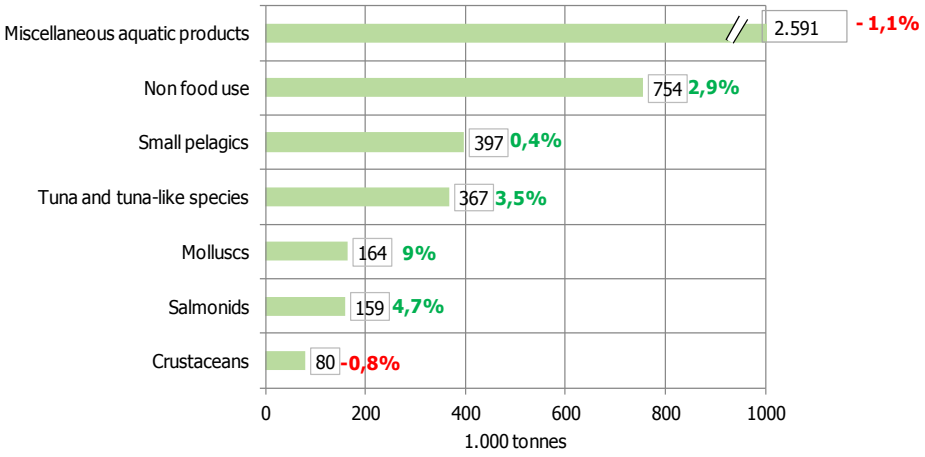


Chart 72

Most important processing countries in value and % variation (2013/2012)

Source: EUMOFA based on elaboration of EUROSTAT - PRODCOM data

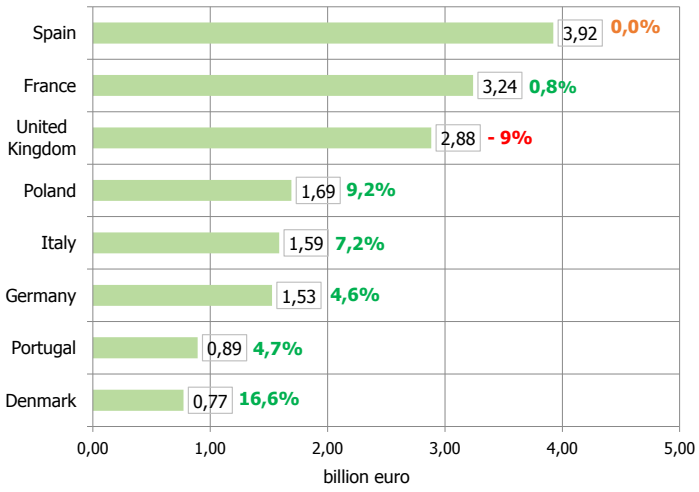


Chart 73

Composition of processed fish products sold in the EU (value, 2013)

Source: EUMOFA based on elaboration of EUROSTAT - PRODCOM data

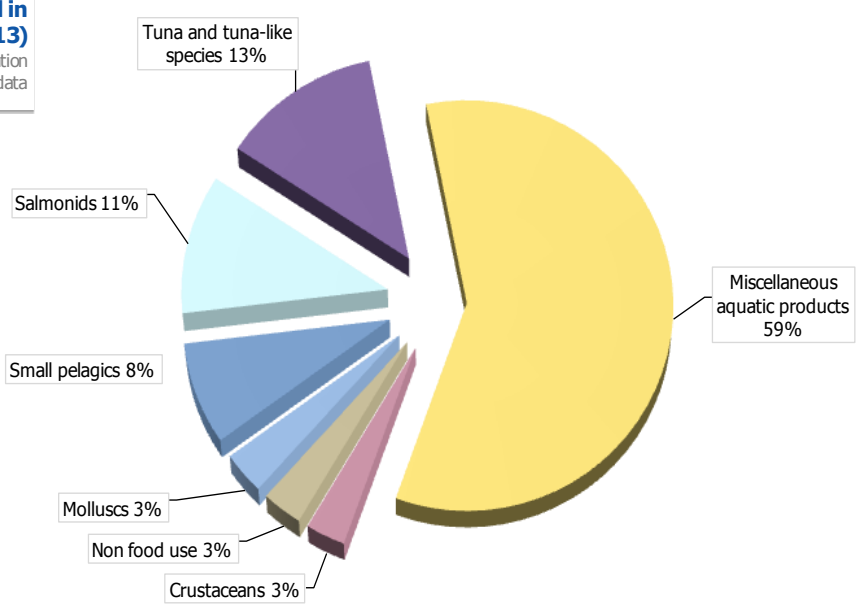
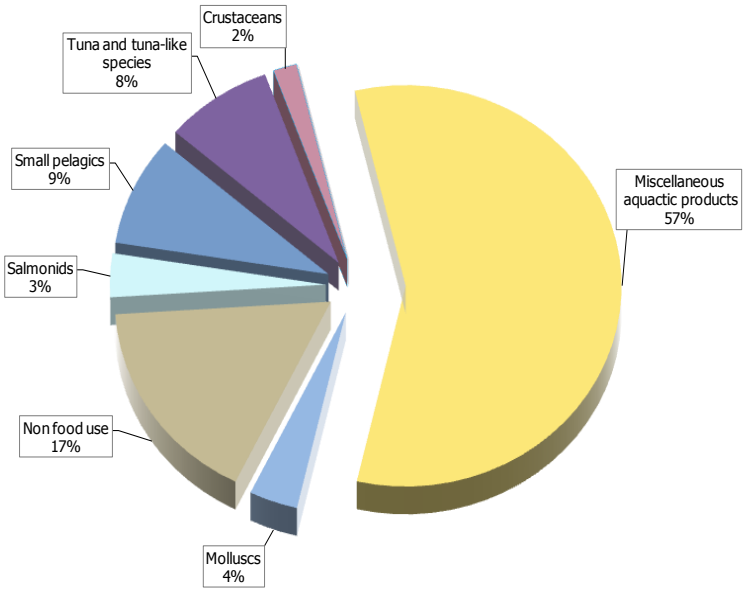


Chart 74

Composition of processed fish products sold in the EU (volume, 2013)

Source: EUMOFA based on elaboration of EUROSTAT - PRODCOM data

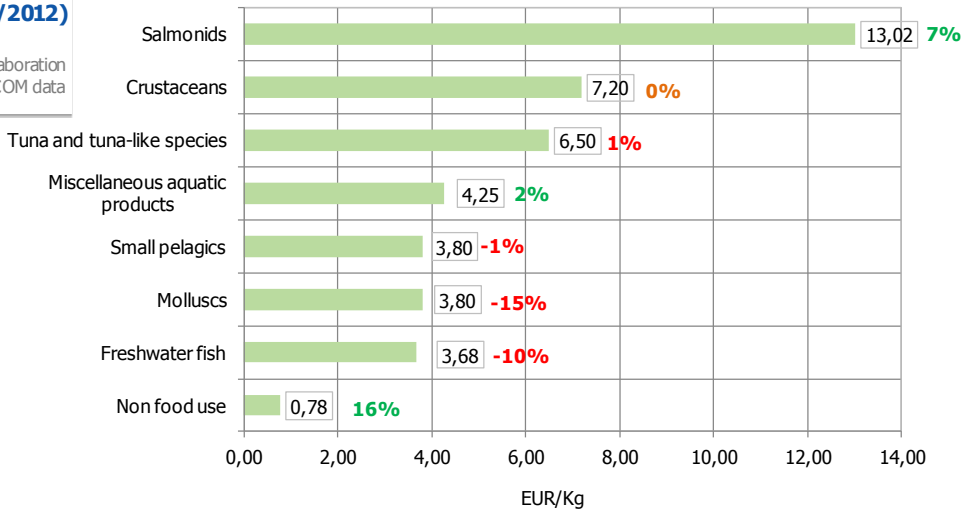


Almost 80% of the EU processed fish products are directed to internal consumption

Chart 75

Prices of most important groups of processed fish and % variation (2013/2012)

Source: EUMOFA based on elaboration of EUROSTAT - PRODCOM data



The EU processing sector depends significantly on imported raw materials, considering that 71% of EU fish supply is imported. In terms of volume and value, almost 80% of the EU processed products are directed to internal consumption. The remaining 20%, composed mainly of small pelagic and non-food use, is exported.

Miscellaneous aquatic products

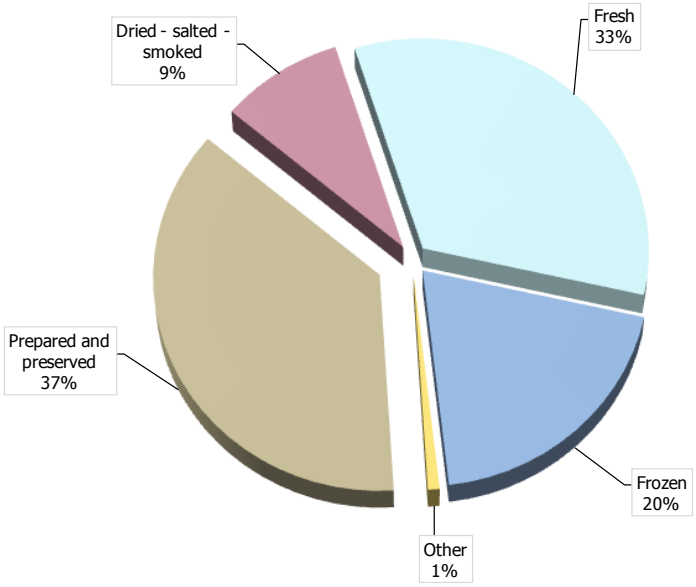
Miscellaneous aquatic products comprises several different products which are not ascribable to specific species, but only to macro-groups of products characterized by different preservation states and gradings. Whitefish play a pivotal role in this grouping. According to the European Fish Processors Association (AIPCE_CEP), EU whitefish include seven key species: cod, haddock, redfish, saithe, hake, Alaska pollock, hoki (grenadier) and pangasius. From 2011 to 2013, miscellaneous aquatic products stood flat in terms of volume sold – around 2,6 million tonnes with a value of more than EUR 11 billion. In terms of value, the two most important product categories were fresh fish fillets and fish fingers in batter or breadcrumbs, while frozen

is the third most significant preservation state of processed fish sold. France and the UK cover around one-third of the total sales of fresh fish fillets in the EU. After peaking in 2012, both countries recorded sharp decreases in volume and value in 2013, while prices remained stable (France: 5,90 EUR/kg, UK 10,22 EUR/kg). In all other countries, reduced supplies of fresh fillets generated an increase in terms of values, with prices jumping 22%, from 4,53 to 5,53 EUR/kg.

Chart 76

Preservation states of Miscellaneous aquatic products (value)

Source: EUMOFA based on elaboration of EUROSTAT - PRODCOM data



As regards fish fingers in batter or breadcrumbs, UK and Germany together cover around 70% of the total value sales in the EU (i.e. ex-factory value). In 2013, they both reported decreased volumes and values. As specifically regards Germany, the largest producing country of fish fingers in the EU, the decrease was mainly due to reduced availability of Alaska pollack fillets and fingers, whose imports decreased by 17 % both in volumes and values between 2012 and 2013. This downward trend had started in 2009, when values of fish fingers sold amounted to almost EUR 520 million. By 2013, it was near EUR 490 million. The availability of Alaska pollack declined in the last years, at least since 2009. The EU apparent market for breaded fish and fish fingers reached an estimated 370.000 tonnes in 2012, with Germany providing 45% of the EU production and 53% of the EU exports. Alaska pollack is used for the production of other fish products, such as fish-based frozen ready meals. The German market for fish fingers and Alaska pollack prepared products exceeded 120.000 tonnes in 2012, a slight, 3.9% decrease from 2010. The German processing industry purchases Alaska Pollack, mostly in the form of blocks of frozen fillets.[17]

UK registered increased supply of these products in 2013, due to a 20% increase of Alaska pollack fillet imports. This increased availability did not impact sales of processed products, which decreased both in volume and value, potentially due to the reduced price of fish fingers.

[17] *"Case study: Price structure in the supply chain for Alaska pollack fish fingers in Germany"*, updated in January 2014, EUMOFA – European Market Observatory for fishery and aquaculture products.

Portugal accounted for 232.000 tonnes of processed fish products in 2013, for a value of EUR 891 million. Its most important product category, dry-salted and salted cod, reached a value of EUR 234 million (stable compared to 2012) for 44.000 tonnes. The other major sales of the Portuguese fish processing industry were frozen fish (EUR 348 million for a volume of 110.000 tonnes) and canned fish (EUR 234 million for 47.000 tonnes). As for the frozen fish industry, the main products – cod, cephalopods, hake and sardine – experienced a significant increase of 10% in value and 36% in volume in 2013. Production of canned fish was stable, as a 21% increase in value of canned tuna offset a decrease of small pelagics – sardine and mackerel both decreased 17% due to reduced availability of raw materials. The fall was particularly strong for small pelagics in olive oil, which saw a 30% decrease for sardine and 20% decrease for mackerel, in volume. However, preparations in vegetable oil were more resilient, showing a 2% decrease for sardine and 3% decrease for mackerel).

Non-food use

Non-food use production is essentially the manufacture of fishmeal which is used as ingredient in feed for livestock and aquaculture species, and of fish oil, which is used in the cosmetic sector. Denmark and the UK were the two most relevant countries, covering around 90% of total EU production. At EU level, the production of non-food use products grew steadily from 2008 to 2013, except in 2012, when Denmark registered significant drops.

Tuna and tuna-like species

Tuna and tuna-like species (prepared and preserved tuna, skipjack, and Atlantic bonito) had an upward trend in terms of value during 2008–2013, moving from EUR 1,8 billion to EUR 2,4 billion. In terms of values, this was the second most important group of processed products sold in the EU, amounting to 13% of the total. Volumes increased by 3% from 2012. More than two-thirds of EU value of processed tuna originated from Spain, registering a 35% increase in 2013 over the value in 2008 (+EUR 545 million). Higher availability of products in Spain generated a slight decline of prices, from 6,28 EUR/kg to 6,17 EUR/kg. On the contrary, in Italy, the second most important tuna processing country, a reduction in sold volumes led to prices increasing sharply – from 7,57 to 8,05 EUR/kg.

Small pelagics

Small pelagics sold in the EU increased from 2008 to 2012, both in terms of volumes and values, mostly due to sales of two types of products: prepared and preserved herrings and prepared and preserved sardines, sardinella and sprats (brisling). Herrings represent more than half the total of small pelagics processed products sold. Germany registered the highest value in 2013, with EUR 278 million for 70 million tonnes, while Poland marked the highest volumes, at 102 million tonnes, worth EUR 268 million. Prices differed by around 0,70 EUR/kg between these two countries (averaging 3,00 EUR/kg in Germany and 2,30 EUR/kg in Poland). From 2011 to 2013, the difference in prices in these two countries doubled.

As for prepared and preserved sardines, sardinella and sprat (brisling), Spain, France, Latvia and Portugal covered 77% of total values. Actually, in terms of volume, Latvia alone amounted to around 45%, due to sale of low-value processed products (sprat), while Spain, France and Portugal production encompassed higher value species (sardine). Latvia production of prepared and preserved sprat boosted significantly, doubling its values in the period 2010–2013, while prices rose from 1,60 EUR/kg to almost 2,00 EUR/kg. As regards Spain, an increase of values and a parallel reduction of

volumes between 2012 and 2013 led to price increasing from 4,70 EUR/kg to 5,70 EUR/kg. Between 2012 and 2013, price also increased in Portugal (from 4,05 to 4,29), generated by a decrease in value and volume of 21% and 16% respectively.

Salmonids Between 2012 and 2013, sales of salmonids in the EU grew remarkably in value terms, from EUR 1,8 billion to EUR 2,1 billion. An upward trend that began in 2008 at EU level affected volumes, values and prices. The increase was led by Poland, where production more than doubled in 2013 compared with 2008. This was mainly due to the competitiveness of the Polish salmon processing industry (mostly smoked), which enhanced Poland's share, making it the top producer of processed salmonids in the EU, surpassing France in terms of value. Poland and France both reported increasing prices. Indeed, France reported a 13% decrease of volumes from 2012 to 2013, generating a noteworthy price increase from 17,60 EUR/kg to 19,00 EUR/kg.

Other countries reporting striking increases of smoked salmon production were the United Kingdom, with volumes and values more than doubling between 2008 and 2013 (EUR 273 million), and Spain, with values increasing by 24% in the same period, reaching EUR 148 million.

Molluscs This commodity includes bivalves and cephalopods products. Analysed for the six years from 2008 to 2013, it reached a production peak in 2011, but has since declined by more than EUR 100 million, from EUR 728 million in 2011 to EUR 624 million in 2013. On the other hand, total volumes sold increased by 9% from 2012, generating a decline of prices from 4,50 to 3,80 EUR/kg.

Since Spain contributes more than half of total EU production of processed molluscs (frozen cuttlefish, octopus and squid), the overall declining trend has been significantly affected by this country. Italy, the second most important producing country which is responsible for 15% of octopus, squid and cuttlefish, as well as frozen scallop (more than frozen mussels or clams), with volumes and values slightly decreasing by 3% in 2013 compared with the 6-year peak registered in 2012 of close to EUR 94 million.

Crustaceans After the peak of EUR 600 million reached in 2011, sales of frozen crustaceans (tropical shrimp) in the EU decreased in value both in 2012 and 2013. In 2013, Spain and the UK represented 72% of total processed crustaceans, with EUR 261 million and EUR 151 million respectively. Looking at historical trends, Spanish prices of frozen crustaceans have always been below 5,50 EUR/kg, while in 2012 and 2013, lower supplies boosted prices over 6,00 EUR/kg. The same happened in the UK in 2013, where the lowest volumes of supplies since 2008 pushed prices up from around 7,00 EUR/kg in 2011 to almost 10,00 EUR/kg. A remarkable decrease was reported in France where production dropped EUR 14 million from 2012.

Focus box

The Economic Performance of the EU fish processing industry

Source: STECF

According to the report on the **Economic Performance of the EU fish processing industry** almost 3.500 enterprises in the European fish processing industry in 2012 were registered, with more than 120.000 employees. Employment in the EU fish processing sector has decreased by 5% from 2008 to 2012. Italy accounted the largest number in terms of firms (16% of the total) while the UK reported the highest number of employees (around 20.000).
Compared to 2011, the European fish processing industry increased its income by 2% in 2012. Costs also increased by 4% in 2012. 63%-65% of the total costs regarded the purchase of fish and other raw material for production.

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