



ISSN 2314-9671

E U M O F A

European Market Observatory for
Fisheries and Aquaculture Products

No.4/2014

MONTHLY HIGHLIGHTS

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Ten countries report first-sales data in this month's highlights. Germany, Sweden and the UK experience large decline while Portugal and Lithuania register the greatest increases.

The EU trade deficit increased 3% in 2013, due to increased extra-EU imports of salmon (25% in value) and crustaceans. In terms of volume, imports of cod from third countries grew 20%, mainly due to a decrease in the average price.

Overall, EU exports to third countries increased in value. However, small pelagics, which had the largest share of the extra-EU exports decreased in value. This was triggered by lower exports of horse mackerel, mackerel and herring, which accounted for over two-thirds of the export value of the small pelagics commodity group.

Intra-EU exports increased 4,9% reaching EUR 19,5 billion in 2013. Most of this increase was due to salmon. France, Germany and Poland were the main destination countries for this species.

EU imports of pangasius frozen fillets decreased 32% between 2010 and 2013. This affected the top 3 importers Spain, the Netherlands and Germany. Within white fish, pangasius fillets achieved the lowest price, followed by frozen Alaska pollack fillets, while import prices for frozen cod fillets was twice as high.

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[www.ec.europa.eu/fisheries/
market-observatory](http://www.ec.europa.eu/fisheries/market-observatory)

1. First sales in Europe

In April 2014, nine EU Member States (MS) and Norway reported first-sales data for ten commodity groups.¹

First sales have decreased since the previous month in both value and volume for seven of the reporting countries: Belgium, France, Germany, Latvia, Sweden, Norway and the UK. The decrease was particularly high for Germany, 86% in volume and 84% in value.

Denmark, Lithuania and Portugal experienced increases, particularly in volume (39% Portugal and 20% Lithuania).

In Spain in April 2014, 22.392 tonnes of fresh fish were landed, 24% more than a year before. As for the year-to-date (January - April 2014), 73.398 tonnes of fresh fish were landed, a 5% increase, compared with the same period in 2013. In April 2014, landings in two ports, A Coruña and Vigo, accounted for 54% of all fresh fish landings. Landings in A Coruña were particularly significant, 78% higher than previous year (April 2013).²

Table 1. **OVERVIEW OF THE REPORTING COUNTRIES** (value in million EUR and volume in tonnes)

MS	April 2012		April 2013		March 2014		April 2014	
	Volume	Value	Volume	Value	Volume	Value	Volume	Value
BE	1.513	6,24	1.389	5,62	1.661	6,34	1.624	5,80
DE	617	1,29	1.605	0,79	4.071	1,72	564	0,28
DK	13.269	18,87	12.116	15,84	23.226	17,72	26.011	17,79
FR	14.523	49,94	15.694	50,28	19.060	52,78	17.168	49,67
LT	571	0,57	208	0,20	147	0,10	178	0,15
LV	0	0,00	6.099	1,73	7.949	2,01	5.658	1,43
NO	171.379	146,98	181.524	125,56	380.054	181,06	303.988	134,00
PT	6.202	11,80	7.545	13,27	6.084	12,95	8.448	13,92
SE	8.090	6,84	10.168	7,32	20.937	8,87	11.058	6,28
UK	27.432	50,60	17.074	31,21	30.818	41,94	18.130	37,28

Source: EUMOFA (updated 23.06.2014); volume data is reported in net weight.

1.1. DENMARK

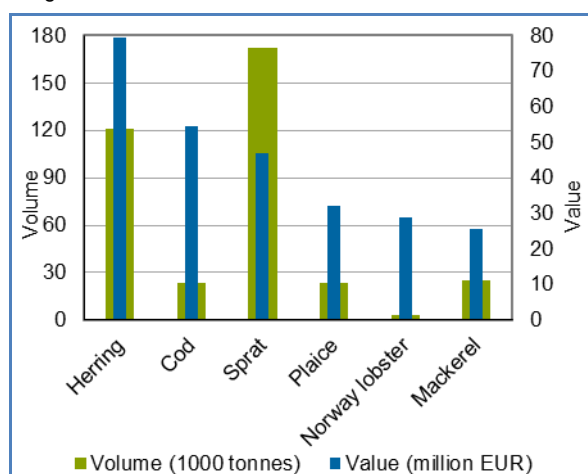
Denmark, the primary EU fishing nation in volume terms, has a substantial activity linked to the fishmeal industry (industrial fishing). Denmark's main fishing areas have different ecosystems, and extend from the North Sea through the Skagerrak and Kattegat to the Baltic Sea. Fisheries represent about 0,15% of GDP; the Gross Value Added of the fisheries sector is about EUR 0,13 billion (2011). Fisheries is an important economic sector, considering that Denmark is among the top exporters of fish and fish products in the world, with about 75% of Danish exports staying within the EU (2013). The country is also a major importer of raw materials used for further processing and then re-exported as processed fish.

Of the 591 fishing ports registered in Denmark, 295 have at least one registered fishing vessel and 74 ports host more than ten vessels. Main ports are situated on the west coast of Denmark, on the North Sea, including the five most important, Thyborøn, Hanstholm, Hirtshals, Hvide sande and Skagen.³ These five ports account for 80% of the total landings in the country.

Some 140 fish species are landed in Denmark, of which the most valuable for human consumption are herring, cod, sprat, flatfish species, Norway lobster and mackerel, accounting for more than 60% of the value of landings (2012).

Landings in Denmark have fluctuated for the past five years. In 2012, they reached EUR 426,38 million, corresponding to a volume of 614.000 tonnes. Compared with 2011, this was a decrease in both value and volume, -14% and -33%, respectively.⁴

Figure 1. LANDINGS IN DENMARK BY MAIN SPECIES

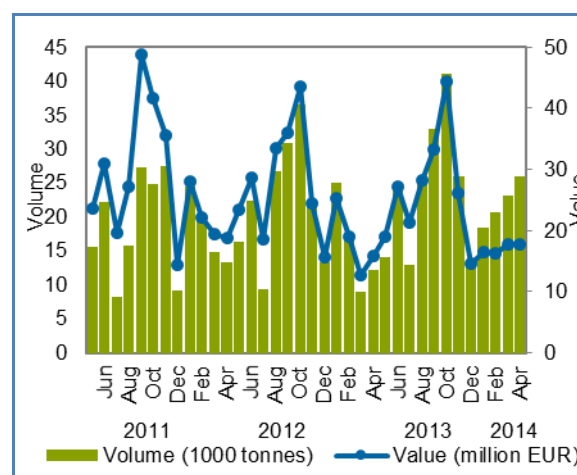


Source: EUROSTAT. Volume in net weight. Reference year: 2012.

First sales in Denmark include nine of the ten commodity groups reported at the EU level. In April 2014, first-sales value of two commodity groups (flatfish and groundfish), were reported at EUR 10,31 million and they accounted for 58% of the value of Denmark's total first sales.

Meanwhile, the bivalves and other molluscs and aquatic invertebrates commodity group made 63% of the country's total first-sales volume.

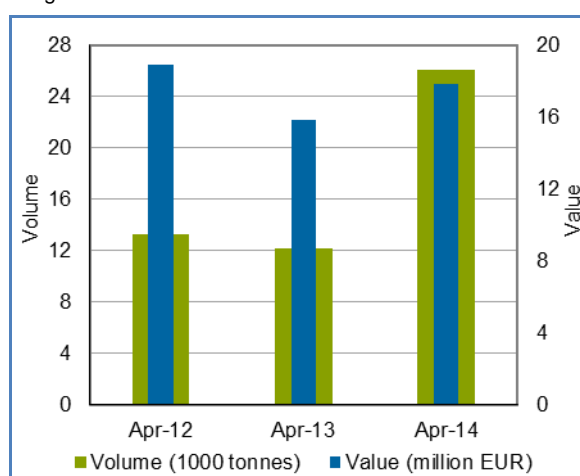
Figure 2. TOTAL MONTHLY FIRST SALES IN DENMARK



Source: EUMOFA (updated 23.06.2014).

Total first sales increased remarkably in volume (115%), and to a lesser extent in value (12%), compared with April 2013. Compared with two years ago (April 2012), the same increasing trend was observed concerning volume (96%), whereas the opposite trend, -6% decrease, was seen in value. The increase in volume was seen mainly in the bivalves and other molluscs and aquatic invertebrates, and small pelagics commodity groups, specifically, mussels and herring, whereas the increase in volume was triggered by the crustaceans commodity group, namely cold water shrimp and Norway lobster.

Figure 3. APRIL FIRST SALES IN DENMARK



Source: EUMOFA (updated 23.06.2014).

1.1.1. COLDWATER SHRIMP



Coldwater shrimp is included in the crustacean commodity group together with other five main commercial species.⁵ Of these, coldwater

shrimp was the second most important species in value landed and sold in April 2014.

At species level, the coldwater shrimp landed in Denmark is mainly represented by common shrimp (*Crangon crangon*), and to a lesser extent, Northern prawn (*Pandalus borealis*).

Crangon crangon is found in the Eastern Atlantic, Baltic Sea, as well as the Mediterranean and the Atlantic coast of Morocco. It lives in shallow coastal waters (up to 20 m depth), in marine or slightly brackish waters, on bottom or muddy sand. It is caught by nets or trawls fisheries.⁶

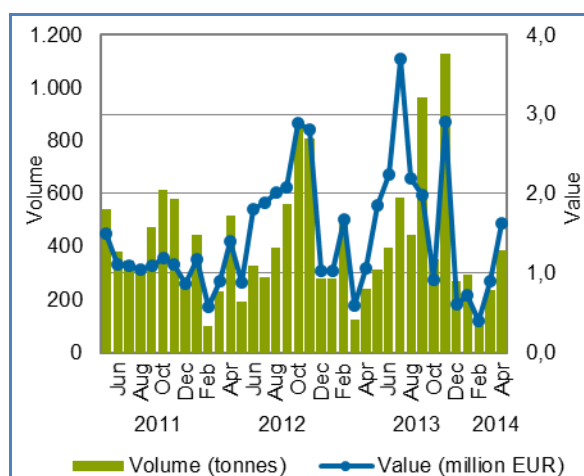
Pandalus borealis, is found from the English Channel to Canada's eastern seaboard at depths of 20 to 1.330 m, on muddy bottoms. It lives 5 to 10 years.⁷

Pandalus borealis accounted for 30% of the volume of coldwater shrimp landed in Denmark. In 2014, the country's quota, 7.500 tonnes, reached 60% of the EU TAC (total allowable catches) for this species. The quota includes fishing opportunities in Greenland waters (i.e. 1.700 tonnes) as stipulated in the fisheries agreement between the European Community and the Government of Greenland.

Coldwater shrimp fishery takes place year-round, and peaks are typically reached in autumn (September – November). In April 2014, coldwater shrimp accounted for 41% of value and 58% of volume of Denmark's first sales of crustaceans, reaching EUR 1,63 million and 388 tonnes.



Figure 4. COLDWATER SHRIMP: MONTHLY FIRST SALES IN DENMARK



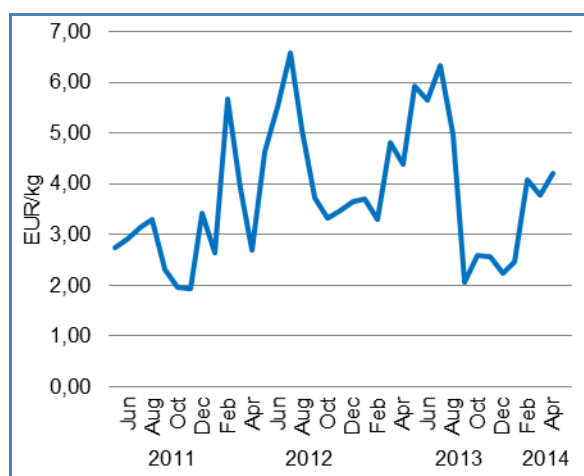
Source: EUMOFA (updated 23.06.2014).

This was an increase in both value (61%) and volume (54%) from the same period of the previous year. Compared with two years ago, the same trend was observed in value (17% increase), while in volume the opposite was recorded, a notable decrease of 25%.

The average unit price of coldwater shrimp in April 2014 was 4,20 EUR/kg, 11% higher than the previous month when less volume was sold (237 tonnes). It decreased 11% over April 2013 and increased 56% over April 2012, when 242 tonnes and 518 tonnes, respectively, were sold.

The highest unit price of coldwater shrimp observed in the period surveyed was in July 2012 at 6,58 EUR/kg, corresponding to 286 tonnes sold.

Figure 5. COLDWATER SHRIMP: FIRST-SALE PRICE IN DENMARK



Source: EUMOFA (updated 23.06.2014).

1.1.2. HERRING



Herring (*Clupea harengus*) is a migratory fish and an important predator species in marine ecosystems. Herring spawns in coastal areas on gravel or water plants and large algae. In the EU waters, it is found in the North Atlantic, Baltic Sea and Arctic Ocean.

Herring stocks spawn in all four seasons of the year. For example, the North Sea herring stock spawns in either autumn or winter on sandy banks or gravel near the western coastline or in the English Channel.⁸

Due to its migratory characteristics, during summer adult herring in the Skagerrak could be of local origin or could come from the Kattegat/Western Baltic, whereas juvenile herring is mostly from the North Sea. During winter, adult herring in the Kattegat is largely of local origin, whereas among juvenile herring, the North Sea origin dominates.⁹

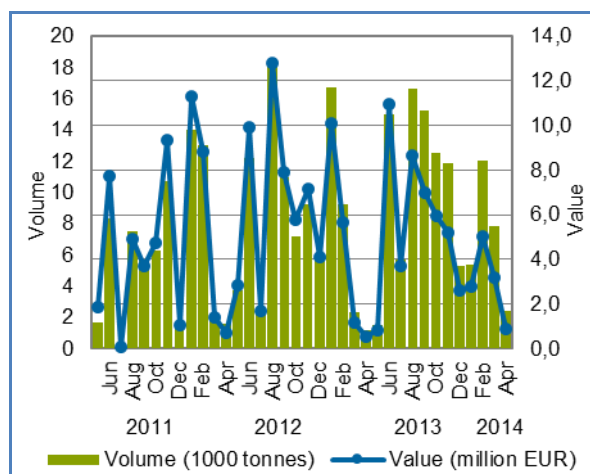
Fishery is seasonal and it takes place mostly in late spring and summer in the central and northern North Sea and in the autumn and winter in the southern North Sea.

Herring is caught by gillnets, trawlers and purse-seiners for human consumption and as by-catch in small-mesh fisheries for industrial purposes.¹⁰

Herring catches are subject to TAC. The TAC corresponding to the EU waters in 2014 are 782.778 tonnes. Of these, 133.336 tonnes (17%) are allocated to Denmark.

In April 2014, herring was the most important main commercial species of the small pelagics commodity group and accounted for 5% of value and 9% of volume of the country's total first sales, at EUR 0,87 million and 2.428 tonnes. This was a remarkable increase in both value (68%) and volume (102%) from the same period of the previous year. Compared with two years ago, the same trend is observed, 22% increase in value and 53% increase in volume.

Figure 6. **HERRING: MONTHLY FIRST SALES IN DENMARK**



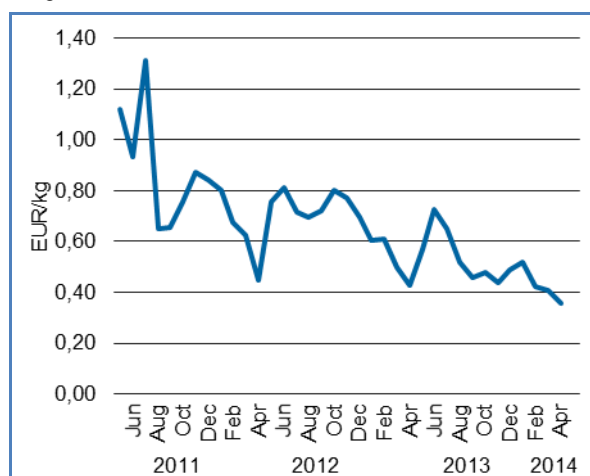
Source: EUMOFA (updated 23.06.2014).

Herring average unit prices have shown a decreasing trend during the past three years. In April 2014, the average unit price was 0,36 EUR/kg, 17% lower than a year before when 1.201 tonnes of herring were landed and sold.

Compared with April 2012, the price was 20% lower, corresponding to a first-sales volume of 1.591 tonnes.

The highest unit price of herring observed in the period surveyed was in July 2011 at 1,31 EUR/kg, corresponding to only 44 tonnes sold. The clear trend downwards in herring prices is to be seen in the context of increased quotas for the past four years (2011: 88.624 tonnes, 2012: 130.224 tonnes, 2013: 145.133 tonnes, 2014: 133.336 tonnes).

Figure 7. **HERRING: FIRST-SALE PRICE IN DENMARK**



Source: EUMOFA (updated 23.06.2014).

1.2. SWEDEN

The Baltic Sea is Sweden's most important fishing area, accounting for ca. 72% of the volume of the national catches. The remaining volume comes from the North Sea (14%) and from the Kattegat and Skagerrak (14%).

Most of Sweden's fishing ports are located on the west coast. One of the most important ports is Fiskebäck, where most of the fishing vessels are located. Other significant ports in the Skagerrak area are Rörö and Fotö. Sweden has three fish auctions: Göteborg, which is the biggest, and two smaller ones further north, in Smögen and Strömstad.

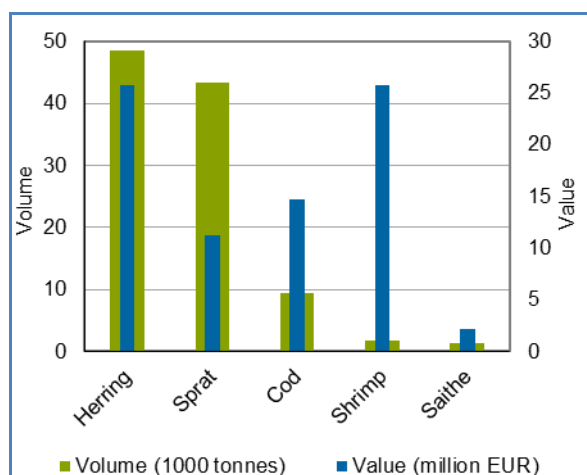
Fisheries in the Baltic Sea and Öresund are dominated by catches of sprat, herring and cod, while in the Skagerrak and Kattegat, most of the catches consist of herring, followed by sprat, saithe, cod and plaice. Crustaceans are particularly significant, mainly the coldwater shrimp and Norway lobster. The main catches in the North Sea are herring and eel, but also mackerel, saithe and cod.

The Swedish sea fishery has experienced a decline in both volume and value in the past 5 years: in 2012 total landings reached ca. EUR 95 million and 109.000 tonnes. Most of the fish landed (94%) are used for human consumption (2012).

The top five species (in value) landed in Sweden (2012) were Atlantic herring, coldwater shrimp, Atlantic cod, Norway lobster and European sprat. Four of the top five species landed in Sweden except saithe (=pollock) were also in the top five species in volume.

In April 2014, first sales reached EUR 6,28 million and 11.057 tonnes. First-sales value decreased 14%, while volume increased 9% compared with April 2013. Compared with two years ago, the same trend in both first-sales value and volume was observed: -8% decrease and 37% increase, respectively.

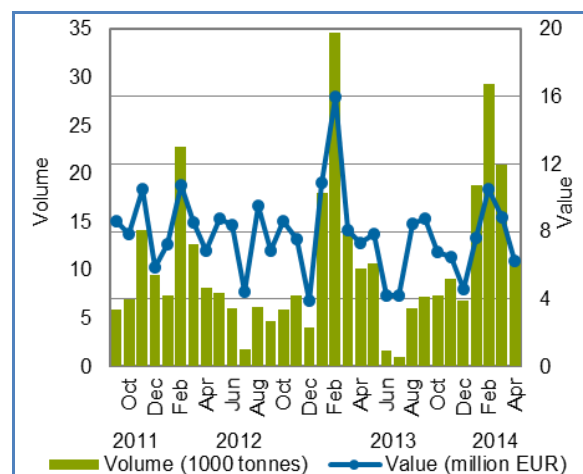
Figure 8. LANDINGS IN SWEDEN BY MAIN SPECIES



Source: EUROSTAT. Volume in net weight. Reference year: 2012.

In April 2014, first-sales value and volume of two commodity groups: crustaceans and groundfish, were reported at EUR 3,61 million and 1.047 tonnes. Crustaceans accounted for 39% of the value, and 3% of the volume of Sweden's first sales.

Figure 9. TOTAL MONTHLY FIRST SALES IN SWEDEN

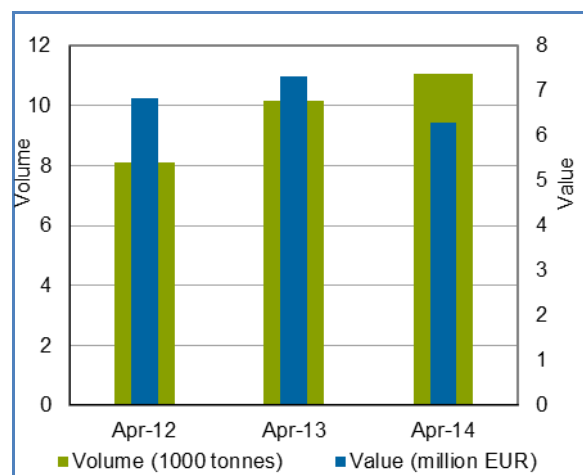


Source: EUMOFA (updated 23.06.2014).

Of the nine reported commodity groups in April, small pelagics was the most significant, accounting for 36% of the value and 82% of the volume of Sweden's first sales.

It achieved first sales of EUR 2,25 million and 9.095 tonnes, representing a decrease in value (-19%) but an increase in volume (15%) from the year before. Compared with April 2012, the first-sales value and volume increased, 28% and 48% respectively.

Figure 10. APRIL FIRST SALES IN SWEDEN



Source: EUMOFA (updated 23.06.2014).

1.2.1. NORWAY LOBSTER



Norway lobster can be found from the Azores to the North Sea and in the Mediterranean. Important stocks, which are fished

commercially in the EU waters, include those in the Irish Sea, the North Sea, Bay of Biscay and along the Atlantic-Iberian coast.

Norway lobster can be up to 12 years of age and lives commonly on muddy sea beds. It can be up to 25 cm in length but the normal range is between 10-20 cm (by the carapace).

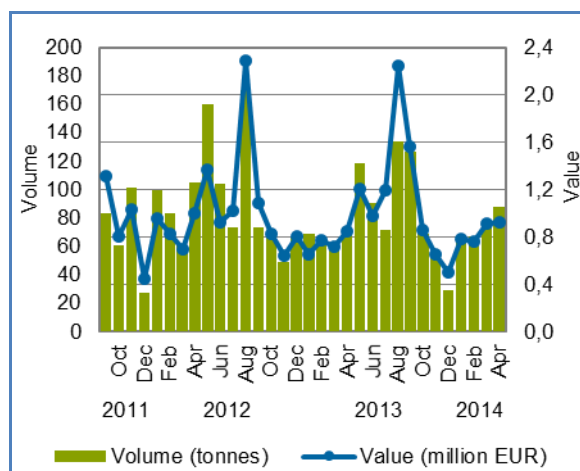
Trawling is the most common way to catch Norway lobster, usually in mixed fisheries (e.g. with hake, southern Norway lobster stock). When the fisheries are more directed at the lobster, they have great protection while burrowed, though they are more vulnerable while feeding, which they do twice a day, at dawn and dusk.¹¹

Norway lobster was the second most significant commercial species, after coldwater shrimp, included in the crustaceans' commodity group in April 2014. It had 38% of the first sales-value and 32% of the volume.

In April 2014, first sales of Norway lobster were approximately EUR 0,92 million and 88 tonnes. This was an increase in both value (9%) and volume (20%) over April 2013.

During January - April 2014, the cumulative first-sales value of Norway lobster was EUR 3,38 million, a 13% increase compared with January-April 2013. The volume in the same period was 298 tonnes, representing a 12% increase.

Figure 11. **NORWAY LOBSTER: MONTHLY FIRST SALES IN SWEDEN**

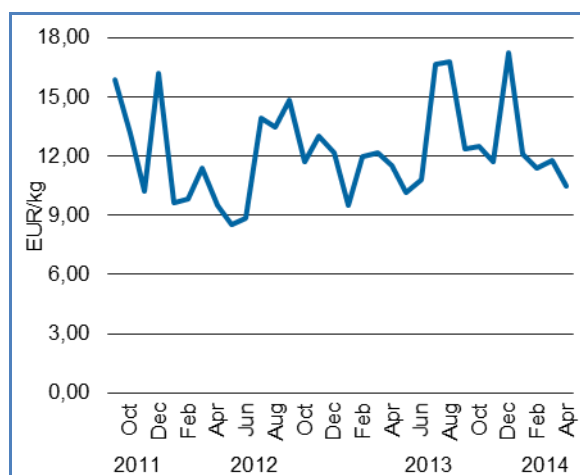


Source: EUMOFA (updated 23.06.2014).

The average unit price for Norway lobster in April 2014 was 10,48 EUR/kg, a 9% decrease from one year ago, when less volumes were available.

The highest unit price registered for Norway lobster so far in 2014 was in January, at 12,12 EUR/kg corresponding to only 65 tonnes landed and sold.

Figure 12. **NORWAY LOBSTER: FIRST-SALE PRICE IN SWEDEN**



Source: EUMOFA (updated 23.06.2014).

1.2.2. HADDOCK



Haddock is a demersal species that is caught in several locations such as the Northeast Atlantic, Northeast Arctic and North

Sea. In general the haddock stock is in good condition and within safe biological limits, but due to poor recruitment, ICES (International Council for the Exploration of the Sea) recommends a recovery plan for Iceland, Faroe Islands and the west of Scotland. Haddock is mainly caught by trawl and seines, but also with baited long-lines and gill nets.

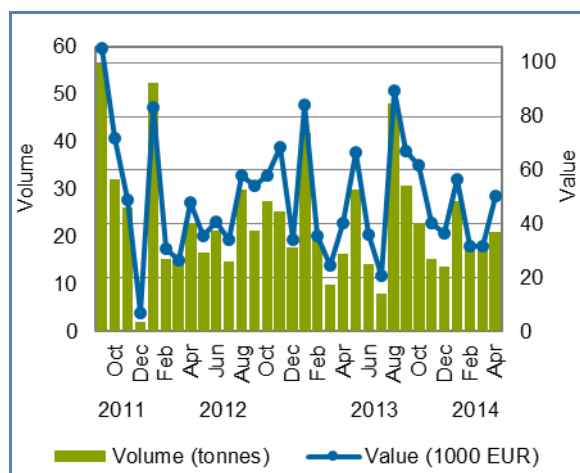
Haddock can reach up to 100 cm in length and can live for 20 years. This fish is found at 80-200 m depth, and temperatures around 4-10 °C, usually over rocky or sandy bottoms.¹²

Haddock and cod are often caught together in mixed fisheries. In 2014, the haddock TAC has been noticeably reduced (by 13% at 52.100 tonnes), while the cod quota has remained stable. Sweden has a quota of 1.096 tonnes, 2% of the EU TAC.

In April 2014, first sales of haddock represented less than 1% of both value and volume of the total first sales in Sweden. They were registered at EUR 0,05 million and 21 tonnes. This was an increase in both value (25%) and volume (29%) from April 2013.

First-sales cumulative value (January-April) of haddock was EUR 0,17 million, a 8% decrease from the same reference period one year before. The corresponding volume was 83 tonnes, a 4% increase over January - April 2013.

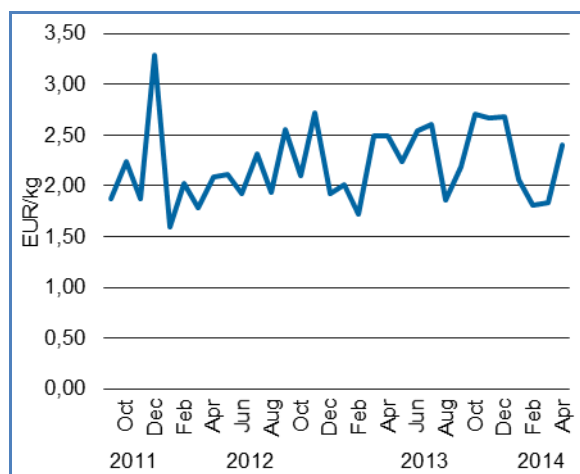
Figure 13. **HADDOCK: MONTHLY FIRST SALES IN SWEDEN**



Source: EUMOFA (updated 23.06.2014).

The average unit price of haddock in April 2014 was 2,40 EUR/kg, representing a 4% increase compared with April 2013, when less volume was landed and sold (16 tonnes). The highest unit price observed in 2014 was in April.

Figure 14. **HADDOCK: FIRST-SALE PRICE IN SWEDEN**



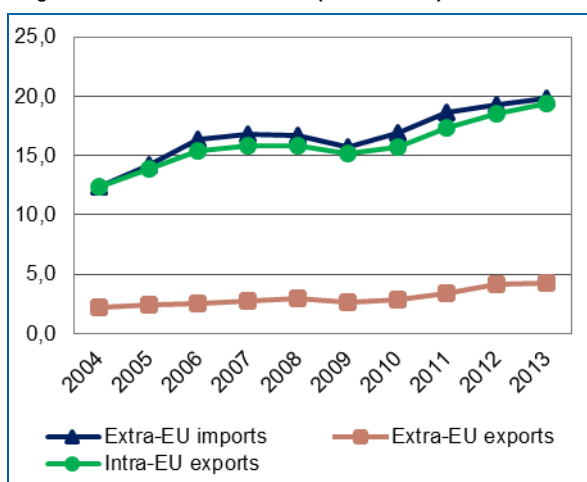
Source: EUMOFA (updated 23.06.2014).

2. Imports–Exports

EU trade (extra-EU imports-exports and intra-EU exports) kept on increasing over the past four years. In 2013, the trade flow amounted to EUR 43,54 billion and 13,19 million tonnes. Compared with 2012 and 2011, the increase was most notable in value (3,6% and 10,2%, respectively); in volume, however, the increase was more moderate, particularly over 2012 (0,4%); compared with 2011, the volume increased 7,1%.

In 2013, exports within the 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 2012, intra-EU exports and extra-EU imports net value increased by EUR 0,91 billion, and EUR 0,55 billion, respectively.

Figure 15. **EU TRADE FLOW (billion EUR)**



Source: EUMOFA (updated 31.05.2014).

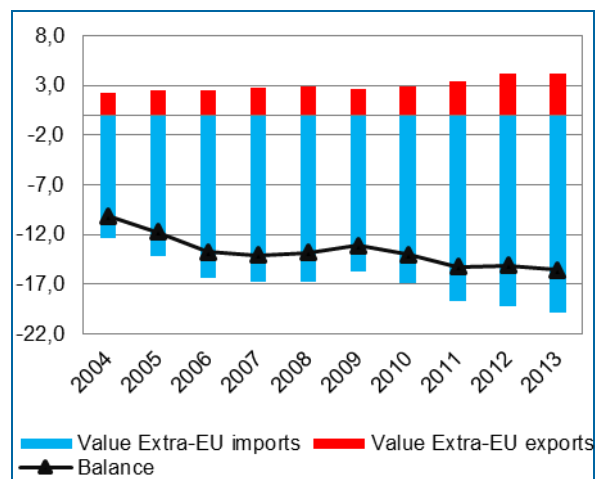
2.1. TRADE WITH THIRD COUNTRIES

The EU is, by far, a net importer of fishery and seafood products. In 2013, the EU had a deficit of the trade balance (exports minus imports) of EUR 15,58 billion, 3,1% and 2,1% higher than in 2012 and 2011, respectively. It was the largest trade deficit for the past ten years.

In terms of volume, the EU trade deficit has decreased for the past five years. However, in 2013 it was about 3,7 million tonnes, slightly higher than previous year (0,8%), but 4,4% less than two years ago (2011).

Typically, the EU trading partners are either suppliers of raw material to meet EU processing needs (e.g. Norway, the Russian Federation) or countries that play an important role in processing (e.g. China, Thailand).

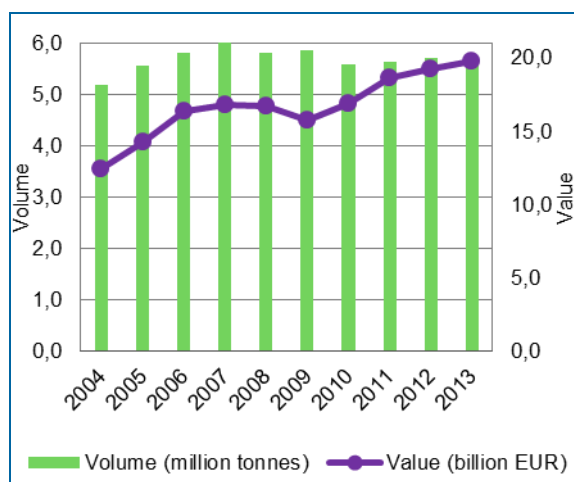
Figure 16. **EXTRA-EU TRADE BALANCE (billion EUR)**



Source: EUMOFA (updated 31.05.2014).

EXTRA-EU IMPORTS: at EUR 19,82 billion and 5,65 million tonnes (2013), the extra-EU imports increased in value both over 2012 (2,8%) and 2011 (6,1%). In volume they have decreased 1,1% compared with previous year, and have increased slightly (0,1%) over 2011.

Figure 17. **TREND OF EXTRA-EU IMPORTS**



Source: EUMOFA (updated 31.05.2014).

Two commodity groups, salmonids and tuna and tuna-like species, contributed the most to the overall increase of the EU's 2013 imports net value, compared with both 2012 and 2011. Regarding volume, seven commodity groups showed increases, of which the bivalves and other molluscs and aquatic invertebrates, groundfish,

salmonids, and tuna and tuna-like species commodities groups were most notable. However, the overall increase was not offset by the decrease in volume of the remaining five commodity groups, especially the “non-food use” commodity group.

Salmonids was the leading commodity group imported by the EU from third countries, which in 2013 surpassed EUR 4,00 billion at a volume of ca. 0,78 million tonnes, a 28,4% and 32,9% increase in value over 2012 and 2011, respectively. More specifically, Norway set the increasing trend with its salmon exports.

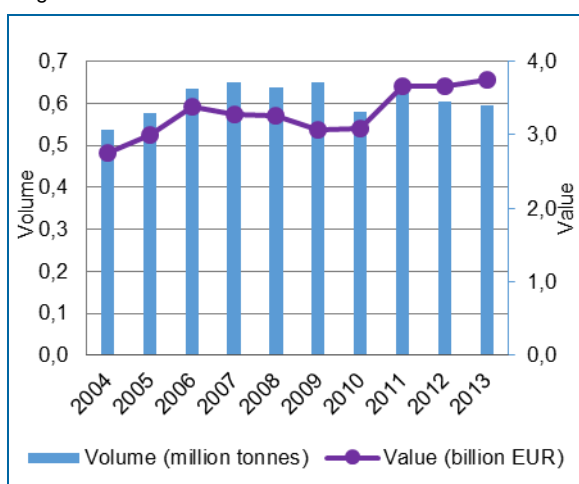
Salmon is imported mainly fresh and import prices have increased steadily in 2013. France is the largest EU market for Norwegian salmon, followed by Poland and Denmark. In Poland, the market for fresh Norwegian salmon increased 30% in 2013.¹³

The fish processing industry in both Denmark and Poland is largely based on Norwegian fish raw material, especially salmon.

Crustaceans was the second largest commodity group in value imported by the EU from third countries; in 2013 it reached EUR 3,74 billion at a volume of about 0,60 million tonnes, 2,1% and 2,3% value increase over 2012 and 2011, respectively.

However, in terms of volume, a decreasing trend was observed compared both with 2012 and 2011: -1,6% and -5,3%, respectively.

Figure 18. **CRUSTACEANS: EXTRA-EU IMPORTS**

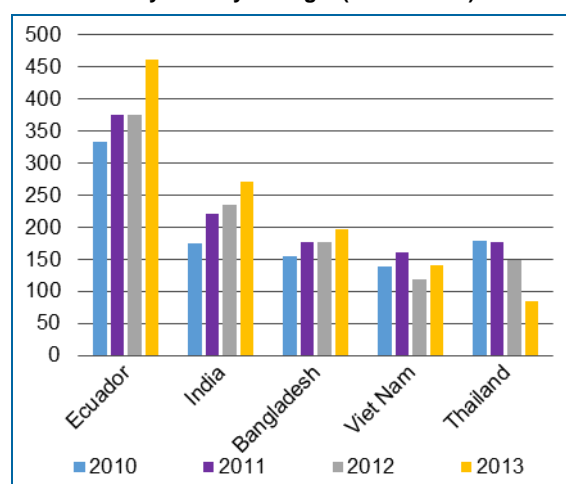


Source: EUMOFA (updated 31.05.2014).

Tropical shrimp is, by far, the most valuable of the nine main commercial species¹⁴ included in the crustaceans commodity group. At nearly EUR 1,69 billion and 0,26 million tonnes, imports of tropical shrimp represent ca. 45% of the commodity group imports value and volume.

Twenty-seven percent of tropical shrimp imports (in value) originate from Ecuador, the largest supplier. This was 23% higher than in 2012. The increase was due mainly to higher prices caused by shortages in Asian countries, whose shrimp farms have been hit by the EMS (Early Mortality Syndrome) disease, in particular in Thailand. This was combined with increase of prices of cold water shrimp, because of reduced catches.

Figure 19. **TROPICAL SHRIMP: EXTRA-EU IMPORTS by country of origin (million EUR)**



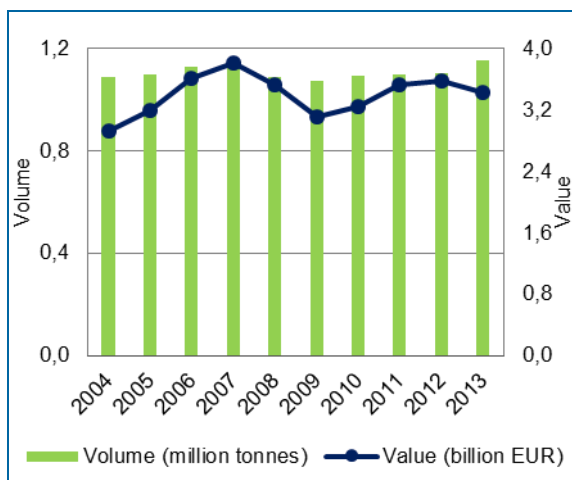
Source: EUMOFA (updated 31.05.2014).

Tropical shrimp is imported frozen. Among the major EU markets, France imported more shrimp from Ecuador offsetting lower supplies from Bangladesh, India and Madagascar. However, supplies from Ecuador dropped in the Italian and Spanish markets, as consumers opted for a cheaper alternative, Argentinean shrimp. In 2013 Argentina was the third EU supplier of shrimp and its exports increased 18% (in value) compared with the previous year.¹⁵

Groundfish was the largest commodity group in volume imported by the EU from third countries, at 1,15 million tonnes, representing 20% of the extra-EU imports. In 2013 groundfish volume was higher over both 2012 (4,6%) and 2011 (5,4%), whereas value was lower over both reference periods, -4,4% and -2,8% respectively.

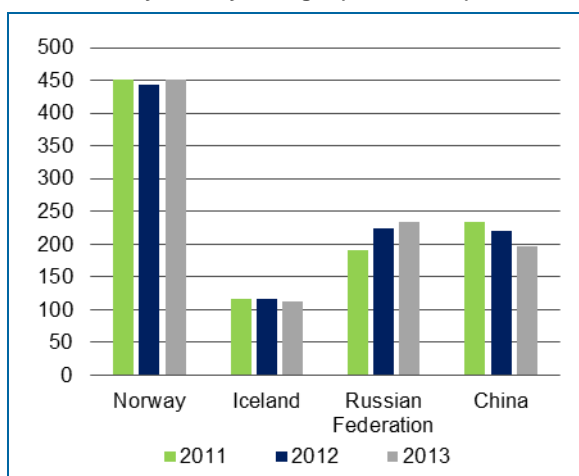
There are 12 main commercial species¹⁶ included in the groundfish commodity group of which cod, pollack and hake accounted for 82% of the value and 81% of the volume of the groundfish imported in 2013 from third countries.

Of these, cod was the most important, at EUR 1,63 billion and 457.000 tonnes, accounting for 48% and 40% of the groundfish imports in 2013. Thirty-seven percent of the imported cod originated in Norway, 28% in Iceland and 14% in the Russian Federation.

Figure 20. **GROUND FISH: EXTRA-EU IMPORTS**

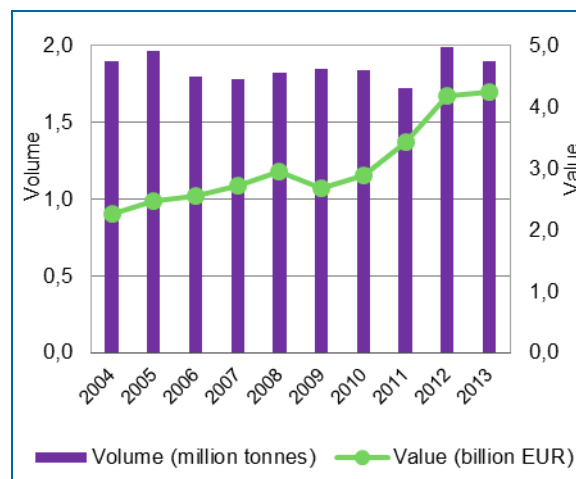
Source: EUMOFA (updated 31.05.2014).

The value of Norwegian cod increased marginally (0,4%) compared with the previous year, whereas the corresponding volume increased 34%. Meanwhile, the price of Norwegian cod declined 25%. The Norwegian cod imported in 2013 by the EU, was both fresh and frozen, at 45.600 tonnes and 41.000 tonnes, respectively. Norway registered its highest revenues from exports of fresh and frozen cod to the EU.¹⁷ Frozen cod was also imported from the Russian Federation (38.000 tonnes). Frozen fillets originated from China, Iceland and the Russian Federation.

Figure 21. **COD: EXTRA-EU IMPORTS**
by country of origin (million EUR)

Source: EUMOFA (updated 31.05.2014).

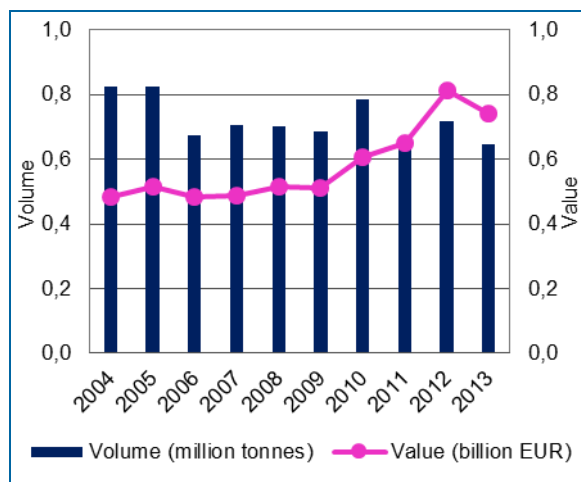
EXTRA-EU EXPORTS: at EUR 4,24 billion and 1,90 million tonnes, extra-EU exports increased 1,7% in value and decreased -4,5% in volume, compared with the previous year. There was an increasing trend in both value and volume compared with two years earlier (2011), albeit more substantially in value (23,6%) than in volume (10,5%).

Figure 22. **TREND OF EXTRA-EU EXPORTS**

Source: EUMOFA (updated 31.05.2014).

“Non-food use”, salmonids, small pelagics and tuna and tuna-like species commodity groups had the highest export values. These four commodity groups made up 59% of the total value and 73% of EU’s exports volume to third countries. “Non-food use”, salmonids and tuna and tuna-like species were the main contributors to the overall increase of the 2013 extra-EU exports value.

Small pelagics was the largest commodity group exported to third countries, representing 17% in value and 34% in volume of all extra-EU exports, at EUR 0,74 billion and 0,65 million tonnes. Compared with the same period one year (2012) and two years earlier (2011), the value of small pelagics’ exports decreased -8,7% and increased 13,8%, respectively; a decreasing trend is observed for the volume: -10,1% (2012) and -3,0% (2011).

Figure 23. **SMALL PELAGICS: EXTRA-EU EXPORTS**

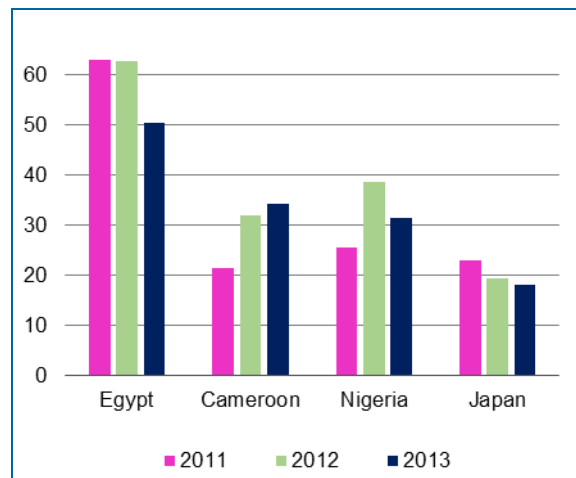
Source: EUMOFA (updated 31.05.2014).

Of the 7 main commercial species¹⁸ included in the small pelagics commodity group, herring, horse mackerel and mackerel accounted for 76% in value and 77% in volume of the total extra-EU exports.

At EUR 0,20 billion and 0,17 million tonnes, horse mackerel was exported to 75 third countries representing 27% of the value and volume of the small pelagics exported by the EU. Most notably, in value, horse mackerel was exported to Egypt (25%), Cameroon (17%) and Nigeria (16%).

The Netherlands was the main EU exporter and contributed 48% (in volume) to the EU-28 overall extra-EU exports of frozen small pelagics in 2013. The country's share in the total exports reaches 54% for horse mackerel and 69% for herring.

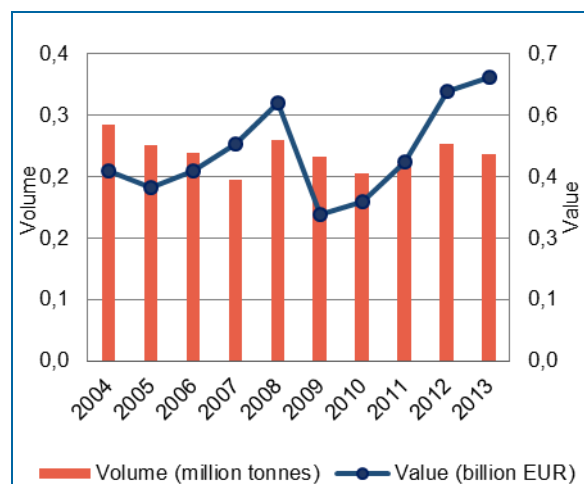
Dutch extra-EU exports of frozen horse mackerel registered a significant drop in 2013 (-14,6% in volume), affecting both Egypt (-18,7%) and Nigeria (-39,9%). In contrast, Dutch extra-EU exports of herring increased in 2013 (4,8%) compared with 2012. Nigeria was the largest market for Dutch herring, followed by Egypt. These two countries accounted for 86% of the 119.000 tonnes of frozen herring exported by the Netherlands to third countries in 2013.

Figure 24. **HORSE MACKEREL: EXTRA-EU EXPORTS by country of destination (million EUR)**

Source: EUMOFA (updated 31.05.2014).

Tuna and tuna-like species was exported for a total of EUR 0,64 billion and 0,27 million tonnes in 2013, representing 15% of value and 14% of volume of total extra-EU exports. A significant part of the exports is made of tuna landed by the French and Spanish fleets fishing in the Indian Ocean: 54.000 tonnes of frozen tuna exported by the EU to Mauritius and 53.000 tonnes exported to Seychelles; tuna is then partly re-exported to the EU after canning. Regarding volume, the tuna and tuna-like species commodity group decreased -4,9% compared with 2012 and increased 5,2% over 2011.

Exports, which are also comprised of landings in third countries, are linked to fishing opportunities in these areas. Thus, the evolution of these opportunities partly explains somewhat the export developments.

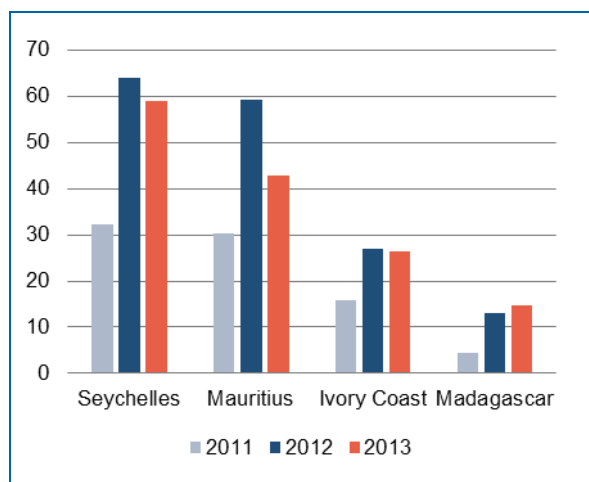
Figure 25. **TUNA AND TUNA-LIKE SPECIES: EXTRA-EU EXPORTS**

Source: EUMOFA (updated 31.05.2014).

There are seven main commercial species¹⁹ in the tuna and tuna-like species commodity group and, of these, the most significant species linked to the value increase were yellowfin and skipjack tunas, accounting each for 29% of the total value of extra-EU exports of the tuna and tuna-like species commodity group. France and Spain are the most important suppliers of the two species, which are exported frozen, mainly for manufacturing purposes.

Yellowfin tuna exports accounted for EUR 0,18 billion and 0,94 million tonnes. The species was exported (i.e. landed in third countries by EU fleets which were fishing in these areas) mainly to Seychelles (31%), Mauritius (23%), Ivory Coast (14%) and Madagascar (8%). In 2013, except for Madagascar, exports to the three remaining partner countries decreased compared with 2012, most notably to Mauritius (-27%). Ivory Coast is a major landing place for the French tuna fleet, whereas Spain supplies mainly Mauritius and Seychelles, where significant processing facilities exist.

Figure 26. **YELLOWFIN TUNA: EXTRA-EU EXPORTS by country of destination (million EUR)**



Source: EUMOFA (updated 31.05.2014).

Skipjack tuna was the most representative species exported in volume terms, accounting for 46% of the commodity group export volume. It was exported mostly to Mauritius, by Spain, at EUR 45 million and ca. 27.000 tonnes. Spain, which has a tuna fleet operating in the Pacific, also exported a considerable volume of skipjack to Ecuador, ca.26.000 tones.

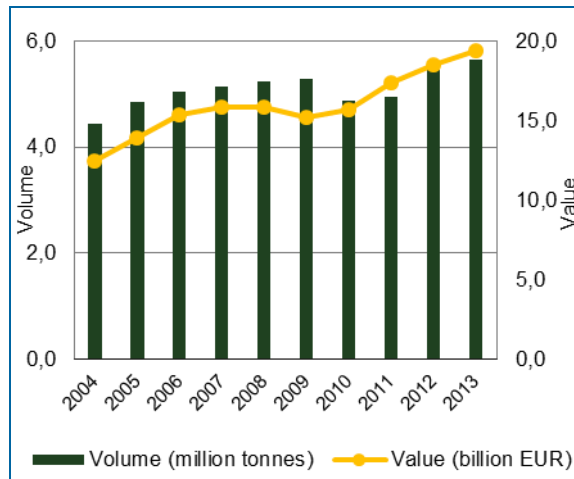
2.2. INTRA-EU TRADE

Overall, trade between EU Member States increased over the past four years. In 2013, intra-EU exports reached EUR 19,48 billion and 5,61 million tonnes. Compared with 2012, they increased in value and volume 4,9% and 3,6%, respectively. The same trend was observed over 2011: increase in both value and volume 11,9% and 13,9%, respectively.

Crustaceans, groundfish, other marine fish and salmonids commodity groups, made up 62% of the exports value and 43% of the imports volume in trade between EU Member States. Salmonids alone represent 28% of the total intra-EU exports value and contributed most to the overall exports increase.

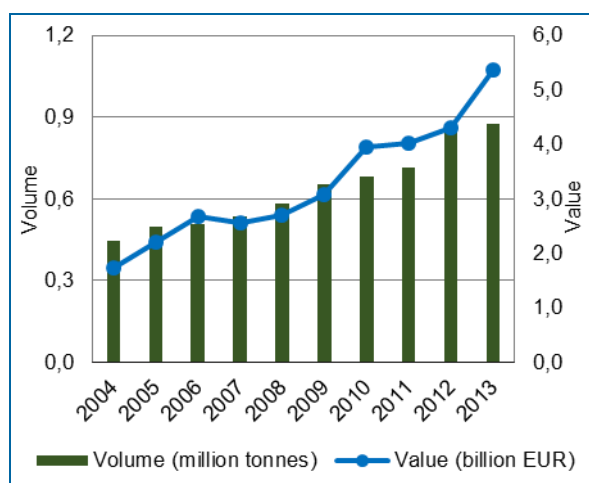
Other commodities groups that contributed to the increased exports were bivalves and other molluscs and aquatic invertebrates, freshwater fish, miscellaneous aquatic products, "non-food use" and tuna and tuna-like species. These five commodity groups have contributed with ca. EUR 144 million to the overall increase of intra-EU exports in value.

Figure 27. **TREND OF INTRA-EU EXPORTS**



Source: EUMOFA (updated 31.05.2014).

Salmonids was the largest commodity group exported between EU Member States at EUR 5,35 billion and 0,87 million tonnes. It increased significantly in value, compared with both 2012 and 2011: 24,5%, and 33,3%, respectively. The same increasing trend was observed in volume, 2,3% over 2012 and a notable 22,3% increase over 2011.

Figure 28. **SALMONIDS: INTRA-EU EXPORTS**

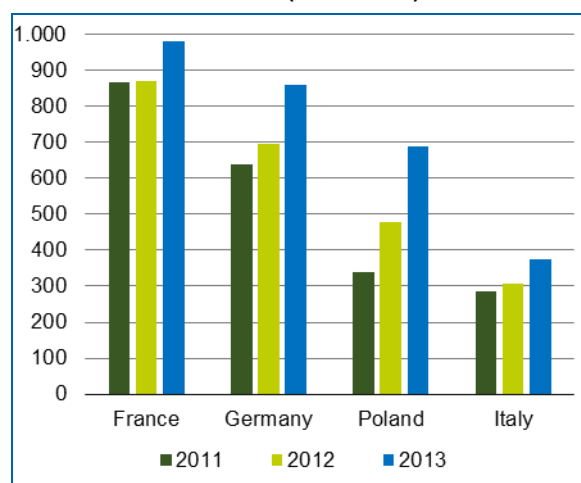
Source: EUMOFA (updated 31.05.2014).

Atlantic salmon is by far the most significant main commercial species of the commodity group, accounting for 90% of the value and 89% of the volume of intra-EU exports of salmonids.

At EUR 4,81 billion in 2013, exports value increased 21% over 2012 and 35% over 2011, reaching 0,78 million tonnes. In volume, it has decreased marginally (-1%) compared with 2012 and increased remarkably (23%) over 2011.

France, Germany and Poland were the most significant destination countries (in value terms) for this species, absorbing most of salmon's intra-EU exports: 20%, 18% and 14%, respectively. Of these, Poland saw the highest increase, 44% over 2012.

In 2013, Sweden was the largest intra-EU exporter of fresh salmon (whole and fillets). Most of salmon exported by Sweden is imported from Norway and re-exported within the EU. Although in much smaller volume, Estonia took over Denmark concerning exports of frozen salmon. Intra-EU exports of smoked salmon are led by Poland, followed by Lithuania. All the above-mentioned EU Member States increased their exports over 2012.

Figure 29. **SALMON: INTRA-EU EXPORTS by country of destination (million EUR)**

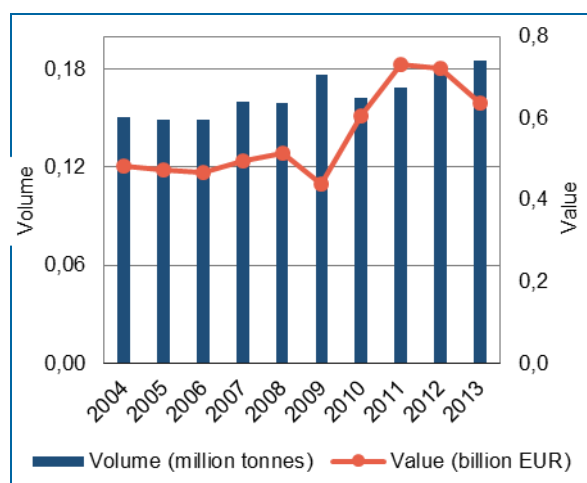
Source: EUMOFA (updated 31.05.2014).

The EU exports of the **cephalopods** commodity group to EU Member States were worth ca. EUR 637 million at 0,18 million tonnes in 2013.

They decreased in value compared with both 2012 and 2011: -11,6% and -12,7%, respectively. The opposite trend was seen in volume, 3,7% increase over 2012 and 9,7% increase over 2011.

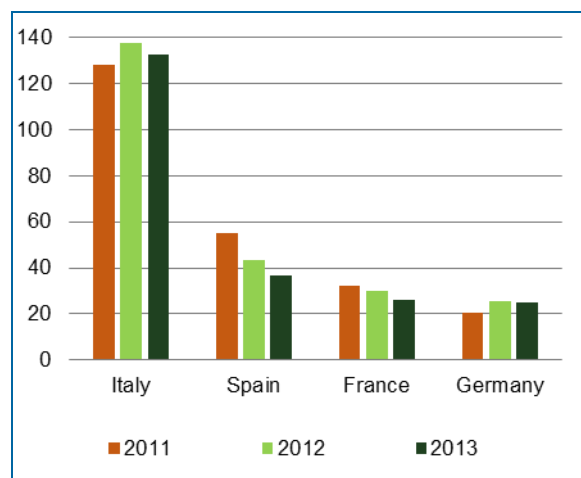
Three main commercial species are included in this commodity group: cuttlefish, octopus and squid. Of these, squid is the most important, representing 47% of the value and 49% of the volume of cephalopods' intra-EU exports.

Italy is by far the main destination country for this species. In 2013, Italy imported 47% in value and 45% in volume of squid originating from EU. Italian imports have been rising and Spain was the main supplier.

Figure 30. **CEPHALOPODS: INTRA-EU EXPORTS**

Source: EUMOFA (updated 31.05.2014)

In value terms, other important destination countries for this species are Spain (13%), France and Germany (9% each). However, in 2013 exports to all these countries decreased compared with 2012, most notably in Spain (-15%) and France (-13%).

Figure 31. **SQUID: INTRA-EU EXPORTS by country of destination (million EUR)**

Source: EUMOFA (updated 31.05.2014).

On the cuttlefish market, France, the largest supplier of both fresh and frozen cuttlefish saw decreased exports, -30% (in value) to both Italy and Spain, its main markets.

3. Global Supply

Resources / EU: The Common Fisheries Policy (CFP) reform establishes the obligation to land all catches, except those of undersized fish, ending therefore the wasteful practice of discarding marketable fish back into the sea. The landing obligation, will be introduced gradually, starting from 1 January 2015. However, in order for this to happen, a number of technical regulations need to be amended. The "Omnibus Regulation" proposed in this respect by the European Commission, received the broad support of the European Council.²⁰

Resources / ICES: Based on the joint Russian Norwegian Fisheries Commission management plan ICES advised that the total allowable catch (TAC) in 2015 for Northeast Arctic cod should be 894.000 tonnes. This is 10% less than in 2014. Meanwhile, the TAC for haddock for 2015 was set at 165.000 tonnes, 10% higher than previous year. ICES also updated the recommendation of mackerel catches for 2014, up to 1.011.000 tonnes, 13.6% higher than 2013, on the basis of Norway, Faroe Islands, and EU management plan.²¹

Resources / Herring: The European Commission and the Faroe Islands have ended their dispute on the management of Atlanto-Scandian herring in the North-East Atlantic. The Faroe Islands agreed to end their unsustainable herring fishing, while the EC would submit a draft regulation repealing the trade and access to EU port restrictions that were adopted against the Faroe Islands in August 2013.²²

Resources / Bluefin tuna: A Joint Deployment Plan (JDP) for the control of the bluefin tuna fishery for 2014 has been adopted by the European Fisheries Control Agency (EFCA). This concerns eight EU Member States involved in the fishery. The EU TAC for 2014 was 7.939 tonnes. The bluefin tuna fishery for large vessels lasts for only one month and the fishery ended on 24 June.²³

Fisheries / IUU / EU: In its fight against illegal, unreported and unregulated (IUU) fishing, the European Commission warned the Philippines and Papua New Guinea that they risk being identified as countries it considers non-cooperative. These countries play an important role in the tuna fisheries. The EC has identified concrete shortcomings, such as lack of sanctions system, or deficiencies in monitoring, controlling and surveillance of fisheries. Both countries have been given a 'yellow card' warning and a reasonable time to respond and take measures to rectify the situation.²⁴

Sustainability / World: 70% of capture fisheries are fished within biologically sustainable limits, which is a positive sign in the right direction. The global fisheries and aquaculture production increased 10% in 2012, over 2010, reaching 158 million tonnes. This was driven by the growth of aquaculture production, at over 90 million tonnes in 2012. To be sustainable, aquaculture needs to introduce a greater variety of farmed species and practices, as well as to become less dependent on wild fish for feed. On average, fish accounts for almost 17% of the global population's intake of protein, up to 70% in some coastal areas.²⁵

Fisheries and Aquaculture / World: At the 31st FAO-COFI (Committee on Fisheries) session, a set of voluntary guidelines on securing sustainable small scale fisheries have been endorsed, recognising therefore the vital role played by this activity in food security, nutrition and poverty eradication. In addition, a set of international guidelines that will hold states more accountable for the activities of fishing vessels flying their flags, has also been endorsed. On aquaculture, an Evaluation Framework has been approved, for assessing conformity of public and private certification schemes with the FAO guidelines on aquaculture certification.²⁶

Trade / Norway: The exports of Norwegian skrei in first quarter of 2014 increased more than 60% in value, compared with the previous year. In terms of volume, the increase was 45%. The main EU market was France, consuming 8.000 tonnes, 70% more compared with first quarter of 2013. Norway also maintained its position in other traditional cod markets such as Spain and Germany and increased its market share in Poland and the USA.²⁷

Trade / Iceland: In 2013, Iceland exported 5% more fish and fishery products than in 2012, whereas in value the increase was only 1%. The main EU destination countries for Icelandic seafood are the United Kingdom (16%), France and Spain (7% each, of the export values).²⁸

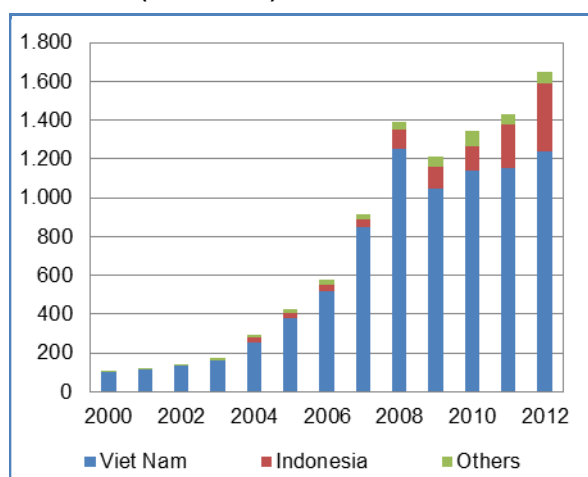
Trade / Shrimp: During the first quarter of 2014, the EU imported almost 50.000 tonnes of tropical shrimp, corresponding to a remarkably 158% increase on last quarter's figure in value and to a 103% increase in volume. This was as a result of strong demand in several markets particularly Spain, the UK, the Netherlands and France. Ecuador remained the top supplier, followed by India and Bangladesh.²⁹

4. Case study: Pangasius imports in the EU

Around the world there is a variety of farmed catfish species. According to FAO, the world's harvest of catfish totalled approximately 3,3 million tonnes in 2012. Channel catfish (farmed in the Americas and China), Amur catfish and yellow catfish (farmed in Asia), and North African catfish (farmed in Africa) are among the most common farmed catfish species.

Pangasius is the most important commercial farmed catfish species.

Figure 32. **HARVEST OF FARMED PANGASIOUS**
(1000 tonnes)



Source: FAO, FISHSTAT.

Production of pangasius increased rapidly from 2003 to 2008. After a set-back in 2009, production has again increased steadily. Viet Nam has, by far, been the largest producer and supplier of pangasius products to the world market over the last decade.

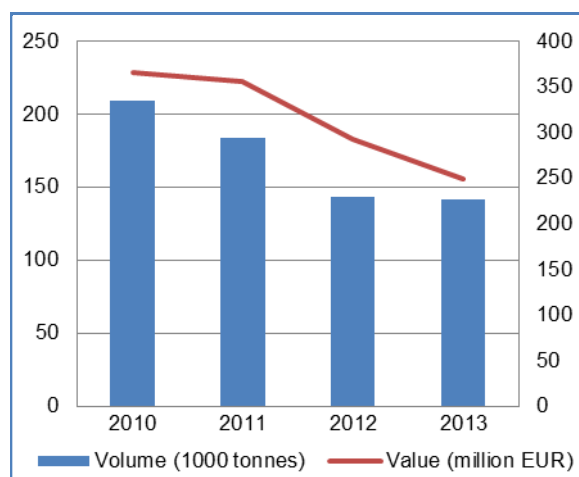
In terms of value, 22% of the Vietnamese pangasius exports were shipped to the US market in 2013. The EU market received the same export share, while Latin America (with Brazil, Mexico and Colombia in the lead) accounted for approximately 17%.

Although the Vietnamese pangasius industry has faced some serious challenges over the last few years (both related to profitability and trade barriers), industry reports indicate that production in other Asian countries is on the rise, particularly in Indonesia.

According to the Vietnamese Ministry of Agriculture and Rural Development (MARD), the pangasius harvest in Viet Nam is estimated at 977.000 tonnes in 2013, while according to the Viet Nam Tra Fish Association, there are plans to harvest approximately 1,3 million tonnes in 2014.

The main pangasius product imported to the EU is frozen fillets (98% of the total). From next to nothing in 2000, imports of frozen pangasius fillets to the EU peaked in 2009. In 2010, EU imports totaled 211.000 tonnes in volume, at an import value of EUR 370 million. During the 3 following years, imports trended down by 31% in volume and value. In 2013, 99% of pangasius fillet volume imported to the EU was of Vietnamese origin.

Figure 33. **EU IMPORTS OF FROZEN PANGASIOUS**
FILLETS



Source: EUROSTAT, COMEXT.

Table 2. **TOP 5 EU IMPORTING MEMBER STATES OF FROZEN PANGASIU FILLETS**
(value in 1000 EUR and volume in tonnes)

MS	2010		2011		2012		2013	
	Volume	Value	Volume	Value	Volume	Value	Volume	Value
ES	49.211	85.299	43.519	82.285	32.445	63.893	31.128	52.244
NL	27.329	53.621	26.607	56.596	21.651	48.038	20.165	39.344
DE	34.215	63.686	29.880	59.853	19.457	40.783	16.494	30.146
IT	10.265	18.070	12.758	24.967	12.883	25.994	12.991	21.480
UK	8.749	21.308	8.902	21.780	8.744	23.047	11.044	25.223
Other MS	79.019	122.899	61.751	109.877	47.804	90.647	49.557	80.610
Total	208.788	364.883	183.417	355.358	142.984	292.402	141.379	249.047

Source: EUROSTAT.

Spain is by far the biggest market for frozen pangasius fillets within the EU. Spain accounted for 21% of EU imports in 2013, in terms of volume. From 2010 to 2013, both the Spanish import share and import volumes have trended down.

The same trend is applicable for the 3rd largest EU market for frozen pangasius fillets, namely Germany. However, the import volume has halved over the last 4 years and the import share has fallen from 16% to 11%. In Germany, it is estimated that 70-75% of pangasius sales are in the retail sector, while the rest is sold in the food service sector.³⁰

Italy and the UK, 4th and 5th ranked EU importing countries of frozen pangasius fillets, trended in the opposite direction.

Table 3. **TOP 5 EU IMPORTING MEMBER STATES OF FROZEN PANGASIU FILLETS**
(value in 1000 EUR and volume in tonnes)

MS	Q1 2013		Q1 2014	
	Volume	Value	Volume	Value
ES	8.327	14.361	8.316	13.886
NL	4.735	9.658	4.707	8.896
DE	4.537	8.423	3.360	6.454
IT	2.617	4.389	3.157	5.049
UK	1.656	3.787	2.530	5.669
Other MS	11.865	19.342	9.715	109.877
Total	33.737	59.960	31.785	149.831

Source: EUROSTAT, COMEXT.

During the first quarter of 2014, EU imports of frozen pangasius fillets continued to fall. Imports totalled 31.785 tonnes, worth EUR 55,2 million, which is down 6% from the corresponding period last year in terms of volume and down 8% in terms of value.

Figure 34. **EU IMPORT PRICE OF FROZEN PANGASIU FILLETS (EUR/kg)**



Source: EUROSTAT, COMEXT.

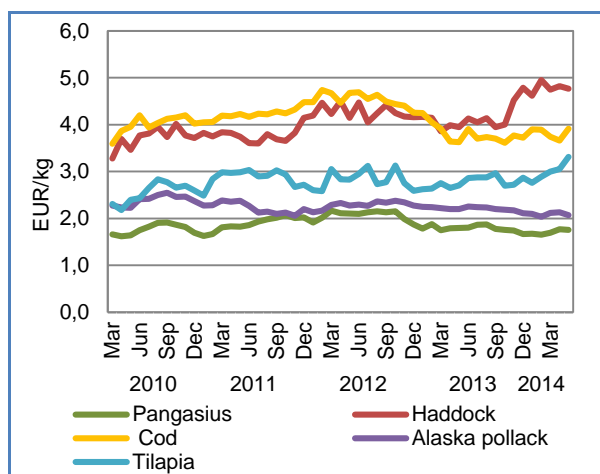
From trending above 2,00 EUR/kg on average in 2012, the average import price for frozen pangasius fillets to the EU fell to 1,76 EUR /kg in 2013. In the first quarter of 2014, the import price averaged 1,74 EUR/kg. This is lower than the average import price in the three previous years, but slightly higher than that in 2010.

Pangasius fillets sold to the UK market achieve higher prices than fillets sold to other EU markets. According to VASEP (Vietnam Association of Seafood Exporters and Producers), the UK market is considered a highly demanding market in terms of product quality.

In 2013, the import price to the UK market averaged 0,5 EUR/kg higher than to the EU (average). The same price difference is observed in the first quarter of 2014.

It is estimated that 80-85% of the sales of pangasius is in the food service sector. The remainder is sold in the retail sector.³¹ In 2013, pangasius was the 18th most sold species in the UK retail sector.

Figure 35. **EU IMPORT PRICE OF SELECTED FROZEN WHITE FISH FILLETS (EUR/kg)**



Source: EUROSTAT, COMEXT.

A low market price is the main driver behind the strong market position of frozen pangasius fillets on the EU market. Even though import prices for frozen cod fillets in 2013 and in the first quarter of 2014 were moderate, frozen pangasius fillets could be purchased for half of the price. Compared with frozen tilapia, which is regarded as a low priced white fish fillet product, pangasius import prices through the first quarter of 2014 were 30% lower.

In the Netherlands, which is the 2nd largest EU market for frozen pangasius fillets, pangasius is popular among consumers. According to GfK panel data presented by the Netherlands Visbureau,³² sales of pangasius fillets (in terms of volume) ranked number one in 2013, up from 3rd place in 2012. Canned tuna and fish sticks ranked 2nd, and 3rd, respectively. Due to its low price, pangasius ranked 6th in terms of sales value. The number one value item was smoked salmon followed by fresh salmon and canned tuna.

Table 4. **RANKING OF TOP 10 SUPERMARKET SALES OF SEAFOOD PRODUCTS IN THE NETHERLANDS (by volume)**

PRODUCT	2013	2012	2011	2010
Frozen pangasius fillets	1	3	1	2
Canned tuna	2	2	2	1
Fish sticks	3	1	3	3
Smoked salmon	4	5	5	6
Frozen salmon	5	4	4	4
Frozen saithe	6	9	9	9
Herring (preserved)	7	7	7	7
Fresh salmon	8	8	8	8
Marinated herring	9	6	6	5
Frozen shrimp	10	-	-	-

Source: Nederlands Visbureau, GfK.

In 2012, the top 10 seafood products sold at supermarket level accounted for 52% of the total supermarket seafood sales.

Table 5. **RANKING OF TOP 10 SUPERMARKET SALES OF SEAFOOD PRODUCTS IN THE NETHERLANDS (by value)**

PRODUCT	2013	2012	2011	2010
Smoked salmon	1	1	1	1
Fresh salmon	2	3	3	4
Canned tuna	3	5	5	5
Frozen salmon	4	4	4	3
Marinated herring	5	2	2	2
Frozen pangasius fillets	6	6	6	11
Fish sticks	7	7	9	7
Frozen shrimp	8	8	11	9
Mussel	9	-	-	8
Frozen saithe	10	-	-	-

Source: Nederlands Visbureau, GfK.

Pangasius has been and is the lowest value whitefish species in the retail and food service. Nevertheless, Alaska pollack is sometimes offered at similar or slightly lower price.

In the retail sector, pangasius is mainly sold in the form of frozen or defrosted fillets and often used for special offers and promotions. In the fresh segment, defrosted pangasius competes with a variety of local and imported species, while in the frozen segment Alaska pollack is

the main competing species. In the food service sector, pangasius fillets are used as low cost meal ingredients and mainly compete with Alaska pollack.

One of the reasons behind the fall in EU imports and consumption of pangasius is, according to industry reports, bad reputation and publicity.

Over the last few years Vietnamese farmers, in cooperation with distributors in the EU, have worked intensively to certify pangasius production and processing. The first five Vietnamese pangasius producers gained Aquaculture Stewardship Council (ASC) certification in November 2012, while the first processing facility achieved Best Aquaculture Practices (BAP) certification in March 2011.³³

Despite Vietnamese efforts, the sale of certified pangasius is still limited to small volumes in Germany, the Netherlands and Italy.³⁴

The Vietnamese Ministry of Agriculture and Rural Development has drafted a new decree on pangasius farming, processing and exporting. This requires all national pangasius farms and supply chain companies to be certified to the VietGAP Pangasius Standard or equivalent (ASC, GLOBALG.A.P., BAP and others). The decree is anticipated to be enforced from 1 January 2016.

5. Consumption

5.1. FRESH MUSSEL

Mussel is the most versatile shellfish species regarding presentation and packaging. It may be sold loose, in pre-packed mesh bags or in chilled, ready-to-use vacuum packs. However, most mussel is sold live, but it can also be sold as processed product (e.g. canned or marinated).³⁵ Mussel is very popular in many EU countries, especially in France, Belgium, the Netherlands, Spain, Italy and the UK.

In 2013, EU imported 204.255 tonnes of mussel with a value of EUR 393 million. The great majority (71% in value and 79% in volume) of mussel was imported from countries within the EU, mainly the Netherlands (EUR 133 million) and Spain (EUR 43 million). Mussel originating from the EU Member States was imported mainly fresh, representing 73% in value and 84% in volume of total intra-EU imports of mussel.

EU imports predominately prepared mussel from third countries. Chile is the main supplier and imports have been growing (16% in value over 2012). In 2013 mussel originating from outside EU were at 43.000 tonnes and EUR 114 million.

In **France** and **Spain**, monthly retail prices for fresh mussel have remained relatively stable in the period surveyed and did not show a seasonal pattern. French prices are about 40% above retail prices in Spain. This is linked to a wider segmentation of the French market, which offers both low-priced imported products and domestic products at a premium price, especially bouchot mussels, and notably protected designation of origin-bouchot mussels of Baie du Mont-Saint-Michel.

In 2013 French mussel was sold at an average retail price of 3,80 EUR/kg while imported mussel from Spain and the Netherlands was sold on the French retail market at 3,00 and 2,60 EUR/kg respectively.

In France, the average price of fresh mussel (in bulk) increased by 3% in 2013, compared with 2012 and 5% over 2011. It has continued the increasing trend also in 2014. At 4,03 EUR/kg, the average YTD price (January-May 2014) was 2% higher than the YTD-2013 price. This can be linked with a lower supply due to high mortalities in some major farming areas.

In Spain, the retail price for live mussel has been decreasing slightly during the past couple of years, in relation with the collapse of the Spanish processing sector, weakened by the imports of cheap processed mussels from Chile.

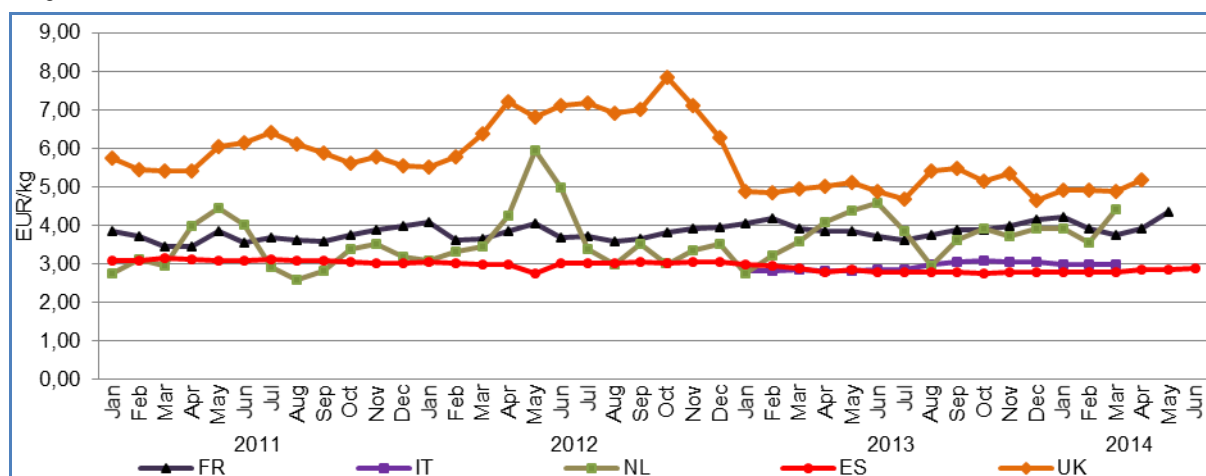
In 2013 Spain imported 14.800 tonnes of canned mussel from Chile (i.e. almost 40.000 tonnes live weight equivalent), which resulted in an oversupply of the fresh market with mussel of Spanish origin. The average YTD price (January-June 2014), at 2,84 EUR/kg, was -1% lower than YTD-2013 and even lower (-9%) compared with YTD-2011.

In **Italy**, fresh mussel retail prices are in line with those in Spain, showing however an increasing trend. The average YTD price (January-June 2014), at 2,97 EUR/kg, was 5% higher than YTD-2013. Prices also seem to have a seasonal pattern, increasing in the months of September – December.

In the **Netherlands**, retail prices of fresh mussel (whole) showed a seasonal pattern, with increases during May-June. During the past four years, on average, prices have increased continuously. The average price of Q1-2014, at almost 4,00 EUR/kg, was 24% higher than Q1-2013.

In the **UK**, retail price of fresh mussel (whole) has displayed an irregular behaviour over the past four years. Nevertheless, they have displayed a decreasing trend: in 2013, the average monthly price was 5,04 EUR/kg, -25% and -13% lower than in 2012 and 2011, respectively. In April 2014, at 5,19 EUR/kg, the price was 4% higher than in April 2013.

Figure 36. RETAIL PRICES OF FRESH MUSSEL, 1KG



Source: EUMOFA (updated 26.06.2014).

5.2. FRESH FISH IN SPAIN

In 2013, the Spanish consumers spent 13,1% of their food budget on fish and seafood products, representing 4% (in volume) of the food basket. This is a 2,6% increase in expenditures and 0,3% increase in the volume of seafood bought and consumed at home, over 2012. The highest increase was in the consumption of canned fish/molluscs (2,0%) while expenditure increased 5,2%.

However, most of the fish consumed at home is fresh: at ca. 12,0 kg per capita per year, it accounted for 44,6% of the total fishery products consumed in 2013. Concomitantly, purchases in the fresh segment increased slightly (0,4%), and expenditure rose by 2,3%. The consumption of frozen fish decreased by 1,7% reaching 3,13 kg per person per year.³⁶

5.3. COD IN FRANCE

Between March 2013 and March 2014, the household purchases of fresh fish decreased by 5% in volume over the previous twelve months, while the average purchase price increased by 3%.

This was mainly due to higher prices, especially for salmon. Household purchases of fresh salmon, which make 20% of the fresh-segment total purchases, have declined by 25% in volume. Purchases of smoked salmon also fell, by 12%. In compensation, cheaper cod replaced salmon, becoming therefore the most consumed species in 2013. Prices of cod decreased by 3%, while the volume consumed grew by 13%.³⁷

6. Macroeconomic context

6.1. INFLATION

The EU annual inflation rate was at 0,5% in May 2014, lower compared with April 2014, when it was at 0,7%; it was at 1,2% a year earlier. In May 2014, the lowest individual annual rates were observed in **Greece** (-2,1%), **Bulgaria** (-1,8%), **Portugal** (-0,3%) and **Cyprus** (0,1%) and the highest in **Austria** (1,5%), **Luxembourg** (1,4%) and **Romania** (1,3%). Compared with April 2014, annual inflation increased in 7 EU Member States, remained stable in 4 and fell in 16 Member States.

Prices of food and non-alcoholic beverages decreased by a very small amount in the EU (0,13%) compared with the previous month (April 2014); however, they were 0,65% lower than a year ago.

Compared with April 2014, the price index of fish and seafood was 0,18% higher and it has remained smaller than the food index. Compared with a year ago, the fish and seafood index grew at a higher pace than the food index (1,44%).

Table 4. **HARMONISED INDEX OF CONSUMER PRICES IN THE EU (2005 = 100)**

HICP	May 2012	May 2013	Apr 2014 ³⁸	May 2014 ³⁹
Food and non-alcoholic beverages	122,55	126,70	126,04	125,88
Fish and seafood	121,86	123,82	125,03	125,26

Source: EUROSTAT.

6.2. EUROPEAN UNION ECONOMIC OVERVIEW

The EU economy has continued to recover gradually. The revised GDP growth rate remained at 0,2% in Q1-2014, compared with 0,3% over the previous quarter. The growth rate in the euro area reached 0,3%, down from 0,4% in Q4 2013. The low rates of HICP inflation has forced the European Central Bank (ECB) in June to extend its low level interests to support lending to the real economy.

Of the largest EU economies, **Germany** and the **UK** continued to expand in Q1-2014, both at 0,8%, and **Spain** registered a growth rate of 0,4%. **France** and **Italy** struggled though; France had a nil growth rate and the Italian economy contracted by 0,1%. Other EU countries, including **Belgium**, **Bulgaria**, **Denmark**, **Latvia**, **Lithuania**, **Hungary**, **Austria**, **Poland**, **Romania** and **Slovakia**, saw positive growth.⁴⁰

The European Commission's spring forecast indicates continuous economic growth in the EU. Real GDP growth is predicted to reach 1,6% in the EU and 1,2% in the euro area. Overall, domestic demand is expected to become the key driver of growth.⁴¹

Cyprus' economic recovery program remains on track. Progress has been made in the credit and banking sector. However, unemployment remains very high and large loans are preventing banks from fully supplying credit to the economy. The economy is still expected to contract by 4,2% in 2014 but growth of 0,4% is predicted in 2015.⁴²

6.3. EXCHANGE RATES

The euro depreciated 2,7% against the Japanese yen in May 2014, reversing a trend of appreciation since the beginning of the year. It has depreciated slightly against the Norwegian krone (0,15%) and the USD (0,2%). After reaching a 25-month high at USD 1,385 in April, the euro=US dollar exchange rate decreased marginally to USD 1,36 in May.

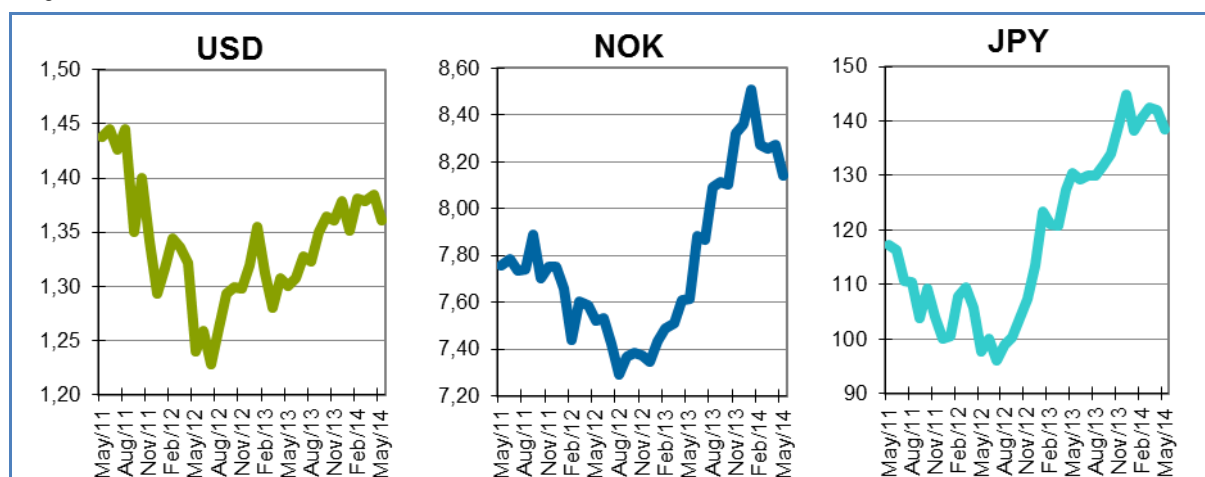
The euro continues to depreciate against the Norwegian krone, a trend observed since January 2014.⁴³

Table 5. **THE EURO EXCHANGE RATES AGAINST THREE SELECTED CURRENCIES**

Currency	May 2012	May 2013	Apr 2014	May 2014
USD	1,2403	1,3006	1,3850	1,3607
JPY	109,56	130,47	142,07	138,36
NOK	7,5235	7,6140	8,2720	8,1425

Source: European Central Bank.

Figure 37. **TREND OF EURO EXCHANGE RATES**



Source: European Central Bank.

6.4. FUEL

The price of Brent crude oil rose above 82,67 EUR/barrel on 12 June, the highest level this year.

This price is about 10% higher than one year ago (June 2013) and about 3,7% higher than a month ago (May 2014). However, Brent oil prices had been relatively stable in recent months, with sluggish demand and production affected by other political conflicts and technical issues in OPEC and non-OPEC countries.

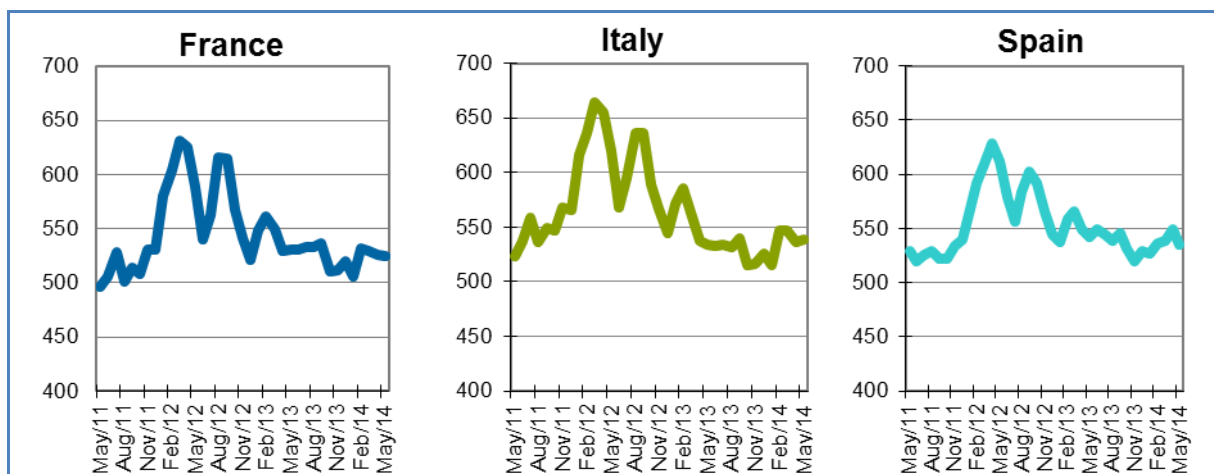
Previously, on 9 June, the price of Brent crude oil was 80,10 EUR/barrel. Prices are expected to lower slightly over the medium term. Demand is expected to continue to increase over the course of the year with increased Saudi output due to offset reduced production in Libya.⁴⁴

Table 6. **MONTHLY AVERAGE PRICES FOR LOW-SULPHUR OIL (EUR/T)**

EU Member State	May 2014	% change from Apr 2014	% change from May 2013
France	524,85	-0,3%	-1,0%
Italy	538,34	0,5%	0,8%
Spain	535,62	-2,4%	-1,2%

Source: International Energy Agency (IEA) – Oil market report – June 2014.

Figure 38. TREND OF LOW-SULPHUR OIL MONTHLY PRICES (EUR/T)



Source: IEA.

In May 2014, compared with the previous month (March 2014), the average prices for low-sulphur oil (used by many fishing vessels) decreased slightly in France, significantly in Spain and increased in Italy. Compared with a year ago (May 2013), French and Spanish prices were lower, and the price in Italy was higher.⁴⁵

Along Italy's Adriatic coast, the average price for marine diesel fuel for small boats in May 2014 was at 0,6825 EUR/litre, the same price as the previous month (April 2014) and 0,7% lower than a year ago (May 2013).⁴⁶

6.5. DEVELOPMENTS IN SELECTED ECONOMIES

The world economy continues to show a modest and gradual recovery. Growth rates remain high in emerging markets, particularly India. The US and Chinese economies showed some signs of weakness and, in general, EU countries are showing improvements as their economies will be affected by ECB measures to fight against deflation in the euro area.

The **US** economy has regressed from its positive growth in Q4-2013, with the Q1 rate at -0,1%. This is mostly due to a decrease in exports, state and local government spending and housing investment. Nevertheless, consumer investing did increase.

The **Chinese** economy also experienced a slowdown; the GDP growth rate was at 1,4%, compared to 1,7% in Q4-2013. However, this can be partly explained by the effect of the Lunar New Year Holiday, when business closed for about two weeks. Q2 figures will be more indicative of the actual state of economic growth in China.

In other **BRIC** countries, growth slowed slightly in **Brazil**, where GDP growth dropped from 0,4% in Q4-2013 to 0,2% in Q1-2014. **Indian** economic growth rose from 1,1% in Q4-2013 to 2,1% in 2014. In **South Africa**, growth dropped from 0,9% in Q4-2013 to -0,2% in Q1-2014.⁴⁷

In **Japan**, GDP growth rose rapidly to 1,5% in Q1-2014, after a slow second half of 2013. This acceleration was stimulated by private consumption increases in expectation of a new consumption tax increase on 1 April 2014.⁴⁸

EU Monthly Markets Highlights is published by the Directorate-General for Maritime Affairs and Fisheries of the European Commission.

Editor: European Commission, Directorate-General for Maritime Affairs and Fisheries, Director-General.

Disclaimer: Although the Maritime Affairs and Fisheries Directorate General is responsible for the overall production of this publication, the views and conclusions presented in this report reflect the opinion of the author(s) and do not necessarily reflect the opinion of the Commission or its officers.

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THIS REPORT HAS BEEN COMPILED USING EUMOFA DATA AND THE FOLLOWING SOURCES:

First sales: EUMOFA. Puertos del Estado.
Data analysed refers to the month of April 2014.

Imports-Exports: EUMOFA; Norwegian Trade Portal; GLOBEFISH.

Global supply: European Commission, Directorate-General for Maritime Affairs and Fisheries (DG MARE); GLOBEFISH; ICES; Statistics Iceland; FAO.

Case study: EUROSTAT; COMEXT; FAO; Netherlands Visbureau, GfK; ASC; CBI.

Consumption: EUMOFA; MAGRAMA; FranceAgriMer.

Macroeconomic context: European Central Bank (ECB); European Commission, Directorate-General for Economic and Financial Affairs (DG ECFIN); EUROSTAT; International Energy Agency (IEA); Chamber of Commerce of Forlì-Cesena, Italy.

The underlying first-sales data is in a separate Annex available on the EUMOFA website.

The European Market Observatory for Fisheries and Aquaculture Products (EUMOFA) was developed by the European Commission, representing 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 art. 42].

As a **market intelligence tool**, EUMOFA provides regular weekly prices, 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 four languages: English, French, German, and Spanish.

EUMOFA website is publicly available at the following address: www.ec.europa.eu/fisheries/market-observatory.

7. Endnotes

¹ Bivalves and other molluscs and aquatic invertebrates, cephalopods, crustaceans, flatfish, freshwater fish, groundfish, other marine fish, salmonids, small pelagics, and tuna and tuna-like species.

² http://www.puertos.es/en/estadisticas/estadistica_mensual/index.html

³ <http://www.europarl.europa.eu/committees/en/studies.html?action=1&tab=search#studies>

⁴ EUROSTAT.

⁵ Crab, freshwater crayfish, lobster *Homarus* spp., miscellaneous shrimps, Norway lobster.

⁶ <http://www.fao.org/fishery/species/3435/en>

⁷ http://www.ices.dk/sites/pub/Publication%20Reports/Advice/Popular%20advice/pan-sknd_popular.pdf

⁸ http://www.ices.dk/sites/pub/Publication%20Reports/Advice/Popular%20advice/her-47d3_popular.pdf

⁹ <http://www.europarl.europa.eu/committees/en/studies.html?action=1&tab=search#studies>

¹⁰ http://www.ices.dk/sites/pub/Publication%20Reports/Advice/Popular%20advice/Her-3a22_popular.pdf

¹¹ http://ec.europa.eu/fisheries/marine_species/wild_species/norway_lobster/index_en.htm

¹² http://www.seafish.org/media/Publications/SeafishResponsibleSourcingGuide_haddock_201305v2.pdf

¹³ The Norwegian Trade Portal: <http://digital.findexaforlag.no/i/293943/0>

¹⁴ Coldwater shrimp, crab, freshwater crayfish, *Lobster homarus* spp., miscellaneous shrimps, Norway lobster, other crustaceans, rock lobster and sea crowfish, tropical shrimp.

¹⁵ GLOBEFISH, Market reports, shrimp, June 2014: <http://globefish.org/shrimp-june-2014.htm> I

¹⁶ Blue whiting, cod, grenadier, haddock, hake, ling, other groundfish, pollack, redfish, saithe (=coalfish), toothfish, whiting.

¹⁷ The Norwegian Trade Portal: <http://digital.findexaforlag.no/i/293943/0>

¹⁸ Anchovy, herring, horse mackerel, mackerel, miscellaneous small pelagics, sardine, sprat (=brisling).

¹⁹ Albacore tuna, bigeye tuna, bluefin tuna, miscellaneous tunas, skipjack tuna, swordfish, yellowfin tuna.

²⁰ http://ec.europa.eu/information_society/newsroom/cf/mare/itemlongdetail.cfm?item_id=16842&subweb=347&lang=en

²¹ <http://www.ices.dk/news-and-events/news-archive/press-releases/Pages/Press-release---ICES-releases-advice-for-Arctic-and-Northwestern-fish-stocks.aspx>

²² http://europa.eu/rapid/press-release_IP-14-668_en.htm?subweb=347&lang=en

²³ http://europa.eu/rapid/press-release_MEMO-14-376_en.htm?subweb=347&lang=en

²⁴ http://europa.eu/rapid/press-release_IP-14-653_en.htm?subweb=347&lang=en

²⁵ <http://www.fao.org/3/a-i3720e.pdf>

²⁶ <http://www.fao.org/news/en/>

http://ec.europa.eu/information_society/newsroom/cf/mare/itemlongdetail.cfm?item_id=16807&subweb=347&lang=en

²⁷ GLOBEFISH, European Price Report, June 2014.

²⁸ <http://www.statice.is/Pages/444?NewsID=10914>

²⁹ EUMOFA.

³⁰ Pangasius in the EU market – Prospects for the position of (ASC-certified) pangasius in the EU retail and food service sector, report compiled by LEI Wageningen UR for CBI (Centre for the development of Imports from developing countries) and IDH

³¹ Ibidem.

³² http://www.visbureau.nl/cijfers/consumptiecijfers/consumptiecijfers_2013/

³³ <http://www.asc-aqua.org/index.cfm?act=update.detail&uid=136&lng=1>

³⁴ Pangasius in the EU market – Prospects for the position of (ASC-certified) pangasius in the EU retail and food service sector, report compiled by LEI Wageningen UR for CBI (Centre for the development of Imports from developing countries) and IDH.

³⁵ http://ec.europa.eu/fisheries/marine_species/farmed_fish_and_shellfish/mussels/index_en.htm

³⁶ <http://www.magrama.gob.es/es/alimentacion/temas/consumo-y-comercializacion-y-distribucion-alimentaria/panel-de-consumo-alimentario/ultimos-datos/default.aspx>

³⁷ http://www.franceagrimer.fr/content/download/31767/285045/file/NCO-NOT-MER-2014-05-28.pdf?from=newsletter&date=31-5-2014&n1_edition

³⁸ Revised.

³⁹ Provisional.

⁴⁰ Eurostatistics - Data for short-term economic analysis - Issue number 06/2014,

http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-BJ-14-006/EN/KS-BJ-14-006-EN.PDF

⁴¹ http://ec.europa.eu/economy_finance/enewsletter/98_140508/

⁴² http://ec.europa.eu/economy_finance/enewsletter/99_140522/

⁴³ European Central Bank. www.ecb.int

⁴⁴ International Energy Agency – Oil Market Report – June 2014: <http://omrpublic.iea.org/omrarchive/13june2014fullpub2.pdf>

⁴⁵ Ibidem: <http://omrpublic.iea.org/omrarchive/13june2014tabpub.pdf>

⁴⁶ Chamber of Commerce of Forlì-Cesena. <http://www.fc.camcom.it/prezzi/listino/prodotti/prodotto.jsp?id=1440>

⁴⁷ European Central Bank - Monthly Bulletin - June 2014: <http://www.ecb.europa.eu/pub/pdf/mobu/mb201406en.pdf>

⁴⁸ http://epp.eurostat.ec.europa.eu/portal/page/portal/product_details/publication?p_product_code=KS-BJ-14-006