



DENMARK IN THE WORLD AND IN THE EU

(2015, source: FAO and Eurostat)

Denmark is the EU's 2nd largest producer of fisheries and 8th largest of aquaculture products.

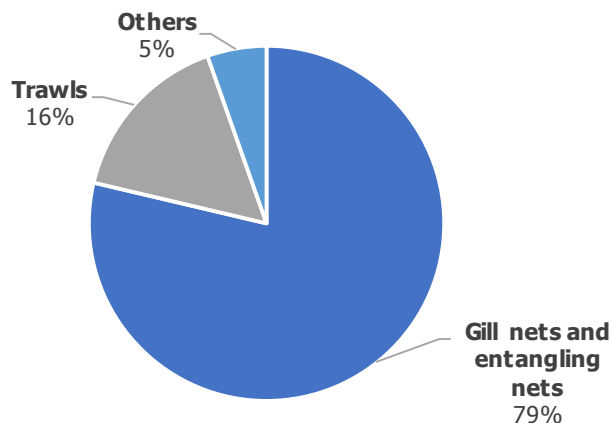
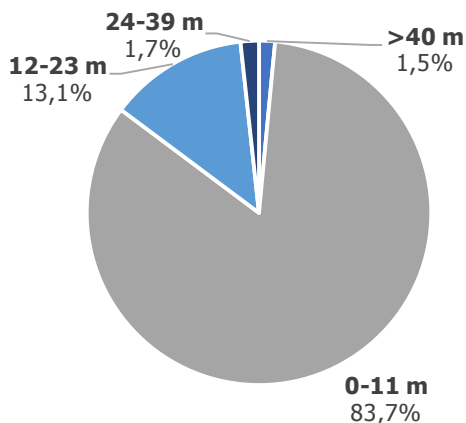
| (1.000 tonnes) | World | EU-28 | Denmark | % world | % EU-28 |
|----------------|---------|-------|---------|---------|---------|
| Catches | 104.635 | 5.144 | 869 | 0,8% | 16,9% |
| Aquaculture | 106.094 | 1.307 | 36 | 0,03% | 2,8% |
| Total | 211.511 | 6.451 | 905 | 0,4% | 14,0% |

FISHING FLEET

(fleet - 2017, source: EU fishing fleet register; employment - 2015, source: JRC)

| Vessels (2017) | Capacity (2017) | Power (2017) | |
|-------------------------|------------------------|------------------------|------------------------|
| Number: 2.205 | GT: 68.567 | KW: 206.234 | |
| TOTAL FTE: 1.570 | | | |
| 0-11 m | 12-23 m | 24-39 m | >40 m |
| Jobs (FTE): 16% | Jobs (FTE): 50% | Jobs (FTE): 17% | Jobs (FTE): 17% |

The Danish **fishing fleet** and **gear composition**:

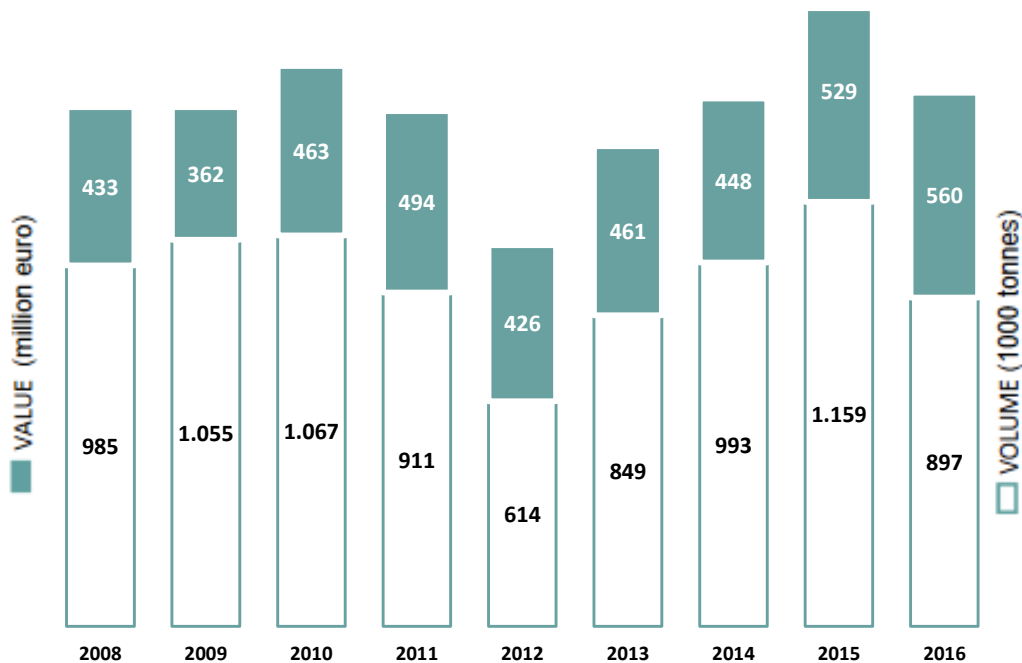




LANDINGS

Landings represent the initial unloading of any quantity of fisheries products, including aquatic plants, from on board a fishing vessel to land in a given country, regardless of the nationality of the vessel making the landings. Landings are recorded in net weight.

In Denmark, 98% of the volumes are landed fresh and 69% are for human consumption. 64% of fisheries products are landed by Danish vessels. Total fishing ports recorded in Denmark are 131 (source: EU Master Data Register).



Main commercial species landed and % of total
(2016, million euro and 1.000 tonnes)



| | | | | | |
|------------------|-----|-----|-----|-----|----------------------------|
| HERRING | 104 | 19% | 320 | 36% | SPRAT(=BRISLING) |
| SPRAT(=BRISLING) | 85 | 15% | 185 | 21% | HERRING |
| COD | 56 | 10% | 155 | 17% | BLUE WHITING |
| BLUE WHITING | 49 | 9% | 43 | 5% | MUSSEL <i>MYTILUS SPP.</i> |
| PLAICE | 46 | 8% | 41 | 5% | OTHER GROUND FISH |
| NORWAY LOBSTER | 38 | 7% | 32 | 3% | OTHER MARINE FISH |
| OTHERS | 182 | 32% | 121 | 13% | OTHERS |

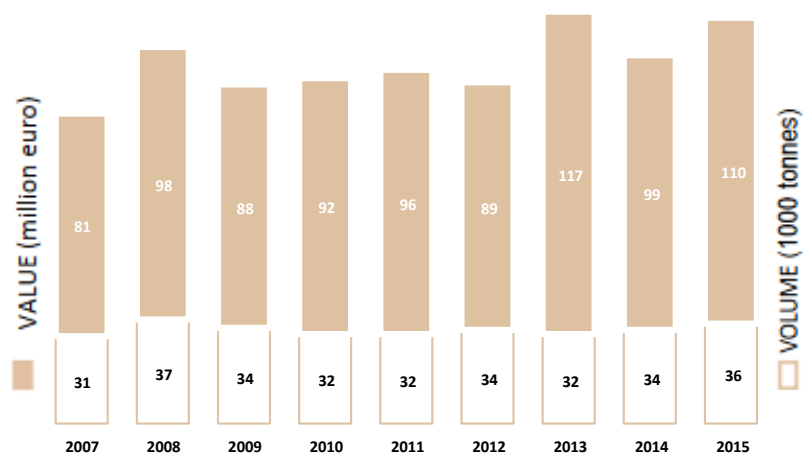
(source: Eurostat)



AQUACULTURE

Aquaculture refers to the farming of aquatic (freshwater or saltwater) organisms, such as fish, molluscs, crustaceans and aquatic plants. Aquaculture data are reported in live weight equivalent and value. Farmed products are generally not sold in auction markets, but directly from producers to wholesalers or to retailers. In Denmark, 38% of fish are farmed in sea and brackish waters and 27% in freshwater; while 35% are not specified. The most important aquaculture methods are:

- 37% in recirculation systems, mostly in freshwater but also saltwater;
- 33% in cages, entirely farmed in saltwater;
- 26% in ponds, tanks and raceways, entirely farmed in freshwater.



Main commercial species farmed and % of total
(2015, million euro and 1.000 tonnes)



| Species | Value (million euro) | % of total | Volume (1000 tonnes) | % of total |
|---------------------|----------------------|------------|----------------------|------------|
| TROUT | 96 | 87% | 32 | 90% |
| EEL | 10 | 9% | 2 | 5% |
| SALMON | 2 | 2% | 1,2 | 3% |
| MUSSEL MYTILUS SPP. | 1,3 | 1% | 0,4 | 1,2% |
| OTHER SALMONIDS | 0,8 | 0,7% | 0,2 | 0,6% |
| OTHERS | 0,4 | 0,3% | 0,05 | 0,2% |

(source: Eurostat)



PRODUCER ORGANISATIONS (2018, source: DG MARE, [link](#))

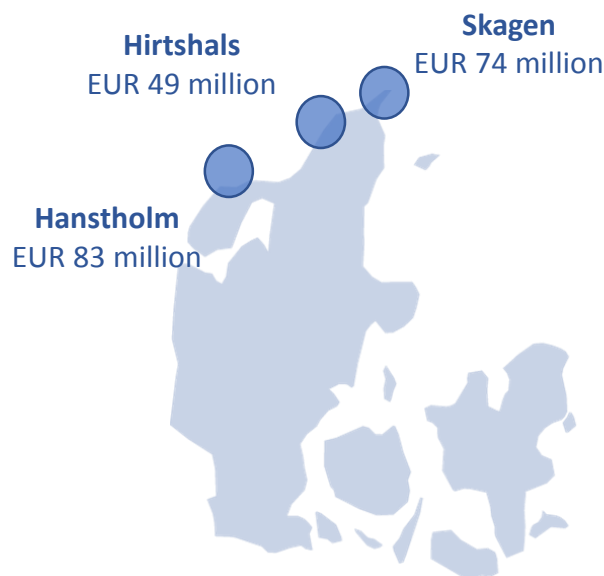
In Denmark **2 producer organisations (POs)** are formally recognised. Their role is to contribute to the achievement of the objectives of the CFP and of the CMO through the collective management of their members' activities. Both POs are involved in fisheries.

FIRST SALES (2017, source: EUMOFA)

First sales concern the fish that is sold or registered at an auction center or to registered buyers or to producer organisations (PO). First sales may differ from landings since the former do not cover fish that is landed by vessels owned by processing companies or direct sales to processors.

In Denmark, there are 9 fish auction centres, the largest in Hanstholm on the West coast. "Danske Fiskeauktioner" in Thyborøn is the second largest which sells on an Internet auction system the fish from the harbours of Thyborøn, Hvide Sande and Thorsminde.

Of the 239 places of sale operating in 2017, the top-3 were in the North Sea.



The top-3 places of sales covered 69% of the total in terms of volume and 61% in terms of value.

| Top-3 places of sales | Volume (tonnes) | Value (million EUR) | Top-3 main commercial species (in value) |
|-----------------------|-----------------|---------------------|--|
| Hanstholm | 32.470 | 83,3 | Cod, saithe, hake |
| Skagen | 107.060 | 74,2 | Herring, mackerel, Norway lobster |
| Hirtshals | 39.356 | 49 | Herring, Norway lobster, plaice |



WHOLESALE (source: Eurofish)

Wholesale is an intermediary stage in the distribution channel that buys in bulk and sells to resellers (e.g. retailers) rather than to consumers.

In Denmark, there is only one wholesale market (“Københavns Fisketorv”) involved in sales of fisheries and aquaculture products. The market is situated in the Northern harbour area of Copenhagen.

1 wholesale market



PROCESSING

According to Eurostat-SBS 4.136 persons were employed in 2015 in the Danish fish processing industry. It recorded a value added of EUR 283 million, covering 7% of the value added of total manufacture of food products.

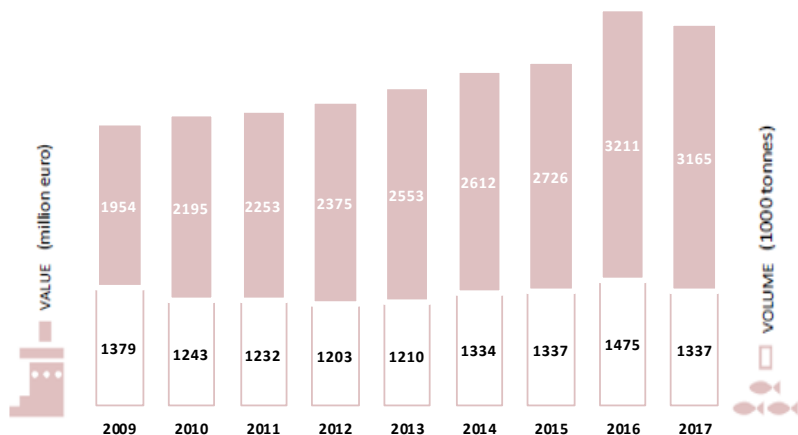
In 2016, the main products sold were fishmeal followed by smoked fish and fresh or chilled fish fillets (source: Eurostat-PRODCOM).

103 companies
Sales: EUR 2,44 billion
(2015, source Eurostat - SBS)



TRADE (source: Eurostat)

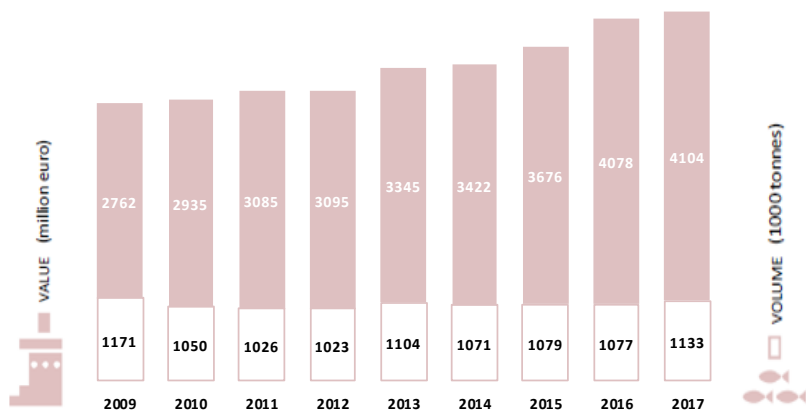
Import



MAIN COMMERCIAL SPECIES IMPORTED AND % OF TOTAL IMPORTS (2017, million euro)

| Species | Value (million euro) | % of Total Imports |
|-------------------------|----------------------|--------------------|
| SALMON | 1.188 | 37,6% |
| COD | 409 | 12,9% |
| MISCELLANEOUS SHRIMP | 245 | 7,8% |
| OTHER COLD-WATER SHRIMP | 159 | 5% |
| GREENLAND HALIBUT | 126 | 4% |
| FISH OIL | 124 | 3,9% |
| OTHERS | 914 | 28,8% |

Export

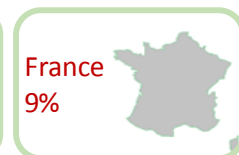
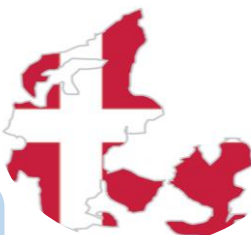
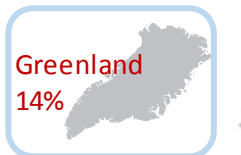


MAIN COMMERCIAL SPECIES EXPORTED AND % OF TOTAL EXPORTS (2017, million euro)

| Species | Value (million euro) | % of Total Exports |
|-------------------------|----------------------|--------------------|
| SALMON | 1.180 | 28,8% |
| COD | 478 | 11,6% |
| FISHMEAL | 324 | 7,9% |
| MISCELLANEOUS SHRIMP | 240 | 5,9% |
| OTHER COLD-WATER SHRIMP | 223 | 5,4% |
| FISH OIL | 206 | 5% |
| OTHERS | 1.453 | 35,4% |

Main countries of **ORIGIN** (in value, 2017)

Main countries of **DESTINATION** (in value, 2017)

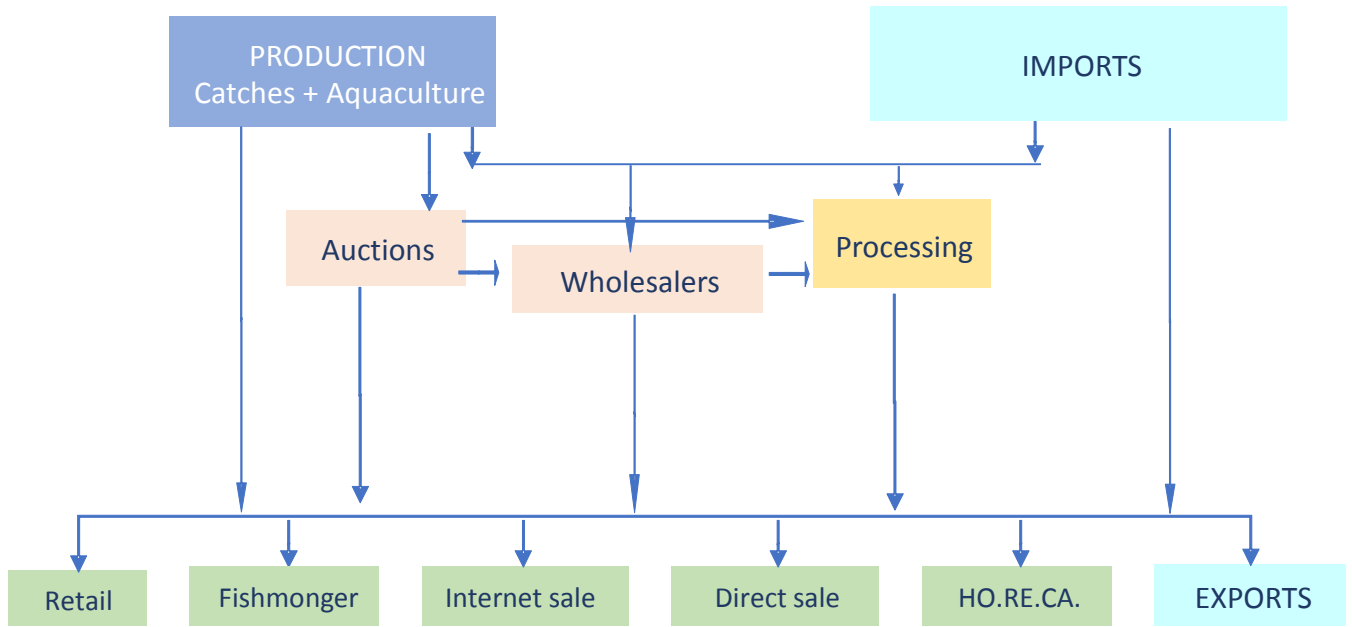




DISTRIBUTION

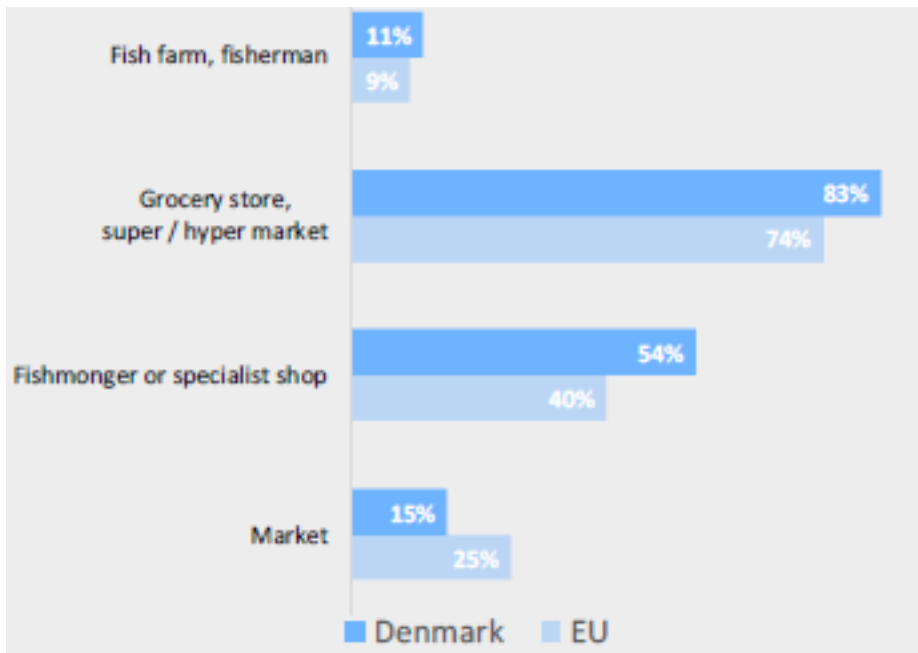
The supply chain of fisheries and aquaculture products in Denmark

(source: Eurofish)



Consumer preferences on purchasing channels

(source: EUROBAROMETER)





CONSUMPTION

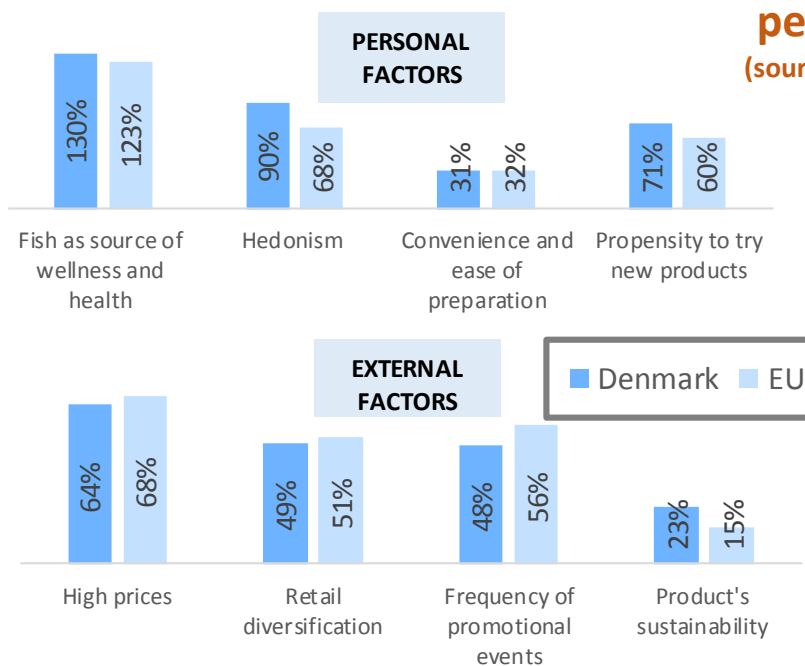
Apparent consumption of fisheries and aquaculture products in Denmark amounted to **22,9 kg per capita** in 2015, a slight decrease (-1%) compared to the previous year. The main consumed species were **cod, hake, herring, mackerel, and salmon**.

From a socio-demographic point of view, regular fish consumers belong mainly to age classes 40-54 years, and over 55 years. Young people are less inclined to consume fish in Denmark. This age group has the lowest number of regular consumers across the EU (source: "EU consumer habits regarding fishery and aquaculture products"). Danes consume especially tinned (45%) and smoked (40%) products, while loose fish (64%) is slightly less frequently consumed than the EU average (68%).

22,9 Kg per capita
(source: EUMOFA)

Purchasing factors

(source: EUROBAROMETER)



LANDINGS

Volumes and values are collected by EUMOFA from **Eurostat – Fishery**. Data concern all species landed in Denmark by vessels of all nationalities. Data are available on a yearly basis, accessible through simple and advanced tables.

FIRST SALES

Volumes and values are collected from the Danish Directorate of Fisheries on a weekly and monthly basis. Data include all sales occurred through auctions and do not include other sales occurred out of auctions (e.g. direct sales).

Weekly data are collected and disseminated for 16 species and 10 places of sale. Click [here](#) for the list of species and places of sales.

Monthly data are collected and disseminated for all species sold in the places included in the data transmission. Click [here](#) for the list of places of sale.

Both types of data are accessible through simple and advanced tables.

TRADE

Volumes and values are collected from **Eurostat – COMEXT**. Data concern trade of all fisheries and aquaculture products as recorded by national customs, available on a monthly and yearly basis. Data are accessible through simple and advanced tables.

AQUACULTURE

Volumes and values are collected by EUMOFA from **Eurostat – Fishery**. Data are available on a yearly basis, accessible through simple and advanced tables.

WHOLESALE

No data available for this supply chain stage

PROCESSING

Volumes and values are collected from **Eurostat – PRODCOM**. Data concern 19 processed products as recorded through the PRODCOM nomenclature. Data are available on a yearly basis and are accessible through simple tables.

CONSUMPTION

Household consumption of fresh fisheries and aquaculture products is collected from a **private provider** by EUMOFA on a monthly basis for 8 products based on panel reporting. Click [here](#) for the products per each Member State. Data (volumes and values) are accessible through simple queries on a monthly and yearly basis.