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Most of the reporting countries - Denmark, Greece, France, Lithuania, Portugal, and the UK - experienced decreases in both first-sales value and volume. The UK saw the highest decrease in both value and volume, while Sweden registered the greatest increase in volume.

The fishing opportunities for certain stocks in EU and certain non-EU waters, as well as certain fish stocks in the Black Sea, were agreed by the Council in December 2013. In 2014, 27 fish stocks can be fished at maximum sustainable yield (MSY) in the North Sea and Atlantic, up from 25 the previous year.

The USA is the third largest consumer market of seafood in the world. However, over the past years, seafood consumption has exhibited a slight downward trend. In 2012, consumption per capita decreased 4% compared with 2011.

Retail prices of fresh farmed salmon experienced a series of fluctuations in 2013, in ten EU Member States analysed. It is particularly the case for retail prices of salmon fillets.

In France, in 2013, household consumption of fresh fish decreased in volume, concomitantly with an overall increase of the average unit price.

1. First sales in the EU

In November 2013, ten EU Member States (MS) reported first-sales data for ten commodity groups.¹

Since the previous month, first sales have decreased in both volume and value for six of the reporting countries: Denmark, Greece, France, Lithuania, Portugal, and the UK. They have increased for Belgium and Latvia.

For Sweden, they have increased in volume; for Germany, they have increased marginally in value (3%).

In Spain in November 2013, 16.995 tonnes of fresh fish were landed, 11% less than a year before. Meanwhile, the cumulative volume (207.886 tonnes) of fresh fish landed in January-November 2013 decreased 4%, compared with the same period in 2012. A Coruña and Vigo, the ports with the largest volume of landings, experienced a 3% increase (42.174 tonnes) and 4% decrease, respectively, compared with January-November 2013.²

Table 1. **OVERVIEW OF THE EU REPORTING MS** (value in million euro and volume in tonnes)

MS	November 2011		November 2012		October 2013		November 2013	
	Volume	Value	Volume	Value	Volume	Value	Volume	Value
BE	1.760	6,48	1.673	5,03	1.610	4,38	1.755	5,06
DK	27.518	35,59	21.383	24,46	41.102	44,44	26.050	26,12
DE	n/a	n/a	n/a	n/a	7.369	2,95	3.703	3,03
EL ³	839	2,81	1.160	3,32	1.339	3,82	1.183	3,36
FR	20.630	59,54	17.974	50,25	19.002	54,85	16.785	50,71
LT	370	0,39	302	0,28	274	0,18	229	0,16
LV	n/a	n/a	5.040	1,35	5.814	1,56	7.040	1,80
PT	13.860	18,28	12.401	16,50	11.592	15,96	10.845	15,30
SE	14.134	10,49	7.380	7,54	7.310	6,81	8.942	6,40
UK	28.520	59,26	31.228	53,52	64.225	88,59	20.187	39,10

Source: EUMOFA (updated 14.01.2014); volume data is reported in net weight.

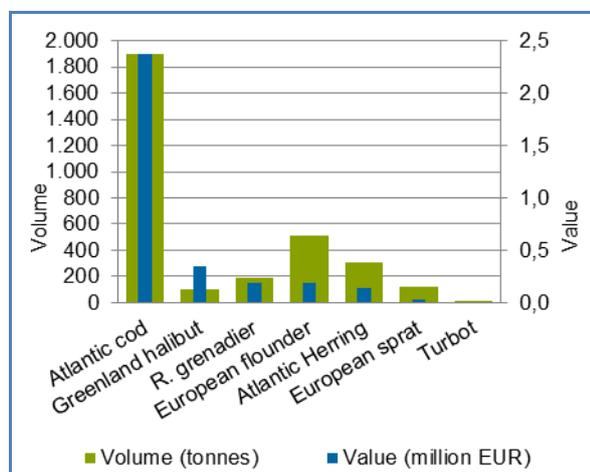
1.1. LITHUANIA

The total value of the fisheries sector is less than 1% of the country's GDP. However, with a long tradition, fisheries play an important role in the small communities in coastal areas.

The marine fishery, which represents ca. 97% of Lithuanian catches, is further classified into the distant-water fishery (80% of the country's total catches), the Baltic Sea fishery, and the coastal fishery. Lithuania has a coastline of 90 km. Its territorial waters and the maritime exclusive economic zone are 7.000 km², ca. 2% of the Baltic Sea, while the inland waters are 2.600 km², about 4% of the country's surface. Lithuania has a substantial external fleet operating off the West Africa coast. Main species caught are horse mackerel, mackerel and sardinella.

The Baltic Sea marine fishery comprises primarily five main commercial species, of which cod was the most important in value (2012). Other predominant species caught in the Baltic Sea include herring, sprat, turbot, and flounder. Catches of herring and flatfish have fluctuated substantially over the past years. Eastern cod fishing activities in the Baltic Sea are closed in July and August because of the spawning season.

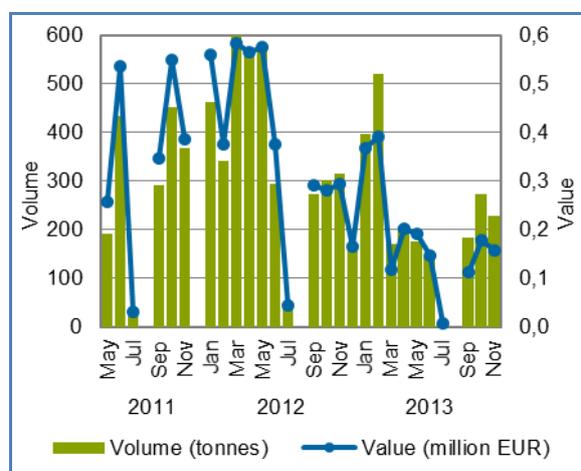
Figure 1. **TOTAL LANDINGS IN LITHUANIA BY MAIN COMMERCIAL SPECIES (2012)**



R. grenadier = Roughhead grenadier, Source: EUROSTAT.

The Lithuanian sea fishery has experienced a decline in volume and value in the past five years: In 2012, total landings reached ca. EUR 4 million and 3.500 tonnes, less by 47 and 45%, respectively, compared with 2011.⁴ First sales in Lithuania include three⁵ of the ten commodity groups reported at the EU level. All fish landed are used for human consumption. Approximately 70% of the fish landed is sold through the Klaipeda fish auction.

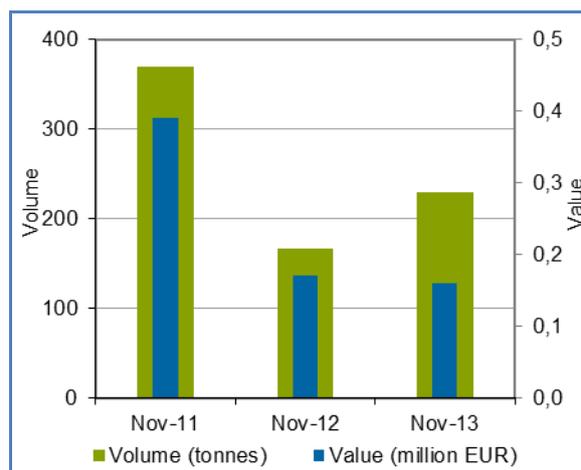
Figure 2. **TOTAL MONTHLY FIRST SALES IN LITHUANIA**



Source: EUMOFA (updated 14.01.2014).

In November 2013, first-sales value and volume of two commodity groups (flatfish and groundfish) were reported at EUR 0,16 million and 229 tonnes. Groundfish accounted for 77% of the value, and flatfish accounted for 59% of the volume of Lithuania's total first sales. First sales decreased in both value (-44%), and volume (-24%), compared with November 2012. Compared with two years ago (November 2011), the same trend was observed: -59% in value and -38% in volume. The decrease was seen mainly in groundfish, more specifically cod. Compared with one year ago (November 2012), first sales of groundfish decreased substantially in both value (-51%) and volume (-53%).

Figure 3. **NOVEMBER FIRST SALES IN LITHUANIA**



Source: EUMOFA (updated 14.01.2013).

At EUR 0,04 million and 136 tonnes in November 2013, first sales of flatfish increased in both value (6%) and volume (31%) over October 2012. Compared with two years ago, first sales of the flatfish commodity group decreased in both value and volume: by 45 and 17%, respectively.

1.1.1. BALTIC COD



Cod is a demersal species that is widely distributed throughout European waters. The presence of cod usually depends on prey availability rather than on temperature. However, larger fish are found in colder waters (0-5°C). Cod live in almost every salinity and in a wide range of temperatures, from nearly freezing to 20°C.⁶

Cod fishing is seasonal, subject to the spawning cycle, which causes variations in the quality of the cod in the Baltic. Spawning occurs typically in summer for Eastern Baltic cod. Also, spawning and recruitment success depend to a great extent on environmental conditions.

Cod is caught mainly with bottom trawls, and the species is subject to total allowable catches (TACs). In addition, recovery and management plans are in place for the long-term protection of cod. In accordance with the EU multi-annual plan for cod stocks in the Baltic Sea, the 2014 quotas for Lithuania are 7% higher for the Eastern Baltic stock (3.710 tonnes) and 15% lower (399 tonnes) for the Western Baltic stock, compared with 2013. Lithuania's share of Baltic cod TAC is ca. 5% (2013).

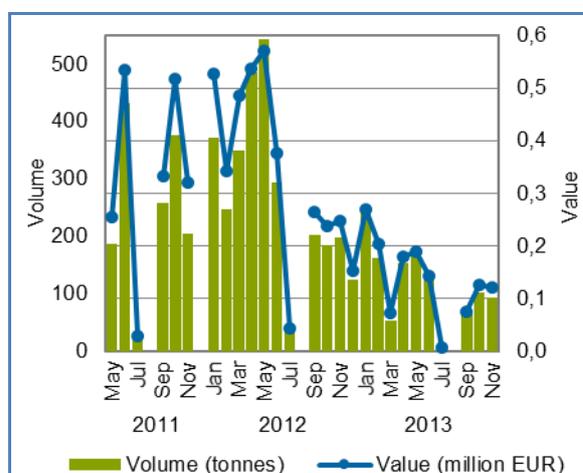
Cod from the Baltic Sea is processed and sold mainly to Germany, UK and Poland in different presentation and preservation forms: fresh, frozen fillets, loins, battered/breaded products, etc.

In November 2013, cod accounted for 19% of value and 37% of volume of the country's total first sales, reaching EUR 0,13 million and 102 tonnes. This was a decrease in both value (-47%) and volume (-45%) from the same period of the previous year. Compared with two years ago, the same trend was observed: 76% in value and -73% in volume.

The decrease in the landed and sold volume could be related to the decrease in Lithuania's cod fishing quota, from 4.420 tonnes in 2012 to 4.090 tonnes in 2013. For 2014, the cod quota has been established at 4.109 tonnes.

In addition, the current situation of the market, e.g. the presence of small cod in the Baltic Sea and its low price, makes cod catching less profitable. This reflects in lower landings.

Figure 4. **BALTIC COD: MONTHLY FIRST SALES IN LITHUANIA**



Source: EUMOFA (updated 14.01.2014).

The average unit price of cod in November 2013 was 1,31 EUR/kg, 7% higher than the previous month when more volume was sold (102 tonnes). It has decreased 4% compared with one year ago (November 2012), when 198 tonnes were sold.

The highest unit price of cod observed in the period surveyed was in October 2011 at 1,56 EUR/kg and ca. 206 tonnes sold.

1.1.2. FLOUNDER



Flounder is a demersal fish that is widespread in European coastal waters. It is a flatfish living at depths of ca. 50 m.

During most of the year, flounder is found in estuaries and typically grows to 25-30 cm long, but it can reach up to 50 cm and live for up to 15 years. Flounder feeds mainly on invertebrates and small fish, especially crustaceans, worms, and molluscs.

Flounder is found throughout the Baltic, except for the extreme eastern and northern areas. In the Baltic Sea, flounder is the second most important species after cod. Flounder spawns offshore from February to June, after which it migrates to inshore areas.

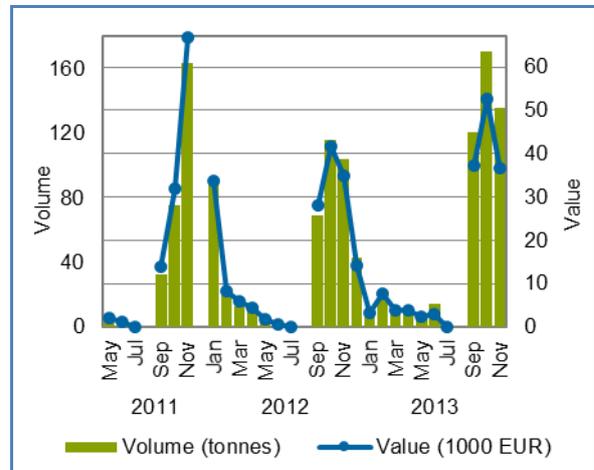
Flounder is caught mainly as by-catch in demersal trawl fisheries for cod, and to a lesser extent, in a directed fishery.

In November 2013, flounder was Lithuania's most important main commercial species with 59% of volume of the country's total first sales (136 tonnes). It accounted for 23% of value, achieving ca. EUR 36.700.

This was an increase in both value and volume, 31% and 6%, respectively, from the same period of the previous year. Compared with two years ago, the opposite trend was observed: a significant decrease in value (45%) and a smaller decrease in volume (-17%).

The average unit price in November 2013 was 0,27 EUR/kg, 12% lower than the previous month, when supply was greater (ca. 171 tonnes).

Figure 5. FLOUNDER: MONTHLY FIRST SALES IN LITHUANIA



Source: EUMOFA (updated 14.01.2014).

Compared with November 2012, the average unit price of flounder decreased 19%, corresponding to the lower volume landed and sold (ca. 104 tonnes).

The highest flounder price observed in the period surveyed was in June 2012 at 0,47 EUR/kg and ca. 8 tonnes sold.

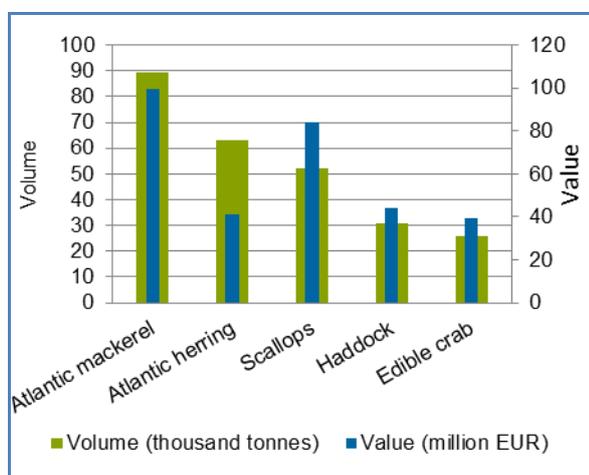


1.2. THE UNITED KINGDOM

The UK has a coastline of 10.500 km and a shelf area of approximately 500.000 km². However, since 2002, the UK fishing fleet has decreased ca. 15%, reaching a size of 6.400 fishing vessels. Meanwhile, the employment of fishermen has been shrinking to approximately 12.445 people (-12%) in the same period. UK is the third fisheries producer in the EU in volume.

The top five species (in volume) landed in the UK (2012) were mackerel, herring, scallop, haddock, and crab.⁷

Figure 6. TOTAL LANDINGS IN THE UK BY MAIN SPECIES



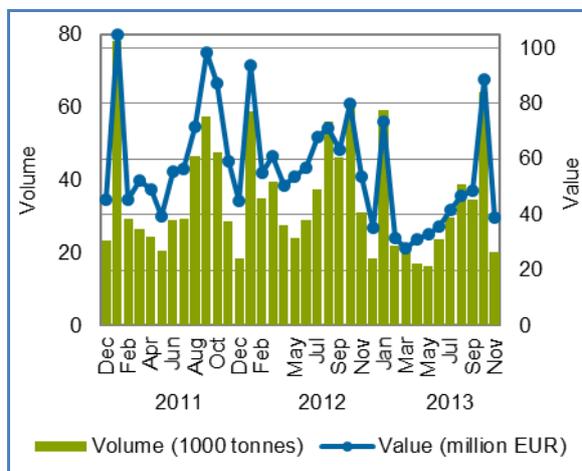
Source: EUMOFA (updated 14.01.2014).

The fish landed is sold mainly through the auction markets. The most important in volume are Peterhead, Lerwick and Fraserburgh (located in Scotland) as well as Plymouth, in England.⁸ Landings have fluctuated over the past years, but in general, they have increased. In 2012, total landings reached ca. EUR 815 million and 454.000 tonnes.⁹

The UK landings include a large variety of demersal, pelagic, and shellfish species. On average, more than 100 species are landed, of which the most valuable are lobster, halibut, turbot, sole, and bass.¹⁰

In November 2013, first sales reached EUR 39,10 million and 20.187 tonnes. Both first-sales value and volume decreased by 24 and 34%, respectively, compared with November 2012. Compared with two years ago, it was the same trend, with first sales decreasing 34% in value and 29% in volume.

Figure 7. TOTAL MONTHLY FIRST SALES IN THE UK

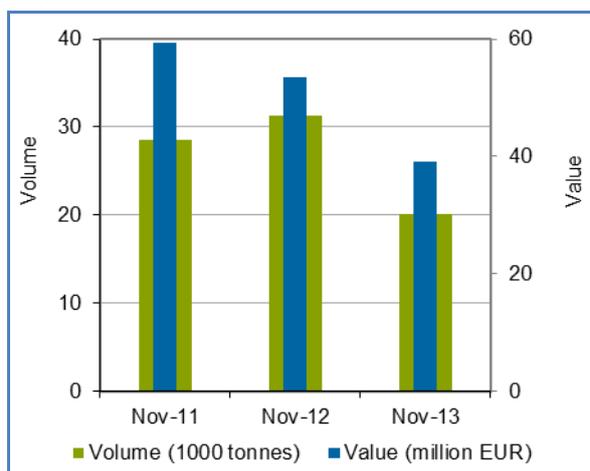


Source: EUMOFA (updated 14.01.2014).

Groundfish was the most significant commodity groups, accounting for 29% of the value and 34% of the volume of UK first sales in November 2013.

The groundfish commodity group achieved first sales of EUR 11,33 million and 6.844 tonnes in November 2013, representing a decrease in both value (-14%) and volume (-18%) from the year before. Compared with November 2011, the same decreasing trend is observed, -5% in value and -15% in volume.

Figure 8. NOVEMBER FIRST SALES IN THE UK



Source: EUMOFA (updated 14.01.2014).

First sales of cephalopods reached EUR 1,96 million and 649 tonnes. Compared with a year ago, they increased in value (6%) and decreased in volume (-25%). Compared with November 2011, first sales decreased 47% in value and 34% in volume.

1.2.1. SQUID



In UK squid is the main commercial species included in the cephalopods' commodity group¹¹ with some 50% in volume. In November 2013, squid constituted 2% of value and 1% of volume of UK total first sales.

Squid is fished mainly in southwest Scotland, the Moray Firth and Rockall, but it can also be found in most of the waters surrounding the UK. With small stocks, the squid fisheries vary from season to season, depending on a good breeding generation. The best period for fishing squid is autumn and early winter.¹²

In November 2013, first sales of squid were ca. EUR 0,86 million and 208 tonnes. This was an increase in both value (31%) and volume (34%) over November 2012.

During January-November 2013, the cumulative first-sales value of squid was EUR 6,33 million, a 15% decrease compared with January-November 2012. The volume in the same period was 1.341 tonnes, representing a 20% decrease.

The average unit price for squid in November 2013 was 4,83 EUR/kg, 2% less than one year ago, corresponding to a volume of 179 tonnes, a 34% increase over 2012.

The highest unit price registered for squid in 2013 was in May, at 6,42 EUR/kg, corresponding to 24 tonnes landed and sold.

1.2.2. SAI THE



Saithe (=coalfish) is the third most important main commercial species in value and the second most important in volume

of the groundfish commodity group.¹³ UK is the third EU producers with 18% of the EU TAC.

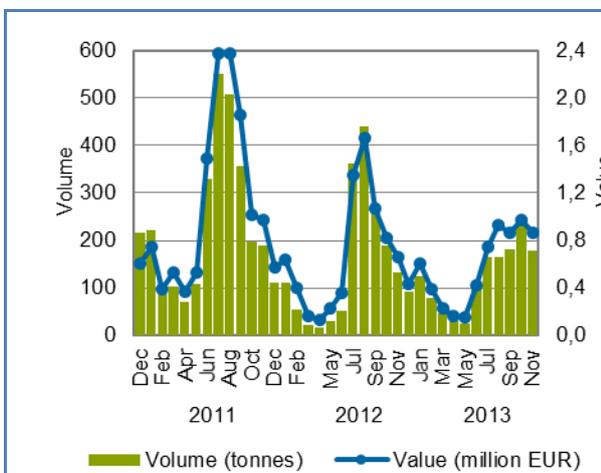
Saithe is a demersal species and belongs to the cod family. When juvenile, saithe lives in shallower waters and fjords before maturing at about 3 years old, and it is at this time that they migrate to deeper waters, where they feed on smaller fish. The UK saithe fishery is carried out mostly with bottom trawl. The main EU market for this species is France, which absorbs ca. 60% of the UK intra-EU exports.¹⁴

In November 2013, first sales of saithe represented 3% of the value and 5% of the volume of total first sales in the UK, which reached EUR 1,11 million and 1.017 tonnes. This was a decrease in both value (-30%) and volume (-17%) from November 2012.

First-sales cumulative value (January-November 2013) of saithe was EUR 13,55 million, a 21% decrease from the same reference period one year before. The corresponding volume was 13.528 tonnes, a 5% increase over January-November 2012.

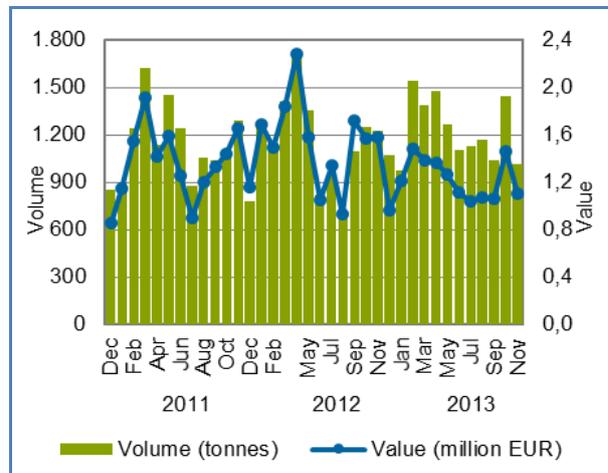
The average unit price of saithe in November 2013 was 1,09 EUR/kg, representing a 16% decrease compared with November 2012, when more volume was landed and sold (1.228 tonnes). The highest unit price observed in 2013 was in January, at 1,24 EUR/kg and 975 tonnes.

Figure 9. SQUID: MONTHLY FIRST SALES IN THE UK



Source: EUMOFA (updated 14.01.2014).

Figure 10. SAI THE: MONTHLY FIRST SALES IN THE UK



Source: EUMOFA (updated 14.01.2014).

2. Global Supply

Common Fisheries Policy (CFP) and Common Market Organisation (CMO): New policies came into effect on 1 January 2014, the purpose of which is to return fish stocks to sustainable levels, end wasteful fishing practices, and create new jobs and growth in coastal areas. To achieve this, it emphasises the need to end the wasteful practice of discarding marketable fish, empower the sector, in particular producers' organisations and decentralise decision-making, prioritise aquaculture, support small-scale fisheries, improve the scientific knowledge of the state of stocks, take responsibility in foreign waters through the EU's international agreements and improve information to consumers.¹⁵

Fishing Opportunities / EU: TACs for 2014 for the main commercial fish stocks in the Atlantic Ocean, North Sea, and Black Sea have been agreed on by the European Council. In 2014, 27 fish stocks can be fished at MSY in the Atlantic and North Sea, up from 25 in 2013. The 2014 TACs for Black Sea sprat and turbot remain unchanged from the previous year, at 11.475 tonnes and 86.4 tonnes, respectively. Preliminary quotas have been set for stocks that are still being negotiated by the EU and Norway.¹⁶

IUU / EU: The European Commission intensified its fight against illegal, unreported, and unregulated (IUU) fishing by banning import into the EU of fishery products caught by vessels from some third countries. Targeted are third countries that have failed to show real commitment to tackling the problem of IUU (Belize, Cambodia and Guinea). Dialogue with Fiji, Panama, Sri Lanka, Togo and Vanuatu was extended until the end of February 2014. In addition, the Commission has given "yellow cards" to countries that have failed to meet international obligations to fight illegal fishing (Korea, Ghana and Curaçao).¹⁷

Deep-sea Fisheries / EU: Deep-sea fisheries in the Northeast Atlantic take place in EU waters, including the outermost regions of Portugal and Spain, and in international waters, governed by conservation measures adopted within the North-East Atlantic Fisheries Commission (NEAFC). Deep-sea fisheries account for ca. 1% of fish landed from the Northeast

Atlantic. The European Parliament voted against phasing out deep-sea bottom trawling and bottom gillnetting in the Northeast Atlantic. It did agree however on deep-sea conservation measures, including the protection of vulnerable deep-sea marine ecosystems.¹⁸

Resources / ICES: Exploitation of fish stocks in the Northeast Atlantic has declined significantly during the past ten years. Many fish stocks (e.g. cod around Iceland, in the Baltic Sea, and the Barents Sea; plaice in the North Sea; herring in the Norwegian Sea, the Baltic Sea, and the North Sea; and sprat in the Baltic Sea) have been harvested sustainably. However, the improvements have not been the same for all species and regions. Cod and haddock in the Faroe Islands region are exploited more intensively than the same species in other regions, which have seen a significant decrease in fishing pressure.¹⁹

Prawn / Estonia / Sustainability: The first Estonian prawn fishery has been reassessed against the Marine Stewardship Council (MSC) environmental standard. It concerns the cold-water prawn (*Pandalus borealis*) species in the Barents Sea. Prawn are caught with trawls with a sorting grid to minimise the by-catch. Catches are ca. 4.100 tonnes per year.²⁰

Cod / Spain / Sustainability: The Spanish Association of Cod Fishing Ship Owners (Agarba) has been awarded the MSC certification for its Barents Sea cod fishing operations. The catch is made with trawlers; in 2013 the catches totalled 12.000 tonnes.²¹

Trade / Norway: The value of Norwegian seafood exports in 2013, totalling ca. EUR 7,1 billion (NOK 61 billion), was 17% higher than the previous year. This was mainly attributable to a strong demand, which pushed prices up: The average unit price of fresh whole Norwegian salmon in November 2013 was 44% higher than in 2012. In addition, exports of cod have grown 56% in volume and 19% in value. The EU is the main export market for Norwegian salmon, with France and Poland absorbing most of the exports.²²

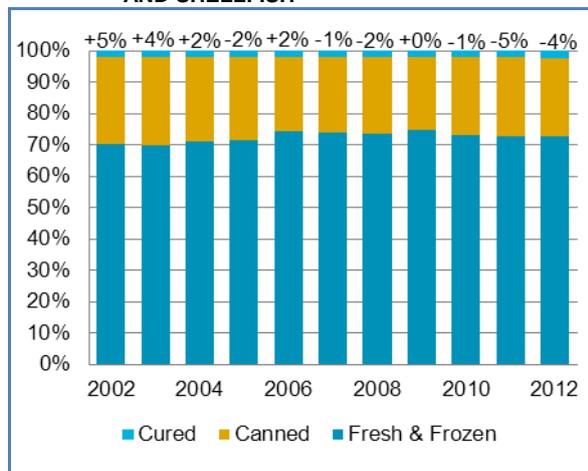
3. Case study: the US market for seafood products

According to the FAO, the USA ranks as the third largest consumer market of seafood in the world after China and Japan, when compared on a single-country basis (average for 2008-2012). However, the size of the market represented by the European Union (all 27 Member States) is nearly twice as large as the US market. According to the US National Oceanic and Atmospheric Administration (NOAA), US consumers spent an estimated USD 82.6 billion on fishery products in 2012, including USD 55.2 billion at food service establishments, USD 26.8 billion in retail sales for home consumption, and USD 570 million for industrial fish products.

3.1. CONSUMPTION

In recent years, consumption of seafood in the USA has declined slightly. In 2012, the 313 million Americans consumed approximately 2 million tonnes of edible weight of seafood, according to an annual NOAA study. This is per capita consumption of 6.5 kgs, representing a 4% decline compared with 2011. Note that NOAA calculates seafood consumption in edible weight, a measure different from how FAO calculates per capita consumption, which is stated in live weight. The FAO average consumption in the US for the period 2008-2010 was 21,9 kg live weight, compared with an average of 22,8 kg consumed in the EU for the same period.

Figure 11. ANNUAL CHANGE PER CAPITA SEAFOOD CONSUMPTION OF COMMERCIAL FISH AND SHELLFISH

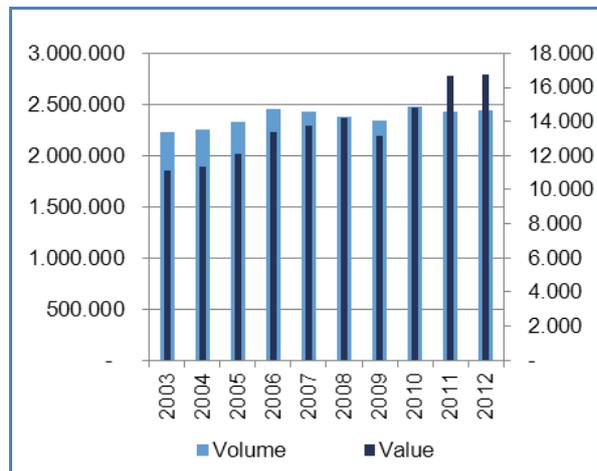


Source: National Oceanic and Atmospheric Administration (NOAA).

3.2. IMPORTS

US imports of edible fishery products in 2012 were valued at USD 16,7 billion, nearly the same as 2011. In 2012, edible imports consisted of approximately 2 million tonnes of fresh and frozen products, 311.000 tonnes of canned products, 43.000 tonnes of cured products, and 37.000 tonnes of other products.

Figure 12. US IMPORTS OF EDIBLE FISHERY PRODUCTS (volume in tonnes and value in million USD)



Source: National Oceanic and Atmospheric Administration (NOAA).

In 2012, shrimp accounted for almost 27% of the total import value of edible products. The 534.000 tonnes of shrimps imported to the US market constituted a value of USD 4,4 billion, although this was a 7% decrease in volume from 2011. Other important species imported in 2012 included salmon and tuna. Both fresh and frozen products were imported on a large scale in addition to canned products of these species. Imports of fresh and frozen salmon, including fillets, constituted ca. 255.000 tonnes in 2012, at a value of USD 1,8 billion.

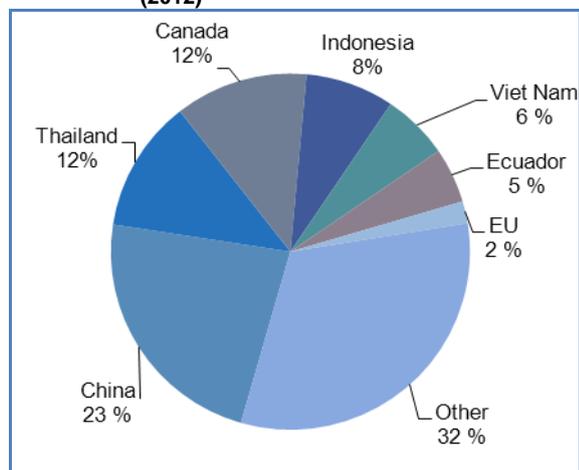
Table 2. **US IMPORTS BY PRODUCT TYPE (volume in thousand tonnes, value in billion USD)**

Product type	2011		2012	
	Vol.	Val.	Vol.	Val.
Fresh and frozen	2.019	14,41	2.052	14,25
Canned	341	1,78	311	1,92
Smoked, salted and dried	41	0,28	42	0,30

Source: National Oceanic and Atmospheric Administration (NOAA).

The USA is a net importer of edible seafood products. The trade deficit on seafood in 2011 and 2012 averaged close to USD 11 billion.

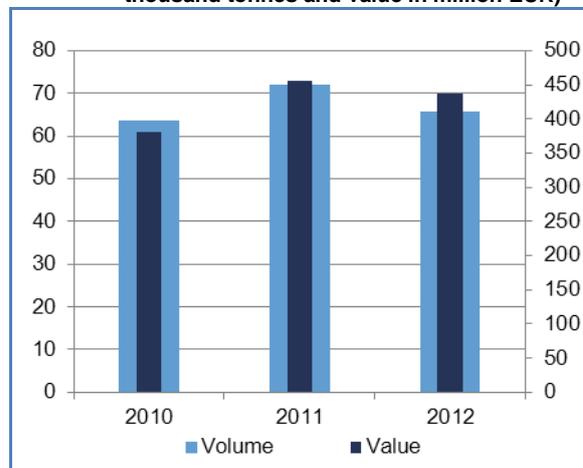
Figure 13. **US IMPORTS BY COUNTRY OF ORIGIN (2012)**



Source: National Oceanic and Atmospheric Administration (NOAA).

The EU is a minor supplier of seafood to the US market (2%). The major species exported are salmon from UK and herring from Poland. From 2011 to 2012, the export volume from the EU to the USA fell by 8,8% to 65.515 tonnes, and the export value fell by 4%. However, in the first three quarters of 2013, exports rose by 15% in volume and 14% in value.

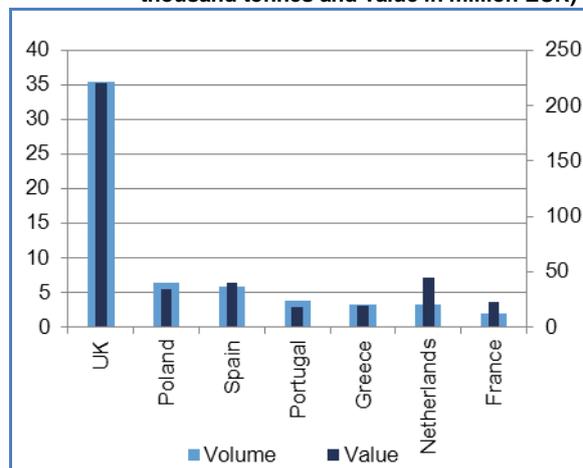
Figure 14. **EU EXPORTS OF EDIBLE FISHERY PRODUCTS TO THE US (volume in thousand tonnes and value in million EUR)**



Source: EUMOFA.

The UK is the largest EU supplier of seafood to the US market. In the first three quarters of 2013, 55% of the EU export volume to the USA was of UK origin, whereas the share of value was 50%. The main commercial species exported from the UK was farmed Atlantic salmon. Poland ranked second in 2013 with 9% of the export volume (mainly herring), followed by Spain (9%) and Portugal (8%).

Figure 15. **EU EXPORTS OF EDIBLE FISHERY PRODUCTS TO THE US BY MS (volume in thousand tonnes and value in million EUR)**



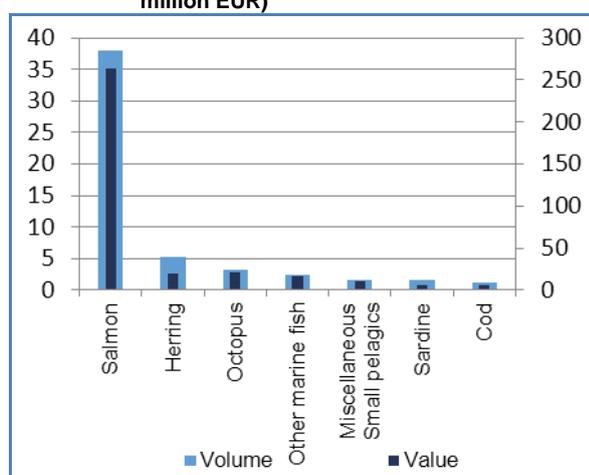
Source: EUMOFA.

The most important species exported from the EU to the US market in 2012 was salmon. Exports of salmon amounted to EUR 220 million, representing 60% of the total value. In volume, salmon accounted for 58%. In the first nine months of 2013, the percentages remained relatively stable (volume 57% and value 60%). The main salmon product exported to the US market year-to-date was fresh whole salmon, which accounted for 90% of the volume and 80% of the value. The second most

important commercial species exported from the EU to the US market was herring.

Exports in 2012 totalled 5.201 tonnes, while exports year-to-date 2013 were 3.565 tonnes. Poland is the main EU exporter of herring to the US market, with a 69% share of EU herring exports to the USA in the period January–September 2013.

Figure 16. **EU EXPORTS OF EDIBLE FISHERY PRODUCTS TO THE US BY MCS**
(volume in thousand tonnes and value in million EUR)



Source: EUMOFA.

3.3. PRODUCTION (LANDINGS)

In 2012, US landings from the Pacific trawl fleet decreased 1% in quantity and 4% in value compared with 2011. The total volume was 2,13 million tonnes with a value of USD 727,2 million. This includes Pacific cod, flounder, hake, Pacific ocean perch, Alaska pollock, and rockfish. Catch volume of Alaska pollock and Pacific cod increased over 2011, but a 30% decrease in hake reduced the total catch. Crab decreased slightly in volume, but the value increased USD 30,4 million (5%); of the major species landed in the US, crab yields the most value.

Table 3. **VOLUME OF LANDINGS IN THE US (2012)**

Rank	Species	Thousand tonnes
1	Pollock	1.310
2	Menhaden	803
3	Cod	331
4	Flatfish	319
5	Salmon	288
6	Hakes	168
7	Crabs	167
8	Shrimp	137
9	Herring (sea)	122
10	Squid	122

Source: National Oceanic and Atmospheric Administration (NOAA).

Table 4. **VALUE OF LANDINGS IN THE US (2012)**

Rank	Species	Thousand USD
1	Crabs	680.654
2	Scallops	561.315
3	Shrimp	490.067
4	Salmon	489.125
5	Lobster	465.823
6	Pollock	356.465
7	Cod	208.788
8	Clams	193.071
9	Flatfish	176.576
10	Tuna	163.885

Source: National Oceanic and Atmospheric Administration (NOAA).

4. Consumption

4.1. SALMON

In the past years, the farmed Atlantic salmon has become the most-consumed species in Europe, whereas wild Atlantic salmon has practically disappeared from the EU retail market. The popularity of farmed salmon has increased as a result of its year-round availability and affordability. France, UK, Germany, Spain and Italy are the main EU salmon consumers.

Most salmon is sold fresh in a variety of forms (e.g. whole, fillets, steak), as well as frozen (H&G, cuts), smoked (fillets, slice) and to a lesser extent, as canned product.



Monthly retail prices for fresh salmon (whole and fillets) in ten EU Member States Belgium, Estonia, Finland, France, Italy, the Netherlands, Portugal, Sweden, Spain and the UK - have varied considerably.

In **Estonia** between January 2012 and November 2013, the monthly price of whole salmon, despite ad hoc fluctuations, has experienced an increasing trend. This year, the price has increased steadily since summer, reaching ca. 8,00 EUR/kg in November 2013, a remarkable 38% increase over the year before (November 2012).

The prices of whole salmon remained steady in the **Netherlands** over the past three years (January 2011-November 2013), despite frequent monthly fluctuations. Monthly retail prices have increased 4% over January-November 2012, and they have decreased slightly (-1%) compared with January-November 2011.

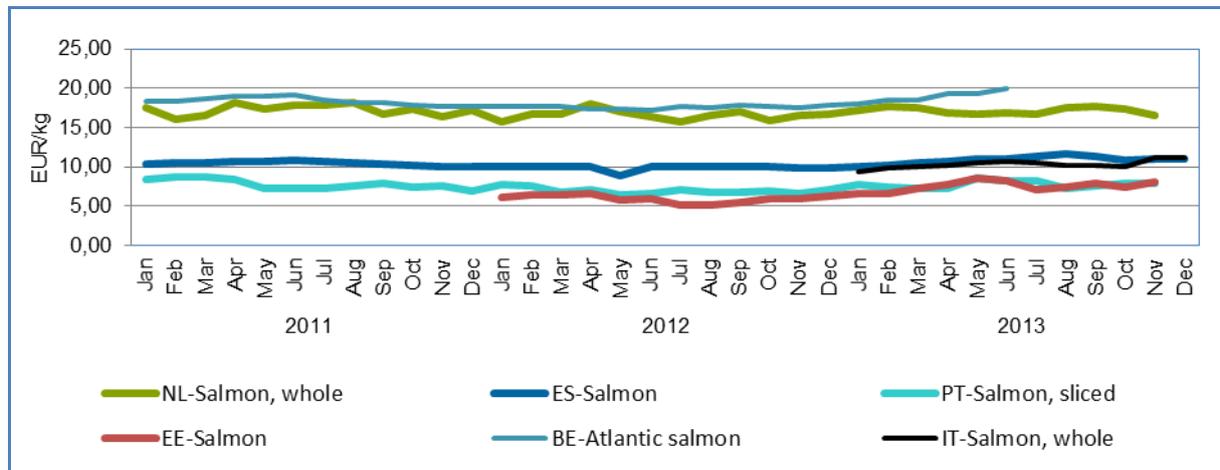
In **Spain**, prices of salmon have fluctuated over the past three years, from ca. 10,00 to ca. 11,00 EUR/kg. In 2013, they were on average 10,89 EUR/kg, 10% higher than in 2012, but only 4% higher than 2011.

In **Portugal**, the price of salmon (sliced) does not exhibit considerable monthly fluctuation, but it demonstrated an increasing trend compared with a year before. The average price in January-November 2013 was 12% higher than the same reference period a year before, but it has decreased slightly (-1%), compared with January-November 2011.

The price of salmon fillets varies significantly between EU Member States. In **Estonia**, in addition to frequent monthly fluctuation, prices of fillets were on average 60-80% higher than prices of whole salmon. In November 2013, at ca. 13,00 EUR/kg, they have increased 18% over the previous year. In **Finland** in the past 21 months, retail prices of salmon fillets have fluctuated at 14-18,00 EUR/kg. After reaching a peak in July 2013 (ca. 18,50 EUR/kg), they started to decrease and then picked up again in November and December.

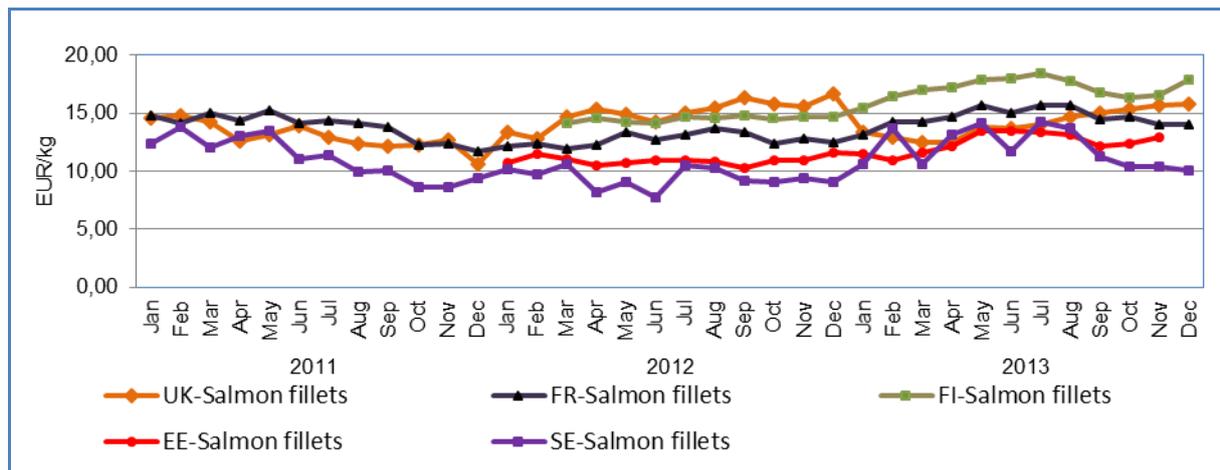
In **France**, retail prices of salmon fillets have fluctuated over the past three years. Nevertheless, they saw an increasing trend. In 2013, prices were on average ca. 15,00 EUR/kg, 15% higher than in 2012, and only 6% higher than two years before.

Figure 17. RETAIL PRICES OF FRESH SALMON



Source: EUMOFA.

Figure 18. RETAIL PRICES OF FRESH SALMON FILLETS



Source: EUMOFA.

4.2. FRANCE

Over the past year (November 2012-October 2013), the French household consumption of fresh fish decreased 3% in volume concomitantly with a price increase of 3%. This was mainly the result of a 14% decrease (in volume) in purchases of fresh salmon, which saw retail prices increase 16%.

Meanwhile, the consumption of fresh cod has increased 16% in volume, triggered by a 5% decrease in the average price. Other fresh products experiencing increased purchases included the coquilles St Jacques and the cephalopods, whereas fresh crustaceans and prepared products (e.g. smoked salmon, surimi, and cooked prawn) decreased in household consumption.²³

4.3. FOCUS ON SMALL PELAGICS

Small pelagics are considered an important source of protein at affordable prices. In addition, they contain the best nutrients of all fish species. Worldwide, the average yearly consumption is estimated at 3,4 kg/capita (including tuna), or 18% of the total per capita fish consumption.

In France, small pelagics are purchased mainly for household consumption, a trend that has increased in the past years, particularly 2008-2010, when low and stable prices favoured an increase in consumption. In 2012, household purchases were split mainly between mackerel (43%) and sardine (35%) and to a lesser extent between herring (15%) and anchovy (5%).

The average unit price remained stable at ca. 8,00-9,00 EUR/kg for mackerel and sardine, whereas it increased for anchovy (ca. 19,00 EUR/kg).²⁴

5. Macroeconomic context

5.1. INFLATION

The EU annual inflation rate was 1,0% in December 2013, stable compared with November 2013; it was 2,3% a year earlier.²⁵ In December 2013, the lowest individual annual rates were observed in **Greece** (-1,8%), **Cyprus** (-1,3%), **Bulgaria** (-0,9%), and **Latvia** (-0,4%) and the highest in **Estonia**, **Austria**, the **UK** (all 2,0%), and **Finland** (1,9%). Compared with November 2013, annual inflation increased in 14 EU Member States, remained stable in 4, and fell in 9 Member States.²⁶

Prices of food and non-alcoholic beverages increased slightly in the EU (0,6%), compared with the previous month (November 2013); however, they were 2,2% higher than a year ago.²⁷

Compared with November 2013, the price index of fish and seafood was stable, and remained lower than the food index. Compared with a year ago, the fish and seafood index grew at a slower pace than the food index (1,9%).

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

HICP	Dec 2011	Dec 2012	Nov 2013	Dec 2013 ²⁸
Food and non-alcoholic beverages	120,31	123,19	125,16	125,93
Fish and seafood	120,76	122,76	125,15	125,12

Source: EUROSTAT.

5.2. EUROPEAN UNION ECONOMIC OVERVIEW

The EU economy is recovering gradually and at a slow pace, mostly in the euro area. The GDP in the EU 28 in Q3 2013 grew 0,2% over the previous quarter, while the growth rate in the euro area reached 0,1%. This positive development was the result of private consumption, government spending, investment, and exports.

Of the largest economies in the EU, Germany and the UK continued to expand at 0,3% and 0,8%, respectively. Spain came out of recession and registered 0,1% growth, while the economy of France and Italy contracted in Q3 2013, by -0,1% and -0,0%, respectively. Other EU countries, including **Austria**, **Belgium**, **Bulgaria**, **Denmark**, **Hungary**, **Latvia**, **Lithuania**, the **Netherlands**, **Poland**, **Romania**, **Slovakia**, and **Sweden**, saw positive growth.²⁹

Teams from the European Commission (EC), the European Central Bank (ECB), and the International Monetary Fund (IMF) visited **Portugal** and **Spain** during December 2013, and assessed the development of the countries' economies. In **Portugal**, the programme of adjusting the economy remained on track, and there are further signs of recovery. The economy in **Spain** continued to stabilise and structural reforms were implemented.

Meanwhile, **Ireland** exited the adjustment programme, as previously planned, and its programme was finally reviewed and endorsed by euro-area finance ministers.³⁰

Latvia's changeover from the lats to the euro has been smooth and successful. No major problems were encountered, and banks, post offices, and retailers coped well with the extra workload caused by the changeover process and the parallel handling of two currencies. Dual display of prices in euro and lats will continue until 30 June 2014.³¹

5.3. EXCHANGE RATES

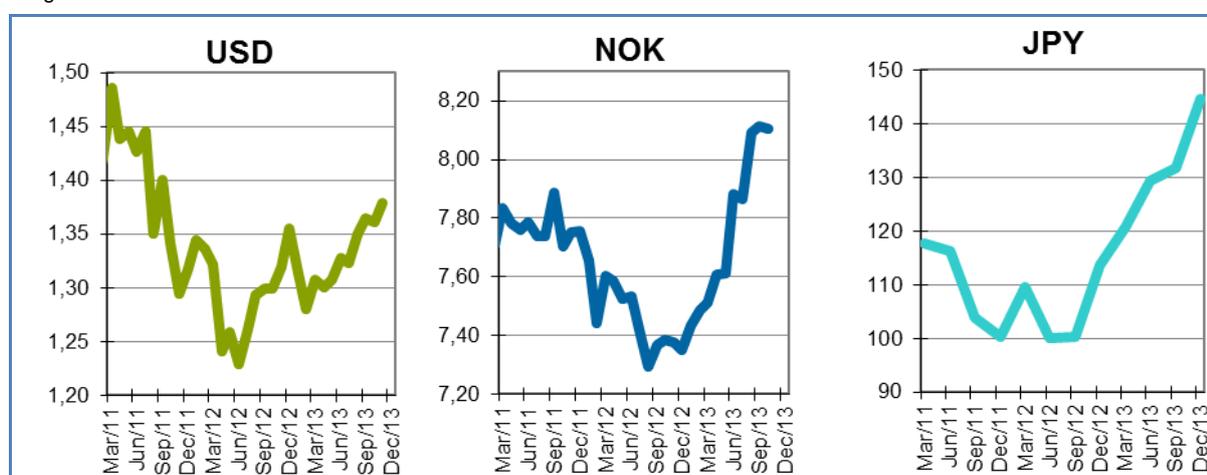
Compared with the previous month, the euro appreciated in December 2013, both against the Japanese yen (3,8%) and the Norwegian krone (2,6%). After staying in the range of USD 1,30-1,32 during summer, the euro-US dollar exchange rate moved to USD 1,3611 in November 2013. A similar trend is observed for the euro-Japanese yen exchange rate, which was almost 139, from an average of 130 in June-August. The euro, however, has depreciated slightly against the US dollar (-0,2%).³²

Table 5. THE EURO EXCHANGE RATES AGAINST THREE SELECTED CURRENCIES

Currency	Dec 2011	Dec 2012	Nov 2013	Dec 2013
USD	1,2939	1,3194	1,3611	1,3791
JPY	100,20	113,61	139,21	144,72
NOK	7,7540	7,3483	8,3200	8,3630

Source: European Central Bank.

Figure 19. TREND OF EURO EXCHANGE RATES



Source: European Central Bank.

5.4. FUEL

In early December 2013, Brent crude oil prices were around 81,2 EUR/barrel (112 USD/barrel), which is similar to their level one year ago, but ca. 1,5% higher than the previous month. Global oil demand is expected to remain unchanged in Q4 2013, and supply from the USA and OPEC is expected to rise.

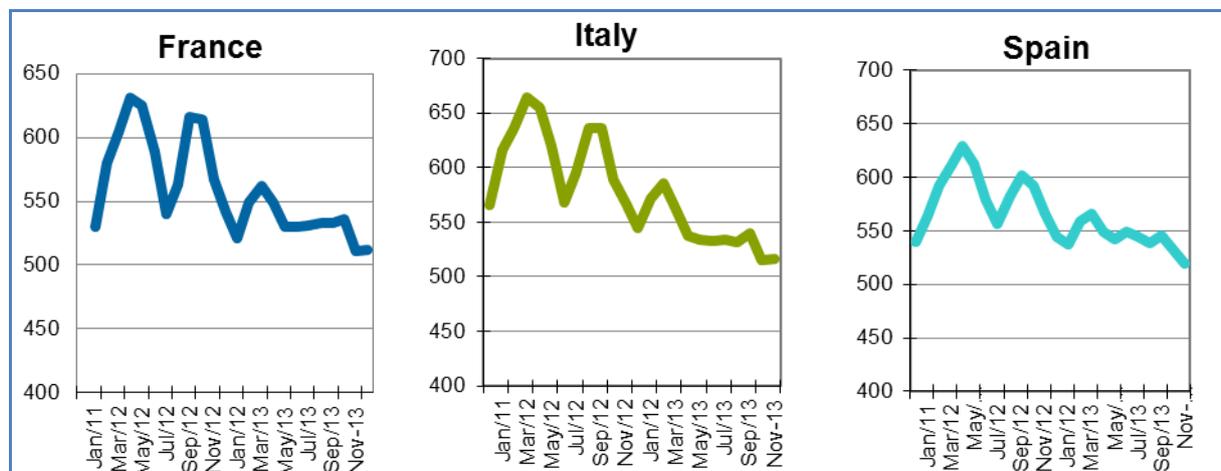
The recently signed agreement with Iran concerning its nuclear programme is expected to bring some optimism regarding an increase in future oil supply. Oil market participants expect slightly lower oil prices over the medium term. However, key sanctions currently curbing Iranian oil exports have not been lifted, and therefore the impact of the agreement on global supply-and-demand conditions is likely to remain limited in the near term.³³

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

EU Member State	Nov 2013	% change from Oct 2013	% change from Nov 2012
France	512,00	0,3	-5,4
Italy	515,85	0,1	-8,9
Spain	519,79	-2,3	-8,1

Source: International Energy Agency (IEA) – Oil market report – December 2013.

Figure 20. TREND OF LOW-SULPHUR OIL MONTHLY PRICES (EUR/T)



Source: IEA.

In November 2013, compared with previous month (October 2013), the average prices for low-sulphur oil (used by many fishing vessels) increased slightly in two of the three of the EU MS surveyed: France (0,2%) and Italy (0,1%); in Spain it decreased 2,3%. Compared with a year ago (November 2012), prices were substantially lower, most notably in Italy (-8,9%) and Spain (-8,1%).³⁴

Along Italy's Adriatic coast, the average price for marine diesel fuel for small boats in December 2013 was 0,6975 EUR/litre, stable compared with the previous month (November 2013) and 3,3% lower than a year ago (December 2012).³⁵

5.5. DEVELOPMENTS IN SELECTED ECONOMIES

The world economy continues to be characterised by uneven growth rates.

The **US** economy accelerated in the third quarter of 2013, owing mainly to positive contributions from private inventory investment, personal consumption expenditure, exports, non-residential fixed investment, and state and local government spending.

In **Japan**, the economy slowed in Q3 2013, mainly because of decreased exports. Nevertheless, the underlying economic activities have remained robust, supported by expansionary fiscal and monetary policies.

In **emerging markets**, the **Chinese** economy continued to grow (2,2% in Q3 2013), owing mainly to robust investment and rapid credit expansion. **Russia** declared a growth rate of 0,25%, while **Brazil's** GDP contracted 0,48% and **India** saw a moderate growth of 1,93%.³⁶

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

First sales: EUMOFA. Data analysed refers to the month of November 2013.

Global supply: European Commission, Directorate-General for Maritime Affairs and Fisheries (DG MARE); www.ices.dk; en.seafood.no; European Fish Processors Association (AIPCE-CEP); MSC.

Case study: NOAA, EUMOFA, EUROSTAT, NMFS

Consumption: EUMOFA; 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.

6. 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 Data for first sales for Greece covers the port of Piraeus, which is an important place of sale, representing about 30%–35% of country's total first sales and a benchmark for understanding prices in EL.

⁴ EUROSTAT.

⁵ Flat fish, groundfish, small pelagics.

⁶ <http://www.fao.org/fishery/species/2218/en>

⁷ EUROSTAT.

⁸ <http://www.marinemanagement.org.uk/fisheries/statistics/annual.htm>

⁹ EUROSTAT.

¹⁰ <http://www.marinemanagement.org.uk/fisheries/statistics/annual.htm#chapter1>

¹¹ Octopus, other cephalopods, squid.

¹² [http://www.fao.org/wairdocs/tan/x5948e/x5948e01.htm#The fishery](http://www.fao.org/wairdocs/tan/x5948e/x5948e01.htm#The%20fishery)

¹³ Blue whiting, cod, grenadier, haddock, hake, ling, other groundfish, pollack, pouting (=bib), redfish, saithe (=coalfish), toothfish, whiting.

¹⁴ EUMOFA.

¹⁵ http://ec.europa.eu/fisheries/index_en.htm

¹⁶ http://europa.eu/rapid/press-release_MEMO-13-1179_en.htm?locale=en&subweb=343&lang=en

¹⁷ http://europa.eu/rapid/press-release_IP-13-1162_en.htm

¹⁸ http://europa.eu/rapid/press-release_IP-13-1237_en.htm?subweb=347&lang=en

¹⁹ <http://www.ices.dk/news-and-events/news-archive/press-releases/Pages/Press-release---Exploitation-of-fish-stocks-has-declined-significantly-during-the-last-decade.aspx>

²⁰ <http://www.msc.org/newsroom/news/first-estonian-prawn-fishery-certified-sustainable?fromsearch=1&isnewssearch=1>

²¹ <http://www.msc.org/newsroom/news/agarba-achieves-msc-environmental-certification-for-its-barents-sea-cod-fishery?fromsearch=1&isnewssearch=1>

²² <http://en.seafood.no/News-and-media/News-archive/Press-releases/Strong-growth-in-seafood-exports2>

²³ <http://www.franceagrimer.fr/content/download/27859/246218/file/NCO-NOT-MER-2013-11-22.pdf>

²⁴ http://www.franceagrimer.fr/content/download/28144/249204/file/SYN-MER-3-marche_des_petits_pelagiques-2013.pdf

²⁵ The annual inflation rate measures the price change between the current month and the same month of the previous year, and it is measured by the European Index of Consumer Prices (EICP), as defined in Council Regulation (EC) No. 2494/95 of 23 October 1995, which is the official EU aggregate

²⁶ EUROSTAT Selected Principal European Economic Indicators. http://epp.eurostat.ec.europa.eu/cache/ITY_PUBLIC/2-16012014-AP/EN/2-16012014-AP-EN.PDF

²⁷ HICPs are harmonised inflation figures required under the Treaty on the Functioning of the European Union. They are designed for international comparison of consumer price inflation. More information can be found here: <http://epp.eurostat.ec.europa.eu/portal/page/portal/hicp/introduction>.

²⁸ Provisional.

²⁹ Eurostatistics Data for short-term economic analysis, Issue number 1/2014.

http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-BJ-13-011/EN/KS-BJ-13-011-EN.PDF

³⁰ http://ec.europa.eu/economy_finance/enewsletter/90_131212/

³¹ http://europa.eu/rapid/press-release_IP-14-25_en.htm

³² European Central Bank. www.ecb.int

³³ European Central Bank – Monthly Bulletin – January 2014. <http://www.ecb.int/pub/pdf/mobu/mb201401en.pdf>

³⁴ International Energy Agency – Oil Market Report – November 2013. <http://omrpublic.iea.org/omrarchive/14nov2013tabpub.pdf>

³⁵ Chamber of Commerce of Forlì-Cesena. <http://www.fc.camcom.it/prezzi/listino/prodotti/prodotto.jsp?id=1440>

³⁶ Eurostatistics Data for short-term economic analysis, Issue number 1/2014 and European Central Bank – Monthly Bulletin – January 2014.