



## DENMARK IN THE WORLD AND IN THE EU

(2015, source: FAO and Eurostat)

Denmark is the EU's 2nd largest producer of fisheries and 9th largest of aquaculture products.

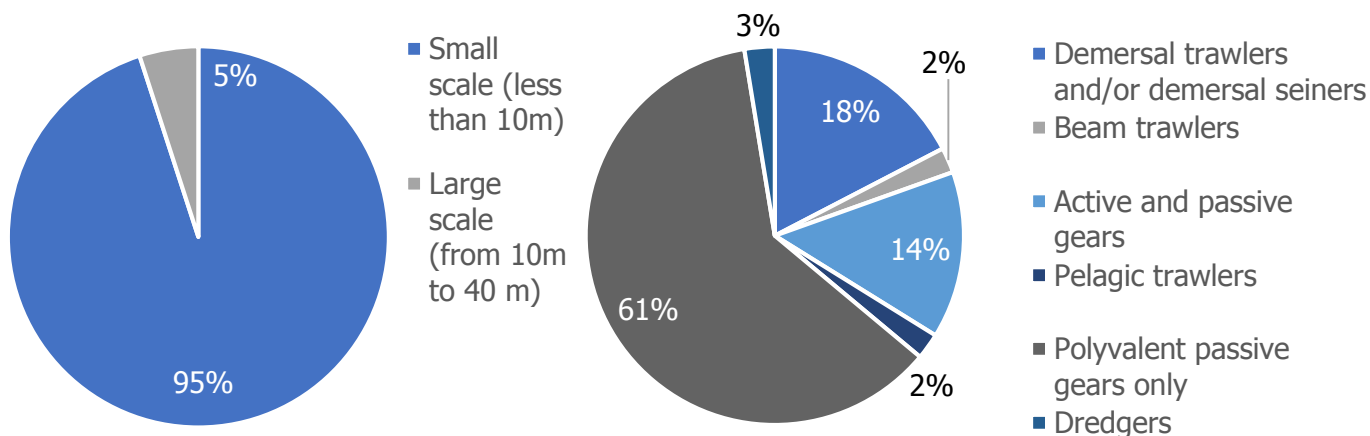
(1.000 tonnes)	World	EU-28	Denmark	% World	% EU-28
Catches	104 635	5 144	869	0,8%	16,9%
Aquaculture	106 094	1 307	36	0,0%	2,8%
Total	211 511	6 451	905	0,4%	14,0%

## FISHING FLEET

(2015, source: JRC and Annual Economic Report)

Vessels	Capacity	Power
Number: 1.851 (including 459 inactive)	GT: 66.000	KW: 208.000
<b>TOTAL FTE: 1.570</b>		
Small scale	Large scale	Distant fleet
Jobs (FTE): 75%	Jobs (FTE): 25%	Jobs (FTE): 0%

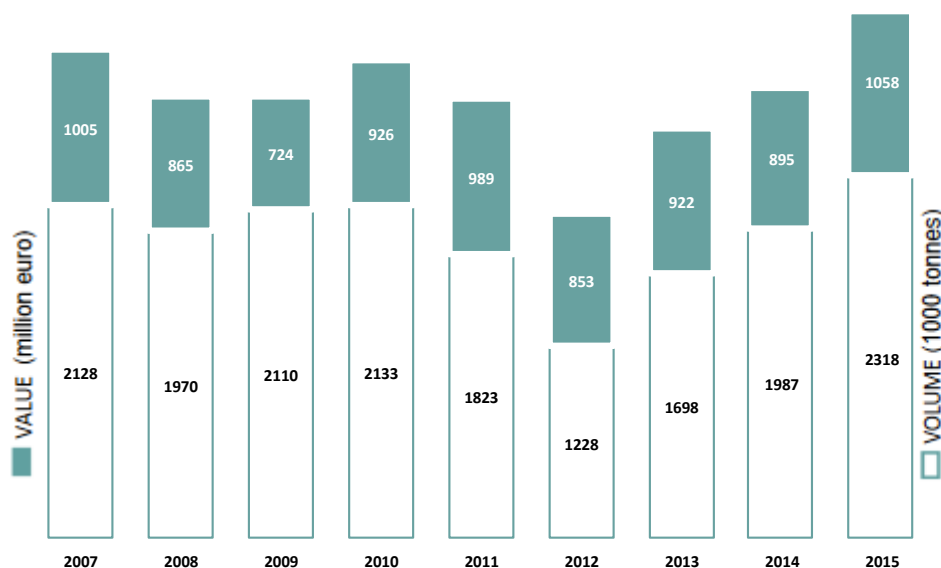
The Danish fishing fleet and gear composition:





## 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, 96% of the volumes are landed fresh and 16% are for human consumption. 64% of fisheries products are landed by Danish vessels. Total fishing ports recorded in Denmark are 285 of which 5 are the most important ones.



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



Species	Value (million euro)	% of total	Volume (1000 tonnes)	% of total
SPRAT	91	17%	384	33%
HERRING	74	14%	229	20%
COD	56	11%	185	16%
OTHER MAINE FISH	49	9%	156	13%
BLUE WHITING	46	9%	45	4%
PLAICE	36	7%	27	2%
OTHERS	177	34%	132	11%

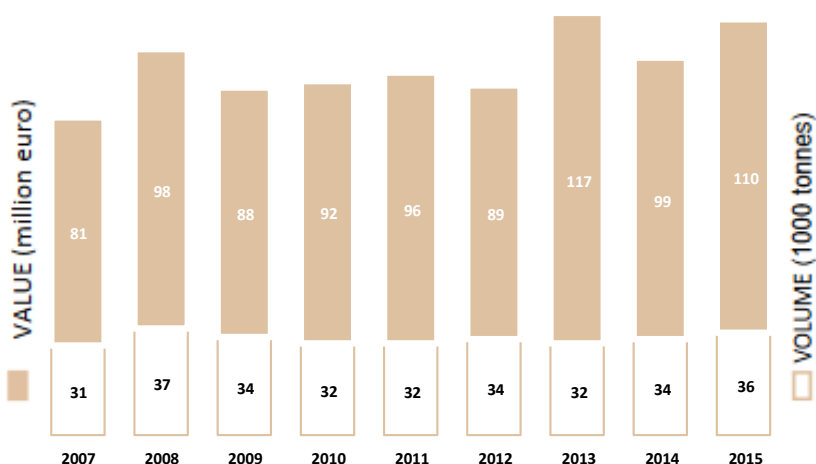
(source: Eurostat)



## 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%	1	3%
SALMON	2	2%	0	1%
MUSSEL MYTILUS SPP.	1	1%	2	5%
OTHER	1	1%	0	1%

(source: Eurostat)



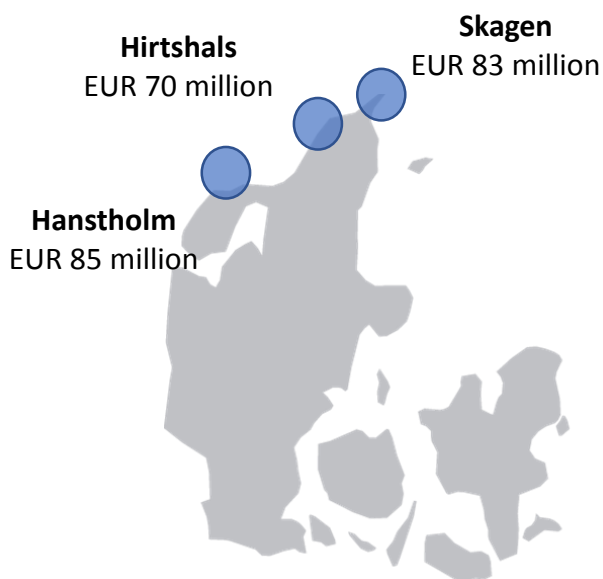
## PRODUCER ORGANISATIONS (2016, source: DG MARE, [link](#))

Two producers organisations (POs) are recognised for the management of fisheries activities of their associated members: “Danske Fiskeres Producent Organisation” and “Danmarks Pelagiske Producentorganisation”. Both POs are involved in fisheries.

## FIRST SALES (2016, source: EUMOFA)

**First sale** concerns the fish that is sold or registered at an auction center or to registered buyers or to producer organizations (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 nine 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, Thyborøn, Hvide Sande, and Thorsminde.



3 major places of sale were operating in 2016 in the North Sea.

The top-3 places of sale provide 67% of total volume and 64% of total value.

Top-3 places of sale	Volume (tonnes)	Value (million EUR)	Top-3 main commercial species (value)
Hanstholm	34.024	85	Saithe, cod, hake
Skagen	90.176	83	Herring, Norway lobster, other cold-water shrimps
Hirtshals	52.168	70	Herring, mackerel, Norway lobster

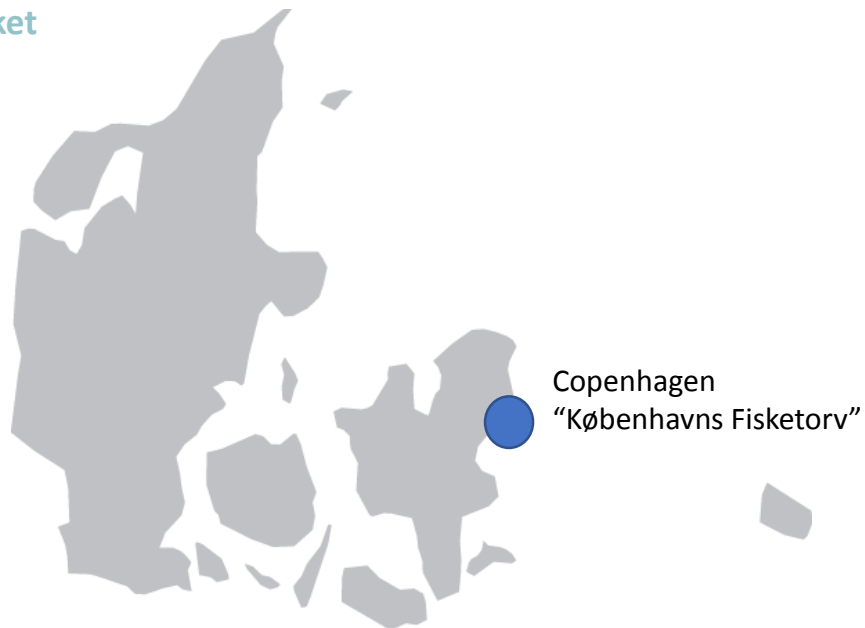


## WHOLESALE (source: Eurofish)

**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 (source: EUROSTAT-SBS)

In 2015, 4.136 persons were employed in Denmark in the fish processing industry.

In Denmark, the fish processing industry recorded a value added of EUR 283 million, covering 7% of the value added of total manufacture of food products.

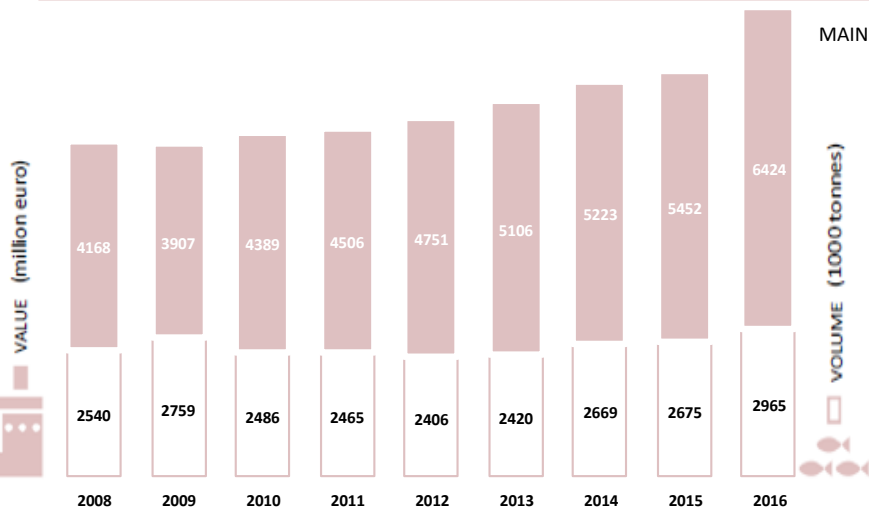
The main products were fishmeal, smoked fish, fresh or chilled fish fillets.

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



# TRADE (source: Eurostat)

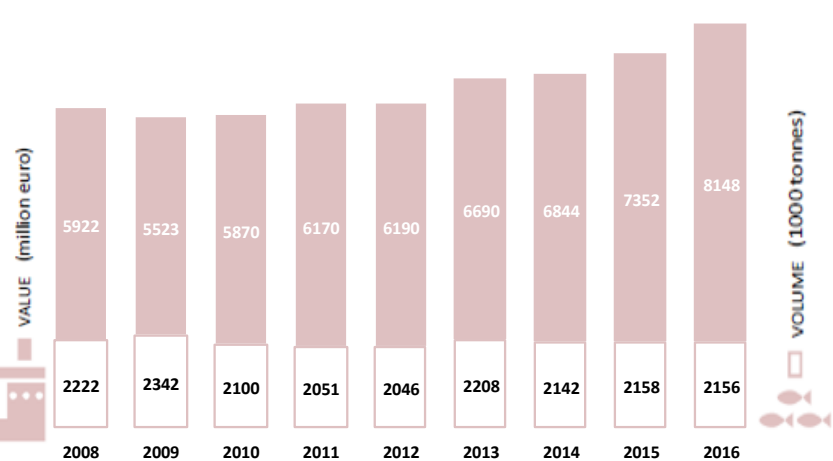
## Import



MAIN COMMERCIAL SPECIES IMPORTED AND % OF TOTAL IMPORTS (2016, million euro)

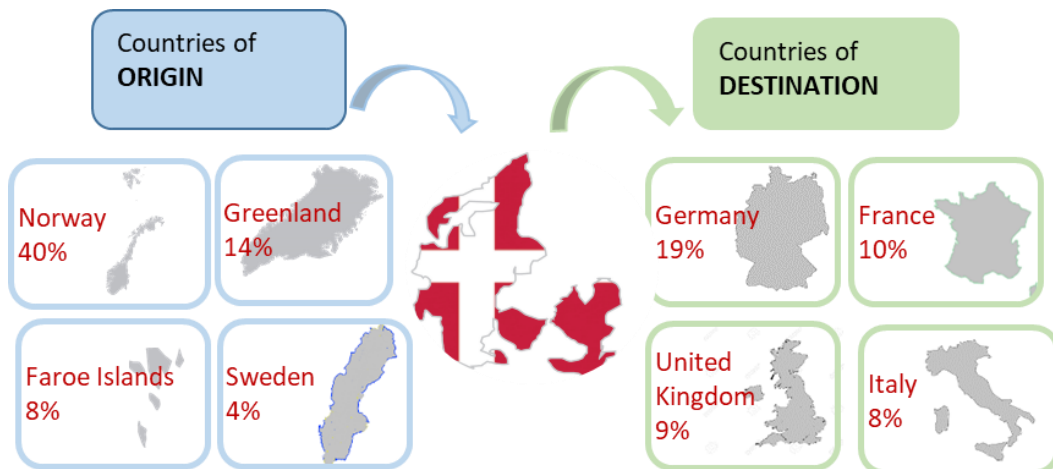
Species	Value (million euro)	% of Total Imports
SALMON	1123	35%
COD	374	12%
MISCELLANEOUS SHRIMPS	223	7%
OTHER NON-FOOD USE	168	5%
FISH OIL	166%	5%
OTHER COLD-WATER SHRIMPS	159	5%
OTHERS	998	69%

## Export



MAIN COMMERCIAL SPECIES EXPORTED AND % OF TOTAL EXPORTS (2016, million euro)

Species	Value (million euro)	% of Total Exports
SALMON	1152	28%
COD	472	12%
MISCELLANEOUS SHRIMPS	247	6%
FISH OIL	245	6%
OTHER COLD-WATER SHRIMPS	214	6%
GREENLAND HALIBUT	192	5%
OTHERS	1482	64%

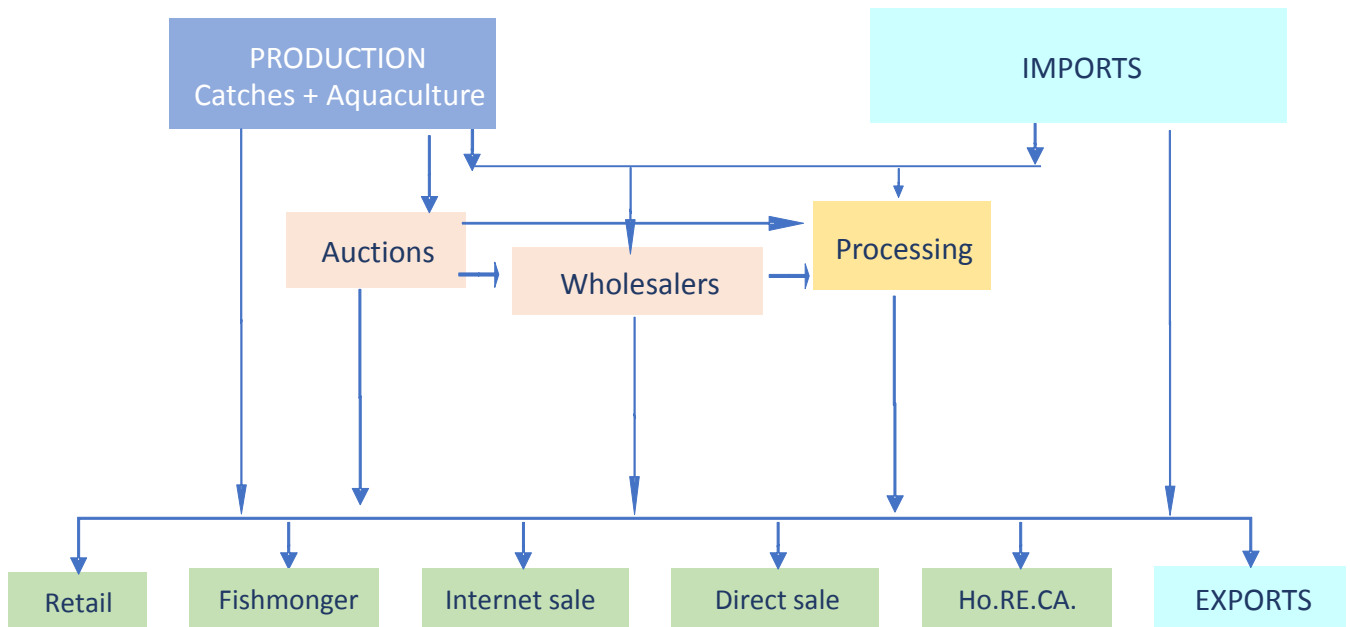




# DISTRIBUTION

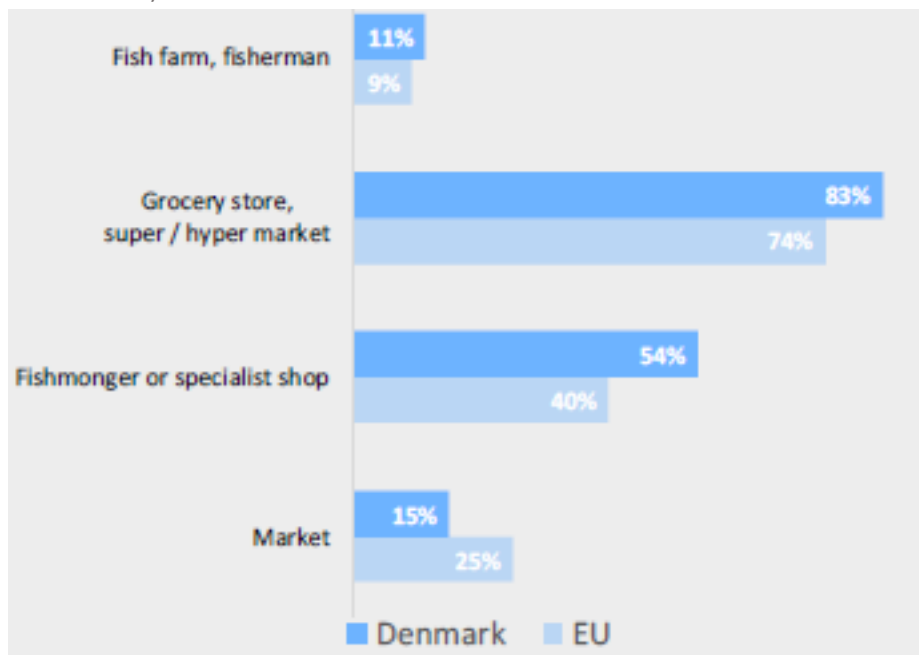
## The supply chain of fisheries and aquaculture products in Denmark

(source: Eurofish)



## Consumers preferences on purchasing channels

(source: EUROBAROMETER)





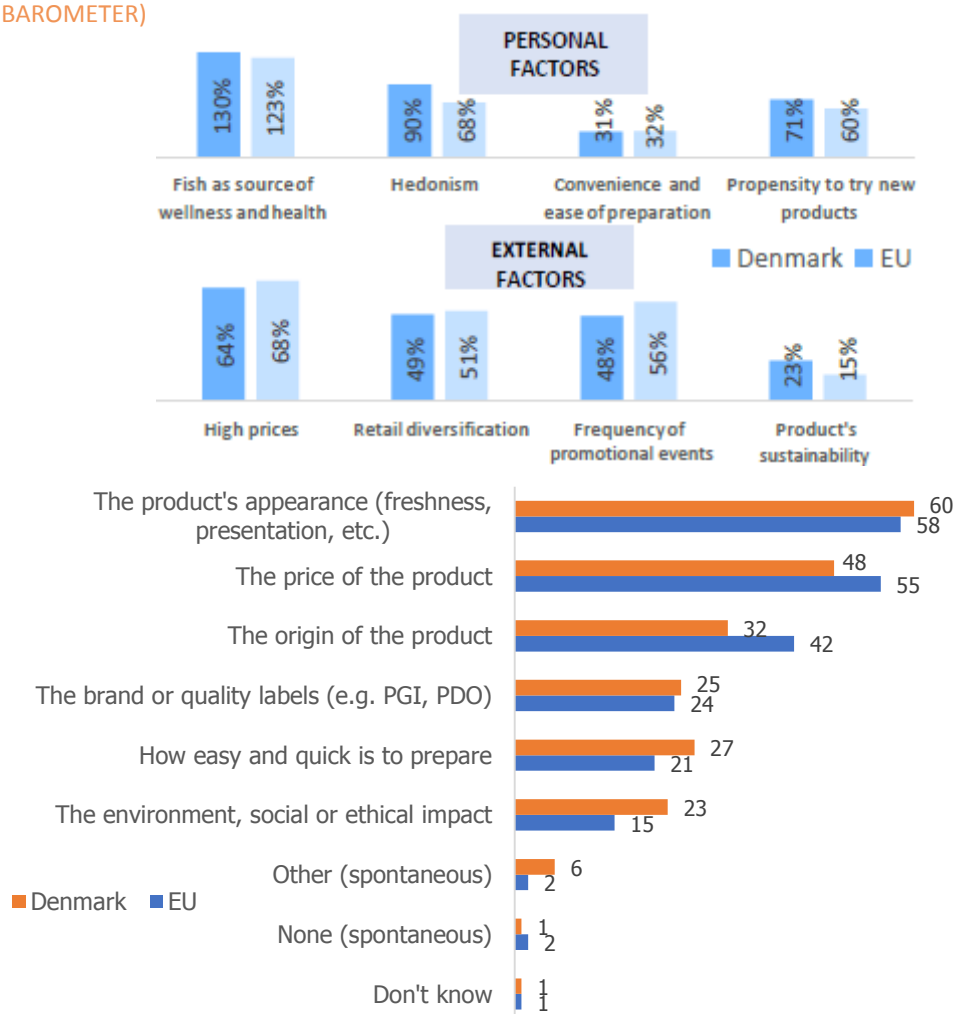
## CONSUMPTION

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 Denmark 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 15 species and 9 places of sale. Click [here](#) for the list of species and places of sale.

**Monthly data** are collected and disseminated for all species sold in all landing places included in the data transmission 282 landing places. Click [here](#) for the list of landing places. 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 for this supply chain are available.

## 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.