



EUMOFA

European Market Observatory for Fisheries and Aquaculture Products

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CONTENTS

First sales in Europe

Focus on Belgium (monk and turbot) and

Portugal (cuttlefish and horse mackerel)

Global Supply

Case study: Plaice in the Netherlands

Consumption: Carp and trout

Macroeconomic context



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In this issue

In January–May 2016, mackerel first-sales value increased in France, Norway, Portugal, and the UK. Norway lobster first sales increased in Denmark, France, Norway, Sweden and the UK, but decreased in Portugal. Sole first-sales value increased in both Denmark and the UK, remained stable in France and decreased in Belgium, Italy and Portugal. Scallop first-sales value and volume increased in France but decreased in the UK. First-sales volume of herring increased in Norway (+60%) and Latvia (+9), but decreased in Denmark (-21%), Estonia (-6%), and Sweden (-16%).

In May 2016, monk value increased in Denmark (+51%), France (+13%), and the UK (+67%). Herring landings declined in Estonia, Lithuania and Sweden, but increased in Denmark, Norway and Latvia.

First-sales in Belgium take place predominantly in the port of Zeebrugge (67%) and are mainly composed of sole. Other important species landed and sold are plaice, monk and cuttlefish. In January–May 2016, first-sales prices increased for all species landed, particularly for cuttlefish (+31%), and sole (+19%).

In Portugal in January–May 2016, decreases in first-sales volume were mainly due to anchovy (-69%), mackerel (-25%), and sardine (-52%). First-sales prices increased strongly for mackerel (+79%), and to a lesser extent for sole (+13%), and cuttlefish (+4%).

In the past years, trade in fish and fishery products has expanded considerably due to increased production, driven by high demand. The EU is by far the largest market for imported fish and seafood. In 2015, EU imports from third countries were up 6% over the previous year.

The Netherlands is a major player regarding fisheries, trade and processing of plaice. The main EU export markets are Italy and Germany. Total Allowable Catches (TACs) for plaice more than doubled between 2008 and 2015 but are not fully utilised by the EU fleet. Plaice certified by the Marine Stewardship Council (MSC) accounted for 65% of Dutch catches.

Retail price for fresh carp in Latvia, Lithuania, and Poland converge. Retail prices for fresh trout in Denmark are the highest among the Member States surveyed.

Maritime Affair and Fisheries

1. First sales in Europe

In **January–May 2016**, eleven EU Member States and Norway reported first-sales data for ten commodity groups.¹ Both first-sales value and volume increased over the previous year (January–May 2015) for France, Greece, Lithuania, and the UK.

In **Belgium** in **January–May 2016**, first sales decreased in both volume (-4%) and value (-1%) from January–May 2015. In **May 2016**, the opposite trends were observed; value was EUR 4,61 million (+5%), and volume reached 1.189 tonnes (+2%), compared with May 2015. See more in Section 1.1.

In **Denmark** in **January–May 2016**, first-sales value increased 25%, while volume had the opposite trend (-10%), compared with January–May 2015. The value increased mainly because of *Crangon* shrimp (+186%), Norway lobster (+89%), and plaice (+42%). Cod and herring (-19% and -21%, respectively) were the main contributors to the decrease in volume. In **May 2016**, substantial increases in first-sales value were also caused by *Crangon* shrimp (+365%), as well as plaice and Norway lobster. Plaice also contributed to the volume increase (+26%), as did herring (+376%).

In January–May 2016, Estonia saw decreases in both first-sales value and volume (-3% and -7%, respectively) from the same period a year before. The average price of all species sold in January–May 2016 increased 4%. First sales saw the same trend in May 2016 (-3% in value and -6% in volume), compared with May 2015. The decreases were mainly the result of sprat and herring.

In **France** in **January–May 2016**, first sales experienced a slight increase from January–May 2015 in both value (+1%) and volume (+2%). This positive result is attributable to the month of **May 2016**, which saw first sales markedly grow in both value and volume (+12% and +14%, respectively, from May 2015), while the average unit price slightly decreased from 3,39 EUR/kg in May 2015 to 3,32 EUR/kg in May 2016. Among the top-12 species, only seabass experienced a value decrease in May, moreover quite significant (-27% over May 2015). The strongest increases in value have been recorded for sardine (+55%) and whiting (+46%).

In **Greece**, first sales rose 1% in value and 9% in volume in **January–May 2016** over the same period in 2015, in spite of the negative evolution recorded in **May 2016**, when first sales significantly decreased (-5% in volume and -17% in value over May 2015).

In Italy in January-May 2016, first sales decreased strongly in volume (-16% from the same period in 2015) but remained almost stable in value (-1%). In May 2016, a negative trend was also observed (-9% in volume and -5% in value, compared to May 2015). The first 7 species (cuttlefish, shrimp, hake, red mullet, sole, squillid, Norway lobster) represented 62% of total sales, with positive evolutions for cuttlefish (+51% in value), squid (+33%), squillid (+60%) and shrimp (+1%), and

negative evolutions for Norway lobster (-25%), sole (-15%) and hake (-13%).

Latvia experienced decreased first-sales value (-11%) and increased first-sales volume (+2%) in January–May 2016, compared with January–May 2015. At 0,22 EUR/kg, the average price of all species sold fell 12%. First-sales value decrease was mainly due to sprat (-20%). The increase in herring volume partially offset the decrease in sprat landings (-5%). In May 2016, compared with May 2015, sprat contributed substantially to the overall decrease in first-sales value and volume.

In **Lithuania** in **January–May 2016**, first sales increased in both value (+17%) and volume (+28%) over the same period in the previous year. In **May 2016**, the first-sales value and volume increased substantially (+26% and +62%, respectively), because of cod. By contrast, the average price of all species sold fell 22% in May 2016.

In **Norway**, first-sales value in **January–May 2016** increased 4% over the corresponding period in 2015, at EUR 1,06 billion. First-sales volume decreased 11%, at 1.328 thousand tonnes. This was mainly because of smaller landings of blue whiting (-28%) while landings of cod were more stable but with higher first-sales prices (+5%). In **May 2016**, first-sales value and volume decreased 13% and 26%, respectively, at EUR 122,27 million and 174.000 tonnes. This was caused by smaller landings of cod (-9%) and saithe (-28%). Also, the first-sales price of coldwater shrimp and saithe decreased 46% and 14%, respectively.

In **Portugal**, first sales decreased in **January–May 2016** in both value (-1%) and volume (-5%) from the same period in 2015. In **May 2016**, first sales increased strongly in both value and volume from May 2015. See more in Section 1.2.

Spain landed 87.618 tonnes of fresh fish in **January–May 2016**, 2% more than in January–May 2015 and 2% less than in January–May 2014. This trend was in contrast to **May 2016**, when Spain landed 19.586 tonnes of fresh fish, 23% more than in May 2015. Of the 21 reporting fishing ports, 11 recorded decreases in volume from the same month last year. At 6.000 tonnes, landings in Vigo, increased 13%.²

In **Sweden**, first-sales value and volume decreased in **January–May 2016**, at EUR 35,1 million (-13%) and 61.900 tonnes (-35%) from the same period in 2015.

In the **UK** in **January–May 2016**, first-sales value increased 5% to EUR 292 million. First-sales volume was 165.650 tonnes (+4%). This was caused mainly by a higher quota for mackerel leading to larger landings (+19%). Other important species landed in the UK, such as Norway lobster (+19%) and monk (+29%) saw increased volume in January–May 2016 compared with January–May 2015. In **May 2016**, first-sales value increased 3% at EUR 50,43 million, while first-sales volume decreased 1% at 20.330 tonnes.

Country	January–May 2014		January–May 2015		January–May 2016		Change from January–May 2015	
	Volume	Value	Volume	Value	Volume	Value	Volume	Value
Belgium	7.474	27,32	7.825	28,53	7.548	28,34	-4%	-1%
Denmark	88.811	92,40	83.804	97,70	75.600	121,81	-10%	25%
Estonia	n/a	n/a	34.699	7,60	32.308	7,37	-7%	-3%
France	82.325	247,10	79.669	265,34	80.987	267,70	2%	1%
Greece*	4.449	13,71	4.647	12,87	5.066	12,98	9%	1%
Italy*	3.411	19,46	3.395	19,06	2.866	18,95	-16%	-1%
Latvia	29.248	8,30	26.736	6,67	27.140	5,93	2%	-11%
Lithuania*	711	0,55	919	0,69	1.175	0,81	28%	17%
Norway	1.392.583	852,47	1.494.296	1.012,68	1.328.334	1.057,24	-11%	4%
Portugal	33.738	62,04	34.175	66,29	32.448	65,42	-5%	-1%
Sweden	93.336	40,67	94.721	40,42	61.902	35,13	-35%	-13%
United Kingdom	182.502	284,84	158.974	278,11	165.647	291,55	4%	5%

Table 1. JANUARY-MAY OVERVIEW OF THE REPORTING COUNTRIES (volume in tonnes and value in million euro)

Table 2.	MAY OVERVIEW OF THE REPORTING COUNTRIES	(volume in tonnes and value in million euro)

Country	May 2014		May 2015		May 2016		Change from May 2015	
	Volume	Value	Volume	Value	Volume	Value	Volume	Value
Belgium	1.170	4,06	1.165	4,40	1.189	4,61	2%	5%
Denmark	18.713	22,76	13.721	18,61	18.802	29,70	37%	60%
Estonia	2.941	0,73	7.092	1,52	6.637	1,47	-6%	-3%
France	15.550	47,25	14.422	48,84	16.486	54,72	14%	12%
Greece*	1.114	3,23	1.325	3,33	1.259	2,75	-5%	-17%
Italy*	738	4,09	717	4,16	655	3,96	-9%	-5%
Latvia	2.187	0,53	2.695	0,70	2.383	0,56	-12%	-20%
Lithuania*	188	0,14	231	0,17	375	0,21	62%	26%
Norway	208.295	101,79	235.947	141,04	174.073	122,27	-26%	-13%
Portugal	8.463	13,44	8.437	13,62	11.581	16,08	37%	18%
Sweden	13.190	7,37	27.204	10,33	5.990	6,33	-78%	-39%
United Kingdom	19.741	42,18	20.480	48,86	20.329	50,43	-1%	3%

Source: EUMOFA (updated 14.07.2016); volume data is reported in net weight. *Partial data. First-sales data for Greece covers the port of Piraeus (35%). First-sales data for Italy covers 11 ports (10%). First-sales data for Lithuania covers the Klaipeda fish auction.

1.1. BELGIUM

The fisheries and aquaculture sector contributes less than 0,1% to the national gross domestic product (GDP). However, it plays an important role in the regions of Flanders (for marine fisheries as well as research activities) and Wallonia (small-scale aquaculture). Belgium has a coastline of 67 km and the smallest EU fleet by the number of vessels (80 in 2014). The size of the Belgium fleet has decreased continuously over the years. Overall, the number of vessels decreased 19% since 2008. The national fleet is composed of a large-fleet segment (46%), mainly beam trawlers, which are responsible for most landing revenue and employment. The remaining 54% is the small-fleet segment.³





Source: Statistics Belgium (updated 14.07.2016).

Common sole and plaice are the two most important species landed in Belgium by the Belgium fleet, both in value and volume. Other high-value species are monk, turbot and cuttlefish.

In 2015, the volume of fish landed and sold in Belgium ports decreased 6% from 2014, ending at approximately 18.100 tonnes. Meanwhile, first-sales value at EUR 67,2 million decreased only marginally (-0,4%). This was due to a substantial rise in the unit price, mainly of common sole (+16%), plaice (+24%), cod (+6%), and scallop (+27%) which offset partially the overall volume decrease.

The majority of first sales takes place in the ports of Zeebrugge (65% in value), and Oostende (33%) and less in Nieuwpoort.



In January–May 2016, the accumulated first-sales value of all reported species decreased both in value (-1%) and volume (-4%) from the same period last year. The average unit price of all first sales increased 3%, reaching almost 4,0 EUR/kg. Sole, ray, and cod were the main contributors to the volume decrease. A substantial increase in cuttlefish value (+248%) did not offset the overall value decrease.

Figure 3. JANUARY-MAY FIRST SALES IN BELGIUM



Source: EUMOFA (updated 14.07.2016).

In January–May 2016, the top five species accounted for 76% of the total first-sales value. Sole registered the highest decrease in both value (-9%), and volume (-23%). However, cuttlefish, plaice, monk, and turbot exhibited the opposite trend. In addition to sole, the decrease in volume was also caused by ray (-32%), and cod (-37%).



Figure 4. JANUARY-MAY FIRST SALES IN BELGIUM BY MAIN SPECIES (million EUR)

Source: EUMOFA (updated 14.07.2016).

1.1.1. MONK



Monk, also known as anglerfish, has high commercial value. It is found in the coastal waters of the Northeast Atlantic from the

Barents Sea to the Strait of Gibraltar, as well as in the Mediterranean Sea, at depths of 20–1000 m. It spawns in spring and early summer (February–July) in deep water off the edge of the continental shelf.⁴

Anglerfish is named for its mode of predation, using a growth from their head as a lure, analogous to angling.

Monk are caught commercially mainly as bycatch in bottom-trawl fisheries on the continental shelf, with other whitefish species and/or *nephrops*. Some gill- and fixed-net fisheries also target monk.⁵

Catches are seasonal and subject to total allowable catches (TACs). Belgium's 2016 monk quota is 3.769 tonnes, 3% higher than in 2015, representing approximately 7% of the EU TACs. Belgium's monk quota for 2016 is the highest since 2010.

In January–May 2016, the accumulated first sales of monk at EUR 1,81 million increased 8% in value corresponding to 176 tonnes (+6%) over January–May 2015. First sales rose substantially both in value (+53%), and volume (+73%) over January–May 2014. In May 2016, first sales followed the same trend (+42% in value and +59% in volume, over May 2015).

Figure 5. MONK: FIRST SALES IN BELGIUM



Figure 6. MONK: FIRST-SALES PRICE IN BELGIUM



Source: EUMOFA (updated 14.07.2016).

In January–May 2016, the average unit price of monk was 10,56 EUR/kg, 2% higher than the same period in 2015 and 10% less than corresponding period of 2014. The highest average price in the past three years was in December 2015, at 16,74 EUR/kg, corresponding to 15 tonnes.

1.1.2. TURBOT



Turbot is a predator species that lives in various habitats (sandy, rocky, or mixed bottoms) at depths of 20–70 m. It is a fast-growing species that is rather common in brackish waters and is distributed in the Northeast

Atlantic along European coasts to the Arctic Circle, throughout the Mediterranean, and in the western part of the Baltic Sea. Spawning takes place in February–April in the Mediterranean and May–July in the Atlantic.⁶

Caught by trawls and static gear turbot is a valuable bycatch in flatfish and demersal fisheries. Turbot is a highly prized species that is marketed both fresh and frozen.

The turbot landed in Belgium ports is caught mainly by beam trawling (90% of the total catches in 2015) and otter trawling (8%).

Catches are seasonal and are subject to TACs. In the North Sea, where most turbot catches take place, the stock is managed together with brill in a shared TAC. Belgium's quota for 2016 is 340 tonnes, 3% less than in 2015, representing 7% of the total EU TAC.

Turbot is caught year-round, with peaks during September/October–December/January, when the supply is abundant. Turbot was the fourth largest species in value in Belgium in 2015, behind sole, plaice, and monk.

In January–May 2016, the accumulated first sales of turbot were worth EUR 1,11 million (+2%) for 90 tonnes (+1%), compared with January–May 2015. Compared with the same period in 2014, first-sales value exhibited the opposite trend: 3% decreases in both value and volume.



Source: EUMOFA (updated 14.07.2016).



Source: EUMOFA (updated 14.07.2016).

In January–May 2016, the average unit price of turbot was 12,42 EUR/kg, 1% and 3% higher than the same period in 2015 and 2014, respectively. The highest average unit price in the period May 2013–May 2016 was in December 2014 at 15,28 EUR/kg corresponding to 25 tonnes.

1.2. PORTUGAL

Located on Europe's west coast, over the three main biogeographical regions of the Atlantic Ocean including the Azores and Madeira islands, Portugal has a coastline of 1.214 km. This accounts for 1,8% of the EU's 66.000 km coastline.⁷

In 2015, the Portuguese fleet constituted 4.188 licensed vessels, a 3% decrease from 2014. In the same period, the number of registered fishermen increased 5% to 17.536, while the number of licensed fishermen without vessels decreased in 2015 for both gatherers of sea animals (-4,7%) and pedestrian fishermen (-1,7%), who are now 969 and 234 respectively.

As in 2014, there were 15 producer's organisations (POs) involved in active fisheries in Portugal, out of which 12 operate in the continental waters. These POs ran 1.696 vessels in 2015 compared with 1.585 in the previous year. This corresponded to 41% of total fishing vessels authorised to operate.⁸

The three top ports in value in 2015 were Sesimbra, Peniche, and Matosinhos with 17%, 14%, and 12%, respectively. Sesimbra accounts mainly for scabbardfish and octopus, while Peniche and Matosinhos account for small pelagic species such as sardine, anchovy, and mackerel. So far in 2016, including May, Sesimbra and Peniche remain the two largest ports, while Matosinhos is surpassed by several ports in value, mainly because of smaller landings of sardine and anchovy. The small landings of sardine are caused by the closure of the fishery from August 2015 to let the species reproduce. Most of the Portuguese sardine fleet went to sea at the beginning of May 2016, the first time since August 2015.

Portuguese vessels landed 114.728 tonnes of fish, crustaceans and molluscs in 2015, a 24% increase over 2014. The landings increased 7% in value, ending at approximately EUR 184,75 million.



Source: EUMOFA (updated 14.07.2016).

In January–May 2016, the first-sales value and volume in Portugal decreased 1% and 5% from the corresponding period the previous year, ending at EUR 65,42 million and 32.450 tonnes. This is mainly the result of smaller landings of mackerel (-25%), while prices increased to 0,44 EUR/kg (+48%). Compared with January–May 2014, the first-sales value increased 5% while the volume decreased 4%.

Figure 10. JANUARY-MAY FIRST SALES IN PORTUGAL



In January–May 2016, the top five species landed in Portugal – octopus, horse mackerel, sole, cuttlefish, and mackerel – represented 51% of the total first-sales value and 66% of the volume. Compared with 2015, the top five species decreased about 1% in both first-sales value and volume.





Source: EUMOFA (updated 14.07.2016).

Cuttlefish can be found in

the North Sea, around the British Isles to the coast of

North and West Africa. It is

Mediterranean, including

in

the

found

1.2.1. CUTTLEFISH



the Adriatic Sea.

Cuttlefish is a demersal species often found on sandy or muddy bottoms from shallow waters at the coast to deeper waters (approximately 200 m deep). The species feed on small molluscs, crabs, shrimps, and cuttlefish. Cannibalism is common and has been interpreted as a mean to overcome a temporary shortage of other food sources. The spawning period occurs throughout summer in shallow waters commonly in the Mediterranean when the temperature reaches13–15° C.

also

The species is usually caught by trawls and as bycatch, although the artisanal fisheries utilise a larger variety of more selective gear types, such as spears, pots, and traps. A more unusual method is to lure the male cuttlefish with a female cuttlefish attached to a thin line and waiting for it to stick to the female before both are pulled up.

Cuttlefish is frequently marketed as fresh and frozen and is a highly attractive food item in Japan, South Korea, Italy, and Spain. 9

Aveiro and Setubal are the two main landing ports for cuttlefish.



Figure 12. CUTTLEFISH: FIRST SALES IN PORTUGAL

In January–May 2016, the first-sales value of cuttlefish was EUR 3,15 million and 750 tonnes. This was an 8% increase in value and a 2% increase in volume over January–May 2015. Compared with the same period in 2014, the first-sales value and volume increased 14% and 8%, respectively.



The average unit price of cuttlefish fluctuated during 2015. from 3.69 EUR/kg (April) to 9.19 EUR/kg (August).

2015, from 3,69 EUR/kg (April) to 9,19 EUR/kg (August). The average unit price in 2015 was 4,40 EUR/kg, a 1% decrease from 2014. The average unit price in January–May 2016 was 4,22 EUR/kg, a 6% increase over the corresponding period in 2015.

Source: EUMOFA (updated 14.07.2016).

2016

2015

1.2.2. HORSE MACKEREL



Horse mackerel can be found from the southern parts of the Norwegian Sea and in the North Sea, around the British

Isles and Iceland, down to the west coast of Africa, and in the Mediterranean. It is commonly located over sandy bottoms in 100–200 m, being a bentho-pelagic species.

The species prefers more temperate waters and is often seen shoaling with juvenile herring and other pelagic species. Horse mackerel commonly feeds on crustaceans, mainly shrimp, but also on small fish and squid. The spawning period occurs during summer, when the species leaves the North Sea.

Main gears used to catch horse mackerel are trawls, longlines, purse-seines, traps, and line gear. It is commonly marketed as fresh, frozen, dried, salted, smoked, and canned. It is also fried, grilled, and baked.¹⁰

In 2015, the main landing ports for horse mackerel were Nazaré (16% of total first-sales value), Peniche (15%), Aveiro (13%), Matosinhos (12%), and Figueira da Foz (12%).

First-sales value of horse mackerel in January–May 2016 was EUR 9,16 million, a 10% increase over the corresponding period the previous year. The volume in the same month increased 29% from January–May 2015, at 10.200 tonnes. Compared with January–May 2014, a similar trend was observed, with first-sales value and volume increasing 24% and 43%, respectively.

At 3.810 tonnes, first sales in May 2016 reached the highest monthly volume since June 2015 (3.030 tonnes), an increase of 80% compared to May 2015 and 94% compared to May 2014.

HORSE MACKEREL: FIRST SALES IN



Source: EUMOFA (updated 14.07.2016).

Figure 14.

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HORSE MACKEREL: FIRST-SALES PRICE

Source: EUMOFA (updated 14.07.2016).

2013

IN PORTUGAL

Figure 15.

The average unit price of horse mackerel in 2015 was 0,94 EUR/kg (-5%), with the price fluctuating during the year, from 0,73 EUR/kg (August) to 1,35 EUR/kg (January and December). The average unit price in January–May 2016 was 0,90 EUR/kg, a 14% decrease from January–May 2015.

2014

Due to the exceptional high landings, the first-sales price in May 2016 (0,69 EUR/kg) was the lowest in the last 36 months.

2. Global Supply

Supply / World: According to FAO 2016 edition of "The State of World Fisheries and Aquaculture", the global fishery and aquaculture production reached 167,2 million tonnes (2014), of which wild captures are about 66%. While capture fishery has grew 4% (2009-2014), aquaculture production increased 32% during the same period. Alaska pollock was the top captured species. Half of the world's aquaculture production came from non-fed species, such as carps, bivalve molluscs and seaweeds. Trade in fish and fishery products has expanded considerably due to increased production, driven by high demand. China is the main producer and exporter of fish and fishery products. The EU is by far the largest market for imported fish and seafood. In 2015, EU imports from third countries were up 6% over the previous year.¹¹

Fisheries / EU / IUU fishing: The EU Commission has proposed to lift the "red card" and the associated trade measures for fisheries products from the Republic of Guinea. This is because the country has revised its legal framework to combat illegal, unreported and unregulated (IUU) fishing, strengthened its sanctioning system, improved monitoring and control of its fleet and waters, and is now complying with international law.¹²

Fisheries / World / IUU fishing: The Port State Measures Agreement (PSMA), the world's first international treaty specifically aimed at tackling illegal, unreported and unregulated (IUU) fishing is in place and needs to be implemented rapidly. In addition to requiring countries to control the activities of their own fishing fleets, the treaty is designed to raise the cost of IUU fishing as it blocks improperly caught fish from being brought to land and entering the markets. Over 30 nations as well the European Union have acceded to the treaty. Further cooperation and coordination with other international bodies will also be sought.¹³

Sustainability / Fisheries / World: Members of the South Indian Ocean Fisheries Agreement (SIOFA), where the EU leads the secretariat, adopted a series of conservation measures aimed at making fisheries in the South Indian Ocean more sustainable. The measures adopted will restrict the expansion of fisheries, regulate bottom fishing activities, protect vulnerable marine ecosystems, and contribute to the fight against illegal, unreported and unregulated (IUU) fishing.¹⁴

Fisheries / Italy: The Italian fleet caught 177.000 tonnes of fish with a value of EUR 813 million (2014). Catches have declined since 2009, when they reached 234.000 tonnes at EUR 1.179 million. The main species caught in terms of value are shrimp (EUR 106 million), hake (EUR 64 million), anchovy (EUR 52 million) and cuttlefish (EUR 46 million).¹⁵

Fisheries / Iceland: The total catch of Icelandic vessels was 42.000 tonnes in June 2016, 43% less than in May 2015. The decrease was caused mainly by blue whiting (-100%), as well as mackerel (-55%) and haddock (-31%), and was not offset by higher cod (+2%) and saithe (+32%) catches. On a year-to-year basis (May 2015–June 2016), the total catch decreased 20%, owing mostly to capelin (-71%) and herring (-27%).¹⁶

Fisheries / Morocco: In January-May 2016 landings of coastal small-scale fisheries have reached 545.000 tonnes in Morocco, up from 395.000 tonnes during the same period of 2015. This huge increase is mostly attributable to sardine, whose landings rose from 253.000 tonnes to 377.000 tonnes. Other small pelagics also experienced positive trends: from 41.000 tonnes to 54.000 tonnes for mackerel, from 7.000 tonnes to 12.000 tonnes for anchovy and from 5.000 tonnes to 14.000 tonnes for horse mackerel.¹⁷

Certification / Aquaculture / Turkey: A Turkish firm achieved Aquaculture Stewardship Council (ASC) certification for trout. The company exports smoked trout fillets and frozen trout to Germany, the Netherlands and Denmark.¹⁸

EU guide to eating F.I.S.H: A new infographic targeted at consumers highlights the attributes of sustainable fish and seafood. Find it <u>here</u>.¹⁹

Trade / Ecuador: In January–April 2016, Ecuador exports of fishery and aquaculture products reached EUR 860 million (-4%) compared with the same period last year. EU imports from Ecuador reached EUR 339 million, 23% over January–April 2015. Tropical shrimp (frozen) and skipjack tuna are main species imported by the EU from Ecuador.²⁰

3. Case study: Plaice in the Netherlands

Table 3.

This case study summarises an extensive analysis conducted by EUMOFA of the price formation of plaice in the Netherlands. The full study is available on the EUMOFA website in <u>English</u>, <u>French</u>, <u>Spanish</u>, and <u>Dutch</u>.

The Netherlands is a major player in production, trade, and processing. Imports come mainly from the UK (fresh whole plaice) and most exports are made to Italy and Germany (fresh and frozen fillets).

Dutch plaice fisheries received the first Marine Stewardship Council (MSC) certification in 2009. In 2013, certified plaice accounted for 65% of the national catches.

3.1. The EU market for plaice

World catches of European plaice reached 100.789 tonnes in 2014, and the EU accounted for 85,6%. In 2014, the Netherlands led world production with 28.779 tonnes, followed by Denmark and the UK.

Total allowable catches (TACs) for plaice decreased 10% in the EU between 2005 and 2008, and more than doubled between 2008 and 2016 (155.632 tonnes in 2016). However, the EU has not utilised TACs fully because of reductions in the fleet during the past ten years, competition with other more attractive fisheries (especially sole), and difficulties expanding in existing markets and developing new ones.

The EU apparent market for plaice was 97.678 tonnes in 2014. It has grown in the past years as a result of greater EU catches (+37% in 2008–2014). The two primary markets, Italy and the UK, account for more than half of the EU apparent consumption. The next main markets are Germany, the Netherlands, France, Denmark, Belgium, and Poland.

Trade with third countries remains limited: 6.890 tonnes whole equivalent were imported in 2015 (-11% since 2012), and 3.707 tonnes were exported (more than double since 2012). Imports come mainly from Iceland (4.905 tonnes in 2015; +10% in 2012–2015) and to a lesser extent from Norway and the Faroe Islands (a combined total of 707 tonnes in 2015), with a large decrease since 2012 (-67%). In 2015, fresh fillets and fresh whole plaice each accounted for 38% of the value of imports, followed by frozen fillets (23%). Fresh fillets accounted for 44% of the value of exports, followed by frozen fillets (38%).

Member State	Catches	Imports	Exports	Apparent market
Italy	0	28.002	130	27.873
United Kingdom	19.136	6.630	3.197	22.569
Germany	4.634	13.887	6.195	12.326
The Netherlands	28.779	25.772	45.790	8.760
France	3.205	6.363	1.860	7.708
Denmark	20.851	3.679	18.011	6.519
Belgium	8.868	6.058	12.928	1.997
Poland	88	3.947	2.402	1.632
EU 28	86.316	103.318	91.956	97.678

THE APPARENT MARKET FOR EUROPEAN

PLAICE IN 2014 (tonnes of whole fish

equivalent)

Source: EUMOFA, FAO.

3.2. The Dutch market for plaice

Based on available statistics, apparent consumption of plaice in the Netherlands was 8.760 tonnes whole fish equivalent (3.767 tonnes fillet equivalent) in 2014. However, according to an expert estimate, the consumption of plaice in the Netherlands is approximately 2.500 tonnes whole equivalent. This overestimate may be the result of double counting between imports and catches because the UK and German vessels landed plaice directly in the Netherlands. Based on trade statistics for 2014, imports of fresh whole plaice to the Netherlands reached 11.843 tonnes from the UK and 3.834 tonnes from Germany. Some of these imports may be landed in the Netherlands and, as a result, may also be counted with the national catches.

Dutch exports of plaice products reached 18.117 tonnes and EUR 106 million in 2015. Frozen fillets accounted for 57% of volume, fresh fillets for 24%, and whole plaice (frozen and fresh) for 20%. The main market for Dutch exports was Italy with 40% of the sales value, followed by Germany (15%), and Belgium and the UK (10% each).

The market segmentation of plaice is based on fish size, presentation and preservation states, and certification (MSC). The demand for MSC products is increasing, especially in the Netherlands, Germany, and the UK, which are important markets for plaice. However, this certification is not required by retailers in Italy, which is the primary market for Dutch plaice.



Source: EUMOFA (updated 14.07.2016). Fillet = 43% of whole equivalent.

3.3. Prices along the supply chain

3.3.1. First-sales prices

Plaice has four size categories: the largest is Category 1, and the smallest is Category 4. Most of the landed volume is Category 4 (41% in 2014) and Category 3 (33%). Category 2 accounted for 18% and Category 1 for 7%.

Between 2011 and 2014, the annual average price of Category 1 increased 21%, reaching 2,41 EUR/kg. The price of Category 2 remained stable (-0,4%) at 1,57 EUR/kg. Over the same period, the annual average prices of Categories 3 and 4 decreased; notably, Category 4 decreased 15%, ending at 1,00 EUR/kg (-11,9% for Category 3).²¹

Since the end of 2014, the price of plaice has increased strongly, surprising the various stakeholders. The price was expected to range between 1,00 EUR/kg and 1,50 EUR/kg, and it peaked at 1,85 EUR/kg at IJmuiden auction in November 2015. Although the fishing companies profited, some processors selling plaice to retailers under long-term contracts faced difficulties. The situation can evolve at the end of the contract, when the price is renegotiated (after several months or a year).



3.3.2. Export prices

Frozen fillet is the main plaice product exported by the Netherlands. Although exports decreased 50% between 2003 and 2015, prices increased 13% over the period, reaching 5,64 EUR/kg in 2015.



Fresh fillet was the second plaice product exported from the Netherlands in 2015. Data is available only for the period 2012–2015: the price increased 34% in three years (7,47 EUR/kg in 2015), and volume decreased 13% (-27,5% in 2013, +30,3% in 2014, and -8,3% in 2015).

3.3.3. Price structure for the plaice supply chain

The price structure is analysed for two markets:

- Fresh fillet MSC on the Dutch market, from auction to final consumer.
- Frozen fillet on the Italian market, from auction to the platform in Italy.

The price reference for the fish at the first-sales stage is from the Urk fish auction on 9 November 2015 (Category 3 for the Dutch market and Category 4 for the Italian market).

As the filleting yield is relatively low (43%), filleting loss is a major cost item. For the fresh fillet marketed in the Dutch market, the packaging cost and the distribution from platform to point of sale account for more than half of the retail price. For the frozen fillet exported to Italy, the filleting, freezing, and packaging costs represent 26% of the price delivered at platform in Italy. The net margin for the processor is higher for fresh fillet (0,23 EUR/kg) than for frozen fillet (0,15 EUR/kg).





Source: EUMOFA.



Figure 20. PRICE STRUCTURE OF DUTCH EXPORTS OF FROZEN FILLET TO ITALY (EUR/KG)

4. Consumption

FRESH CARP



Carp is an oily freshwater fish, usually sold fresh and live. Frozen or processed products are rarely found on the market. Carp is sold mainly for household consumption in weights from 1,5 to 2,5 kg (live weight). On the EU market, carp is largely produced in aquaculture. Poland is the largest European market for live carp, followed by the Czech Republic and Hungary. Hungary has the highest per capita consumption, followed by the Czech Republic and Lithuania. Poland, Germany, and Romania are the main importers of the species.²²

Figure 21. RETAIL PRICES OF FRESH CARP (EUR/KG)

In **Latvia**, the retail price of fresh carp fluctuated during the period surveyed (January 2013–April 2016), averaging 3,45 EUR/kg. In 2014, an increasing trend was observed, and the price reached 3,54 EUR/kg in June, the highest for the period surveyed. However, in 2015, prices fell, and in October it sank to 3,34 EUR/kg. In January–April 2016, the average price (3,48 EUR/kg) remained relatively constant compared with the same period the year before, but decreased 1% from 2014.

In **Lithuania**, the average retail price of fresh carp (3,50 EUR/kg) displayed a slight increasing trend during January 2013–June 2016. In 2015, the price increased 1% and 2% over 2014 and 2013, respectively. In January 2016, the price fell considerably below its usual average level and reached 3,08 EUR/kg, the lowest for the period surveyed. However, a month later, it returned to its normal price level. In January–June 2016, the average retail price remained constant at 3,52 EUR/kg compared with the same period in 2015.

In **Poland**, seasonal variations in the retail price of fresh carp are observed, as the price drops in December, and quickly returns to its usual average level in subsequent months. The average retail price was 3,42 EUR/kg, fluctuating between 3,07 EUR/kg and 3,62 EUR/kg for the period January 2013–February 2016. In the first two months of 2016, the price has averaged 3,31 EUR/kg, a 2% increase over January–February 2015.



Source: EUMOFA (updated 14.07.2016).

FRESH TROUT



Trout is farmed almost in all European countries and is one of the freshwater species which is most farmed in Europe. On the EU market, trout mainly comes from aquaculture production and is available all year round. Portion-size trout (200-300 g) is usually bought whole, fresh or frozen. Larger trout is usually sold in fillets. Both portion-size and larger trout can also be sold smoked. The biggest producers of portion trout are Italy, France, and Denmark.

In **Belgium**, the retail price of trout averaged 11,79 EUR/kg and followed a three-year increasing trend. In 2015, the average price reached 12,16 EUR/kg, 3% and 6% higher than 2014 and 2013, respectively. In October 2015, the price increased to 12,39 EUR/kg, the highest for the period January 2013–December 2015.

In **Denmark**, retail prices of fresh trout are the highest of the Member States surveyed and fluctuated considerably, between 15,30 EUR/kg and 20,21 EUR/kg during January 2013–April 2016. The yearly average retail price increased during the period, from 17,07 EUR/kg in 2013 to 18,35 EUR/kg in 2016, an 8%

increase. In contrast, in January–April 2016, the average retail price was 1% lower than the same period of 2015.

In **France**, the retail price of trout fluctuated at an average of 10,30 EUR/kg (January 2013-June 2016), following a slight increasing trend. In contrast, in the first half of 2016, the average retail price decreased 1% and 2% compared to 2014 and 2013, respectively. The highest price registered was in September 2015, 11,34 EUR/kg.

In **Germany**, the retail price of fresh trout varied considerably, demonstrating an increasing trend during January 2013–April 2016. Prices fluctuated between 9,96 EUR/kg and 13,30 EUR/kg, averaging 11,34 EUR/kg. In 2015, the average retail price increased 7% over the previous year. In the first four months of 2016 a similar trend is observed. The average retail price reached 11,99 EUR/kg, a 3% increase over 2015.

In the **Netherlands**, prices of fresh trout fluctuated between 13,68 EUR/kg and 16,80 EUR/kg, averaging 14,89 EUR/kg during January 2013–April 2016. Average prices exhibited a slight increasing trend and grew 3% and 6% in 2015 over 2014 and 2013, respectively. The average price in January–April 2016 followed a similar trend and increased 5% compared with the same period in 2015.

In the **UK**, the retail price of fresh trout has increased steadily during the past three years. Seasonal variations are observed, as prices increased in winter (November–January) and declined in subsequent months. In December 2015, the price peaked at 16,62 EUR/kg, the highest for the period. The average retail price in January–April 2016 was 2% and 23% higher than January–April 2015 and 2014, respectively.





Source: EUMOFA (updated 14.07.2016).

FRANCE

In 2015, per capita consumption of seafood products reached 34,5 kg (live weight equivalent), 3% less than in 2010 but 1,5% more than in 2014. At the same time, fish and seafood household purchases reached more than EUR 7 billion (+2%), as a result of an increase in the average price (+11% over 2010).

In 2015, the volume of household consumer purchases was 1% lower than 2014, though not for fresh salmon (+10%), the most consumed species, which saw a slight decrease in price (-1%).

Overall, a smaller volume (-3%) of fresh fish has been bought, mainly because of increases in average prices, particularly cod (+4,9%), as well as pollack (+4,1%). Purchases of fresh sole and sardine experienced the largest decreases in volume (-17% and -13%, respectively), owing to the reduced availability of supply, which pushed up prices (+4,9% and +5,2%, respectively). Despite a stable average price, all purchases of crustaceans decreased 6,5% in volume, except for Norway lobster (+8,6), and shrimp (+3,6%). Oysters (+6,5% in volume) were the main driver of the overall increase in fresh shellfish, owing to a 7,5% drop in price.

French consumers bought less smoked salmon (-1%), but were more attracted to buying smoked trout (+12,5% in volume). Between 2010 and 2015 household purchases of smoked trout have increased 68%, while purchases of smoked salmon dropped 18%. Frozen seafood products are 5% down from 2014, while experiencing a 2% increase in the average price. Finally, household consumption of canned products fell, while witnessing a 1,1% increase in price.²³

Table 4. YEARLY HOUSEHOLD CONSUMPTION DEVELOPMENT IN FRANCE (1000 TONNES)

Product group	2010	2011	2012	2013	2014	2015	% change from 2010	% change from 2014
Fish and shellfish – fresh	244,6	232,1	238,2	231,7	227,7	224,5	-8,2%	-1,4%
Fish and shellfish – frozen	159,8	151,6	149,4	144,5	140,4	133,7	-16,3%	-4,7%
Prepared seafood (fish and shellfish)	182,3	183,6	185,2	179,7	171,8	177,7	-2,6%	3,4%
Canned seafood (fish and shellfish)	130,8	128,4	124,8	121,0	119,3	117,9	-9,8%	-1,2%
Total	717,5	695,7	697,6	676,9	659,2	653,8	-8,9%	-0,8%

Source: FranceAgriMer.

5. Macroeconomic context

5.1. MARINE FUEL

Figure 23. AVERAGE PRICE OF MARINE DIESEL IN ITALY, FRANCE, SPAIN AND THE UK (EUR/LITRE)



Source: Chamber of Commerce of Forli-Cesena, Italy; DPMA, France; Spain; ARVI (January 2013 – March 2015); MABUX (May 2015–June 2016).

In July 2016, the fuel price in the French ports of Lorient and Boulogne was 0,39 EUR/litre, 9% lower than in June 2016, and 19% lower than July 2015.

In the Italian ports of Ancona and Livorno, the average price of marine fuel in July 2016 was 0,40 EUR/litre. It decreased 7% from the previous month and was 23% less than July 2015.

The price of marine fuel in the ports of A Coruña and Vigo, Spain, reached on average 0,39 EUR/litre in July 2016. It decreased 7% from June 2016 and was 23% less compared with July 2015.

The fuel price observed in the UK ports of Grimsby and Aberdeen was 0,38 EUR/litre and decreased 10% from the previous month. Compared with the same month a year ago, the fuel price decreased 21%.

5.2. FOOD AND FISH PRICES

Annual EU inflation was 0% in June 2016, up from -0,1% in May. In June 2016, the lowest negative annual rates were registered in Cyprus (-2,0%), Bulgaria (-1,9%) and Croatia (-1,2%), while the highest annual rates were observed in Belgium (+1,8%), Sweden (+1,2%) and Malta (+1,0%).

Compared with May 2016, annual inflation fell in 2 Member States, remained stable in 8, and rose in 17.

In June 2016, prices of food and non-alcoholic beverages decreased slightly (-0,2%), while prices of fish and seafood increased 0,4% compared with the previous month (May 2016).

Since June 2014, food prices remained stable and fish prices increased 4,4%.

Table 5.HARMONISED INDEX OF CONSUMER
PRICES IN THE EU (2015 = 100)

НІСР	June 2014	June 2015	May 2016	June 2016 ²⁴
Food and non– alcoholic beverages	100,15	100,63	100,40	100,55
Fish and seafood	98,37	99,33	101,98	101,93

Source: Eurostat.

5.3. EXCHANGE RATES

In July 2016, the euro appreciated against the Norwegian krone (2,2%) and the Japanese yen (0,7%) from June 2016. It remained stable against the US dollar (0,1%). For the past six months, the euro has fluctuated around 1,12 against the US dollar. Compared with a year earlier (July 2015), the euro has depreciated –15,8% against the Japanese yen and appreciated 5,6% and 1,3% against the Norwegian krone and the US dollar, respectively.

Table 6. THE EURO EXCHANGE RATES AGAINST THREE SELECTED CURRENCIES							
Currency	July 2014	July 2015	June 2016	July 2016			
NOK	8,4050	9,0015	9,3008	9,5092			
JPY	137,66	136,34	114,05	114,83			
USD	1,3379	1,0967	1,1102	1,1113			

Source: European Central Bank.



5.4. EUROPEAN UNION ECONOMIC OVERVIEW

In April–June 2016, the EU GDP increased at a quarterly growth rate of 0,4%, compared with the previous quarter January–March 2016. Compared with April–June 2015, the seasonally adjusted GDP increased by 1,8%.²⁵

In the EU Member States, in January–March 2016, the GDP growth increased in Germany with a rate of 0,7%.

GDP growth is observed for a seventh quarter in a row in Germany.

Growth is also noticed in France with a quarterly rate of 0,6% in the first quarter of 2016. In the UK, GDP growth decreased with a rate of 0,4% in January–March 2016, down from 0,6% in October–December 2015. In Italy, the GDP growth rate increased to 0,3% in the first quarter of 2016.²⁶

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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 May 2016. Puertos del estado; Statistics Belgium.

Global supply: European Commission, Directorate-General for Maritime Affairs and Fisheries (DG MARE); FAO; Statistics Iceland; EUMOFA; ITAFISHSTAT; Office National des Pêches (ONP), Morocco. Case study: EUMOFA; FAO; PEFA.

Consumption: EUMOFA.

Macroeconomic context: EUROSTAT; ECB, Chamber of Commerce of Forlì-Cesena, Italy; DPMA, France; ARVI, Spain; MABUX.

The underlying first-sales data is in a separate Annex available on the EUMOFA website. Analyses are made at aggregated (main commercial species) level.

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 24 languages.

EUMOFA website is publicly available at the following address: <u>www.eumofa.eu</u>.

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 <u>http://www.puertos.es/en-us/estadisticas/Pages/estadistica_mensual.aspx</u>
- ³ <u>http://ec.europa.eu/fisheries/cfp/emff/doc/op-belgium-fact-sheet_en.pdf</u>
- ⁴ <u>http://www.fao.org/fishery/species/3379/en</u>
- ⁵ http://ices.dk/sites/pub/Publication%20Reports/Advice/Popular%20advice/ang-ivvi_popular.pdf
- ⁶ <u>http://www.fishbase.org/Summary/SpeciesSummary.php?ID=1348&AT=turbot</u>;
- http://ices.dk/sites/pub/Publication%20Reports/Advice/Popular%20advice/tur-nsea_popular.pdf
- ⁷ <u>http://ec.europa.eu/fisheries/cfp/emff/doc/op-portugal-fact-sheet_en.pdf</u>

⁸<u>https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_publicacoes&PUBLICACOESpub_boui=261843669&PUBLICACOESmo</u> <u>do=2</u>

- ⁹ <u>http://www.fao.org/fishery/species/2711/en</u>
- ¹⁰ <u>http://www.fao.org/fishery/species/2306/en</u>
- ¹¹ <u>http://www.fao.org/3/a-i5555e.pdf</u> ; EUMOFA.
- ¹² <u>http://ec.europa.eu/information_society/newsroom/cf/mare/itemlongdetail.cfm?subweb=343&lang=en&item_id=33123</u>
- 13 http://www.fao.org/news/story/en/item/424284/icode/
- ¹⁴ http://ec.europa.eu/newsroom/mare/itemlongdetail.cfm?subweb=343&lang=en&item_id=33036
- ¹⁵ <u>http://www.itafishstat.it/component/jdownloads/send/16-dati-economici-e-trasversali/34-5-produzione-per-specie.html</u>
- ¹⁶ <u>http://www.statice.is/publications/news-archive/fisheries/fish-catches-in-june-2016/</u>
- ¹⁷ http://www.onp.ma/wp-content/uploads/2016/06/RAPPORT-STATISTIQUE-MAI-20161.pdf
- ¹⁸ <u>http://www.asc-aqua.org/index.cfm?act=update.detail&uid=411&Ing=1</u>
- ¹⁹ http://ec.europa.eu/fisheries/documentation/publications/2016-fish_en.pdf
- ²⁰ http://www.proecuador.gob.ec/wp-content/uploads/2016/07/proec_ic_06_65_.pdf; EUMOFA.

²¹ PEFA.

²² EUMOFA, June 2016, Case Study, Price Structure in the supply chain for fresh carp in Central Europe.

²³ FranceAgriMer.

²⁴ Estimated provisional.

²⁵ <u>http://ec.europa.eu/eurostat/documents/2995521/7572532/2-29072016-CP-EN.pdf/b817085c-453a-4bdb-861b-1543c30481b2</u>

²⁶ http://ec.europa.eu/eurostat/documents/3217494/7571692/KS-BJ-16-007-EN-N.pdf