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# E U M O F A

European Market Observatory for  
Fisheries and Aquaculture Products

November-December 2013

## MONTHLY HIGHLIGHTS

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### In this issue

This Monthly Highlights emphasises first-sales data for ten commodity groups from eight Member States. Belgium, Denmark, Greece, Latvia, and Sweden experienced increases in both first-sales value and volume. Latvia saw the greatest increase in value, while the UK registered the greatest change in volume. Spain saw an 11% increase in the volume of landed fish over a year before.

First sales of cod and herring in Sweden, and crab and halibut in Norway are given special prominence in this issue. Herring accounted for 70% of the volume of Sweden's total first sales.

Scallop is the second most important species for the UK fishing industry. Landings of scallop almost doubled in volume in the past five years. The country exports ca. 60% of its production to European countries, of which France, Italy, and Spain are the top three markets.

Retail prices of salted herring, whole, remained steady in Lithuania, and they often reveal a convergence with those of salted herring in Latvia. In Poland, retail prices for this product have increased ca. 30% since 2011.

In France, the abundance of cod supplies on the market, combined with price decrease and promotional campaigns, resulted in a 19% increase of the volume of fresh cod consumed in the past 12 months.

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# 1. First sales in the EU

For the first time in this publication, first-sales monthly data from Germany are provided. In September 2013, eight EU Member States (MS) reported first-sales data for ten commodity groups.<sup>1</sup>

Since the previous month, first sales have increased in both volume and value for five of the reporting countries, Belgium, Denmark, Greece, Latvia, and Sweden. They have decreased for Portugal; for the UK they have increased in value and decreased in volume. Latvia experienced the largest increase in value (37%), while Sweden saw the largest increase in volume (22%).

In Spain in September 2013, 20.718 tonnes of fresh fish were landed, 11% more than a year before. Meanwhile, the cumulative volume (175.828 tonnes) of fresh fish landed in the first nine months of the year decreased 2,7%, compared with the same period in 2012. In September 2013, the port of Vigo saw the largest volume of landings (7.200 tonnes), followed by A Coruña (4.739 tonnes).<sup>2</sup>

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

MS	September 2011		September 2012		August 2013		September 2013	
	Volume	Value	Volume	Value	Volume	Value	Volume	Value
BE	788	3,64	1.392	4,57	1.151	3,97	1.317	4,04
DK	27.267	48,77	30.865	36,02	25.362	28,04	30.793	30,97
DE	n/a	n/a	n/a	n/a	n/a	n/a	10.425	7,77
EL <sup>3</sup>	911	2,79	1.095	3,06	1.002	2,55	1.166	3,25
LV	n/a	n/a	3.861	0,96	3.475	0,83	4.082	1,13
PT	17.125	21,44	13.527	15,91	13.377	18,65	12.713	15,60
SE	5.938	8,63	4.720	6,87	5.979	8,45	7.268	8,73
UK	57.442	98,37	46.109	63,16	38.743	46,68	34.651	48,72

Source: EUMOFA (updated 14.11.2013); volume data is reported in net weight.

## 1.1. SWEDEN

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

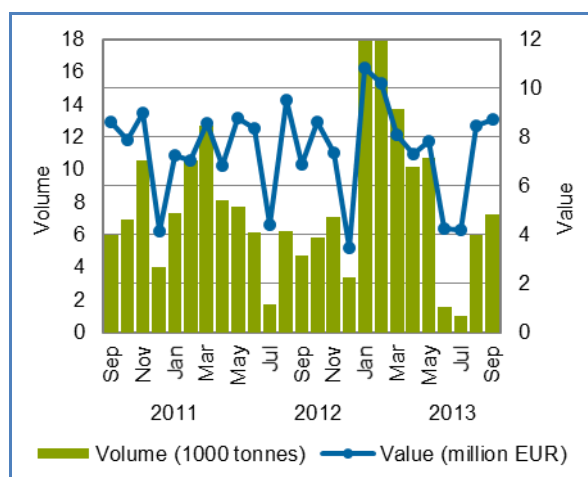
Most of Sweden's fishing ports are located on the west coast. Fiskebäck is the most important, with most of the fishing vessels located there. Other significant ports in the Skagerrak area are Rörö and Fotö. Sweden has three fish auctions: Göteborg, which is the largest, and two smaller ones farther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

Fisheries in the Baltic Sea and Öresund are dominated by catches of sprat, herring, and cod, while in the Skagerrak and Kattegat, most of the fish catches consist of herring, followed by sprat, saithe, cod, and plaice. Crustaceans are particularly significant, mainly cold-water shrimp and Norway lobster. The main catches in the North Sea are herring and eel, as well as mackerel, saithe, and cod.<sup>4</sup>

The Swedish sea fishery has experienced a decline in volume and value in the past five years: In 2012, total landings reached ca. EUR 95 million and 109.000 tonnes.<sup>5</sup> First sales in Sweden include nine<sup>6</sup> of the ten commodity groups reported at the EU level. Most of the fish landed (94%) are used for human consumption (2012): they are mainly herring, sprat, cod, as well as cold-water shrimp and Norway lobster.

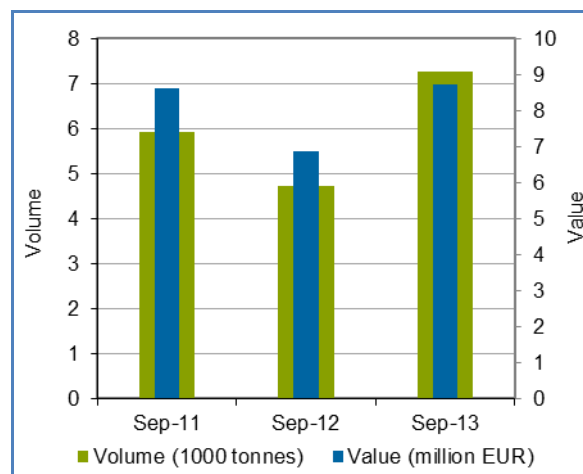
Sweden's cumulative first-sales value and volume (January-September 2013) were reported at EUR 69,96 million and 86.290 tonnes, respectively. First sales increased in both value (3%) and volume (33%) over January-September 2012.

Figure 1. **TOTAL MONTHLY FIRST SALES IN SWEDEN**



Source: EUMOFA (updated 14.11.2013).

Figure 2. **SEPTEMBER FIRST SALES IN SWEDEN**



Source: EUMOFA (updated 14.11.2013).

In September 2013, three commodity groups, crustaceans, groundfish, and small pelagics, accounted for 83% of the value and 97% of the volume of Sweden's total first sales. Of these, crustaceans and small pelagics were the most significant, representing 37% in value and 84% in volume of the total first sales.

The volume increase was largely the result of the small pelagics, more specifically herring and sprat. Compared with one year ago (January-September 2012), small pelagics' cumulative first sales increased more than one-third in volume (39%), and less in value (18%).

From January to September 2013, crustaceans' first sales were EUR 25,52 million and 2.038 tonnes which is a 6% increase in value and a 13% decrease in volume over the same period in 2012.

The main commercial species cold-water shrimp and Norway lobster led these variations.

Groundfish, the third most important commodity group, achieved first sales of EUR 10,41 million and 6.341 tonnes in January-September 2013, representing a decrease in both value (-30%) and volume (-34%), compared with the same reference months of the previous year. Cod is the main commercial species belonging to the group that has contributed most to the remarkable decrease.

### 1.1.1. COD



Cod is a demersal species, which can range from 500 g to more than 20 kg in weight and can live for up to 25-30 years. It is a predatory fish that feeds mostly on herring and sprat.

Cod is found throughout the waters of the Northeast Atlantic and is an important commercial species. Cod fishing is seasonal, subject to the spawning cycle that causes quality of the cod to vary. The timing and extent of spawning depends on the stock and can vary from year to year.

Cod catches are subject to total allowable catches (TACs). In addition, recovery and management plans are in place for the long-term protection of this species. An EU long-term plan for cod, which was adopted in 2008, covers the Kattegat, Skagerrak, the Eastern channel, and the North Sea, among other areas.

The Baltic Sea management plan was assessed by the International Council for the Exploration of the Sea (ICES) in 2009 and 2011, and it is considered to be in accordance with the precautionary approach. The Eastern Baltic stock is the most important and is developing positively. This can be attributed to the terms of the EU long-term management plan. The Western Baltic stock is at a stable level, but ICES advises special measures to protect part of the stock, which is at a low level.

The 2014 TACs proposed for Sweden for the Baltic Sea cod are 17.995 tonnes. This is a 7% increase for the Eastern stock (15.345 tonnes) and a 15% decrease for the Western stock (2.650 tonnes), compared with 2013.<sup>7</sup>

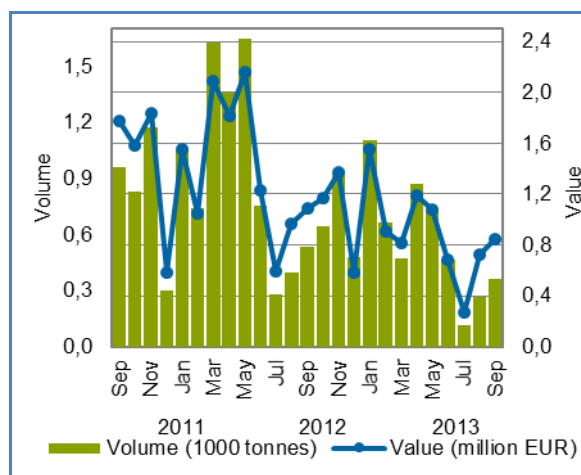
Cod is caught mainly with bottom trawls, as well as with gillnets and longlines. Cod is also a significant by-catch in the Norway lobster and flat fish fisheries.

Cod is the most important of the 12 main commercial species<sup>8</sup> that are included in the groundfish commodity group. One of Sweden's Eastern Baltic cod fisheries is MSC certified for ca. 8.900 tonnes. In September 2013, cod accounted for 62% of value and 55% of volume of Sweden's groundfish first sales.

The cumulative first-sales value (January-September 2013) reached EUR 8,07 million and 5.042 tonnes, respectively. This was a decrease in both value and volume, -36% and -40%, respectively, from the same period of the previous year.

The decrease in the landed and sold volume could be related to the decrease in Sweden's cod fishing quota, from 20.094 tonnes in 2012 to 18.424 tonnes in 2013. In addition, it seems that the current biological characteristics of cod (small and skinny) led to lower price and made fishing less profitable.

Figure 3. **COD: MONTHLY FIRST SALES IN SWEDEN**



Source: EUMOFA (updated 14.11.2013).

The average unit price of cod in September 2013 was 2,33 EUR/kg, 14% less than the previous month, when supply was less (267 tonnes). It has increased 14% over the previous year (September 2012), when 533 tonnes were sold.

The highest price during the past two years was registered in August 2012 at 2,70 EUR/kg and ca. 267 tonnes landed and sold.

### 1.1.2. HERRING



Herring is a pelagic fish that is both an important predator and a prey species. In

EU waters, herring is found in the North Atlantic, Baltic Sea and Arctic Ocean. In Swedish waters, it is caught mostly in the Baltic Sea but also in the Skagerrak, Kattegat and the North Sea.

On average, 95% of the total catch is taken by the trawl fishery; the trapnet fishery is of minor importance. The small-scale herring gillnet fishery is declining in importance in Sweden's coastal areas.<sup>9</sup>

Herring spawn near the coasts and on the seabed at different times of the year, affecting the fishes' fat content. Herring catches are seasonal and are subject to TACs. Most of the catches are taken in a targeted herring fishery.

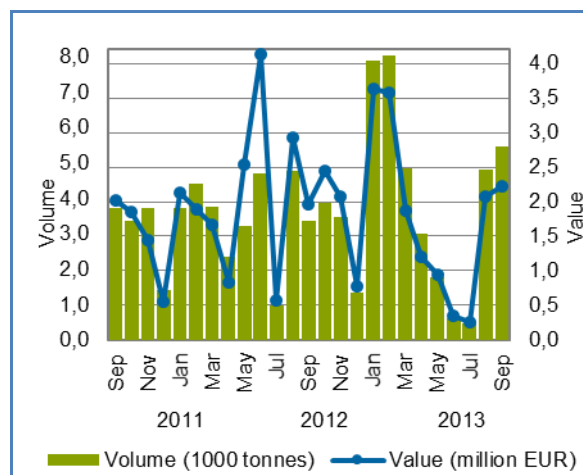
In summer, the herring that spawn in the Western Baltic Sea migrate to the Skagerrak and the eastern parts of the North Sea in search of food, where they mix with autumn-spawning juveniles from the North Sea. Because the adult stock size is too small to produce sufficient offspring, ensuring optimal long-term use of the species is a challenge.

The TACs proposed for 2014 for the Baltic Sea herring are 300.999 tonnes, 19% higher than in 2013. The largest stock is in the Bothnian Sea for which its proposed 2014 quota is ca. 137.800 tonnes representing 30% increase from previous year.<sup>10</sup>

Herring is the most important of the four main commercial species that are included in the small pelagics commodity group<sup>11</sup>. In September 2013, it accounted for 25% of the value and 70% of the volume of Sweden's total first sales.

For herring, the cumulative first-sales value (January–September 2013) reached EUR 16,14 million and 36.815 tonnes. This was a decrease in value (-13%) and an increase in volume (18%), relative to the same period of the previous year.

Figure 4. **HERRING: MONTHLY FIRST SALES IN SWEDEN**



Source: EUMOFA (updated 14.11.2013).

The increase of the landed and sold volume could be related to the increase in Sweden's herring fishing quota, from 81.751 tonnes in 2012 to 89.911 tonnes in 2013. However, the abundance of herring supplies resulted in a lower unit price for this species.

The average unit price of herring in September 2013 was 0,41 EUR/kg, representing a 6% decrease over the previous month, when supply was lower (ca. 4.800 tonnes). Compared with September 2012, the average unit price decreased 25%, corresponding also to lower supply (ca. 3.400 tonnes). The highest price observed during the past two years was in June 2012, at 0,88 EUR/kg and ca. 4.700 tonnes sold.



## 1.2. NORWAY

With a coastline from Skagerrak in the south to the Barents Sea in the north, Norway plays a significant role in the global fisheries. Its fishing fleet consists of ca. 6.200 vessels, of which 5.400 operate year-round. In addition to marine fisheries, the farming of salmon has skyrocketed in the past two decades, making Norway a major player in the aquaculture industry as well.

Norway's first sales include seven<sup>12</sup> of the ten commodity groups reported at the EU level. In September 2013, first sales reached EUR 136,85 million and 137.001 tonnes. This includes 32 main commercial species, of which cod, haddock, saithe and mackerel were among the most valuable. Both first-sales value and volume decreased 20% compared with September 2012. Compared with two years ago, first sales also decreased, both in value (-61%) and volume (-44%).

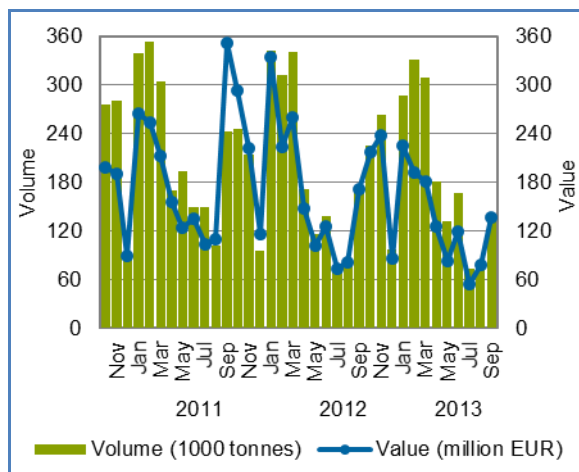
The decrease from last year in first-sales value and volume was mainly the result of a decrease in the small pelagics commodity group and, to a lesser extent, groundfish.

In September 2013 first sales of crustaceans reached EUR 10,26 million and 5.533 tonnes. Compared with a year ago, they increased 26% in value and 159% in volume. Compared with September 2011, they decreased 39% in value and 31% in volume. The large increase in value over the previous year was attributable mainly to cold-water shrimp and crab. These species were also the main triggers for the increase in volume over September 2011.

The flat fish commodity group achieved first sales of EUR 2,05 million and 740 tonnes in September 2013, representing a decrease in both value (-15%) and volume (-61%) from the year before. This was caused mainly by halibut, whose first sales decreased in both value and volume compared with September 2012. Compared with September 2011, first sales exhibited a 35% decrease in value and 15% decrease in volume.

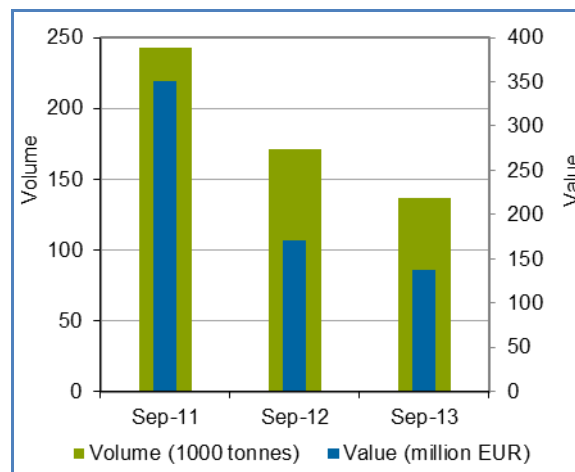
Two commodity groups, crustaceans and flat fish constituted 9% in value and 5% of volume of Norway's total first sales in September this year. Crustaceans was the most significant of the two commodity groups, accounting for 7% of the value and 4% of the volume of Norway's first sales in September 2013.

Figure 5. **TOTAL MONTHLY FIRST SALES IN NORWAY**



Source: EUMOFA (updated 14.11.2013).

Figure 6. **SEPTEMBER FIRST SALES IN NORWAY**



Source: EUMOFA (updated 14.11.2013).

## 1.2.1. BROWN CRAB



Of the five main commercial species<sup>13</sup> that are included in the crustaceans' commodity group, brown crab is the most important species in both value and volume. In

September 2013, brown crab constituted 4% in value and 1% in volume of Norway's total first sales.

Brown crab can be found on almost the entire coastline of Norway, in both deep and shallow waters. It can grow up to 30 cm wide and weigh up to 2,5 kg. Brown crab lives on the seabed and eats anything available, living or dead. Brown crab usually spawns in late autumn/early winter. Fishing is seasonal, starting in spring with peaks in September–October. Approximately 80% of the brown crab fishery occurs in the middle of the Norwegian coast (Møre - Helgeland). The main fishing gear used is pots.

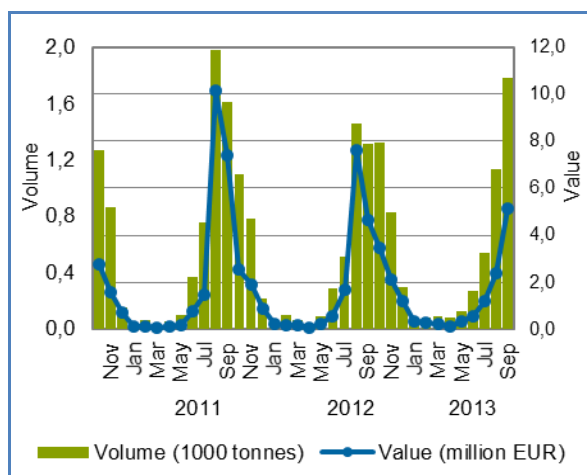
In September 2013, first sales of brown crab were EUR 5,16 million and 1.779 tonnes. This was an increase in both value (11%) and volume (35%) over September 2012.

So far in 2013, the cumulative first-sales value of brown crab decreased 31% over January–September 2012, reaching EUR 10,50 million. The volume in the same period increased 7%, at 4.170 tonnes.

The brown crab average unit price in September 2013 was 2,90 EUR/kg, 17% less than one year ago, corresponding to a volume of 1.319 tonnes (35% increase).

The highest brown crab unit price registered in 2013 was in January, at 6,05 EUR/kg, corresponding to 55 tonnes landed and sold.

Figure 7. **CRAB: MONTHLY FIRST SALES IN NORWAY**



Source: EUMOFA (updated 14.11.2013).

## 1.2.2. HALIBUT



Halibut is the most important commercial species in both value and volume of the flat fish commodity group.<sup>14</sup> In

September 2013, first sales of halibut represented 1,4 % of the value and 0,4% of the volume of total first sales in Norway. Approximately 80% of halibut commercial fisheries is Greenland halibut; the rest is Atlantic halibut. The latter has a higher market value: The Norwegian Atlantic halibut export price is ca. 70% higher than Greenland halibut.

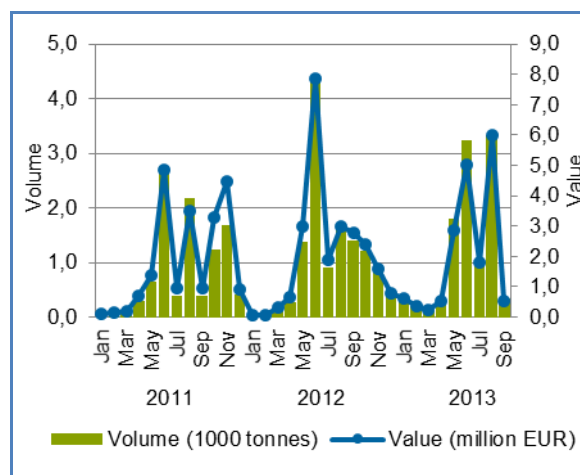
Greenland halibut is found mostly in the middle and northern sections of Norway's coast, in both deep and shallow waters near the coast. It is a predatory fish that feeds mainly on shrimp, capelin, and small cod. It can grow up to 120 cm long and reach 20 kg. It spawns in deep water (500-800 m) during autumn and winter.

Greenland halibut first sales were EUR 0,54 million and 331 tonnes in September 2013. This was a decrease in both value (-81%) and volume (-76%) from September 2012.<sup>15</sup>

First-sales cumulative value (January–September 2013) of Greenland halibut was EUR 17,97 million, a 8% decrease from the same reference period one year before. The corresponding volume was 10.554 tonnes, a 3% increase over January–September 2012.

The average unit price of Greenland halibut in September 2013 was 1,62 EUR/kg, representing an 18% decrease compared with September 2012, when more supplies were available (1.398 tonnes). The highest unit price this year was observed in March, at 2,09 EUR/kg and 105 tonnes.

Figure 8. **GREENLAND HALIBUT: MONTHLY FIRST SALES IN NORWAY**



Source: Norway Directorate of Fisheries (updated 14.11.2013).

## 2. Global Supply

**Common Fisheries Policy (CFP) Reform:** Under the Lithuanian Presidency, the European Parliament has adopted the reformed CFP that will be applied throughout the EU starting on 1 January 2014. The overarching aim of the reformed CFP is to end overfishing and make fishing environmentally, economically and socially sustainable. The policy aims to bring fishing back to sustainable levels, with better use of knowledge and scientific advice. The reformed CFP will ensure that the same principles and standards of sustainability will apply when EU fishermen operate in foreign waters and that the EU will continue to push for sustainability in its international agreements.<sup>16</sup>

**Fisheries / EU:** A new agreement between the EU and Norway on reciprocal access to fishing in the waters of the Skagerrak has been completed. The agreement is a continuation of a previous agreement between Denmark, Sweden, and Norway, which expired in August 2012 and which follows the recent developments in international fishery law, particularly regarding the provisions on control. It will allow those countries to have their vessels in each other's waters within the defined area and to ensure continuity of their fishing operations in this area.<sup>17</sup>

**EU-Morocco Fisheries Partnership Agreement (FPA):** The new four-year Protocol with Morocco initiated by the European Commission in July has been approved by the European Parliament. The Agreement will increase the EU fishing possibilities by a third compared to the previous agreement and will include 80.000 tonnes of small pelagic species, with further fishing opportunities available for demersal fish, tuna and artisanal fisheries.<sup>18</sup>

**EU-Seychelles Fisheries Access Agreement (FAA):** A new intergovernmental agreement will allow Seychelles-flagged vessels to continue fishing operations in the waters of Mayotte, which will become EU waters on 1 January 2014. These vessels will be subject to the rules and regulations of the Common Fisheries Policy and the conservation and management measures established by the Indian Ocean Tuna Commission (IOTC). This new Agreement builds on the recently agreed Protocol to the Fisheries Partnership Agreement between the EU and the Seychelles.<sup>19</sup>

**Pike-perch / Sweden / Sustainability:** A small-scale Swedish pike-perch fishery has been re-assessed against the MSC environmental standard. The fishery was the world's first freshwater fishery and the first Swedish fishery to become MSC certified in 2006. Fish are caught with traps in summer and gillnets in winter. The catch is ca. 150 - 200 tonnes of pike-perch per year. The fish is sold fresh, mainly to Germany, as well as Austria and France.<sup>20</sup>

**Blue mussels / Germany / Sustainability:** The blue mussel fishery in the Wadden Sea of Lower Saxony has been MSC certified for sustainable fishing. Mussels are fished and further grown to maturity in designated "culture plots" before being marketed. In 2010, 1.070 tonnes of blue mussels were landed. Mussels are sold mainly to the Netherlands.<sup>21</sup>

**Trade / EU-Canada / CETA:** The Comprehensive Economic and Trade Agreement (CETA) will boost the fishery trade and will gradually eliminate most of the EU import tariffs on Canadian fishery products, when it comes into effect in 2015. In 2012, EU imports from Canada were ca. EUR 162 million and 26.000 tonnes of seafood. Among others, these include live and frozen lobster, frozen scallop, and shrimp products.<sup>22</sup>

**Trade / Groundfish / Norway:** The value of exports of Norwegian cod, saithe, and haddock in October 2013, totalling ca. EUR 17 million (NOK 138 million), was 12% lower than the same period of the previous year. This was mainly attributable to a decline in clipfish exports, which decreased 36% in value, compared with October 2012. In the same period, the price fell 12,8%, reaching ca. 0,70 EUR/kg. Brazil was the largest market for clipfish in October, with exports at ca. EUR 13 million (NOK 104,6 million), followed closely by Portugal.<sup>23</sup>

**Trade / Tuna / Vietnam:** EU imports of tuna from Vietnam in the first nine months of 2013 increased 31% in value over the same period of 2012. Except for frozen/live/fresh tuna and tuna loin (HS code 03), which experienced decreases, all other imports of tuna products increased. The five largest EU importers were Germany, Italy, Spain, the Netherlands, and the UK.<sup>24</sup>



### 3. Price structure: scallop in the UK

Scallop is available on the EU market in several presentations and preservations: fresh, frozen, prepared, scallop meat, roe-on, roe off, and whole and half-shell. Scallop is perceived as a great source of Omega-3 and 6 fatty acids, as well as being rich in protein, vitamins, and minerals.

#### 3.1. PRODUCTION

Scallop is the second most important species for the UK fishing industry, worth an approximate average of GBP 120 million (EUR 150 million) per year in the past years. It provides 600 jobs in the fishing sector and another 750 in the processing industry.

Table 2. UK TOP SPECIES LANDINGS (2012)

Species	Value (million EUR)
Norway lobster	136,0
Scallop	83,9
Mackerel	78,7
Crab	47,2
Haddock	44,0
Monk	39,3

Source: Marine Management Organisation.

##### 3.1.1. LANDINGS

Scallop catches are composed mostly of *Pecten maximus*, known as king scallop or great scallop, and secondarily of *Aequipecten opercularis*, known as queen scallop.

The king scallop fishery is widely distributed around the coastline of the UK, with large commercial fisheries located in the Irish Sea, the English Channel, and the Bay of Biscay, as well as in Scottish coastal waters (west of Kintyre, North West, Shetland, North East, and East coast).

Queen scallop is much smaller than king scallop: The minimum landing size is 4 cm for queen scallop and 10 cm for king scallop (except for in the Irish Sea, where it is landed at ca. 11 cm).

Scallop are fished all year. King and queen scallop are not subject to TACs or quota restrictions. The fishing fleet is subject to controls on fishing effort, which are designed to restrict the number of boats in the fishing fleet and the amount of time (days) that boats can spend fishing, commonly known as “days at sea” regulations.

Landings of scallop almost doubled in volume in the past 5 years.

Table 3. UK LANDINGS OF SCALLOP

Unit	2008	2009	2010	2011	2012
1000 tonnes	28,0	35,1	43,8	53,4	53,9
Mil GBP	42,7	48,4	55,7	63,4	68,0
Mil EUR	53,6	54,3	64,9	73,1	83,9

Source: Marine Management Organisation.

Scallop fisheries are generally managed by local and national bodies on the basis of localised stock assessments. Stocks in the UK are considered healthy. The Shetland inshore scallop fishery was certified in 2012 against the MSC's standard for environmental and sustainable fishing. More than 98% of scallop are caught by vessels using dredges, with the balance harvested by divers.

Queen scallop caught in Isle of Man waters (Isle of Man queenies) has had a protected designation of origin (PDO) since 2012.

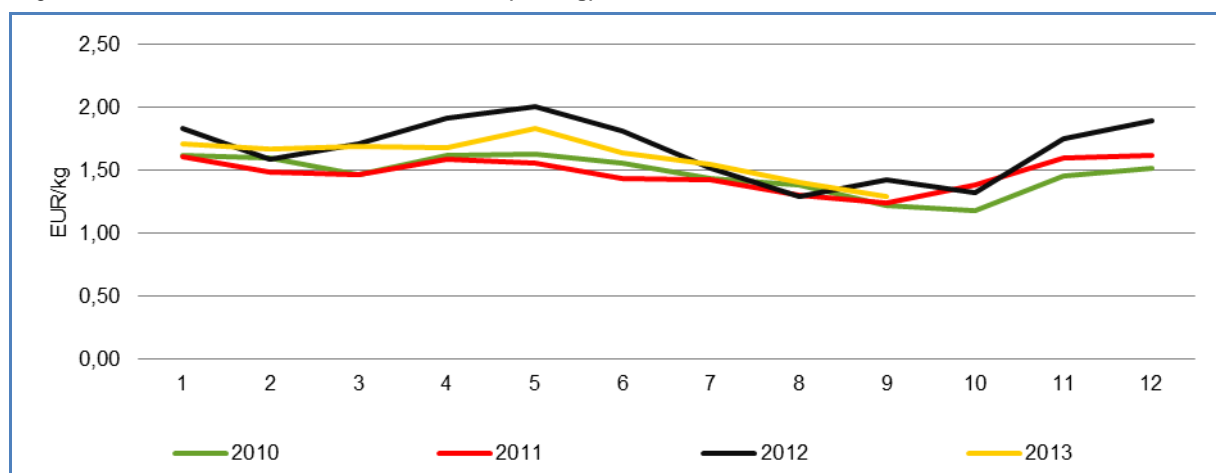
##### 3.1.2. AQUACULTURE

Scallop is also farmed in Scotland, but in general, the farming of scallop has little significance. The production, which was more than 300 tonnes at the beginning of the 2000s, decreased to 15 tonnes during 2007-2008, and it has never exceeded 78 tonnes since then. The good results of fisheries and low prices of wild scallop have made farming unprofitable, which is currently limited to small niche markets.

#### 3.2. FIRST-SALES PRICES

First-sales prices follow more or less the same trend every year. They decrease from January to February-March, followed by an increase in March-May. From May to October, they decrease again and finally increase in the last two months of the year.

Figure 9. FIRST-SALES PRICES OF SCALLOP (EUR/kg)



Source: EUMOFA.

### 3.3. EXPORTS - IMPORTS

#### 3.3.1. EXPORTS

The UK exported EUR 111 million and 49.000 tonnes of scallop in 2012, ca. 90% of its production, to European countries, with three countries (France, Italy, Spain)

absorbing 87% of the total value (2012). France is the main destination (57%), especially for fresh scallop, followed by Italy (21%) and Spain (9%).

Table 4. UK EXPORTS OF SCALLOP (volume in tonnes of product weight, value in thousand euro, price in EUR/kg)

Product type/Country of destination	2010			2011			2012		
	Vol.	Val.	Price	Vol.	Val.	Price	Vol.	Val.	Price
<b>Live, fresh or chilled scallop</b>	<b>7.420</b>	<b>61.996</b>	<b>8,36</b>	<b>9.512</b>	<b>61.317</b>	<b>6,45</b>	<b>6.591</b>	<b>65.800</b>	<b>9,98</b>
France	5.559	48.896	8,80	4.930	44.769	9,08	4.380	49.114	11,21
Italy	1.365	8.864	6,49	1.358	9.807	7,22	1.476	10.566	7,16
Ireland	97	1.446	14,88	190	2.609	13,77	242	2.722	11,26
Germany	54	1.028	18,90	62	1.290	20,73	94	1.747	18,57
Spain	166	764	4,59	38	245	6,38	59	342	5,76
Other countries	178	998	5,62	2.934	2.597	0,89	340	1.309	3,85
<b>Coquilles St-Jacques (Pecten maximus), frozen</b>	<b>4.722</b>	<b>30.139</b>	<b>6,38</b>	<b>4.033</b>	<b>28.738</b>	<b>7,13</b>	<b>4.041</b>	<b>27.749</b>	<b>6,87</b>
Italy	1.862	9.749	5,24	1.953	11.663	5,97	1.894	11.314	5,97
Spain	1.761	9.113	5,17	1.279	7.868	6,15	1.299	7.642	5,88
France	512	5.871	11,47	356	4.668	13,12	573	5.233	9,13
Germany	53	708	13,35	65	1.000	15,29	83	1.259	15,20
Ireland	13	123	9,31	11	103	9,06	10	99	9,84
Other countries	521	4.576	8,78	368	3.435	9,34	182	2.201	12,13
<b>Other scallop (03 07 29 90)</b>	<b>2.368</b>	<b>12.364</b>	<b>5,22</b>	<b>3.163</b>	<b>20.193</b>	<b>6,39</b>	<b>2.929</b>	<b>16.954</b>	<b>5,79</b>
France	983	6.140	6,25	1.432	11.878	8,30	1.307	8.361	6,40
Spain	481	2.017	4,20	670	2.574	3,84	493	2.138	4,33
Italy	540	1.029	1,90	597	1.624	2,72	595	1.518	2,55
Germany	14	209	14,53	68	596	8,72	41	581	14,25
Ireland	42	377	9,09	31	317	10,09	37	398	10,70
Other countries	308	2.592	8,40	364	3.204	8,81	457	3.957	8,66

Source: EUROSTAT/COMEXT.

After a significant increase in 2011 (8% in live-weight equivalent), scallop exports decreased in 2012 to the 2010 level. Volume continued to decrease in the first months of 2013 (12,8% in live-weight equivalent) but has remained fairly stable in value (-0,4%).

### 3.3.2. IMPORTS

The UK imports EUR 20 million worth of scallop, mostly from the USA (*Placopecten magellanicus*), which provides 59% of total UK imports in value, France

(*Pecten maximus*), which contributes 20%, Peru (*Argopecten purpuratus*), and Canada (*Placopecten magellanicus*). In the past three years, imports of processed scallop (CN codes 03 07 29 10 and 03 07 29 90) have decreased much more rapidly (-35% in volume) than live and fresh scallop (-7%). This trend reversed in the first seven months of 2013: Imports of processed scallop increased (14%), whereas imports of fresh scallop fell (-13%).

Table 5. **UK: IMPORTS OF SCALLOP** (volume in tonnes of product weight, value in thousand euro, price in EUR/kg)

Product type	2010			2011			2012		
	Vol.	Val.	Price	Vol.	Val.	Price	Vol.	Val.	Price
<b>Other scallop (03 07 29 90)</b>	1.760	16.828	9,56	1.568	17.999	11,48	<b>1.202</b>	<b>14.085</b>	<b>11,72</b>
<b>Live, fresh or chilled scallop</b>	304	4.234	13,92	440	6.291	14,30	<b>284</b>	<b>4.970</b>	<b>17,52</b>
<b>Coquilles St-Jacques (<i>Pecten maximus</i>), frozen</b>	145	1.881	12,97	137	1.735	12,70	<b>28</b>	<b>492</b>	<b>17,49</b>

Source: EUROSTAT/COMEXT.

### 3.3.3. IMPORT AND EXPORT PRICES-TREND

Import prices increased significantly in 2012: 23% for fresh scallop and 38% for frozen. Prices have stabilised in 2013, when a slight increase (0,6%) was observed for fresh scallop.

Export prices for live/fresh scallop increased strongly in the first seven months of 2013 (33%) over the same period in 2012.

## 3.4. RETAIL

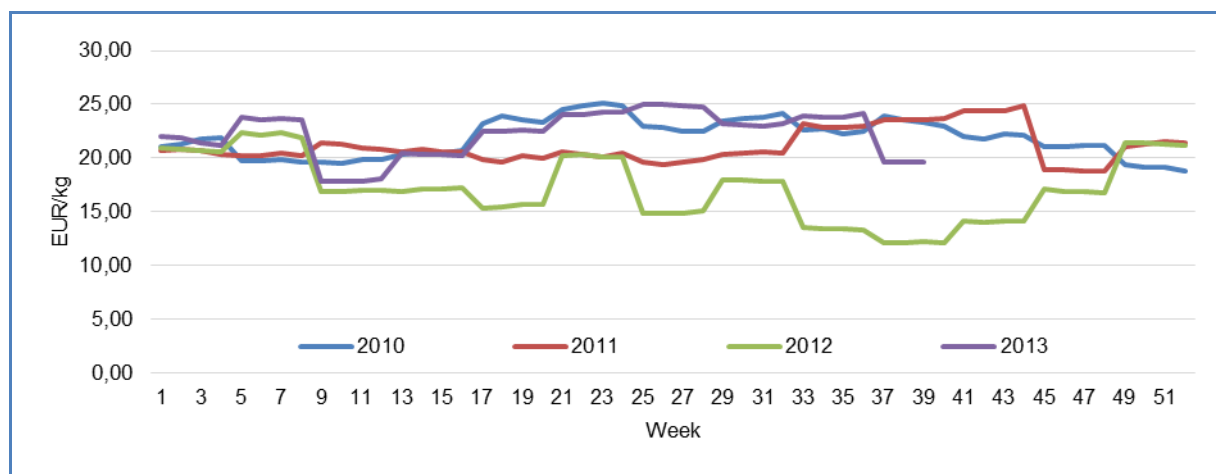
In 2012, retail prices of scallop were well below the average values. In 2013 (until August), prices were back

to the high level of 2010. In September, however, prices dropped again significantly.

Fresh-fish counters in major British large-scale retailers offer local fresh king scallop as well as imported, defrosted queen scallop imported frozen from Peru and defrosted and packed in the UK.

In general, scallop is marketed either in-shell (usually alive) or, more often, as shucked meat (shell removed). The traditional European market, particularly France, prefers the roe-on meat (adductor muscle plus roe). However, younger consumers as well as the food service and the processing industry prefer shelled products.

Figure 10. **RETAIL PRICES OF SCALLOP (EUR/kg)**



Source: EUMOFA.

## 4. Consumption

### 4.1. SALTED HERRING

Herring is a popular species consumed predominantly in the countries of northern Europe. It has a fine and quite fatty meat. Its taste varies according to the season in which it was fished. Herring tastes best before it reproduces, when it has more fat.

Herring is sold in a variety of products, such as whole, fillets, "maatjes" (raw/slightly marinated), rollmops, salted, smoked, and canned, depending on consumer preferences in the market where it is sold.



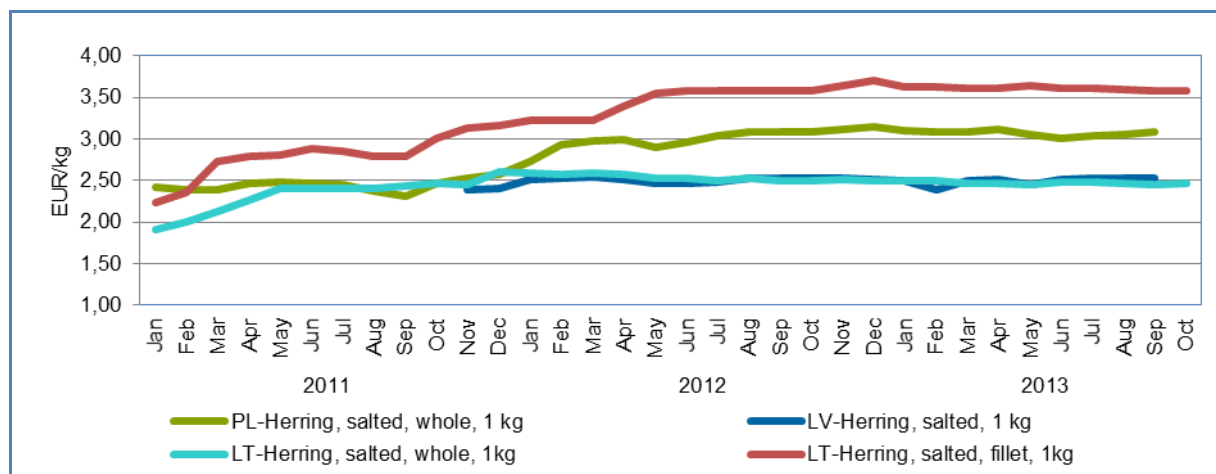
Monthly retail prices for salted herring (whole and fillets) in three EU Member States, Latvia, Lithuania, and Poland, have seen a series of variations.

In Latvia and Lithuania, monthly price of whole salted herring, 1 kg, remained stable at 2.50 EUR/kg between 2011 and September 2013.

The price of herring fillets followed an increasing trend for the past three years. On average, monthly retail prices in Lithuania have increased 30% from January 2011 to October 2013. Typically, prices of fillets are higher than those of whole herring, and the price difference has increased over the years, from ca. 20% in 2011, to 46% in 2013.

In Poland, retail prices of 1 kg, whole, salted herring have risen steadily since mid-2012. During the first nine months of 2013, they were on average 2,73 EUR/kg, ca. 10% higher than in Latvia and Lithuania. Prices have increased in Poland more than 33% since September 2011.

Figure 11. RETAIL PRICES OF SALTED HERRING (EUR/kg)



Source: EUMOFA.

## 4.2. SMALL PELAGICS

For 2013, the volume of small pelagic species for direct human consumption worldwide is estimated at nearly 11 million tonnes, slightly up from last year. However, the situation varies according to species: Atlantic herring and Atlantic horse mackerel consumption is decreasing, whereas the Atlantic mackerel consumption is going in the opposite direction. Canned products also appear to be in decline.<sup>25</sup>

## 4.3. COD

In France, fresh cod is one of the species preferred by consumers for household consumption. During the past 12 months (October 2012 - September 2013), consumption of fresh cod has increased remarkably in volume (19%) concomitantly with a decrease in the average unit price (-6%). This was the result of the abundance of supplies of this species on the market, as well as promotional campaigns made by the supermarkets chains.<sup>26</sup>

## 4.4. SHRIMP

Consumption of shrimp fell in the EU in November of this year, but major European supermarket chains are reported to have bought massive volumes of *vannamei* shrimp in preparation for year-end sales. Despite the presence of early mortality syndrome (EMS), there is an

abundant supply, especially of Latin American origin. In the meantime, UK consumers face retail prices that are ca. 30% higher for tropical shrimp.<sup>27</sup>

## 4.5. PANGASIOUS

Pangasius is a relatively new species to the European consumers. It is appreciated for its mild taste and flavour, lack of bones, ease of preparation, and its affordable price. Pangasius originating in Viet Nam has a strong presence on the EU market, under different presentations and preservation forms (e.g. prepared, frozen). The main EU markets for pangasius are Spain, the Netherlands, Germany, and the UK. However, pangasius from Viet Nam has image problems concerning quality, safety, social and environmental awareness, and animal health and welfare.

In order to improve the image and boost the consumption of the Vietnamese pangasius, a study found that, among other issues, both consumers and retailers are willing to pay more for quality but not for certification, although the role of certification in reducing risk and building brand credibility is acknowledged. In addition, there is a need to explore how responsible practices at the farm and processing level contribute to improving the quality of the product and to communicate positive news.<sup>28</sup>



## 5. Macroeconomic context

### 5.1. INFLATION

The EU annual inflation rate was 0,9% in October 2013, down from 1,3% in September 2013, and 2,6% a year earlier.<sup>29</sup> In October 2013, the lowest individual annual rates were observed in **Greece** (-1,9%), **Bulgaria** (-1,1%) and **Cyprus** (-0,5%), and the highest in **Estonia**, the **United Kingdom** (both 2,2%), and **Finland** (1,7%). Compared with September 2013, annual inflation increased in 4 EU Member States, remained stable in one and fell in 23 EU Member States.<sup>30</sup>

Prices of food and non-alcoholic beverages fell slightly in the EU, compared with the previous month (-0,1%); however, they were 1,6% higher than a year ago.<sup>31</sup>

Compared with September 2013, the price index of fish and seafood decreased slightly (-0,2%) and remained lower than the food index. Compared with a year ago, the fish and seafood index grew at a slightly faster pace than the food index (1,7%).

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

HICP	Oct 2011	Oct 2012	Sept 2013	Oct 2013 <sup>32</sup>
<b>Food and non-alcoholic beverages</b>	119,19	123,19	125,31	<b>125,18</b>
<b>Fish and seafood</b>	119,78	122,57	124,85	<b>124,64</b>

Source: EUROSTAT.

### 5.2. EUROPEAN UNION ECONOMIC OVERVIEW

The EU economic recovery is under way, and Member States are making progress in correcting the imbalances that built up before the crisis. The EU27 GDP growth rate in Q3 2013 was 0,2%, after 0,3% in Q2 2013.

Concerning the largest economies in the EU, the economies of **Germany** and the **UK** registered growth rates of 0,3% and 0,7%, respectively, while the economies of **France** and **Spain** contracted, even though the countries came out of recession (Q3 2013). **Italy**, however, remained in recession. Other EU countries, such as **Belgium**, **Latvia**, **Lithuania**, and **Poland** saw positive developments.<sup>33</sup>

Teams from the European Commission (EC), the European Central Bank (ECB), and the International Monetary Fund (IMF) visited Ireland at the beginning of November 2013, and assessed that the country's economy has been growing above the euro-area average since 2011, and that growth prospects are strengthening after the weakness seen earlier this year.

In the meantime, although the economy recovery programme in Cyprus is on track, the situation remains difficult, and the country's output is projected to contract by ca. 7,7% in 2013, and to recover only gradually, starting in 2015.<sup>34</sup>

### 5.3. EXCHANGE RATES

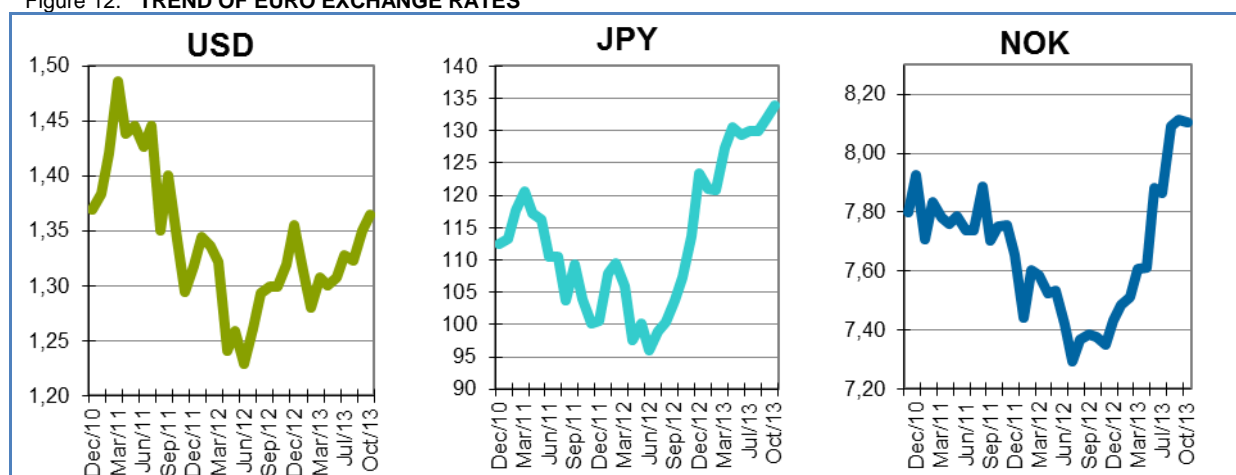
Compared with the previous month, in October 2013 the euro appreciated both against the Japanese yen (1,6%) and the US dollar (1,0%). After having stayed within the range of 1,30 - 1,32 during the summer months, the euro/US dollar exchange rate moved to USD 1,3641 in October 2013. A similar trend is observed for the euro-Japanese yen exchange rate, which was almost 134, from an average of 130 June - August. The euro, however, has depreciated slightly against the Norwegian krone (-0,1%).<sup>35</sup>

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

Currency	Oct 2011	Oct 2012	Sep 2013	Oct 2013
<b>USD</b>	1,4001	1,2993	1,3505	<b>1,3641</b>
<b>JPY</b>	109,22	103,78	131,78	<b>133,99</b>
<b>NOK</b>	7,7015	7,3855	8,1140	<b>8,1040</b>

Source: European Central Bank.

Figure 12. **TREND OF EURO EXCHANGE RATES**



Source: European Central Bank.

### 5.4. FUEL

In October 2013, Brent crude oil prices were quite stable, at 80,0 EUR/barrel, but they decreased 2,0% in early November, reaching 78,4 EUR/barrel, which is approximately the same level as a year ago.

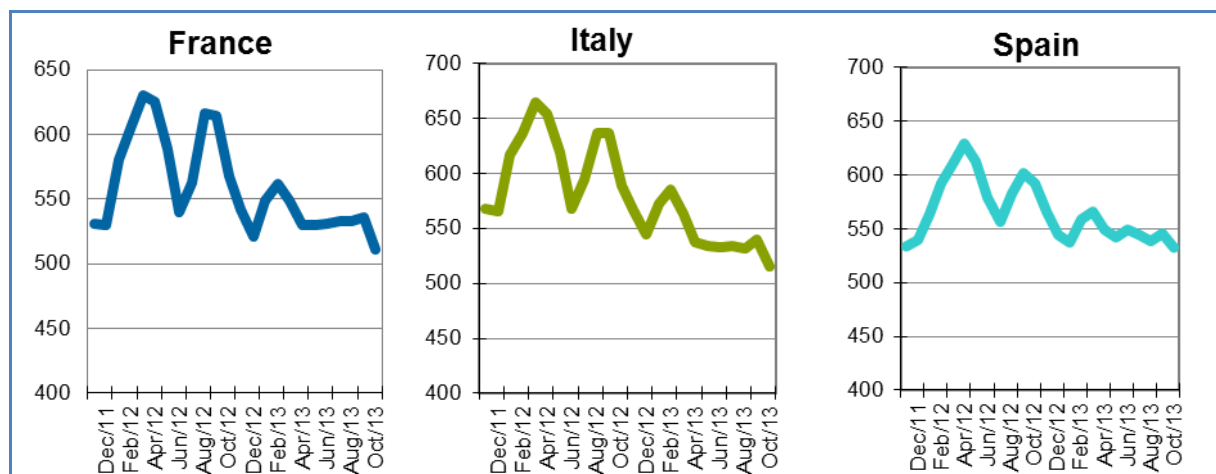
Demand for oil is expected to remain flat during the fourth quarter of the year, whereas supply from the USA and OPEC is expected to grow.<sup>36</sup>

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

EU Member State	Oct 2013	% change from Sep 2013	% change from Oct 2012
<b>France</b>	<b>510,87</b>	-4,7	-9,9
<b>Italy</b>	<b>515,51</b>	-4,5	-12,5
<b>Spain</b>	<b>532,08</b>	-2,5	-10,1

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

Figure 13. TREND OF LOW-SULPHUR OIL MONTHLY PRICES (EUR/T)



Source: IEA.

Average prices for low-sulphur oil (used by many fishing vessels) in October 2013 decreased in October 2013 in all three of the EU Member States surveyed: **France** (-4,7%), **Italy** (-4,5%) and **Spain** (-2,5%), compared with the previous month. Compared with a year ago (October 2012), prices were substantially lower, most notably in Italy (-12,5%).<sup>37</sup>

Along Italy's Adriatic coast, the average price for marine diesel fuel for small boats in October 2013 was 0,7088 EUR/litre, 3,5% lower than the previous month (September 2013) and 8,4% lower than a year ago (October 2012).<sup>38</sup>

## 5.5. DEVELOPMENTS IN SELECTED ECONOMIES

The world economy continues to recover gradually, albeit at different rates in different parts of the world.

The **US** economy grew moderately in the third quarter of 2013, owing to increased private consumer spending and investment.

In **Japan**, the economy also expanded in Q3 2013, while the trade deficit widened, with real exports contracting and imports expanding.

In **emerging markets**, the economy of **China** started to grow, mainly driven by greater investment and to a lesser extent by private consumption. **Russia** also saw its economy expand, while **Brazil** and **India's** growth appears to occur at a lower scale.<sup>39</sup>

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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 September 2013.

**Global supply:** European Commission, Directorate-General for Maritime Affairs and Fisheries (DG MARE); [www.ices.dk](http://www.ices.dk); [en.seafood.no](http://en.seafood.no); GLOBEFISH; MSC; [www.eng.vasep.com](http://www.eng.vasep.com)

**Price structure:** EUMOFA; EUROSTAT/COMEXT.

**Consumption:** EUMOFA; FranceAgriMer; GLOBEFISH; [www.pangasius-vietnam.com](http://www.pangasius-vietnam.com).

**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. [COM(2011) 416 Final, art. 49].

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

## 6. Endnotes

<sup>1</sup> Bivalves and other molluscs and aquatic invertebrates, cephalopods, crustaceans, flat fish, freshwater fish, groundfish, other marine fish, salmonids, small pelagics, tuna and tuna-like species.

<sup>2</sup> [http://www.puertos.es/en/estadisticas/estadistica\\_mensual/index.html](http://www.puertos.es/en/estadisticas/estadistica_mensual/index.html)

<sup>3</sup> 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.

<sup>4</sup> [http://www.europarl.europa.eu/RegData/etudes/note/join/2010/438579/IPOL-PECH\\_NT%282010%29438579\\_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/note/join/2010/438579/IPOL-PECH_NT%282010%29438579_EN.pdf)

<sup>5</sup> EUROSTAT.

<sup>6</sup> Bivalves and other molluscs and aquatic invertebrates, cephalopods, crustaceans, flat fish, freshwater fish, groundfish, other marine fish, salmonids, small pelagics.

<sup>7</sup> [http://www.consilium.europa.eu/uedocs/cms\\_data/docs/pressdata/en/agricult/139047.pdf](http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/agricult/139047.pdf)

<sup>8</sup> Blue whiting, cod, grenadier, haddock, hake, ling, other groundfish, pollack, pouting(=bib), redfish, saithe(=coalfish), whiting.

<sup>9</sup> [http://www.ices.dk/sites/pub/Publication%20Reports/Advice/2013/2013/her-30\\_201304142144.pdf](http://www.ices.dk/sites/pub/Publication%20Reports/Advice/2013/2013/her-30_201304142144.pdf)

<sup>10</sup> [http://www.consilium.europa.eu/uedocs/cms\\_data/docs/pressdata/en/agricult/139047.pdf](http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/agricult/139047.pdf)

<sup>11</sup> Herring, horse mackerel, mackerel, sprat (=brisling).

<sup>12</sup> Crustaceans, flat fish, freshwater fish, groundfish, other marine fish, salmonids, small pelagics.

<sup>13</sup> Cold-water shrimp, crab, lobster *Homarus* spp., Norway lobster, other crustaceans.

<sup>14</sup> Brill, dab, flounder, halibut, other flat fish, plaice, sole, turbot.

<sup>15</sup> <http://www.fiskeridir.no/fiskeridirektoratets-statistikkbank>

<sup>16</sup> [http://europa.eu/rapid/press-release\\_IP-13-1234\\_en.htm?subweb=347&lang=en](http://europa.eu/rapid/press-release_IP-13-1234_en.htm?subweb=347&lang=en)

<sup>17</sup> [http://ec.europa.eu/information\\_society/newsroom/cf/mare/itemlongdetail.cfm?item\\_id=12541&subweb=347&lang=en](http://ec.europa.eu/information_society/newsroom/cf/mare/itemlongdetail.cfm?item_id=12541&subweb=347&lang=en)

<sup>18</sup> [http://ec.europa.eu/information\\_society/newsroom/cf/mare/itemlongdetail.cfm?item\\_id=13304&subweb=347&lang=en](http://ec.europa.eu/information_society/newsroom/cf/mare/itemlongdetail.cfm?item_id=13304&subweb=347&lang=en)

<sup>19</sup> [http://ec.europa.eu/information\\_society/newsroom/cf/mare/itemlongdetail.cfm?item\\_id=12813&subweb=347&lang=en](http://ec.europa.eu/information_society/newsroom/cf/mare/itemlongdetail.cfm?item_id=12813&subweb=347&lang=en)

<sup>20</sup> <http://www.msc.org/newsroom/news/small-scale-swedish-freshwater-fishery-gains-international-recognition-through-msc>

<sup>21</sup> <http://www.msc.org/newsroom/news/blue-mussel-fishers-of-lower-saxony-achieve-msc-certification-for-sustainable-fishing?fromsearch=1&isnewssearch=1>

<sup>22</sup> <http://trade.ec.europa.eu/doclib/press/index.cfm?id=973>

<sup>23</sup> <http://en.seafood.no/News-and-media/News-archive/Press-releases/Norwegian-cod-exports-down-in-October>

<sup>24</sup> [http://www.seafood.vasep.com.vn/Daily-News/378\\_8523/Tuna-exports-to-EU-marked-upbeat-growth.htm](http://www.seafood.vasep.com.vn/Daily-News/378_8523/Tuna-exports-to-EU-marked-upbeat-growth.htm)

<sup>25</sup> GLOBEFISH European Price Report, November 2013

<sup>26</sup> <http://www.franceagrimer.fr/content/download/27193/239095/file/NCO-NOT-MER-2013-10-23.pdf>

<sup>27</sup> GLOBEFISH European Price Report, November 2013

<sup>28</sup> [http://www.pangasius-vietnam.com/Daily-News/441\\_4781/SUPA-Study-Sustainable-Pangasius-market-potential-in-Europe.htm](http://www.pangasius-vietnam.com/Daily-News/441_4781/SUPA-Study-Sustainable-Pangasius-market-potential-in-Europe.htm)

<sup>29</sup> 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.

<sup>30</sup> EUROSTAT Selected Principal European Economic Indicators.

<sup>31</sup> [http://epp.eurostat.ec.europa.eu/cache/ITY\\_PUBLIC/2-16092013-AP/EN/2-16092013-AP-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_PUBLIC/2-16092013-AP/EN/2-16092013-AP-EN.PDF)

<sup>32</sup> 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:

<sup>33</sup> <http://epp.eurostat.ec.europa.eu/portal/page/portal/hicp/introduction>

<sup>34</sup> Estimated. Provisional.

<sup>35</sup> Eurostatistics Data for short-term economic analysis, Issue number 11/2013.

<sup>36</sup> [http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-BJ-13-011/EN/KS-BJ-13-011-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-BJ-13-011/EN/KS-BJ-13-011-EN.PDF)

<sup>37</sup> [http://ec.europa.eu/economy\\_finance/enewsletter/88\\_131115/](http://ec.europa.eu/economy_finance/enewsletter/88_131115/)

<sup>38</sup> European Central Bank. [www.ecb.int](http://www.ecb.int)

<sup>39</sup> European Central Bank – Monthly Bulletin – November 2013. <http://www.ecb.int/pub/pdf/mobu/mb201311en.pdf>

<sup>40</sup> International Energy Agency – Oil Market Report – November 2013. <http://omrpublic.iea.org/omrarchive/14nov2013tabpub.pdf>

<sup>41</sup> Chamber of Commerce of Forlì-Cesena. <http://www.fc.camcom.it/prezzi/listino/prodotti/prodotto.jsp?id=1440>

<sup>42</sup> European Central Bank – Monthly Bulletin – November 2013. <http://www.ecb.int/pub/pdf/mobu/mb201311en.pdf>