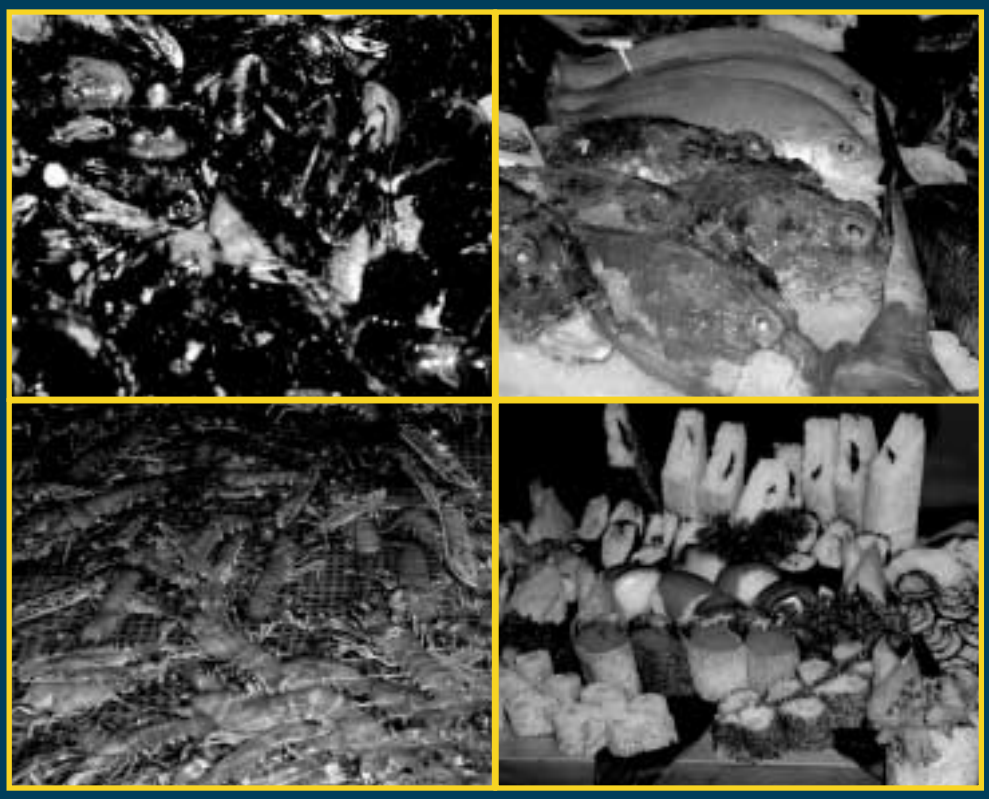
EU MARKET SURVEY 2003

FISHERY PRODUCTS



CENTRE FOR THE PROMOTION OF IMPORTS FROM DEVELOPING COUNTRIES

EU MARKET SURVEY

FISHERY PRODUCTS

Compiled for CBI by:

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in collaboration with
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Photo courtesy:

Profound

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REPORT SUMMARY

This EU market survey profiles the EU market for fishery products. The emphasis of the survey lies on those products that are of importance to developing country suppliers: tuna, sardines, hake, crab and lobster, shrimps and prawns, molluscs, cephalopods and fish oil. The major national markets within the EU for these products are highlighted.

The first part of the survey provides statistical market information on consumption, production, trade and information on the trade structure in the European Union. Furthermore, Part B of the survey focuses on requirements for accessing customers, in order to formulate marketing and product strategies. Part C assists the exporter in analysing the target markets, sales channels and potential -sites and contact details of trade associations, and other relevant organisations are offered. Finally, in the appendices we give HS codes, detailed trade statistics, useful addresses and interesting Internet sites and a list of harmonised or provisionally harmonised countries. This EU market survey serves as a basis for further market research: after you have read the survey, it is important to further research your target markets, sales channels and potential customers.

Consumption and trends
According to Euromonitor, total consumption of fishery products in the EU amounted to almost 3.7 million tonnes in 2001, indicating a per capita consumption of around 23.9 kg. In terms of value, total consumption amounted to almost € 24.6 billion in 2001. Fish is especially popular in southern European countries and in Scandinavian countries. Nevertheless, in the other countries wich have more conservative eating habits, fish consumption is increasing.

The EU consumption has increased in recent years, which can be explained by higher sales of smoked fillets (particularly of trout, mackerel and salmon) and a wider marketing of fishery products throughout Europe, especially through supermarkets. Furthermore, the ethnic market in the EU is growing and fish is also increasingly used in ready meals, one of the fastest growing food markets. Other market trends for fishery products are convenience products (such as frozen ready-prepared fish meals), cosmopolitan food with an international flavour (‘calamares’, ‘sushi’) and fish as a part of a healthy meal.

EU production
On a global level, the total fish production (catches and aquaculture) in the EU is moderate, amounting to 6-7 million tonnes in 2000. This represents only 5.2 percent of the global production. With a share of 25 percent of total EU catches, Denmark catches the most fish, followed by Spain (16%) and the U.K. (12%). Pelagic fish such as herring, sand eels, sprat and mackerel, mainly intended for industrial uses, make up more than 50 percent of total EU catches. Atlantic herring accounts for 15 percent of total EU catches, sand eel for 14 percent and sprat for 9 percent. Economic heavy weights such as cod and haddock suffered most from the reduced catch limits. Cod catches decreased by 17 percent and haddock by 23 percent.

Fish catches in the EU largely depend on Totally Allowable Catches (TACs). In 2000, total EU fish catches decreased by 4 percent compared to 1999. This development will undoubtedly continue in the coming years, as the European Commission proposed substantial reduction of the total allowable catches for several species. This trend offers opportunities for developing country exporters in the EU fish market.

In 2001, EU-wide production of aquaculture of the main species amounted to € 1.7 million, accounting for 7 percent of global production. The importance of aquaculture and the species produced varies by member state. Rainbow trout, salmon and mussels are the most significant species in terms of volume and value. Spain, France, Italy and the United Kingdom are the biggest producers in the EU.

The latest data available indicate that the production of processed fish and fishery products in the EU amounted to 6.1 million tonnes in 1999.

EU trade
In 2001, total exports of fishery products by EU member countries increased by 15 percent compared to 1999, amounting to € 12.5 billion. Due to its enormous production and relatively small domestic market, Denmark was the largest EU exporter of fishery products, accounting for 22 percent of total exports by EU member countries. EU exports were mainly destined to other EU countries (82%). Destinations outside the European Union were Japan, Switzerland, the USA and to a lesser extent Nigeria. The most important European fishery product group exported was fresh or chilled fish, amounting to € 2.6 billion in 2001. Frozen fish is an important growing export product.

Due to the restrictions on landings and rising consumption levels, the extra-EU imports have risen and it is expected that the EU will become more and more dependent on imports. In 2001, EU imports of fishery products amounted to € 22.4 billion, representing an increase of 18 percent in € value since

1999. However, EU imports in terms of volume increased less, i.e by 9 percent since 1999. As a result of the predominance of fish in the Spanish diet, Spain was the largest import market, accounting for 18 percent of total imports in 2001. Other leading EU importers were France (15%), Italy (13%), Germany (11%) and the United Kingdom (10%). Between 1999 and 2001, Ireland, Finland and Sweden considerably increased their imports, representing a growth of 32 percent, 22 percent and 22 percent respectively.

In 2001, the strong growing imports of the product group of fish fillets and meats took over the leading position of fresh and chilled fish and crustaceans. These three product groups together accounted for 54 percent of total imports by EU member countries. All imports of fishery products showed increases, except for fresh and chilled fish and for prepared or preserved crustaceans. Frozen shrimps & prawns were by far the leading import products into the EU, followed by cod and tuna.

Norway and Denmark were the leading supplying countries, together accounting for 18 percent of total EU imports by EU member countries in 2000. In 2001, about 56 percent of the total imported value originated in extra-EU countries, of which 29 percent in developing countries. Notable are Argentina, China, Morocco and Russia as booming suppliers in extra-EU countries over the last three years. Developing countries mainly supplied crustaceans, molluscs and prepared or preserved fish to the EU. The strongest growing product groups were frozen fish, fish fillets & meats and live fish, corresponding with the growing consumption of fresh fish.

Trade channels

The European fish market is characterised by many suppliers, processors and distributors. It is expected, though, that fewer players will be active in the market in the future, leading to further centralisation. Super- and hypermarkets have become increasingly popular as outlets for the sale of fishery products in the EU, at the expense of fishmongers and other traditional sales outlets.

The selection of the trade channel and the trade partner depends on the product and services, which can be delivered by the potential trade partner. Four major business partners can be distinguished for exporters of most fishery products for industrial use. These are agents, importers, the processing industry and end-product manufacturers.

In case one wants to export fishery products in consumer or catering packs, the business partners who might pave the way to a successful penetration of the European market are importers and retail/catering organisations, although most of the latter hardly purchase abroad.

Opportunities for exporters in developing countries

The interest of European countries in fishery products originating in developing countries is still growing. The awareness of the need to produce according to EU standards is increasing, offering developing countries more opportunities to export to European countries. To strengthen their competitiveness in the EU fish market, developing country exporters have to guarantee the quality of their fishery products.

Briefly, opportunities for exporters in developing countries can be found in the following developments, products or countries:

- An increased seafood consumption (for example as a result of the concern for more healthy diets).
- The increasing demand results in higher prices and margins for fishery products, which improves the prospects of exporters accessing the EU market.
- Access to larger fish resources than EU competitors have.
- When pinpointing about specific fishery products, the markets for snapper, tuna, hake, megrim, Alaska pollack, cuttlefish, squid, shrimp and prawns have become increasingly important for developing countries.
- The EU enlargement can create opportunities. As the candidate countries become part of the current EU trade regime, third (non-EU) countries, that have better preferential market access to the EU than they have today to the candidate countries, would benefit. Moreover, in the EU candidate countries, there is a growing demand for cheaper fishery products.
- As the demand for value-added fishery products in the EU is increasing, openings for these products from developing countries arise. Tuna, cephalopods and shrimps give the best opportunities.
- In Spain, there is an increased demand for frozen shrimps and prawns, tuna, frozen hake and cephalopods, while in France the most popular species are cod, sole, salmon, shrimp, tuna and molluscs. Cephalopods, shrimps and prawns, and tuna are important species for developing country exporters to the Italian fish market. In the United Kingdom, popular fishery products imported from developing countries are preparations of surimi, frozen shrimps and prawns, and frozen tuna (including fish fillets). Market opportunities in Germany exist for shrimps and prawns, tuna (preserved or prepared), hake and cephalopods. In The Netherlands, opportunities exist for prepared or preserved tuna, frozen hake (including fillets), frozen shrimps and prawns.

EU market access requirements
Exporters in developing countries wishing to penetrate the European Union should be aware of the many requirements of their trading partners and EU governments. In Part B of this survey, a distinction is made between quality and grading standards and other trade-related measures such as environmental standards. Regarding quality, Directive 91/493/EEC and Directive 91/492/EEC bear special relevance to the trade in fishery products, which lay down the health conditions for the production and placing on the market of fishery products in general. They are principally based on the HACCP (Hazard Analysis Critical Control Point) quality assurance approach. Environmental and social aspects and aspects of health and safety of products have become a major issue in Europe in recent periods. Regarding catches of wild fish, the MSC label is the most important criterion for fishery products. CBI's AccessGuide (www.cbi.nl/accessguide) provides clear information on all these standards and their implications.

Packaging is used to protect the fishery products against mechanical damage and to create a more favourable micro climate. It is another essential factor in determining the product's quality, since it both represents the product and protects it. For sanitary purposes, and especially to allow traceability of seafood products, the EU legislation requests that all packages bear the country of origin and the approval number of the establishment of origin.

Regarding tariffs and quota, all goods, including fishery products, entering the EU are subject to import duties. In the case of fishery products, the level of the tariffs depends on the country of origin and the product. Most developing countries are included in the Generalised System of Preferences, which means a zero import tariff is applicable.

Export marketing guidelines
Part C of this EU market survey aims at assisting potential exporters in the decision-making process whether or not to export to the EU. Market opportunities, suitable sales channels and other relevant external factors, and strong or weak internal resources and export marketing capabilities have to be matched to make this decision. Besides, Part C provides sector specific knowledge and source to enable the exporter to further investigate which marketing tools can be used to build up a successful business relationship. Co-operation with an European business partner has many benefits and helps to break down barriers faced by exporters in developing countries when targetgin the EU.

INTRODUCTION

This CBI survey consists of three parts: EU market Information (Part A), EU market access requirements (Part B) and export marketing guidelines (Part C).

Market Survey

Part A **EU Market Information** *(Chapter 1-8)*	**Part B** **EU Market Access Requirements** *(Chapter 9)*
Product characteristics Introduction to the EU market Consumption and production Imports and exports Trade structure Opportunities for exporters	Quality and grading standards Environmental, social and health & safety issues Packaging, marking and labelling Tariffs and quotas

Part C
Export Marketing Guidelines: Analysis and Strategy

External Analysis *(Chapter10)*	**Internal Analysis** *(Chapter 11)*

Decision Making
(Chapter 12)

Target markets and segments
Positioning and improving competitiveness
Suitable trade channels and business partners
Critical conditions and success factors

Marketing Tools
(Chapter 13)

Matching products and product range
Building up a trade relationship
Drawing up an offer
Handling the contract
Sales promotion

Chapters 1 to 8 (Part A) profile the EU market for fish and fishery products. The emphasis of the survey lies on those products, which are of importance to developing country suppliers. The major national markets within the EU for those products are highlighted.

Markets of selected EU countries are highlighted, since their markets are relatively more important than the markets of other EU countries in terms of production, consumption, imports and exports. By analysing these aspects of the market, the competing countries and countries with opportunities for developing countries are determined. This survey focuses mainly on The Netherlands, Germany, France, UK, Italy and Spain. The survey also includes contact details of trade associations and other relevant organisations.

Whereas Part A provides EU market information, Chapter 9 (Part B) describes the requirements, which have to be fulfilled in order to gain market access for the product sector concerned. It is furthermore of vital importance that exporters comply with the requirements of the EU market in terms of product quality, packaging, labelling and social, health & safety and environmental standards. These issues are therefore covered in Part B.

After having read Parts A and B, it is important for an exporter to analyse the target markets, sales channels and potential customers in order to formulate marketing and product strategies. Part C subsequently aims to assist (potential) exporters in developing countries in their export-decision-making process.

After having assessed the external (Chapter 10) and internal environment (Chapter 11), the (potential) exporter should be able to determine whether or not there are interesting export markets for his company. In fact, by matching external opportunities and internal capabilities, the exporter should be able to identify suitable target countries, market segments and target product(s) within these countries, as well as possible trade channels for exporting the selected products (Chapter 12).

Chapter 13 subsequently describes which marketing tools can be used to build up successful business relationships.

The survey is interesting for both starting exporters and exporters already engaged in exporting (to the EU market). Part C is especially interesting for more experienced exporters starting to export to the EU and exporters looking for new EU markets, sales channels or customers. Starting exporters are advised to read this publication together with the CBI's Export Planner, a guide that shows systematically how to set up export activities.

Part A
EU market information

1 PRODUCT CHARACTERISTICS

1.1 Product groups

In this market survey, the EU definition of *fishery products* implies all marine or freshwater animals or parts thereof, including their roes, excluding aquatic mammals, frogs and aquatic animals covered by other EU acts. The definition does not include ornamental fish, since another market applies to this product group. *Aquacultural products* are included, these being fishery products spawned and raised in controlled conditions until placed on the market as foodstuff. Fish or crustaceans, caught in their natural environment when juvenile and kept until they reach the desired size for commercial use, are also considered as being aquacultural products. Furthermore, the term includes processed fish (frozen, chilled, smoked, dried, salted or in brine).

The fishery products from developing countries do not in general compete directly with European supplies, but serve as a supplement to the local assortment. The supply from developing countries consists mostly of warm water species from tropical areas. However, products from abroad will have an easier introduction on the European market if they can serve as substitutes for local species.

In this market survey, the focus is on the assortment of imported fishery products relevant to exporters in developing countries. The following fishery products will be highlighted:

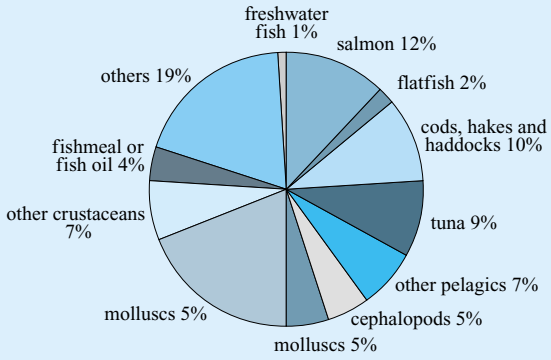
- Tuna (yellowfin, albacore, longfin, skipjack and bonito)
- Sardines
- Hake
- Crab and lobster
- Shrimps and prawns
- Molluscs (oysters, scallops and mussels)
- Cephalopods (octopus, cuttlefish and squid)
- Fish oil

Coalfish, cod, sole, plaice and other pelagics than tuna and sardines (for example (horse-) mackerel and herring) will also be included in a number of tables. They may be of less relevance to exporters in developing countries, but are important products in the fishery trade.

To indicate the importance of the various product groups, Figure 1.1 shows the contribution of fishery products in terms of share in global exports. In terms of value, crustaceans (comprising shrimps, but also crab, lobster and prawns) is the leading product group, followed by pelagic species. Pelagic species can be found by the name 'tuna' and 'other pelagics'.

For more information on global fisheries, please refer to the Internet site of FAO; www.fao.org.

Figure 1.1 Global exports of fishery commodities in 2001, in value



Source: FAO 2003

In this survey, the focus differs between a structure of these products and a structure according to the HS code (refer to Table 1.1). The latter, for example, is structured in fresh, frozen and prepared fish. Different classifications place limitations on in-depth interpretation of trade figures and of the possible relationships between import figures and production and consumption data.

1.2 Customs/statistical product classification

On January 1, 1988, a unified coding system was introduced to harmonise the trading classification systems used world-wide. This system is called the Harmonised Commodity Description System (HS) and was developed by the World Customs Organisation (WCO). The system comprises about 5,000 commodity groups, each identified by a six-digit code, arranged in a legal and logical structure and is supported by well-defined rules to achieve uniform classification. The system is used by more than 179 countries and economies as a basis for their Customs tariffs and for the collection of international trade statistics. WCO is currently introducing alterations to the HS and these were scheduled to be included in the combined nomenclature as of January 1, 2002. After the six-digit

code, countries are free to use further subheadings. An 8-digit system is used in the trade data of Eurostat. Most codes, however, end with two zeros, i.e. effectively only using 6 digits. In some countries even 10 digits are occasionally used.

Below, we give the four-digit list of the main groups of HS codes for fishery products. The main groups are listed in Table 1.2. These main groups can be further divided in sub-groups to the extent of nine digits. The HS codes for the most important fishery products are given in Appendix 1. However, it should be noted that once in a while (mostly minor) changes occur. Therefore, one has to check thoroughly which code applies to which specific product in case one wants to know, for example, which import tariff or reference price applies (see also Appendix 1 Section 9.2 of Part B of this survey).

Table 1.1 HS code classification of fishery products

0301	Live fish [1]
0302	Fresh and chilled fish [2]
0303	Frozen fish other than fillets [3]
0304	Fish fillets and fish meat
0305	Smoked, dried, salted or in brine fish and fishmeal
0306	Crustaceans (whether in shell, or not, alive, fresh, chilled, frozen, dried, salted or in brine)
0307	Molluscs (whether in shell, or not, alive, fresh, chilled, frozen, dried, salted or in brine)
1504	Fish oil
1604	Prepared or preserved fish, caviar, and caviar substitutes prepared from fish eggs
1605	Prepared or preserved crustaceans, molluscs and other aquatic invertebrates

[1]) This product group also includes ornamental fish, which is not included in this survey.

[2]) Fresh means any fishery product, whether whole or prepared, including products packaged under vacuum or in a modified atmosphere, which have not undergone any treatment other than chilling to ensure preservation. Chilling means the process of cooling fishery products to a temperature approaching that of melting ice.

[3]) Frozen means any fishery product which has undergone a freezing process to reach a core temperature of -18ºC or lower after temperature stabilisation.

2 INTRODUCTION TO THE EU MARKET

The European Union (EU) is the current name for the former European Community. Since 1 January 1995 the EU has consisted of 15 member states. Ten new countries (Cyprus, Malta, Hungary, Poland, Slovakia, Latvia, Estonia, Lithuania, Czech Republic and Slovenia) will join the European Union in 2004. Negotiations are in progress with a number of other candidate member states.

In 2002, the size of the EU population amounted 379.4 million; the average GDP per capita amounted to approximately € 21,023 in 2002.

Within Western Europe – covering the 15 EU member countries and Iceland, Liechtenstein, Norway and Switzerland – more than 20 million enterprises are active. Small and medium-sized enterprises (SMEs) accounted for the lion's share. In 2000, the average turnover per enterprise of SMEs and large enterprises amounted to € 600 thousand and € 255 million respectively.

EU Harmonisation
The most important aspect of the process of unification (of the former EC countries), which affects trade, is the harmonisation of rules in the EU countries. As the unification allows free movement of capital, goods, services and people, the internal borders have been removed. Goods produced or imported into one member state can be moved around between the other member states without restrictions. A precondition for this free movement is uniformity in the rules and regulations concerning locally produced or imported products. Although the European Union is already a fact, not all the regulations have yet been harmonised. Work is in progress in the fields of environmental pollution, health, safety, quality and education. For more information about harmonisation of the regulations visit AccessGuide, CBI's database on non-tariff trade barriers at www.cbi.nl/accessguide

Monetary unit: Euro
On 1 January 1999, the Euro became the legal currency within twelve EU member states: Austria, Belgium, Finland, France, Germany, Greece, Italy, Ireland, Luxembourg, The Netherlands, Spain, and Portugal. In 2002, circulation of Euro coins and banknotes replaced national currency in these countries. Denmark, United Kingdom and Sweden have so far decided not to participate in the Euro.

The most recent Eurostat trade statistics quoted in this survey are from the year 2001. In this market survey, the Euro/€ is the basic currency unit used to indicate value.

Trade figures quoted in this survey must be interpreted and used with extreme caution. The collection of data regarding trade flows has become more difficult since the establishment of the single market on 1 January 1993. Until that date, trade was registered by means of compulsory customs procedures at border crossings, but, since the removal of the intra-EU borders, this is no longer the case. Statistical bodies like Eurostat cannot now depend on the automatic generation of trade figures. In the case of intra-EU trade, statistical reporting is only compulsory for exporting and importing firms whose trade exceeds a certain annual value. The threshold varies considerably from country to country, but it is typically about € 100,000. As a

Overview 15 EU countries, 2002

Population	**379.4 million**
Area	**31,443,000 km²**
Density	**83 people per km²**
Languages	**15 (excl. dialects)**
GDP/capita	**€ 21,023**
Currencies	**€, UK£, DKr., SKr.**
Exchange	**€ 1 = US$ 0.99**

Source: The World Factbook 2002

Population and GDP of selected EU countries, 2002

Countries/category	Population in millions	Age 15-64	GDP (€ billion)
Germany	83.3	68%	2,206
France	59.8	65%	1,556
UK	59.8	66%	1,485
Italy	57.7	67%	1,416
Spain	40.1	68%	836
The Netherlands	16.0	68%	417

Source: The World Factbook 2002

consequence, although figures for trade between the EU and the rest of the world are accurately represented, trade within the EU is generally underestimated.

Furthermore, the information used in this market survey is obtained from a variety of different sources. Therefore, extreme care must be taken in the qualitative use and interpretation of quantitative data, both in the summary and throughout the text, as well as in comparisons of different EU countries with regard to market approach, distribution structure, etc.

For more information on the EU market, please refer to the CBI manual *"Exporting to the European Union"*.

This market survey focuses on the 6 major EU markets for fishery products. They are Spain, France, Italy, Germany, the United Kingdom and The Netherlands. These EU member countries will be highlighted, because of their relative importance in terms of consumption, production, imports and exports.

3 CONSUMPTION

3.1 Market size

The sales of fish described in Figure 3.1 are Euromonitor data. Please note that in some cases, these data differ significantly from other figures in this Chapter presented by national organisations and statistical agencies. Figures presented by the national organisations cannot be compared, as they are derived from different sources. Euromonitor is the only organisation presenting overall EU and individual-country comparable figures.

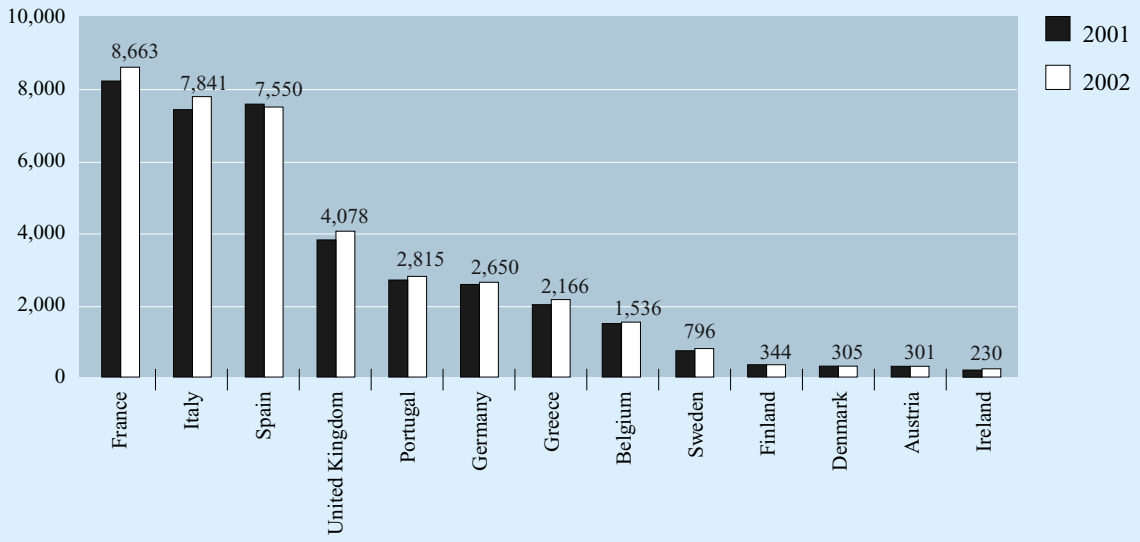
According to Euromonitor, the total volume of sales of fishery products (fresh, chilled, frozen, dried, salted, smoked and canned fish and shellfish) in the EU amounted to almost 3.7 million tonnes in 2001, indicating a per capita consumption of 23.9 kg. In terms of value, total sales amounted to almost 37.6 billion in the same year. In 2002, total sales amounted to 39.3 billion. The EU consumption has increased in recent years, although the rate of increase is now likely to be more modest than in the past. In general, prices of fishery products are rising faster than total volume sales. Therefore, the growth of sales of fishery products in terms of value in 2001 was stronger than in terms of volume.

Fishery products are still experiencing increasing popularity. This can be explained by the following points:

- Higher sales of smoked fillets (particularly of trout, mackerel and salmon);
- A wider marketing of fishery products throughout Europe, especially through supermarkets which more and more replace the role of the fishmonger and have a broader clientele;
- The increasing use of fish in ready meals, which is one of the fastest growing food markets;
- In the light of several diseases in the factory farming sector during the last few years, fishery products are seen as a good alternative for meat;
- Fish is seen more and more as healthy food with a sound cholesterol level and unsaturated fatty acids;
- A growing ethnic market, but also a trend towards a more multicultural kitchen in European households.

Per capita consumption of fishery products reflects considerable differences among the major markets. Fish is very popular in southern European countries and in Scandinavian countries. The consumption per head in Portugal, Spain, Denmark and Finland is higher than in other European countries. Portugal ranks first with a potential food availability[1] 58.5 kg of fish per person per year, followed by Spain with 37.7 kg. The three biggest

Figure 3.1 Consumer expenditure on fish in EU countries 2001-2002, in thousand €



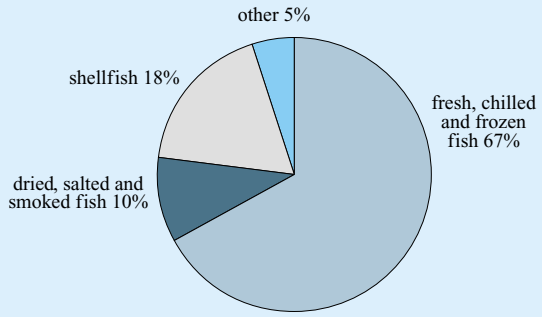
Note: Historical value data is shown at current prices. Figures for Finland and Ireland exclude shellfish, for Spain they exclude dried, salted and smoked fish and for United Kingdom they exclude frozen fish. Figures for The Netherlands are not available.

Source: Euromonitor 2003, Euromonitor from national statistics

[1] Food availability = catches minus industrial fish plus imports less exports.

remaining states, in descending order, are Finland (34.7 kg), Sweden (30.7 kg) and France (28 kg).

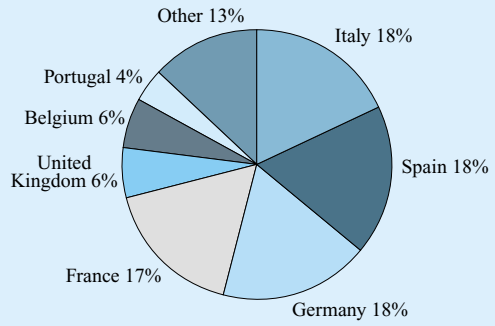
Figure 3.2 Consumption of fishery products in the EU, by product group, 2001
% of total volume



Source: Euromonitor 'Consumer Europe', 2002/2003

In 2001, two thirds of the fishery products sales in the EU consisted of fresh, chilled or frozen fish, representing total value sales of € 17 billion and total volume sales of 2.6 million tonnes. The countries with the highest per capita volume of fresh, chilled and frozen fish were Portugal (26.1 kg), Denmark (15.7 kg) and Finland (14.3 kg). Total value sales of shellfish in 2001 amounted to € 4.8 billion or 7 million tonnes. Shellfish was relatively popular in Portugal and Spain on a per capita base. Portugal was also the leading consumer of dried, salted and smoked fish, with a per capita consumption amounting to 13.1 kg in 2001. Total sales of dried, salted and smoked fish amounted to € 2.9 billion or to 4 million tonnes.

Figure 3.3 Share of the EU member states in the total EU sales of fishery products, 2001
% of total EU value in €



Source: Euromonitor 'Consumer Europe', 2002/2003

According to Euromonitor data, Spain was the leading consumer of fishery products in 2001, with a consumption amounting to 1.79 million tonnes (excluding dried, salted and smoked fish). Other leading consumer markets were France, Italy, Germany and Portugal.

Consumption of fishery products in future EU member countries in former Eastern Europe is confined to cheaper fish species such as mackerel and herring. As the purchasing power in these countries is increasing, a shift to more luxury product demands, such as filleted fish, is expected. Countries with a higher purchasing power than others are Poland, Hungary, the Czech Republic and Slovakia.

Spain

Spain is the leading per capita consumer of seafood products in the EU and second in the world after Japan. In 2001 fish consumption per capita amounted to 31.1 kilos with a total consumption of 1.79 million tonnes. Smaller catches were offset by larger imports. According to the Spanish Ministry of Agriculture, seafood consumption rose by 9 percent in 2001 due to consumer concerns about BSE (mad cow disease). Consequently, prices for seafood rose by about 2 percent. As the BSE scare faded in 2002, beef consumption is rebounding, resulting in a lower consumption of seafood. As catches decline in the future, prices for seafood (particularly for fresh products) are expected to rise and, as a result, consumption in terms of value is forecast to increase in the future. On the other hand, the increased prices might have a stifling effect on consumption in volumes.

While consumer preferences are largely determined by price, fresh fish products are generally preferred over frozen products. Fresh products account for 53 percent of total seafood consumption, followed by frozen fish

Table 3.1 Consumption of fishery products in Spain, by product group 2001
in percent

Product group	Households at home	Hotels, Restaurants and Institutions (HRI)
Fresh fish	79.2	20.8
Fresh shellfish	77.8	22.2
Frozen seafood	35	65
Canned seafood	81	19
Smoked fish	45	55
Total	**74.8**	**25.2**

Source: AgExporter (November 2002)

(34%) and canned and cured seafood products (13%). Fresh and frozen fishery products play an important role in the Spanish diet, national dishes are largely fish and shellfish based. Hake is the dominant species but a remarkable diversity of species is being consumed: sardines, anchovies, flatfish, shrimps, tuna, sardines, squid, octopus and molluscs are also important.

France

Seafood is very popular in France and the French market is one of the biggest in the EU. Consumer surveys show that most French households, possibly as high as 90 percent, consume fish. France is a major market for seafood products, with one of the highest levels of per capita seafood consumption, while domestic production is well below consumption.

The French fish consumption is characterised by a mixture of typical north-western European cold water species and Mediterranean species. Popular species are salmon, cod and sole, but also a large variety of other species from tropical areas. France is the leading European consumer and importer of salmon. The success of salmon on the French market is principally due to increased supplies from salmon farming in Norway, Scotland and Ireland. In addition, salmon products sold on the French market are numerous, including various cuts (whole, steaks, fillets), and processing (fresh, frozen, smoked, marinated). Salmon products on the French market are therefore in direct competition with groundfish fillets and with red meat and poultry cuts. Apart from salmon, France is also one of the major markets for shrimp, tuna (canned) and molluscs. Groundfish fillets compete on the French market with salmon, poultry and meat cuts.

Table 3.2 Consumption of fishery products in France 2001 in tonnes

product group	Households	HRI	Total
fresh fish	258,477	101,875	360,352
catering/prepared seafood	67,521	5,130	72,650
frozen fish	122,384	91,705	214,089
canned fish	113,049	7,640	120,688
Total fish consumption	**561,429**	**206,350**	**767,779**

Source: Secodip "GAIN Report #FR2068" (2002)

In 2001, French fishery product consumption amounted to 767,779 tonnes. Household consumption accounted for 73 percent, and Hotels, Restaurants and Institutions (HRI) represented 27 percent of total fishery consumption.

Italy

With a population of 58 million and an annual per capita consumption of about 23 kg of fish and seafood, Italy is the world's fifth biggest importer of these products. After two annual increases in domestic demand for fish products, in 2001 household consumption decreased slightly by 1.2 percent in quantity, while the value increased by 3.5 percent. The per capita consumption did not improve, contrary to expectations of last year, due to an increase in fish prices at the consumer level and a negative media campaign related to farm-reared products which emphasised levels of dioxin in feed and fish.

Although seafood consumption and imports are linked to the general economic climate in the country, a recent survey indicates that Italian consumers are indeed willing to pay the price for seafood products perceived as being of good quality and healthy. Furthermore, the product presentation and packaging play an important role. Consumers are also looking for convenient, already cleaned and easy-to-prepare products.

Table 3.3 Household consumption of fishery products in Italy, 2001 tonnes / € thousand

product group	Volume 2000	Volume 2001	Value 2001
fresh and defrosted fish	251,874	247,065	1,509
frozen (not pre-packaged)	40,118	39,758	200
frozen (packaged)	61,184	58,133	440
canned fish	86,705	88,227	582
cured, dried smoked fish	16,686	18,072	170
Total fishery products	**456,567**	**451,255**	**2,899**

Source: GAIN Report #IT2021 (2002)

Fresh fish is still preferred to frozen - either natural or processed, although the trend is slowly changing. Italian preferences are notable in the following categories: salted fish, smoked salmon, and several varieties in the squid/octopus family (cephalopods). There is also a great demand for bivalves, especially mussels and clams, while there has been a significant increase in imports of shrimps, prawn and lobsters. Traditionally, Italians have preferred head-on products, but in recent years headless products as well as cooked and peeled shrimp have gained acceptance because of added convenience. Italians prefer to consume their seafood outside the home. Only 36 percent of their 23 kg per capita is eaten domestically, the rest is consumed in restaurants and from catering services.

Germany

Germany has a large seafood market. Total food consumption of fishery products in Germany came to 1.15 million tonnes in 2001, up 1.8 percent compared to the previous year (1.13 million tonnes). Calculated per capita, consumption rose to 14 kg in 2001, versus 13.3 kilograms in 2000. Fish consumption benefited from the BSE crisis of November 2000, which resulted in consumers switching from beef to alternative protein sources. Fish was an excellent substitution. When consumers started switching back to beef in 2002, fish purchases dropped by 6.6 percent in 2002 compared to 2001, but are still higher than before the detection of BSE. The percentage of households buying fish at least once a year increased from 83 percent in 2000 to 84 percent in 2001 and 87 percent in 2002. The increased attraction of fish therefore proves to be more than a short-lived BSE effect. The German association of the fish wholesale trade predicts that the per-capita fish consumption in Germany will increase to 15 kg within three years.

When comparing the attitudes of different consumer groups towards fish, fish enjoys the highest comparative popularity with people who favour gourmet-type cooking, followed by traditional cooking, and then by people who highly value health and environment. Fish is less popular with consumers who cook convenience-type food or the fast-food-lovers. 40 percent of "fish-buyers" are over 60 years of age, while this age group only accounts for 30 percent of the total population.

Table 3.4 Fish consumption in Germany, by product group, 1999-2001 in percent

product group	1999	2000	2001
frozen fish	25	25	28
preservations & marinades	29	30	27
- herring	17	16	16
- tuna	10	11	9
- sardines	1	2	1
- mackerels	1	1	1
fresh fish	14	14	14
crayfish & molluscs	15	13	13
smoked fish	5	7	7
fish salads	4	4	4
other fish products	8	1	7

Source: GAIN Report #GM2018 (2002)

German consumers' favourite fishes are Alaska pollack, herring and tuna followed by Atlantic and Pacific salmon. The German preference for cold-water fish species is typical for northern European countries. As in other parts of the food sector, convenience products also play an important role in the fish industry. In 2001, the market share of frozen fish products (28%) was for the first time higher than that for canned fish preparations (27%). Fresh fish remained stable at 14 percent. Crayfish and molluscs account for 13 percent, smoked fish for 7 percent, and fish salads for 4 percent.

United Kingdom

According to the National Food Survey, per capita consumption in the United Kingdom amounted to 7.4 kg in 2000, compared to 7.5 kg in 1999. Although household consumption of fishery products in the United Kingdom was fairly stable through the 1990s, during the last two years there has been some growth in the sector in terms of value and volume. Concerns over health, food safety scares and increasing demand for convenience/easy-to-prepare meal solutions have been central to this growth in fish consumption. The defined chilled category (includes fish in sauce, pies, bakes, fish-based ready meals, etc.) is the star performer, achieving an annual growth rate in value of 20 percent through 2001. Fresh/chilled sales have also shown significant growth rates, benefiting from the health trend and increased shelf and counter space in the major retailers.

The frozen category has lost ground to fresh/chilled fish and is increasingly viewed as a static sector, characterised by low levels of new product development and heavy price discounting. However, new product development has been accompanied by the

Table 3.5 Selection of household purchases in the United Kingdom 2001-2002 in thousand €

	2001	2002
Total	**988**	**1,161**
fresh & chilled seafood total	**453**	**470**
prawns	34	37
tuna	8	10
crab	4	5
crab sticks	10	11
hake	4	3
frozen seafood total	**429**	**574**
battered fish	75	82
fish ready products	68	68
speciality fish	93	97
value added seafood total	**105**	**117**
salmon	32	33
prawns	19	23

Source: Sea Fish Industry Authority (2002/2001)

relaunch/repackaging of existing products. This allows the communication of cooking instructions and recipe ideas, which helps to remove one of the key barriers to increased fish consumption - lack of consumer knowledge about how to prepare fish.

Despite the widespread availability of many different and exotic species of fish, the UK consumer has been slow to experiment in the seafood market. Cod, salmon and haddock still account for an estimated 64 percent of fresh fish sales in the UK, although the share of other (exotic) fish is increasing.

Fish usage by the HRI sector is relatively constant at approximately 165 million per year. Cod, haddock and salmon are the top three species in the HRI sector, accounting for 57 percent of volume sales. This is largely a reflection on the number of fish and chip shops in the UK, which are heavy users of cod and haddock.

The Netherlands

Households in The Netherlands spent increasing amounts on fish products between 1995 and 2001. In 2001, € 315 million was spent on fishery products, up by 39 percent compared to 1995. Salmon has been one of the major products behind this growth. Sales of smoked salmon grew by 260 percent in the same period and became the second most popular fish product after herring. Unlike fresh/smoked salmon, the consumption of canned salmon has been stable over the past few years. The packing industry is trying to build on consumers' need for convenience. Consequently, they are developing ideas for pouch packing of salmon, which is already happening in the tuna industry.

Between 2001 and 2002, total turnover in volume decreased by 4 percent, amounting to almost 41 million tonnes in 2002. This decrease was caused by overfishing, which results in lower fish quota and catches. In other words, the total volume of fishery consumption in The Netherlands is decreasing, but total consumption in € value is increasing due to higher prices. According to the Commodity Board for Fishery Products and the Netherlands Fish Agency in 2002, canned fishery products showed the strongest growth of 8 percent in consumption in value. Frozen fishery products showed a stable turnover. Furthermore, an expanding clientele is forecasted for fresh fishery products, although a lower volume per customer is expected.

The Netherlands consumer market is in fact rather conservative and is dominated by North Sea species such as flatfish species plaice and sole, the pelagics herring, mackerel, and blue mussels. The market for exotic species of fishery products is developing very slowly; only tropical shrimps and prawns are manifest in The Netherlands' market. Consuming fish is not very usual in The Netherlands. People are not familiar with eating and preparing fish dishes. Moreover, the higher price compared to meat products and the typical smell of fish discourage people buying fishery products.

Table 3.6 Turnover of fishery products in The Netherlands 2001-2002 in thousand €

	2001	2002
Total	**325**	**337**
fresh/chilled	**44**	**209**
natural fish	11	54
smoked fish	9	42
fried fish	8	36
salted herring	7	33
crustaceans	6	32
other	3	13
frozen	**82**	**81**
cod	13	13
fishsticks	13	13
salmon	10	11
saithe	8	9
other	37	35
canned	**200**	**47**
tuna	78	20
salmon	68	15
herring	18	4
other	36	9

Source: Commodity Board for Fishery Products and Netherlands Fish Agency (2003)

3.2 Market segmentation

Firstly, the market for fishery products from developing countries in Europe can be divided into the northwestern European countries and the Mediterranean countries. In the former region, cold-water species are preferred (mainly herring, mackerel, pollack, cod, flatfish, trout), whereas in the latter region species such as cephalopods, molluscs and hake are more popular. Some species are popular throughout Europe, such as tuna, salmon, sardines and shrimps.

Below, the market for fishery products is divided in the major supply segments for exporters in developing countries. For more information about the different distribution channels please refer to Chapter 7 *"Trade Structure"*.

A) The retail market
This segment consists of supermarkets, fishmongers, street markets and other food stores or speciality shops. Supermarkets are becoming more and more popular outlets at the expense of traditional fishmongers and markets. In northwestern Europe and Scandinavia, the sales of the fishmonger and the market stalls have already dropped considerably. This segment is looking for products, which can substitute the traditionally demanded North Sea species. Products that qualify are (double skinned) Nile perch fillet, skin-on hake fillets and substitutes for Dover sole.

Within the segment of the retail market, several types of consumers can be distinguished, for example those who pay attention of healthy diets or are vegetarians. Another important consumer category is the *market for ethnic minority groups*. The Netherlands and Germany host large numbers of Turkish and Moroccan nationals (The Netherlands also hosts nationals from Surinam, The Netherlands Antilles and Aruba), France hosts a considerable number of Francophone nationals from former (mainly African) colonies, while the United Kingdom hosts numerous nationals from Commonwealth countries such as India and Pakistan. Generally, the Mediterranean countries host a much smaller number of foreign nationals. Altogether, there are some 15 million non-EU residents in the EU member states. These people favour certain species of cephalopods, shrimp or fish (i.e. freshwater fish from the Bay of Bengal). As the ethnic groups are becoming more settled in the EU, they have an inreased amount to spend. Therefore, within this market segment there is more demand for fresh and higher quality fishery products. A good Internet site to gain information about ethnic fishery consumption is www.ethnicgrocer.com.

B) The market for the processing industry
Because of the demand for more ready-prepared food, the importance of the market for the processing industry is growing. Moreover, due to a trend towards outsourcing, the importance of value-added products from developing countries themselves is also growing. This segment, just like the previously described segment, is looking for products, which can substitute the traditionally demanded North Sea species. Products that qualify are (double skinned) Nile perch fillet, skin-on hake fillets and substitutes for Dover sole.

An important part of this market segment is the re-export market. These firms import mostly exotic fishery products from developing countries, add value to the imported products by filleting, peeling, etc. and export the products to neighbouring countries. Since the re-export market can be seen as a single segment, it is described in the following subsection.

C) The re-export market
This segment consists of the importing firms which re-export fishery products to other European countries. The species in demand are shrimps and prawns, bulk products like frozen tuna, octopus and squid and canned fish. The Netherlands is a good example of a country with low consumption and relatively high imports and exports of fishery products. For example, there are several Netherlands companies in Uganda around the Victoria Lake, catching bass or tuna and distributing it from The Netherlands to other EU countries.

D) The market for the catering industry and restaurant sector (HRI)
An increasing number of middle-class and top restaurants is looking for special and exotic fish ("pangasius" or "tilapia") and shellfish species. Imports consist mainly of frozen products; for instance red fish like mullet and red snapper, seabass, Dover sole substitutes, lobster tails and prawns. The distribution takes place in bulk or catering packaging. There is a small but increasing market for fresh, high-value species imported by airfreight. These are the same species as mentioned before, including live lobster and tuna loins, but not prawns. Generally, the catering sector does not purchase directly from abroad, but from domestic wholesalers or importers.

E) The market for non-human consumption
Besides for human consumption, fishery products can be used for industrial use or animal feed. Fish oil, for example, is also processed to make capsules for pharmaceutical use. However, the market for non-human consumption is not included in this market survey.

3.3 Consumption patterns and trends

Fish species newly introduced to the EU market are pikeperch (imported from mainly Russia, Azerbaijan and Ukraine) and Victoria perch (imported from EU subsidised countries Kenya, Tanzania and Uganda). A number of trends, which are relevant for the (expected) sales of fishery products in the nearby future in the European market, are highlighted below.

Health image
The image of fishery products fits quite well in the healthy food trend. Consumers have adapted a more conscious and healthy food pattern, resulting in a consumer preference for healthy products with a high nutritional value, without harmful ingredients and without negative effects on the environment. Fishery products are generally low in calories, high in protein, vitamins and minerals and oil-rich fish contains oils, which have been associated with beneficial effects on the heart. Because of the discovery of BSE, the health aspect of food products has gained more attention.

Fishery products take advantage of this, as consumers regard fishery products as a substitute for meat. In recent years, the increase in fish consumption can, among other reasons, be explained by diseases in the farming industry of meat.

At the same time of healthy image marketing of fishery products, there are negative noises related to unhealthy production methods of fishery products. There have for example been official warnings to consumers, especially for pregnant women, to limit their consumption of certain species such as tuna because these fish may be contaminated with mercury. Such negative publication contributes to distrust of fish.

One of the driving forces behind the healthy eating trends, apart from a more general and fashionable awareness, is the ageing population in Europe, particularly in northwestern Europe and Scandinavia. Elderly people are often advised, on medical indication, to reduce the intake of dietary fat and to change their daily menu in favour of poultry and fish. They form an important consumption group in European countries.

There is a consumer perception that fresh products are healthier than frozen products. In fact, this is not always true; fresh fish can be up to ten days old and some fish sold as fresh has already been frozen out at sea. In addition, the high quality freezing-at-sea process employed by the frozen fish industry often means that frozen fish is at least the equivalent of fresh if not better (although some fish is landed first and then frozen). Similarly, because of the processing and preparation techniques used, nutrient preservation over time is often better in frozen fish than in fresh. Due to better information services, public opinion (especially in Germany) towards frozen fish is gradually improving.

Although canned fish is not fresh, the product fits in the trend of health concern. There is a trend towards light meals and snacks rather than more formal and filling meals and consumers are buying more oily fish such as sardines, mackerel and pilchards in cans.

Convenience

Consumers tend to shop and cook in the most convenient way possible, which means by timesaving procedures. This trend follows from the fact that, over the past two decades, more and more women have joined the labour market. Consequently, households have emerged with both parents working, leaving little time for household chores, shopping and cooking. Another development has been the increase in the number of single-person households (also causing a higher interest in smaller packaging sizes). Because of both trends, one-stop shopping has become very popular, with shopping mostly done in supermarkets, resulting in a lower market share for the traditional fishmonger. Another resulting trend is that consumers increasingly take into account the time needed to prepare and cook meals. Fishery products fit quite well in this trend, since most of the products are fairly easy and quick to cook. However, many people do not exactly know how to prepare fish dishes, so that ready-prepared fishery products, whether frozen or fresh, are preferred.

Increasing consumer affluence has led to the increase of freezer and microwave oven ownership, which has been a stimulant to the sales growth of frozen foods and micro-waveable dishes. The preference of the consumer to spend less time and effort in the preparation of meals is noticed everywhere in the EU. Especially in northwestern Europe and Scandinavia, ready-to-eat products have gained strong popularity. Ready-to-eat products on a fish basis are increasingly being introduced, varying from salmon burgers and cooked lobster in skin packs, to ready-to-eat mussel dishes.

The phenomenon of the larger supermarket chains offering pre-packed fresh fishery products is likely to lead to increased consumption of fishery products. The ‘one-stop shopper’, who would otherwise not have gone to the fishmonger, may now be tempted to buy fishery products instead of meat.

Cosmopolitan food

Increasing levels of international travel, the emergence of international and ethnic food restaurants and special cooking programmes has stimulated northern European and Scandinavian consumers to become adventurous and to shift from traditional consumption patterns to menus which reflect international cuisine. This includes non-traditional fishery products. In this respect, one can signal the emerging popularity of deep fried cuttlefish (*calamares*) and king prawns (*gambas*) which feature

on many menus of Greek, Spanish, Portuguese, Caribbean restaurants which have opened business in north-western European restaurants. Surimi-based products, such as sushi and dim sum, have also gained in popularity. Surimi is a basic material, obtained after processing fish meat, and utilised for the preparation of a variety of kneaded products. The bulk of surimi-based products consumed in Europe are crab imitation in the form of sticks, chunks, dice cuts and flakes. In addition, other dishes from Southeast Asia (*Teppan Yaki, Thai Curry* etc.) are increasingly found in European kitchens.

However, although these international food trends are a fact, the overwhelming majority of fish consumption is still of the traditional kind.

Portioning

Portioned fishery products gain increasingly popularity in the catering sector and the fish-processing industry. Canteen kitchens, gastronomy, ready-meals producers and salad producers in particular prefer accurate portioning, consistent appearance, calculable prices and precise cooking times, because these are factors which enable exact control.

4 PRODUCTION

4.1 Landing restrictions

As with many natural resources, a strong demand is often at odds with what can become a finite supply. Conservation and replenishment of stocks often comes too late and is not supported wholeheartedly by those who have a vested interest in the industry. The consequence of responding to the strong demand has been over-fishing, which has had a dramatic effect on many species, resulting in both environmental and economic costs. Not only the food chain is affected, but pressure is also exerted on the fishing industry, which relies on the natural resource for its livelihood. Therefore, different measures have been imposed, including quotas on catches and the enforcement of economic exclusion zones (see part B of this EU market survey).

EU Common Fishery Policy
Since 1983, the landings of many important species have been influenced by the Common Fishery Policy (CFP) of the EU, which aims to conserve or rebuild fish stocks and to allocate fishing rights to the member states. Common measures have been agreed upon in four main areas:

- Conservation - to protect fish resources by regulating the amount of fish taken from the sea, by allowing young fish to reproduce and by ensuring that measures are respected.
- Structures - to help the fishing and aquaculture industries adapt their equipment and organisations to the constraints imposed by scarce resources and the market.
- Markets - to maintain a common organisation of the market in fish products and to match supply and demand for the benefit of both producers and consumers.
- Relations with the outside world - to set up fisheries agreements and to negotiate at the international level within regional and international fisheries organisations for common conservation measures in deep-sea fisheries.

In 1992, the Council of the EU enacted Regulation No. 3760/92. The objective of this Regulation is to guarantee sustainable fishing, by ensuring appropriate economic and social conditions for the sector through the stable, rational and responsible exploitation of all living marine aquatic resources. A new fishery policy became operational in the European Union as of 1 January 2003.

What has changed with the New Common Fisheries Policy (CFP)?

The main changes of the CFP can be summarised as follows:

- **Long-term approach:** under the new CFP, long-term objectives for attaining and/or maintaining safe levels of adult fish in EU stocks will be set as well as the measures needed to reach these levels.
- **A new policy for the fleets:** the reform has responded to the challenge posed by the chronic overcapacity of the EU fleet by providing two sets of measures.
- **Better application of the rules:** the diversity of national control systems and sanctions for rule breakers undermines the effectiveness of enforcement. Commission inspectors' powers to ensure the equity and effectiveness of EU enforcement have been extended.
- **Stakeholders' involvement:** stakeholders, particularly fishermen, need to take a greater part in the CFP management process.

Much has already been achieved in terms of the adoption of reform measures, but much also remains to be done. The Commission must now present proposals for measures to implement the decisions adopted in December 2002 by the Fisheries Council. As announced in the Commission's May 2002 calendar of the reform, more proposals will follow in 2003.

Measures already adopted:

- **Mediterranean fisheries:** The measures foreseen in an Action Plan to ensure sustainability of fisheries in the Mediterranean include: a concerted approach to declaring fisheries protection zones, the use of fishing effort as the main instrument in fisheries management, improving fishing techniques so as to reduce the adverse impact on stocks and the marine ecosystem and promoting international co-operation.

- Other **Action Plans, Strategies and Communications** have been adopted within the reform process. These Action Plans and Strategies concern
  - a strategy for the sustainable development of European aquaculture;
  - the integration of environmental protection requirement into the CFP;
  - the eradication of illegal fishing;
  - measures to counter the social, economic and regional consequences of fleet restructuring;
  - the reduction of discards of fish;
  - the creation of a single inspection structure.

Communications relate to

- the setting up of partnership agreements with third countries. This communication looks at ways of improving fisheries agreements, in particular those concluded with developing coastal states by promoting international co-operation and strengthening measures to ensure sustainable fisheries in the waters of the partner concerned;
- the improvement of scientific and technical advice for fisheries managers.

Still to come in 2003:
The Commission will present an Action Plan for improving stock evaluation in non-Community waters and a Communication on transparency, performance and compliance in the enforcement of CFP rules in the EU. A compliance scoreboard containing information on national catch and fleet reports, inspection activity and other relevant indicators of compliance with CFP rules will be made available on the Internet. A Code of Conduct for responsible fisheries in Europe will also be presented.

☛ ***For more detailed information on the New Common Fisheries Policy, please refer to the following Internet site: http://www.europa.eu.int/comm/fisheries.***

TACs
The Total Allowable Catches (TACs) are part of supranational measures issued by the European Commission. The TACs for a part of the EU fishing fleet in 2003 are listed in Table 4.1, specified for two sectors: benthic and demersal (both deep water) species and pelagic species. Catches of deep-sea species in European waters are negligible. It should be noted that member states also exchange quota among themselves and that the TACs, as set annually, are regularly modified throughout the year.
Therefore, the listed figures should serve as an indication and cannot be taken as the actual figures. The strength of the fishmeal industry in Denmark is underlined with a relatively large quota for the industrial fish species sprat. The quotas for the pelagics are mainly divided between northern European countries, particularly the United Kingdom and the Scandinavian countries, except for anchovy that is largely allowed to be caught by Spain. Relatively large quotas for sole and plaice illustrate the role of the Netherlands fish processing industry (specialised in flatfish).

The TACs for most fishery products in table 4.1 declined during the past few years. The EU Council of Ministers has decided upon the most drastic cuts in fishing quotas ever imposed. One of the problems is that the International Council for the Exploration of the Sea stated that urgent conservation measures for some species are necessary in order to stop the North Sea from being fished empty. Some of the current stocks are unable to replace themselves and the area is in danger of collapse.

Fisheries agreements with third countries
With the introduction in 1922 of the UN Convention on the Law of the Sea (UNCLOS) and exclusive economic zones (EEZ), 95 percent of the world's fishing stocks and 35 percent of the oceans were placed under the jurisdiction of national governments of coastal states. UNCLOS states that coastal countries, which are unable to fully utilise or harvest fisheries resources within their EEZ, should allow other countries (industrial vessels) access to the surplus stock. The enforcement of the EEZs meant that traditional access was lost to long distance fishing fleets of the European Community. This, combined with the need to conserve fish stocks within Community waters, made the negotiation of third country fisheries agreements essential; as a way to gain access to fish stocks, as a way to employ EU fishing fleets, and finally to reduce the pressure on EU fishing resources.
Since their introduction, there has been a steady evolution in the nature and range of these fisheries agreements. Thus, the EU budget for international fisheries agreements expanded from 6 million euro in 1981 to 280 million euro in 1996. The geographic scope of the Community's fisheries agreements, initially confined to the North Sea, have also been extended. At present, the Community/EU has 26 agreements, 15 with countries in Africa and the Indian Ocean, 10 with North Atlantic and Baltic countries, and one with a Latin-American country. The EU has also been mandated to negotiate new agreements with other states. There are different types of agreements with partner countries in the context of the EU's external fisheries policy. The nature of the individual agreements is supposed to reflect the objectives and economic interest of the

Table 4.1 EU TACs for the major species and major countries, 2001

Species	EU TACs (tonnes)	Major countries*
Benthic and demersal species		
salmon	405,118	Finland (40%), Sweden (32%), Denmark (24%), Germany (3%)
cod	121,984	Denmark (25%), UK (19%), Sweden (14%), Germany (15%)
saithe	112,111	France (53%), Germany (19%), UK (16%), Denmark (6%)
plaice	99,845	Denmark (30%), The Netherlands (29%), UK (23%)
haddock	61,513	UK (64%), France (16%), Denmark (8%), Ireland (5%)
redfish	60,852	Germany (76%), Portugal (8%), Spain (4%)
whiting	54,367	France (46%), UK (21%), Ireland (18%), Denmark (4%), Spain (4%)
norway lobster	54,033	UK (58%), France (13%), Ireland (12%), Denmark (8%)
hake	37,000	France (43%), Spain (35%), UK (9%), Portugal (6%)
anglerfish	33,552	France (41%),UK (28%), Spain (14%), Ireland (5%), Belgium (5%)
sole	30,217	The Netherlands (41%), France (23%), Belgium (14%), UK (9%)
megrim	25,460	France (32%), Spain (31%), UK (24%), Ireland (12%)
pollack	20,432	France (71%), UK (16%), Ireland (7%), Spain (4%)
northern prawn	17,015	Denmark (53%), Sweden (13%), UK (6%), France (6%)
Pelagic species		
herring	589,450	Denmark (20%), UK (16%), Sweden (15%), The Netherlands (14%)
sprat	437,318	Denmark (66%), Sweden (18%), Germany (5%), Finland (3%)
mackerel	383,784	UK (48%), Ireland (17%), The Netherlands (8%), Spain (8%)
horse mackerel	233,067	The Netherlands (21%), Spain (19%), Denmark (17%), Ireland (14%)
blue whiting	231,000	Denmark (24%), Spain (19%), UK (16%), The Netherlands (12%)
anchovy	41,000	Spain (82%), Portugal (10%), France (8%)

Source: EU (2003)
* TAC share per country of total EU TAC

respective parties. The agreements with ACP, including West African countries, are for example based on access to resources for Community/EU vessels in exchange for financial compensation.

For partner countries, especially those which receive financial compensation, the effects of fisheries agreements are equally significant as the Community's financial contribution allows for development projects in the fishing sector (port facilities, installation of engines on board indigenous craft, cold stores, etc.), better knowledge of the state of fish stocks through scientific research and more effective surveillance of fishing activities in their waters. However, the fees, especially those given directly to the fishery industry, should not be exaggerated. Fisheries agreements also provide jobs, not only for the 8,000 fishermen on board vessels, but also for the 20,000 employed in ancillary industries.

Coherence between fisheries agreements and other Community policies, especially development policy towards partner countries will be reinforced. The long-standing relationship in the fisheries sector between the Community and its partners should lead to the development of further partnerships already in place with some countries.

4.2 Total production

Catches

On a global level, the total fish production (catches and aquaculture) in the EU is moderate, amounting to 6-7 million tonnes in 2000. This represents only 5.2 percent of the global production. The world's leading producer, China, alone produces almost 7 times as much. EU candidate countries produced 1.2 million tonnes in 2000, of which Turkey (49%) and Poland (20%) were the major producing countries (refer to Table 4.4).

In 2000, total EU fish catches decreased by 4 percent compared to 1999. EU data for 1999 already showed a significant decrease in fish catches because of reduced catch limits and alarming decreases in fish stocks. This development will undoubtedly continue in the coming years, as the European Commission has proposed a substantial reduction in the total allowable catches for several species.

Almost all of the catches of the EU fleet are taken in fishing regions adjacent to the European Union. Pelagic fish such as herring, sand eels, sprat and mackerel, mainly intended for industrial uses,
make up more than 50 percent of total EU catches. Atlantic herring accounts for 15 percent of total EU catches, sand eel for 14 percent and sprat for 9 percent. Economic heavy weights such as cod and haddock suffered most from the reduced catch limits. Cod catches decreased by 17 percent and haddock by 23 percent.

With a share of 25 percent of total EU catches, Denmark catches the most fish, followed by Spain (16%) and the U.K. (12%). While the shelf area under national jurisdiction is well stocked, it is also narrow, so a large proportion of the Spanish fleet operates in international or other national waters. Fish catches in 2000 increased in Denmark, Finland, France and Italy, but decreased in most other member states.

In 2001, there were 92,472 fishing vessels registered in the EU, equalling 7,434,614 kW in engine power and 1,993,511 tonnes. Greece, Italy and Spain have the largest number of fishing vessels. Spain, U.K., France and Italy are the leading member states both in terms of tonnage and engine power. Compared to 2000, the number of EU fishing vessels decreased by 3 percent while the capacity of the fleet only reduced by 1.5 percent in engine power and remained status quo in terms of tonnage. The decrease in the fleet is due, among other things, to the EU policy, called FIFG, seeking to cut fleet overcapacity in order to reach a better balance between fishing effort and available fish resources.

Landings have decreased as a consequence of over-fishing and quotas. Therefore, the fishing industry is forced to seek alternative fish species, often located in the depths of the oceans (deep-sea fishing). Because of their unattractive appearance, they are mostly not promoted in whole form, but processed or filleted. Taste has proved less of a problem and species such as

Table 4.2 Total catches by EU member countries, 1999-2000
thousands of tonnes, % of total volume

Country	2000	1999	Of which the main species in 1999
Total EU	**6,062**	**6,390**	
Denmark	1,534	1,405	Sand eels (38%), sprat (20%), herring (10%), blue mussel (7%), blue whiting (6%)
Spain	995	1,199	Skipjack tuna (13%), pilchard (11%), yellowfish tuna (7%), mackerel (4%)
United Kingdom	746	876	Mackerel (19%), blue whiting (12%), herring (12%), haddock (8%), cod (6%)
France	690	650	Skipjack tuna (10%), yellowfish tuna (10%), pilchard (10%), horse mackerel (10%)
The Netherlands	496	515	Sardinellas (22%), horse mackerel (16%), herring (15%), common cockle (10%)
Sweden	339	352	Herring (45%), sprat (32%), sand eel (7%), cod (6%), blue whiting (4%)
Italy	300	296	Anchovy (13%), mediterranean mussel (13%), striped venus (12%), pilchard (10%)
Ireland	283	322	Mackerel (18%), horse mackerel (18%), herring (14%), blue whiting (11%)
Germany	205	239	Herring (21%), horse mackerel (10%), sardinellas (10%), cod (9%), mackerel (8%)
Portugal	188	219	Pilchard (33%), chub mackerel (7%), horse mackerel (7%), redfish (5%)
Finland	156	146	Herring (56%), sprat (13%), perch (7%), pike (5%), roaches (4%)
Greece	99	137	Anchovy (12%), mediterranean mussel (12%), pilchard (11%), picarels (3%)
Belgium	30	34	Plaice (24%), cod (13%), common sole (13%), skates and rays (4%), skates (4%)
Austria	1	432	n.a.

n.a. not available
Source: GAIN report #E22124 for catches 2000 European Commission for catches 1999 and main species (2003).

the grenadier and the orange roughy are purchased by an increasing number of consumers.

Aquaculture

Aquaculture production becomes increasingly important to compensate for the decrease in quantities of fish caught at sea. It gives a more consistent level of supply and can meet the exact and changing specifications of the customers. According to FAO, the worldwide "blue revolution" is the strongest growing food producing sector in the world. Aquaculture represents about 30 percent of the total value of fishery production in the EU. In 2001, EU-wide production of aquaculture of the main species amounted to 1.7 million, accounting for 7 percent of global production. The importance of aquaculture and the species produced varies by member state. Rainbow trout, salmon and mussels are the most significant species in volume and value. Spain, France, Italy and the United Kingdom are the biggest producers in the EU.

Aquaculture production has not yet stabilised. There are some significant changes in the production of some species. Some remarks:

- Freshwater lobster more and more comes from countries such as Armenia, but also from Turkey.
- Mussels are profitable and cheaply produced on ropes in the water, but new methods will be developed.
- Due to lack of clean water, oyster production shows a decrease in the EU.
- Aquaculture of salmon is still growing, but because of saturation of the consumption level, it will stabilise in the future. However, higher expected consumption levels of more luxury fishery products in Eastern Europe could postpone this trend. The same applies to trout as for salmon.
- Shrimps and prawns are more profitably produced in developing countries than in the EU.
- Aquaculture production of cod and turbot is growing strongly. Furthermore, there has been aquaculture of eel, carp (Eastern Europe), seabass, seabream (Greece) and catfish in the EU for a long time.

Please note that, with the growth of the aquaculture sector, critical comments on (the quality of) aquaculture products have increased. Criticism ranges from pollution through manure, reduced quality and taste through the use of antibiotics and colouring agents, the danger of mixing of cultured fish with wild fish, to an animal-unfriendly way of production. Moreover, the effect on its own family by the production of fish forage itself is seen as the major problem. As a consequence of this criticism and other developments in the food sector, organic aquaculture is becoming increasingly important. Products labelled as organic are those certified as having been produced through clearly defined organic production methods. As organic products are produced according to certain principles, consumers' attitude towards these products is that they are safe, healthy, taste better and are environment friendly.

Table 4.3 Aquaculture in the European Union, 1999

	volume (in tonnes)	value (in thousands of euros)	main species produced
EU Total	**1,373,149**	**2,459,188**	**trout, salmon, mussels**
Spain	321,143	277,112	mussels, trout, seabream
France	267,638	565,249	oysters, mussels, trout
Italy	249,368	357,303	mussels, clams, trout
United Kingdom	154,800	448,996	salmon, trout, mussels
The Netherlands	108,785	90,547	mussels, eel, oysters
Greece	79,265	303,064	seabream, seabass, mussels
Germany	73,567	83,387	mussels, trout, carp
Ireland	43,856	73,477	salmon, mussels, oysters
Denmark	42,653	135,261	trout, eel, clam
Finland	15,449	43,895	trout, pollan
Portugal	6,645	48,275	clams, seabream, trout
Sweden	6,064	18,917	trout, mussels, chars
Austria	3,070	10,581	trout, carp, tench
Belgium	846	3,124	trout, tilapia, eel

Source: European Commission, 2001

Table 4.4 Total fish production, catches and aquaculture of EU candidate countries 2000, million tonnes

	total production	total catches	aquaculture production
Total	**1,239,465**	**1,070,731**	**168,824**
Turkey	582,383	503,352	79,031
Poland	240,852	205,057	35,795
Latvia	136,728	136,403	325
Estonia	113,572	113,347	225
Lithuania	80,982	78,986	1,996
Czech Republic	24,129	4,654	19,475
Hungary	19,987	7,101	12,886
Romania	17,117	7,372	9,745
Bulgaria	10,562	6,998	3,654
Cyprus	4,186	2,308	1,878
Slovakia	3,142	2,255	887
Slovenia	3,040	1,859	1,181
Malta	2,785	1,039	1,746

Source: Eurostat 2002

Processed fishery products

Processing is defined as any activity that adds value to raw products, for example, filleting, cooking, breading, canning, or smoking. The most important processed products, by value, are fresh or frozen fish fillets, and breaded, cooked fish. Fish processing in the EU utilises both domestic landings and imported products. The value of fishery products produced by the processing industry in the European Union is almost twice the value of landings and aquaculture production. Firms in the fish processing industry tend to be small with 20 employees or less. A lot of processing of fishery products is also subcontracted or boarded out to East-European countries.

The fisheries industry is based on an innovative post-World War II method of stabilising fresh products and affording them a greater shelf life, so that canned foods have continued to suffer an outdated image. Moreover, consumers have stepped up their efforts to maintain a healthy diet and as such are increasing their consumption of chilled and fresh products, to the disadvantage of canned counterparts. Renewed growth in the frozen food market, a much closer substitute for canned food, has served to worsen the already poor

Table 4.5 The fish processing sector in the European Union, 2000 in million of euros

			Total production value by type of processing of fish crustaceans and molluscs		Total production value by type of processing of	
	Value	Total number of processing firms	Fresh, chilled, frozen, smoked or dried fish	Preparations and canned products of of fish	Fresh, chilled, frozen, smoked or dried crustaceans or molluscs	Preparations and canned products of crustaceans or molluscs
EU Total	**14,925**	**3,499**	**4,520**	**5,727**	**1,244**	**1,721**
United Kingdom	2,818	389	953	1,106	378	46
France	2,542	497	772	1,101	106	433
Spain	2,291	662	524	1,062	491	632
Germany	1,814	189	451	901	-	51
Italy	1,741	468	376	743	61	185
Denmark	1,324	135	448	282	22	159
The Netherlands	624	145	287	47	17	75
Portugal	542	104	402	130	24 6	3
Sweden	355	180	47	226	18	13
Belgium	347	56	75	69	53	55
Ireland	332	85	151	28	74	8
Greece	90	383	13	5	-	-
Finland	79	159	22	28	0	1
Austria	26	47	-	-	0	-

Source: Eurostat, European Commission, 2000/2001
Note: Figures for Ireland and Austria are for 1999. Figures for Greece are for 1996/1997

image of canned food. Nevertheless, canned fishery products still have a relatively large share of the EU fishery market.

The frozen food industry is expected to experience more expansion due to new product releases, improved quality and increased demand for convenience foods. Spain is projected to record the most dynamic performance over this period, achieving it through new product development and a shift in demand to value-added processed products. A lacklustre performance is predicted for the French frozen food industry, due to competition from private label products and consumer reluctance to shift from fresh produce, thereby limiting growth.

5 IMPORTS

5.1 Total imports

In 2001, EU imports of fishery products amounted to € 22.4 billion, representing an increase by 18 percent in value since 1999. However, EU imports in terms of volume increased less, by 9 percent since 1999.

Catching fish by EU member countries largely depends on restrictions. Hardly any fishing industry in Europe even approaches satisfying the domestic demand, with as much as an estimated 80 percent of the German market being supplied by imported fish. Due to the restrictions on landings and rising consumption levels, the extra-EU imports have increased and it is expected that the EU will become even more dependent on imports.

As a result of the predominance of fish in the Spanish diet, Spain was the largest import market, accounting for 18 percent of total imports in 2001. Other leading EU importers were France (15%), Italy (13%), Germany (11%) and the United Kingdom (10%). Between 1999 and 2001 Ireland, Finland and Sweden considerably increased their imports, representing a growth of 32 percent, 22 percent and 22 percent respectively.

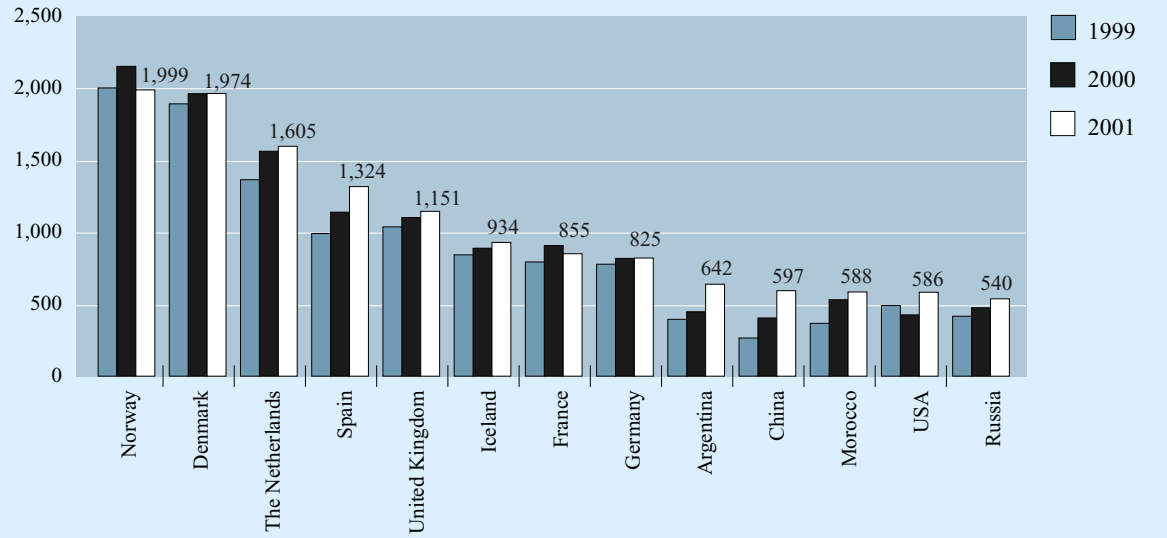
Norway and Denmark were the leading supplying countries, together accounting for 18 percent of total EU imports by EU member countries in 2000. EU member countries supplied less than half of the fishery products. In 2001, about 56 percent of the total imported value originated in extra-EU countries, of which 29 percent in developing countries. Notable are Argentina, China, Morocco and Russia as booming suppliers to EU countries over the last three years.

Table 5.1 Imports of fishery products by EU member countries, 1999-2001
€ million / 1,000 tonnes

	1999		2000		2001	
	value	volume	value	volume	value	volume
Total	**18,902**	**6,521**	**20,957**	**6,712**	**22,359**	**7,077**
Extra EU	**10,322**	**3,618**	**11,548**	**3,651**	**12,617**	**4,006**
Developing countries	**4,532**	**1,619**	**5,442**	**1,731**	**6,403**	**1,967**
Spain	3,036	1,180	3,740	1,290	4,097	1,409
France	3,046	909	3,222	898	3,386	967
Italy	2,577	770	2,734	752	2,986	788
Germany	2,142	757	2,386	808	2,516	821
United Kingdom	2,004	600	2,202	592	2,343	683
Denmark	1,582	645	1,819	686	1,861	730
The Netherlands	1,191	695	1,316	714	1,412	667
Belgium	953	213	1,087	224	1,094	222
Portugal	974	342	950	319	1,038	319
Sweden	667	184	764	195		208
Greece	284	104	278	114	292	118
Austria	185	48	169	43	195	49
Ireland	97	27	102	27	127	38
Finland	103	37	112	36	126	46
Luxembourg	63	11	77	14	70	11

Source: Eurostat (2002)

Figure 5.1 The leading suppliers of fishery products to the EU, 1999-2001
€ million



Source: Eurostat (2002)

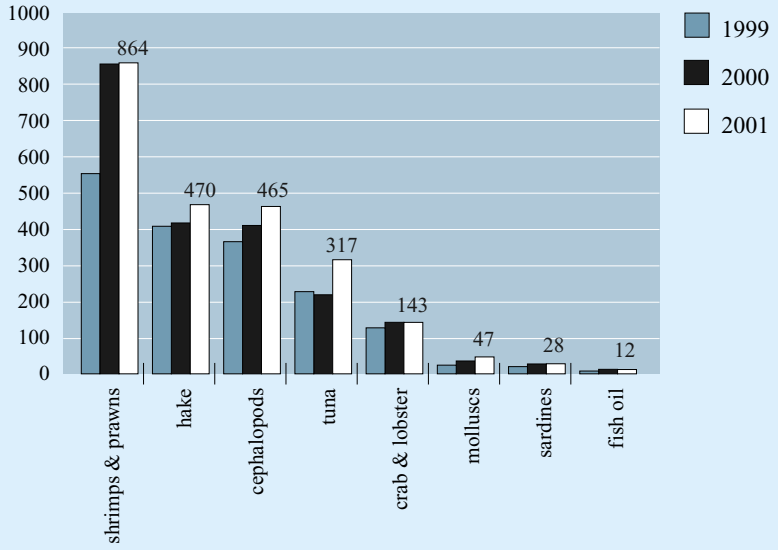
The following five country headings deal with the local market of fishery products and the major suppliers per country. For more detailed data refer to Appendix 2. Please note that part of the imports in the different EU countries described in this Chapter are those fishery products interesting for developing countries. Another, sometimes greater, part will not be described.

Spain

Although the Spanish fleet is the largest in the EU in tonnages, it is not able to satisfy the domestic demand. On the contrary, Spain is the largest EU importer of fishery products. In 2001, total imports of fishery products into Spain amounted to almost € 4.1 billion, representing an increase of 4 percent compared to 2000.

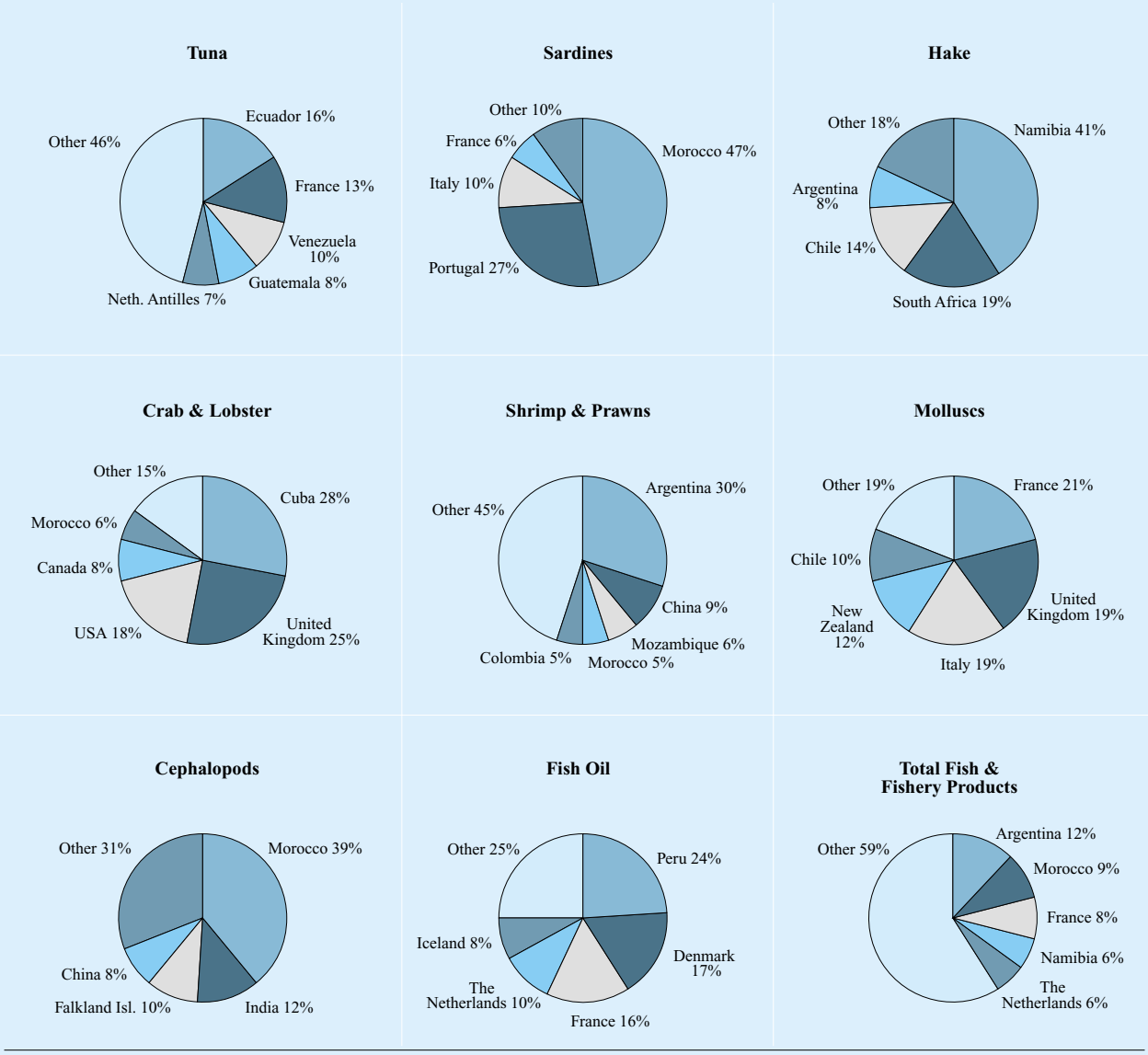
Recently proposed reforms in EU fisheries policy may further restrict the Spanish catch in future years.

Figure 5.2 Imports of fishery product into Spain, by product group, 1999-2001
€ million



Source: Eurostat (2002)

Figure 5.3 Leading suppliers per fishery product to Spain, 2001 share of total imports in terms of € value



Source: Eurostat (2002)

Because of declining natural fisheries, farmed fish and seafood "production" are becoming more important in supplying the market.

Apart from being the main species caught by Spanish fishers, hake, tuna and cephalopods were also the main species supplied to Spain in 2001. Together they accounted for € 1.3 billion in 2001. Remarkable is the expansion of imports of tuna; 20 percent in terms of € value between 2000 and 2001. Although, imports of shrimps and prawns stabilised between 2000 and 2001, it remained by far the largest product group, amounting to € 864 million in 2001.

Regarding the major suppliers to the Spanish fishery market, there has been a considerable shift from local EU suppliers to suppliers in developing countries. In 2001, the main suppliers were Argentina (up 47% in comparison with 2000), Morocco (up 16% in comparison with 2000), France (a decline of 13% in comparison with 2000) and Namibia (up 20 % in comparison with 2000). This shift seems to explain the effects of the local EU landing restrictions described in Chapter 4.

Tuna

The value of imported tuna increased between 1999 and 2001 by 36 percent, amounting to almost € 317 million. The greater part, more than 70 percent, originated in developing countries. In the same year, 79 percent of tuna imports consisted of frozen tuna, 9 percent was fresh or chilled tuna and the rest, 12 percent, was

canned. The leading suppliers of frozen tuna were Venezuela, Guatemala, France and Ecuador. Countries close to Spain, such as France, Italy, Ireland, Morocco and Portugal mostly supplied fresh/chilled tuna. A newcomer on the fresh/chilled tuna market is Yemen. Ecuador, Colombia, Morocco and Costa Rica were the leading suppliers of canned tuna.

Sardines
In 2001, the imports of sardines reached € 28 million, an increase of 41 percent compared to 1999. The biggest supplier of sardines to Spain is Morocco, followed by Portugal. Of the supplying developing countries, Morocco accounted for 99 percent, mainly supplying canned sardines. 41 percent of the imported value into Spain consisted of canned sardines, the rest is distributed equally among fresh/chilled and frozen sardines.

Hake
Hake is a popular species in Spain and considered to be a speciality. This is in contrast to the situation in, for example, Germany where hake is used as a cheap product by the processing industry. In 2001, imports of hake into Spain amounted to € 470 million, representing an increase in € value by 16 percent since 1999. Of this value, 63 percent was in frozen format, while 37 percent was fresh or chilled. Developing countries were the main suppliers of hake, accounting for 81 percent of hake imports into Spain. Namibia was the main supplier of frozen hake (56% of total imports), South Africa (33%), Chile (16%) and Namibia (16%) for fresh and chilled hake.

Crab & lobster
The imports of crab & lobster in 2000 and 2001 were almost equal, amounting to € 143 million in 2001. The most important imported formats of crab & lobster were fresh/chilled (53%) or frozen (46%). Imports of canned crab & lobster were quite non-existent. Suppliers of frozen crab & lobster were found in Cuba and the United Kingdom, whereas non-frozen came from the United Kingdom and France, countries closer to Spain.

Shrimps & prawns
Shrimps & prawns was the leading imported fishery product in 2001, representing 21 percent of total Spanish imports. In 2001, it reached a total value of € 864 million. Round 75 percent was supplied by developing countries like Argentina, China, Mozambique, Morocco and Colombia. Almost the entire imported value (98%) was in frozen format.

Molluscs
The value of imported molluscs increased gradually between 1999 and 2001, reaching € 47 million in 2001. EU countries were the main suppliers of molluscs. Italy, United Kingdom and France were the main suppliers of scallops to Spain (48% of total imported molluscs). New Zealand, Chile, France and Portugal mainly supplied mussels (41% of total imported molluscs). Chile was a fast growing supplier of this product. France and the United Kingdom supplied the remaining part of 11 percent of molluscs in the form of oysters.

Cephalopods
The imports of cephalopods increased by 29 percent between 1999 and 2001, amounting to € 465 million in 2001. Developing countries such as Morocco, Mexico, China and India were increasingly supplying cephalopods to Spain in comparison to for example EU neighbour countries. Squid and cuttlefish represented 70 percent of cephalopod imports in 2001, while octopus represented 30 percent.

Fish oil
Between 1999 and 2001, fish oil imports into Spain increased - after a period of decline - by 54 percent, amounting almost to € 12 million. Peru, which had been a negligible supplier in the previous years with a supply share of 22 percent of total fish oil imports, became the main supplier in 2001, followed by Denmark and France. A shift from EU suppliers to suppliers in developing countries is noted.

France

The French market for fishery products is one of the largest in EU. In 2001, France was the second largest importer, after Spain, of fishery products in the EU. The imports of fishery products amounted to € 3.4 billion in 2001, representing a small increase of 4 percent in € value since 1999. Compared to the Spanish population, the French eat more coldwater species, which were mostly landed by Northern European countries. Developing countries mainly supplied warmwater species. Therefore, the share of developing countries in the French imported value was much lower (25%) than in the Spanish imported value (54%).

The leading countries supplying to France were, in order of their importance, the United Kingdom, Denmark, The Netherlands, Spain and Germany. The share of Denmark fell between 1999 and 2001 by 11 percent. Ireland was the strongest growing EU supplier. EU member countries mainly dominated the top 10 suppliers, which reflects the French preference for coldwater species. Countries such as Madagascar, Côte d'Ivoire, Senegal, Chile, Morocco and China were relatively major suppliers of fishery products originating in developing countries.

Just like in many other EU member countries, French domestic production is not sufficient to satisfy the domestic demand. Much shellfish was consumed in France, which is reflected in the import figures. Shrimps & prawns remained the leading fishery product group imported into France, followed by the growing product group tuna. Compared to other countries, crab & lobster and molluscs were relatively more popular in France.

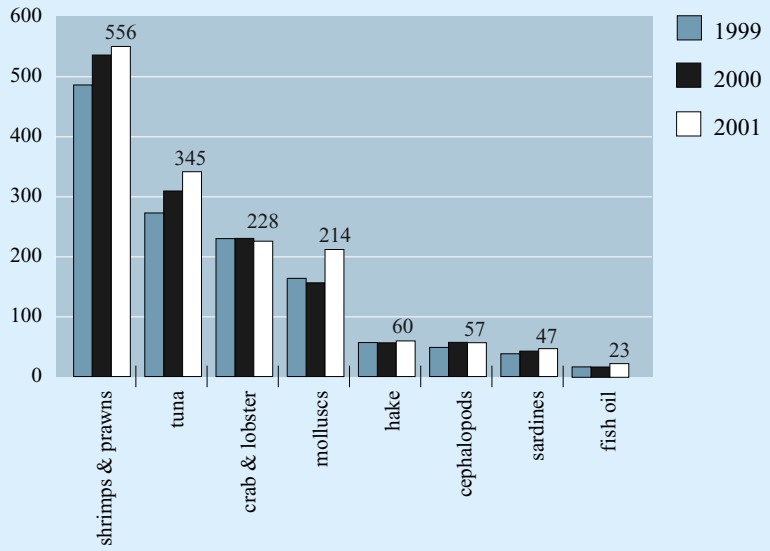
Tuna

Tuna was the second leading product group imported into France, represented by a value of € 345 million or 10 percent of total fishery imports. The main suppliers were Côte d'Ivoire, Spain and the Seychelles. While the first-mentioned decreased its market share by 13 percent between 1999 and 2001, the latter-mentioned increased its share by 137 percent. Other suppliers of tuna to France which were becoming more important are Italy, Ghana and Madagascar. Canned tuna was the predominant format, representing 93 percent of the imported value in 2001. The shares of frozen and fresh/chilled tuna amounted to 7 percent each. African countries supplied the major share of canned tuna. Côte d'Ivoire and Seychelles alone supplied 44 percent of the imported value in 2001. Spain was the leading supplier in the fresh/chilled format and frozen format to France, accounting for 48 percent and 49 percent of these product groups.

Sardines

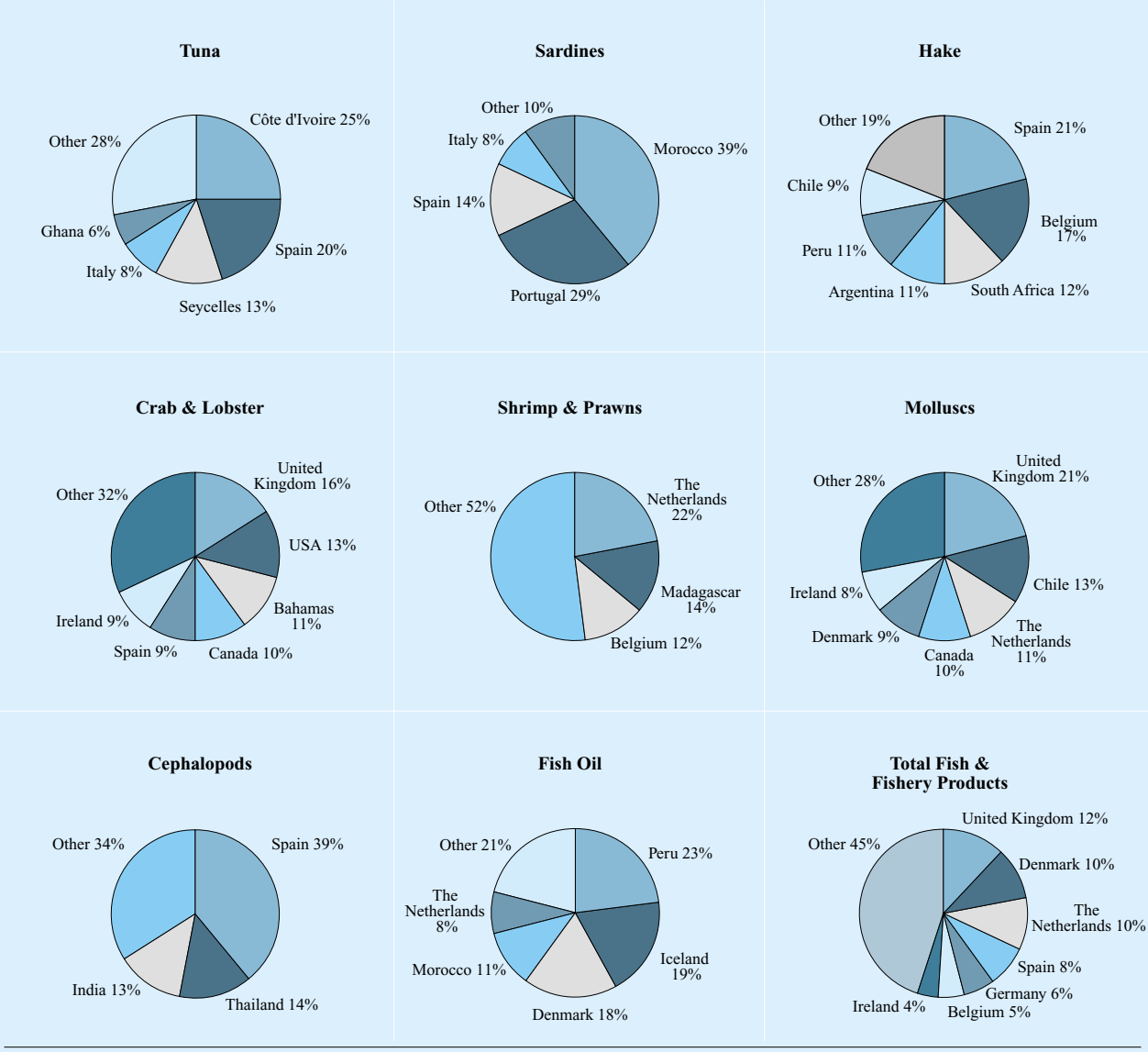
Sardines were one of the smallest product groups imported into France with an amount of € 47 million in 2001. Developing countries supplied 41 percent of the imported value in 2001, mainly represented by Morocco. Canned sardines accounted for 78 percent of imports, supplied by Morocco (43% of total canned) and Portugal (31% of total canned). Frozen sardines (13% of total imports of sardines) were principally imported from France and Morocco. The last-mentioned almost doubled its exports of frozen sardines from 3.3 million in 1999 to 6.7 million in 2001. Fresh/chilled sardines (9% of total imports of sardines) were principally imported from Italy and Spain.

Figure 5.4 Imports of fishery products into France, by product group, 1999-2001
€ million



Source: Eurostat (2002)

Figure 5.5 Leading suppliers per fishery product to France, 2001 share of total imports in terms of € value



Source: Eurostat (2002)

Hake

Compared to the EU average, hake was a relatively less important product group imported into France. Hake imports into France increased by 4 percent since 1999, amounting to € 60 million in 2001. Developing countries supplied 8 percent more than in 1999; 45 percent of the total imported value.

Frozen hake was the most common format in France, accounting for 81 percent of the total 2001 imported value. Namibia supplied 56 percent, followed by Chile (13%), Argentina (12%) and South Africa (10%). The other common format of fresh/chilled hake was mainly imported from South Africa (33%), Chile (16%) and Namibia (16%). In 1999, Namibia used to be the leader of exporting fresh/chilled hake to France. All the other mentioned countries have increased their export share to France for both product groups (fresh/chilled as well as frozen hake).

Crab & lobster

By European standards, crab & lobster were relatively popular species in France. Between 1999 and 2001, the imported value roughly stabilised, amounting to € 228 million in 2001. Almost one fifth of the imports originated in developing countries. Frozen crab & lobster represented 45 percent of the imported value, followed by the non-frozen format (39%) and canned crab & lobster (16%).

Shrimps & prawns

After a period of fluctuation, shrimps & prawns remained the leading product group imported into

France. In 2001, its imports amounted to € 556 million. In the same year, developing countries supplied 45 percent of the imported value, with Madagascar as the leading supplier (14%) after the Netherlands (22%). Frozen shrimps & prawns were by far the most important format, accounting for about 80 percent of the total imported value. Canned shrimps & prawns represented a share of 14 percent and the fresh/chilled formats accounted for the remaining share.

Molluscs

After a period of decline, imports of molluscs increased in 2001 by 22 percent compared to 1999, amounting to € 214 million. Developing countries supplied 23 percent of the molluscs to France, but the majority came from EU countries. Chile and Argentina mainly represented the developing countries, while the United Kingdom and The Netherlands mainly represented the EU countries. In 2001, scallops accounted for 75 percent of all molluscs imported into France, mussels for 22 percent and oysters for 3 percent.

Cephalopods

In 2001, imports of cephalopods into France amounted to € 57 million, consisting of 87 percent of squid or cuttlefish and 13 percent of octopus. Spain was by far the leading supplying country of squid and cuttlefish (41%), followed by developing countries such as Thailand (16%) and India (14%). While in 1999 and 2000 Senegal was the leading supplier of octopus to France, Spain (59%) and Tunisia (34%) took this place in 2001.

Fish oil

Fish oil, the smallest imported product group, was imported for an increasing amount of 23 million in 2001. Between 1999 and 2001 the share of developing countries in imports of fish oil increased by 27 percent, meaning that between 1999 and 2001 it reached 25 percent of total fish oil imports to France.

Italy

Between 1999 and 2001, fishery products imported into Italy increased by 16 percent, amounting to € 3 billion in 2001. Italy was the third biggest importer of fishery products in the EU, covering 13 percent of total EU fishery imports in 2001.

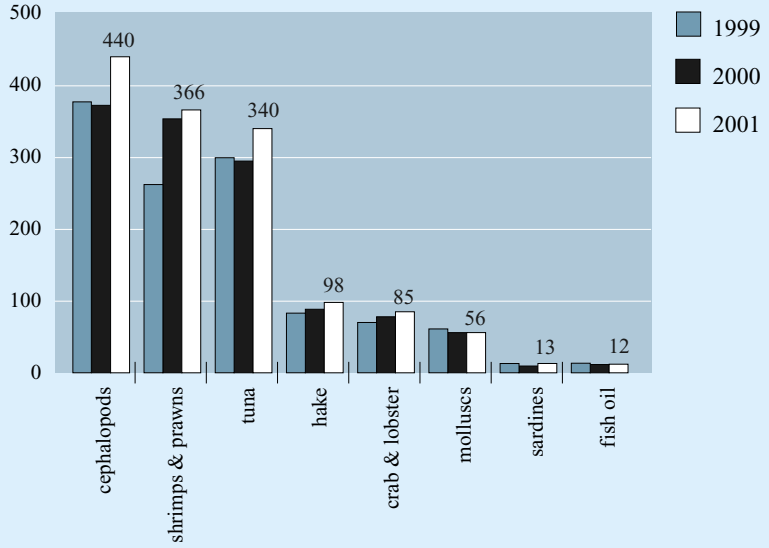
The Italian seafood market is characterised by a slow, steady increase in demand, increased imports, and stagnant Italian production. There is rising demand for fresh/defrosted and value-added products, and reduced demand for unsophisticated frozen and canned products. The most imported fish species are cephalopods, shrimps & prawns and tuna.

Imports mainly originated in EU countries such as Spain, Denmark, The Netherlands and France, which together accounted for 45 percent of total imports. Developing countries such as Argentina and Morocco, Ecuador, Thailand, South Africa and Senegal supplied 27 percent of total imports.

Tuna

Between 1999 and 2001, tuna imports into Italy increased by 14 percent in terms of € value, amounting to € 340 million. Spain was by far the leading supplier,

Figure 5.6 Imports of fishery products into Italy, by product group, 1999-2001
€ million



Source: Eurostat (2002)

accounting for 38 percent of the total imported value. 43 percent of the imports originated in developing countries, with Colombia (12%) and Ecuador (9%) at the top.

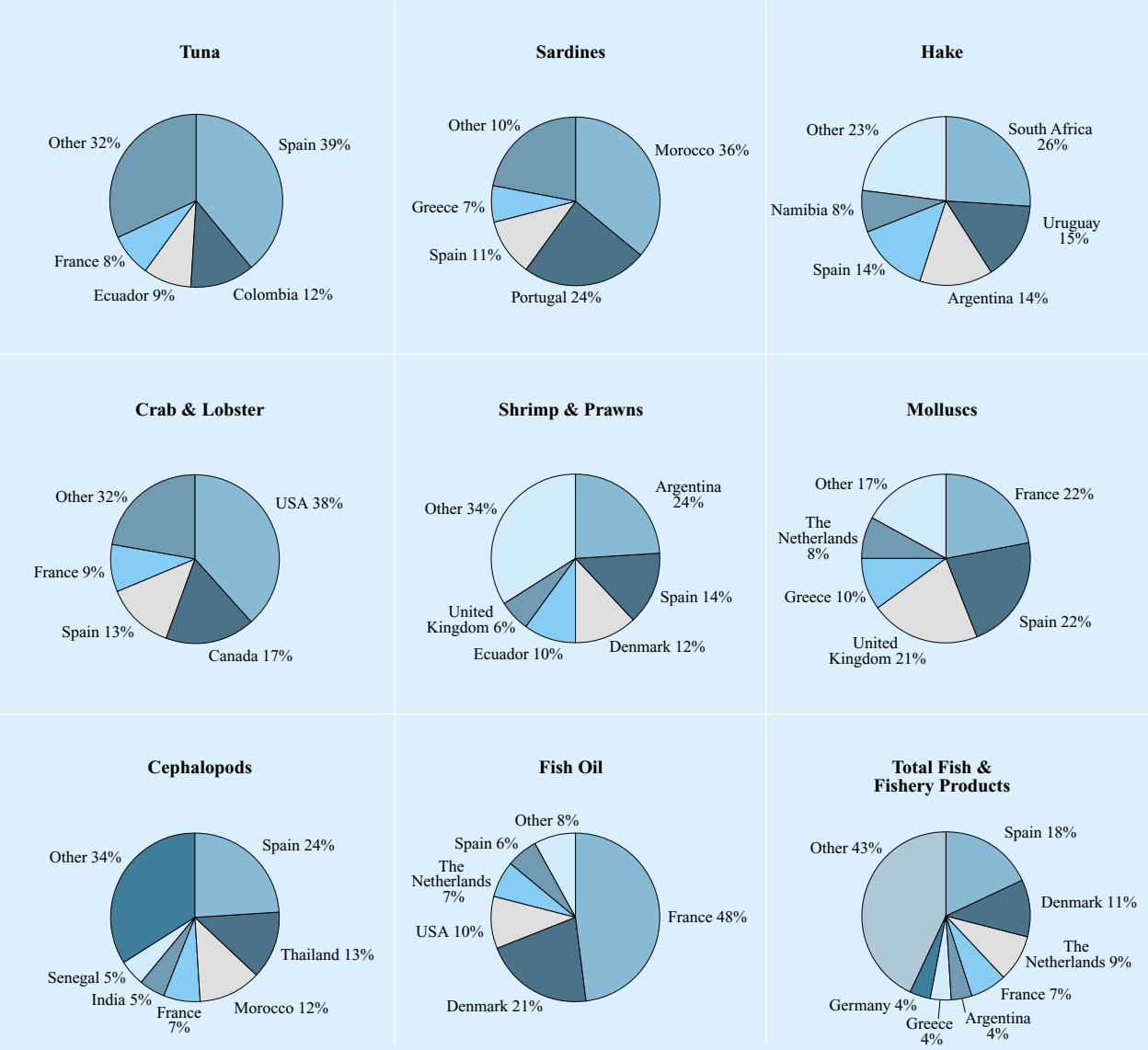
Tuna is imported both for direct human consumption and for processing purposes. The Italian canneries utilise the better quality yellowfin. All the tuna for the canned tuna production has to be imported as the limited domestic catch of bluefin is exported to Japan. Italy imported mainly canned tuna, which represented 90 percent of the total imported value in 2001. Spain was the leading supplying country of canned tuna, accounting for 43 percent of the imported canned tuna, followed by Colombia (14%) and Ecuador (11%). In 2001, developing countries accounted for almost half of the total canned tuna imports. The Seychelles, Kenya, Côte d'Ivoire and Costa Rica were other major supplying developing countries.

Frozen tuna, which represented 14 percent of the imported tuna in 2001, mainly originated in France, Spain, Colombia and Taiwan. 3 percent of the Italian tuna imports was in the fresh/chilled format.

Sardines

Apart from fish oil, sardines were the smallest product group imported into Italy. Compared to 1999, imports of sardines into Italy increased by 16 percent in 2001, amounting to € 13 million. About 42 percent of the imported value originated in developing countries. Canned sardines were the most popular format of

Figure 5.7 Leading suppliers per fishery product to Italy, 2001 share of total imports in terms of € value



Source: Eurostat (2002)

sardines imported into Italy, representing 80 percent of total sardine imports in 2001. Frozen and fresh/chilled sardines represented only 14 percent and 6 percent respectively.

Hake
In 2001, the imports of hake into Italy increased by 24 percent in € value, amounting to € 98 million. For the last three years, developing countries have a great and stable share in total hake imports into Italy; 75 percent originated in countries such as South Africa, Uruguay and Argentina. Frozen hake accounted for 98 percent of Italian hake imports in 2001, while only 2 percent was imported in the fresh or chilled format.

Crab & lobster
Imports of crabs and lobsters increased by 28 percent between 1999 and 2001, reaching € 85 million in 2001. Developing countries accounted for 14 percent of the imported value. Supplying countries like South Africa, Ecuador and Chile encountered most competition from the USA, Canada, Spain and France, which together are responsible for 78 percent of total imports.
Fresh/chilled crab & lobster was the most popular format, accounting for 67 percent of crab and lobster imports in 2001. Frozen and canned crab & lobster represented 27 and 6 percent of the imported value respectively.

Shrimps & prawns
Shrimps & prawns was the second leading product group imported into Italy, reaching a value of € 366 million. Leading supplying countries were Argentina, Spain and Denmark, accounting for 50 percent of the total imported value of shrimps & prawns. The share of developing countries is becoming more important. In 2001, they supplied 58 percent of the total imported value. Frozen shrimps & prawns were by far the most important format, accounting for 81 percent of the total imported value. Canned shrimps & prawns represented a share of 13 percent and the fresh/chilled formats accounted for the remaining share.

Molluscs
Molluscs are one of the smaller fishery products imported into Italy. In 2001, its imports amounted to € 56 million. Mussels accounted for 47 percent of total molluscs imports, followed by scallops (34%) and oysters (20%). The main supplying countries of molluscs were France, Spain, the United Kingdom and Greece. The role of developing countries was not very significant, since they only supplied 5 percent of the imported value in 2001. Compared to the preceding years, this share increased, which was mainly caused by increased mussel imports from Chile.

Cephalopods
Compared to other EU member countries, cephalopods are very popular in Italy. With an increase of 18 percent between 1999 and 2001, the import value of cephalopods amounted to € 440 million in 2001. 69 percent consisted of cuttlefish and squid, while octopus accounted for 31 percent of total cephalopod imports. Developing countries together accounted for 52 percent of total imports. The main supplier of octopus was Morocco (27%) and of cuttlefish/squid Spain (25%).

Fish oil
Comparable with other EU countries, fish oil was also one of the smaller products groups imported into Italy, amounting almost to € 12 million in 2001. The share of developing countries in the imports of fish oil into Italy, mainly represented by Turkey in 2000, has diminished to a negligible level. France and the USA have taken its place.

Germany

Although the per capita fishery products consumption is not very high, Germany is the fourth largest import market in the EU. In 2001, the country imported more than € 2.5 billion worth of fishery products, indicating an increase of 17 percent in € value compared to 1999.

Since the Germans tend to eat more coldwater species in comparison with the Spanish or the French and because coldwater species mostly do not originate in developing countries, only 20 percent of the total imported value in 2001 or € 498 million came from developing countries. Therefore, the major supplying countries were mainly North European countries such as Denmark, The Netherlands, and Norway. Nevertheless, these countries represented a decreasing share of 10 percent of total imports, while Russia and China rapidly increased their share with 6 percent.

Shrimps and prawns were by far the remaining leading product group imported into Germany with a value of € 271 million. Tuna was the second largest group, followed by relatively small shares of other fishery products.

Tuna

Tuna was the second largest product group imported by Germany. The value remained almost unchanged in comparison with 1999, amounting to € 164 million. The favourite format was canned tuna, which represented 95 percent of the total imported value. This is quite a contrast to the Spanish market, where the frozen format dominated, although to a lesser extent. Recently, there has been an increasing trend of imports of frozen tuna by airfreight into Germany. In 2001, more than 50 percent of the imported value originated in developing countries like the Philippines, Thailand and Ecuador. It should be noted that although The Netherlands was the leading supplier of tuna to Germany, this predominantly concerns re-exports.

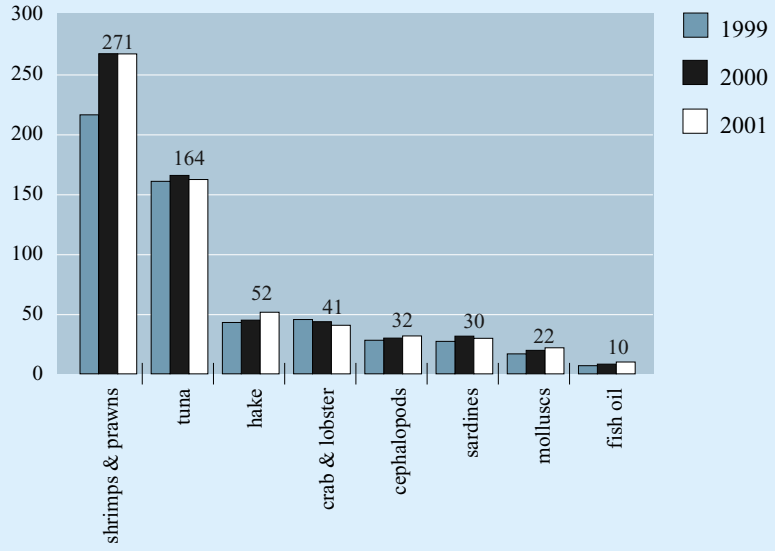
Sardines

With an increase of 24 percent, sardine imports reached an amount of € 30 million in 2001. About 57 percent of the sardine imports originated in developing countries, of which by far the majority (97%) was supplied by Morocco. The strong position of Morocco can be attributed to the low price relative to the high-price countries like Spain, Italy and Portugal. The major format was canned sardines, accounting for 91 percent of total sardine imports in 2001. About 7 percent of the imported value consisted of frozen sardines, whereas fresh/chilled sardines represented only 2 percent.

Hake

The value of hake ranked third of all major imported fishery products into Germany, but was considerably smaller than shrimps & prawns and tuna. In 2001, imports of hake increased by 20 percent, amounting almost to € 52 million. More than 86 percent of this value originated in developing countries like Peru (35%), Chile (29%), Namibia (7%) and Argentina (6%), which is relatively high by EU standards. Only 3 percent of the imported hake was fresh or chilled, the rest (97%) was imported in the frozen format.

Figure 5.8 Imports of fishery products into Germany, by product group, 1999-2001
€ million



Source: Eurostat (2002)

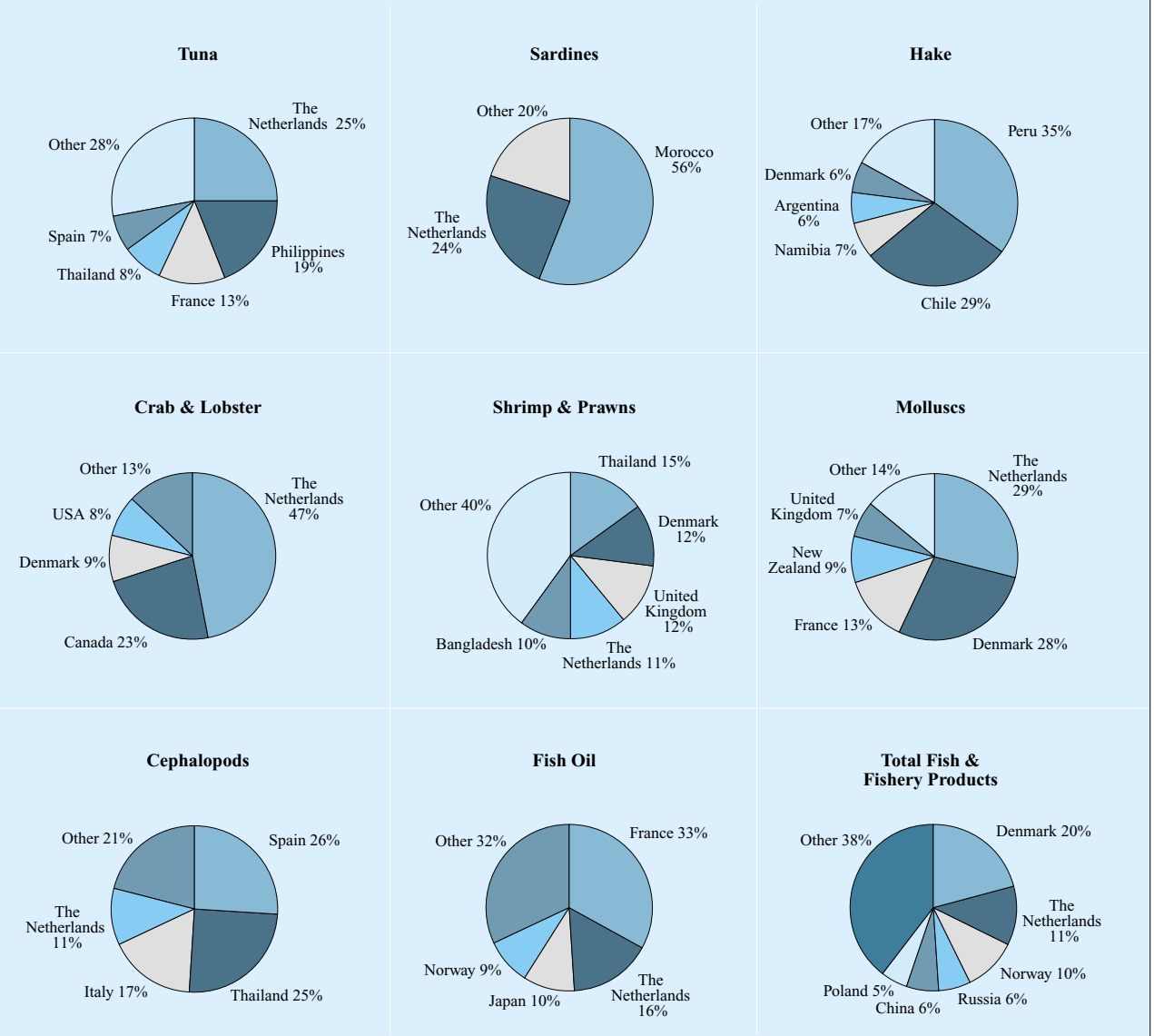
Crab & lobster

The product group of crab & lobster moved between 2000 and 2001 from the third to the fourth place of the priority list imported into Germany. In 2001, imports amounted to € 40 million. Apart from the smaller demand, lower prices per unit of weight for these species also caused the decrease of 14 percent since 1999. Developing countries represented only 2 percent of the 2001 total imported value. The two main supplying countries were The Netherlands (47%) and Canada (23%). Canned crab & lobster was the most popular format in Germany, representing 47 percent of the imports, followed by the fresh/chilled (37%) and frozen (16%) format.

Shrimps & prawns

Shrimps & prawns were by far the leading product group imported into Germany. In 2001, German imports of shrimps & prawns amounted to € 271 million, indicating an increase by 25 percent since 1999. The share of German shrimp & prawn imports originating in developing countries achieved an increase of 45 percent since 1999, reaching € 120 million in 2001, with Thailand, Bangladesh and Indonesia as the most important suppliers. Other important exporting countries were Denmark, the United Kingdom and the Netherlands. About 56 percent of the imported value consisted of frozen shrimps & prawns, although considerable amounts (41%) of the canned format were supplied to Germany. In contrast, the fresh/chilled format only represented 3 percent in 2001.

Figure 5.9 Leading suppliers per fishery product to Germany, 2001 share of total imports in terms of € value



Source: Eurostat (2002)

Molluscs
Molluscs were the second smallest fishery product group imported into Germany. In 2001, the imported value amounted to € 22 million, representing an increase of 55 percent compared to 1999. Mussels accounted for 68 percent of total mollusc imports, followed by scallops (23%) and oysters (10%). The role of developing countries in the supply of molluscs to Germany was negligible, since less than 1 percent originated in these countries.

Cephalopods
Between 1999 and 2001, imports of cephalopods into Germany increased by 15 percent, amounting to € 32 million in 2001. About 24 percent of this value consisted of octopus and 76 percent of squid and cuttlefish. The main supplying country was Spain with 26 percent of the total imported value, followed by Thailand (25%), Italy (17%) and The Netherlands (11%). Developing countries together supplied 54 percent of the octopus imports and 36 percent of the squid and cuttlefish imports in 2001.

Fish oil
Comparable with other EU countries, fish oil was also one of the smaller product groups imported into Germany. In 2001, the imports represented a value of € 10 million, indicating an increase of 45 percent since 1999. The role of developing countries was negligible, since they accounted only for 1 percent of fish oil imports into Germany.

United Kingdom

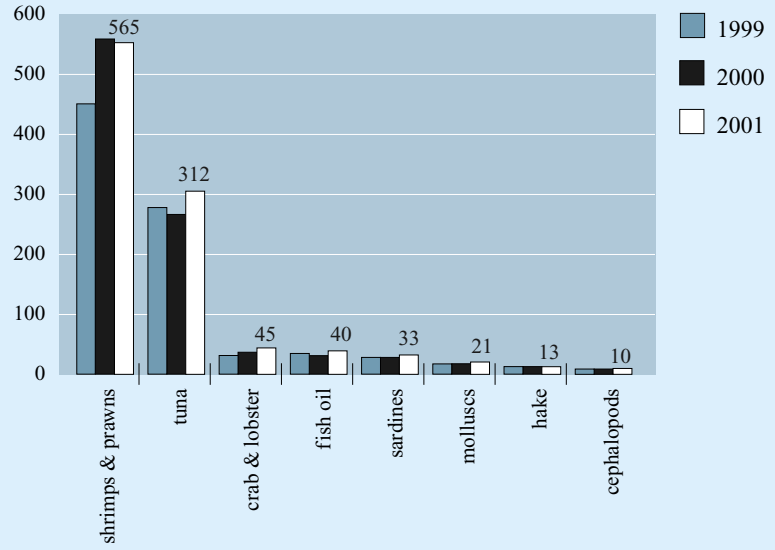
The United Kingdom was the fifth EU largest importer of fishery products. In 2001, fishery product imports amounted to € 2.3 billion, representing an increase of 17 percent since 1999.

Shrimps & prawns were by far the largest fishery product group imported into the United Kingdom, followed by tuna. Together they accounted for 37 percent of total fishery imports in terms of value in 2001.

Consumers in the United Kingdom prefer coldwater species, reflecting the importance of the supplying European countries. Iceland - with 15 percent of total fishery imports in terms of value - was the most important supplier, followed by Denmark (8%) and Norway (8%). Developing countries supplied 32 percent of the imported value of fishery products in 2001.

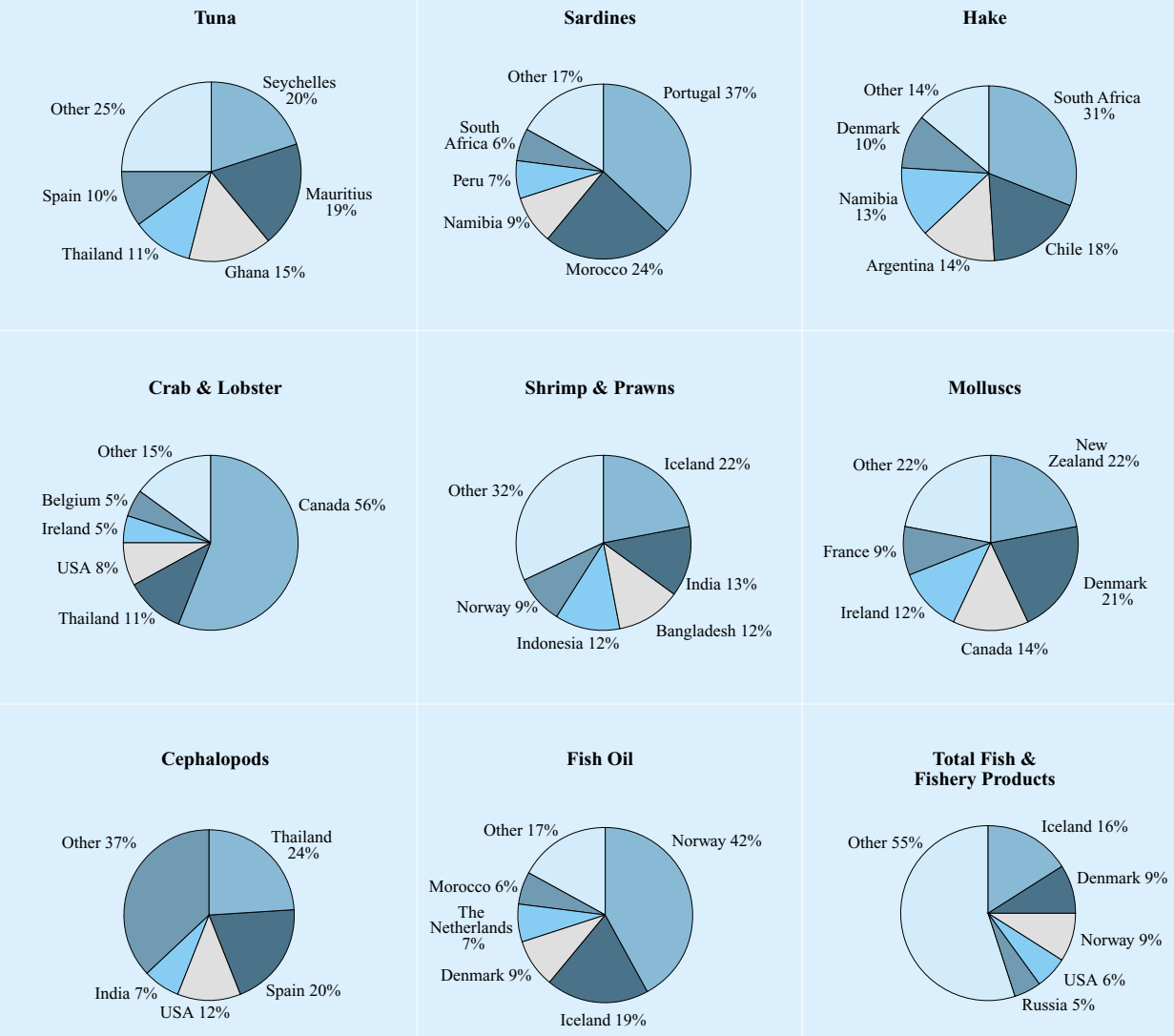
Tuna
The United Kingdom imported € 312 million of tuna in 2001, representing an increase of 15 percent since 1999. A considerable amount (83 percent) of this value originated in developing countries, with countries like the Seychelles, Mauritius, Ghana and Thailand as the leading suppliers. This group was followed by Spain, the EU main supplier of tuna. Just like in Germany and The Netherlands, almost all tuna imports (97%) to the United Kingdom consisted of canned tuna followed by the frozen format (2%) and the fresh/chilled format (1%).

Figure 5.10 Imports of fishery products into the United Kingdom, by product group, 1999-2001
€ million



Source: Eurostat (2002)

Figure 5.11 Leading suppliers per fishery product to the United Kingdom, 2001 share of total imports in terms of € value



Source: Eurostat (2002)

Sardines

The United Kingdom imported € 33 million of sardines in 2001, representing an increase of 16 percent since 1999. Almost half of this value originated in developing countries, primarily represented by Morocco, Namibia and Peru. The major supplying country was Portugal with 38 percent of total value of imports in €. In 2001, canned sardines made up 95 percent of the imported value, followed by the frozen format (3%) and the fresh/chilled format (2%).

Hake

Hake was one of the smallest fishery product groups imported into the United Kingdom. Hake imports decreased by 10 percent between 1999 and 2001, amounting to € 13 million in 2001. Compared to the hake imports by other EU member countries, for example Spain, hake is relatively unpopular in the United Kingdom. Developing countries like South Africa, Chile, Argentina and Namibia supplied 82 percent of the imported value in 2001. Regarding frozen and fresh hake, the first-mentioned was the most popular format, accounting for 97 percent of total hake imports.

Crab & lobster

Crab & lobster imports into the United Kingdom increased by 35 percent between 1999 and 2001, reaching € 45 million in 2001. The most important supplying country was Canada with 57 percent of total imports. The share supplied by developing countries was 21 percent of the imported value in 2001. Their

role in canned formats was of relatively more importance than in other formats. About 40 percent of the imported crab & lobster consisted of the fresh or chilled format. The canned segment was popular as well (38%) and the remainder was accounted for by the frozen format (22%).

Shrimps & prawns
Shrimps & prawns were by far the most important product group imported into the United Kingdom. Cold water shrimp (Pandalus Borealis) continues to have the lion's share of the British shrimp industry. In 2001, imports of shrimps & prawns into the United Kingdom amounted to € 565 million, indicating an increase of24 percent compared to 1999. India, Pakistan and Bangladesh have become important suppliers of Indian white shrimp as an alternative to the cold water shrimp. The share of developing countries in imports of shrimps & prawns into the United Kingdom increased from 35 percent in 1999 to 51 percent in 2001. Shrimps & prawns were mostly supplied in frozen format, representing 51 percent of imports, followed by the canned format (47%) and the fresh/chilled format (2%).

Molluscs
Mollusc imports into the United Kingdom increased by 25 percent between 1999 and 2001, amounting to € 21 million. Mussels were the most popular species, accounting for 57 percent of mollusc imports in 2001, followed by scallops (38%) and oysters (5%). The role of developing countries in UK imports of molluscs was insignificant. Major suppliers were The Netherlands and Denmark, with respectively 29 percent and 28 percent of the value of total imported molluscs.

Cephalopods
Cephalopods are not very common on the market for fishery products in the United Kingdom and consequently it is the smallest import product group. This was reflected in the moderate imported value of 10 million in 2001, which nevertheless indicated an increase of 22 percent compared to 1999. The imported value consisted of 93 percent squid, cuttlefish, and 7 percent octopus. The share of cephalopod imports supplied by developing countries increased to 41 percent in 2001, with Thailand (14%) and India (13%) as major suppliers. However, Spain, with 38% supplies of total imports, remained the leading supplier of cephalopods.

Fish oil
The United Kingdom is the largest EU importer of fish oil. The imported value of this product increased by 19 percent during the survey period, amounting to almost 40 million in 2001. Leading suppliers were Norway, Iceland, Denmark and The Netherlands with a total amount of 77 percent in value. Imports from developing countries (Morocco, Peru) increased from 1 million in 1999 to 5 million in 2001, representing 13 percent of total fish oil imports.

The Netherlands

Thanks to its excellent geographical position, The Netherlands serves as a major distribution centre in Europe, explaining its high fishery product imports. A large share of these imports was re-exported. In 2001, imports of fishery products into The Netherlands amounted to € 1.4 billion, indicating an increase of 19 percent since 1999. This means that The Netherlands was the strongest growing importing fishery product market of the six selected EU markets.

Shrimps & prawns, with an amount of € 297 million, were by far the leading product group imported into The Netherlands. Just like in the United Kingdom, The Netherlands also imported relatively more fish oil than other EU countries covered by this survey.

Although not visible in the different diagrammes of figure 5.13, Iceland, Germany and Denmark were the leading suppliers of total fishery products to The Netherlands, together accounting for one third of total supplies. For example, apart from fish oil Iceland also supplied smoked, dried and salted fish to The Netherlands. The share of the imported value originating in developing countries increased from 29 percent in 1999 to 32 percent in 2001. The main supplying developing countries to The Netherlands were China and Bangladesh, the latter being the biggest supplier of shrimps & prawns.

Tuna

Tuna was a moderate imported product group in The Netherlands compared to the other EU member countries. Only € 43 million worth of tuna was imported in 2001, representing a decrease of 32 percent since 1999. Canned tuna represented 90 percent of the imported value in 2001, followed by the frozen format (8%) and the fresh/chilled format (1%). Although the share of developing countries in tuna imports decreased between 1999 and 2001, they still accounted for 85 percent of total imports, mainly represented by the Seychelles and Ecuador.

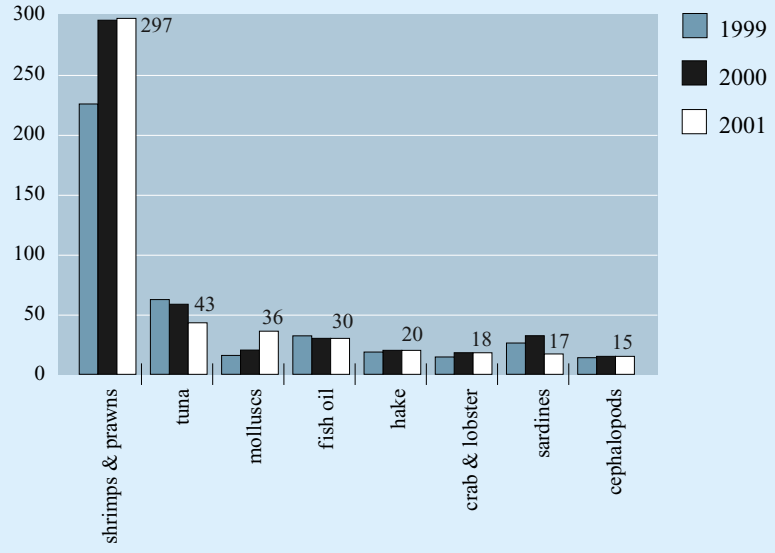
Sardines

Between 1999 and 2001, imports of sardines into The Netherlands fluctuated considerable, amounting to € 17 million in 2001. The Netherlands was one of the few European countries, where the frozen format predominated with a market share of 55 percent in 2001. The canned format represented 43 percent, whereas the fresh/chilled segment was negligible. The leading supplying country of frozen sardines and sardines in general was France, followed by Morocco. The total supply from developing countries decreased from 40 percent in 1999 to 28 percent in 2001, amounting to € 4.7 million in value in 2001.

Hake

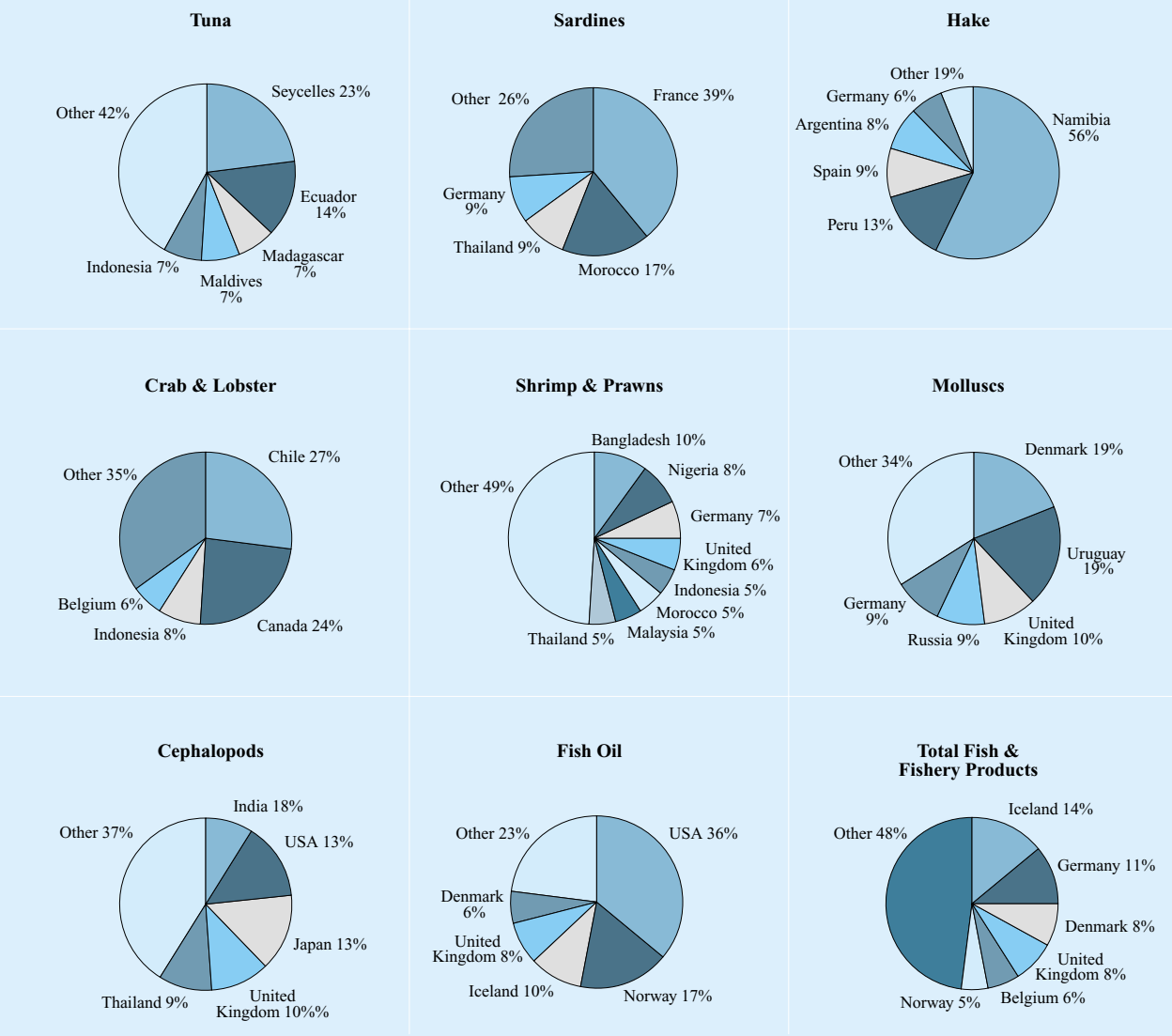
The imports of hake, the fifth largest product group imported into The Netherlands, amounted to € 20 million in 2001. About 81 percent of this value originated in developing countries, the main suppliers being Namibia and Peru, together accounting for 69 percent of total supplies. Frozen hake was the most popular format, representing 96 percent of the total imported value.

Figure 5.12 Imports of fishery products into The Netherlands, by product group, 1999-2001
€ million



Source: Eurostat (2002)

Figure 5.13 Leading suppliers per fishery product to The Netherlands, 2001 share of total imports in terms of € value



Source: Eurostat (2002)

Crab & lobster

Crab & lobster was one of the smaller fishery product groups imported into The Netherlands. The imported value stayed almost unchanged in comparison with 2000, amounting to € 18 million in 2001. The share of the imported value supplied by developing countries increased considerably from 30 percent in 1999 to 61 percent in 2001. Chile and Canada were the two main supplying countries of crab & lobster. Canned crab & lobster represented 51 percent of the total value, whereas fresh/chilled and frozen crab & lobster represented 23 and 26 percent respectively.

Shrimps & prawns

A well established and expanding shrimp processing industry is located in The Netherlands, importing shrimps from all over the world. This shrimp is generally re-exported in processed form to other European countries. Between 1999 and 2001, the Netherlands imports of shrimps & prawns increased by 34 percent, amounting to € 297 million in 2001. Developing countries accounted for 74 percent of the imported value, with Bangladesh as a leading supplying country. Frozen shrimps & prawns were the main format, representing 66 percent of the total imported value in 2001. Bangladesh, in particular, supplied this format to The Netherlands. The canned format represented only 20 percent. Compared to other European countries, relatively much fresh/chilled shrimps & prawns was imported (14%). This can be attributed to the fact that many Netherlands importers have them peeled by companies in Eastern Europe or Morocco.

Molluscs
Molluscs was one of the smaller products imported into The Netherlands. In 2001, The Netherlands imported € 36 million worth of molluscs, representing a doubling compared to 1999. The share of mollusc imports supplied by developing countries increased considerably, from 15 percent in 1999 to 28 percent in 2001, due to the amount of scallops supplied by Uruguay. Mussels represented 39 percent of mollusc imports in terms of value, scallops 59 percent and oysters only 2 percent.

Cephalopods
Between 1999 and 2001, the imports of cephalopods into The Netherlands increased by 14 percent, amounting to € 15 million in 2001. About 7 percent of cephalopod imports into The Netherlands consisted of octopus and 93 percent of squid and cuttlefish. Developing countries supplied 48 percent of the total imported value in 2001, a smaller amount than the preceding years. The most important country supplying cephalopods - and principally squid and cuttlefish - was India, followed by the USA and Japan.

Fish oil
Unlike other EU member countries, The Netherlands imported relatively much fish oil. However, between 1999 and 2001, imports decreased by 4 percent, amounting to € 30 million. Over the years, relatively many supplying countries taken over the role of most important supplier of fish oil to The Netherlands. Whereas in 2000 the main supplying countries were Peru, Iceland and Denmark, in 2001 the USA and Norway fulfilled the role of main supplying countries. In 2001, the share in the supply of imports from developing countries amounted to 16 percent of total imports.

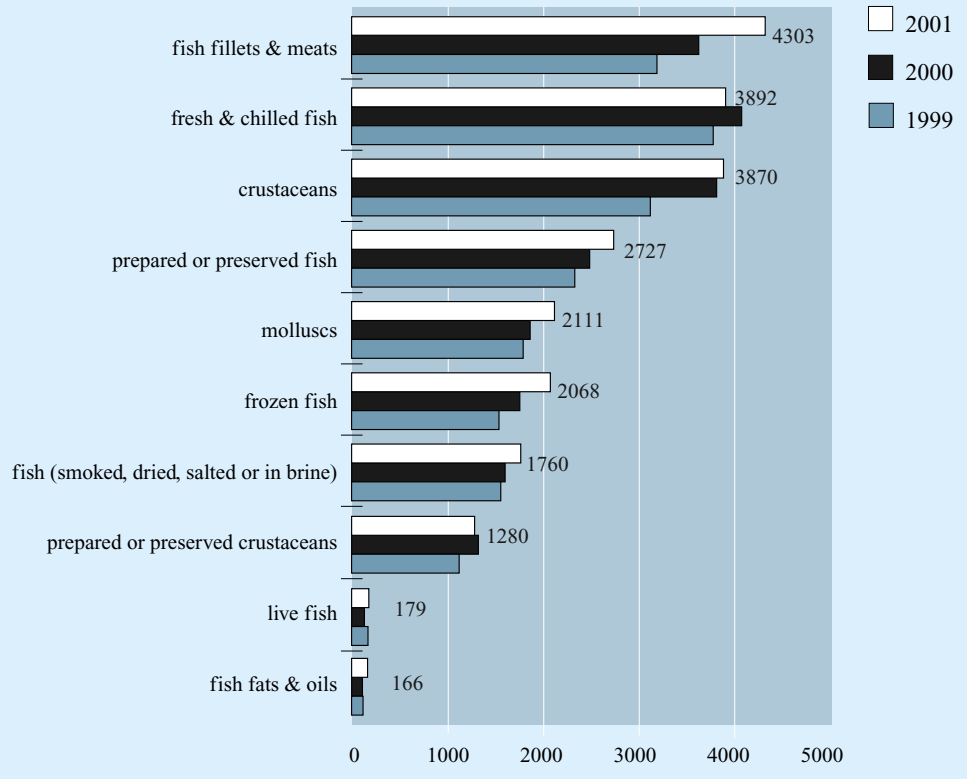
5.2 Imports by product group

In this section, we first give an overview of the import of fishery products according to HS codes and major species. Subsequently, a more detailed picture regarding the import of the major species will be presented.

As mentioned earlier, the EU imported more than € 22 billion of fishery products in 2001. In 2001, the strongly growing imports of the product group of fish fillets and meats took over the leading place of fresh and chilled fish and crustaceans. These three product groups together accounted for 54 percent of total imports by EU member countries. All imports of fishery products show increases, except for fresh and chilled fish and for prepared or preserved crustaceans.

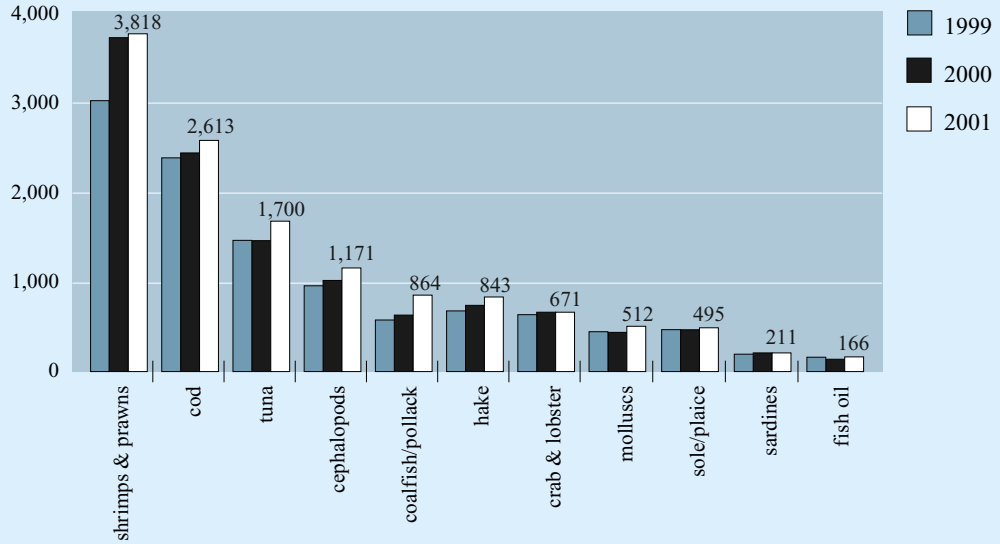
Taking into account the selected product groups in

Figure 5.14 Imports of fishery products into the EU by product group, 1999-2001
€ million



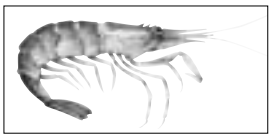
Source: Eurostat (2002)

Figure 5.15 Imports of fishery products into the EU by product groups, 1999-2001
€ million



Source: Eurostat (2002)

alinea 5.1, (frozen) shrimps & prawns were by far the leading import products into the EU, followed by cod and tuna. Since cod, sole, plaice, coalfish and pollack are important in the fishery trade, they are included in the figure although they are not very interesting for developing countries. Therefore, in the following descriptions of product groups, these three fish products will not be further explained.



Shrimps & prawns
Shrimps & prawns were the largest fishery product group imported into the EU. Compared to 1999, the EU imports of shrimps & prawns increased by 26 percent, amounting to € 3.8 billion in 2001. Over the last two years, the growth more or less stabilised.

Table 5.2 Imports of shrimps & prawns into the EU, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value	volume	value	volume	value	volume
Total	**3,023,884**	**499,266**	**3,804,725**	**539,445**	**3,817,832**	**582,109**
Spain	560,742	94,472	854,945	117,609	863,977	128,028
United Kingdom	454,374	69,315	570,414	75,164	564,576	82,332
France	481,019	74,057	544,797	69,046	555,679	73,705
Italy	267,150	41,816	347,861	45,736	365,623	53,084
Denmark	286,313	76,809	324,360	83,870	308,701	93,346
The Netherlands	222,379	37,161	295,166	43,134	297,113	43,795
Belgium	267,278	33,913	299,237	32,872	289,596	32,791
Germany	217,122	25,657	270,763	29,482	270,629	28,506
Sweden	108,436	20,936	116,197	21,171	112,914	22,472
Portugal	95,389	13,702	106,659	12,496	109,152	13,487
Greece	17,013	5,453	21,138	2,571	24,917	3,487
Ireland	11,363	1,567	13,786	1,730	16,251	2,256
Austria	13,442	1,190	15,608	1,331	14,902	1,322
Finland	13,440	2,409	14,049	2,358	14,092	2,682
Luxembourg	8,420	809	9,740	875	9,704	816

Source: Eurostat (2002)

The five leading suppliers (share of total 2001 EU imports in terms of value) to the EU of:

shrimps & prawns	→ Argentina (9%), The Netherlands (8%), Denmark (6%), Bangladesh (4%), UK (4%)
-frozen	→ Argentina (13%), Bangladesh (6%), The Netherlands (5%), Indonesia (5%), India (4%)
-canned	→ Iceland (16%), Norway (12%), The Netherlands (12%), Denmark (12%), Greenland (8%)
-fresh/chilled	→ The Netherlands (33%), Denmark (16%), Germany (14%), France (7%), UK (6%)

Spain was the leading EU member country importing shrimp and prawns, followed by the United Kingdom and France. The three countries together accounted for over half of total imports by EU member countries in 2001. The strongest growing imported market between 1999 and 2001 was that of Spain (54%), followed by Greece (46%) and Ireland (43%).

The main suppliers of shrimps and prawns to EU member countries in 2001 were Argentina, The Netherlands and Denmark. Developing countries supplied 53 percent of total EU imports in that same year. Argentina took over the leading role from The Netherlands, in particular in the frozen sector. The Netherlands remained the major supplier of fresh or chilled shrimps and prawns.

Frozen shrimps and prawns were the most popular format imported into the EU. About 72 percent of all shrimps & prawns imported into the EU was frozen. Canned shrimps & prawns represented 23 percent of the imported value in 2001, while 5 percent was fresh or chilled.

Tuna

The import of the fishery product group of tuna increased between 1999 and 2001 by 16 percent,

Table 5.3 Imports of tuna into the EU, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value	volume	value	volume	value	volume
Total	**1,463,718**	**707,127**	**1,482,993**	**724,883**	**1,699,699**	**764,084**
France	263,639	101,428	312,838	124,753	345,327	122,946
Italy	299,272	115,474	298,407	118,625	340,271	119,158
Spain	233,136	197,135	227,521	192,815	316,997	239,514
United Kingdom	271,654	117,397	258,248	107,183	312,016	125,584
Germany	161,637	70,092	168,184	78,997	163,943	70,337
The Netherlands	63,268	27,391	58,083	28,842	43,034	16,646
Belgium	42,538	16,337	34,379	12,576	37,730	12,958
Portugal	38,154	28,180	33,418	26,777	35,041	19,192
Greece	22,977	6,552	22,329	6,431	22,510	6,550
Austria	17,403	6,220	15,851	5,570	19,753	6,455
Denmark	14,933	6,188	16,122	6,588	17,647	6,773
Finland	10,619	5,068	12,852	6,368	16,511	7,285
Ireland	10,725	3,693	11,635	3,502	14,281	4,790
Sweden	11,649	5,476	10,804	5,331	11,920	5,281
Luxembourg	2,115	496	2,325	525	2,728	615

Source: Eurostat (2002)

The five leading suppliers (share of total 2001 EU imports in terms of value) to the EU of:

tuna	→ Spain (16%), Seychelles (10%), Ecuador (8%), Côte d'Ivoire (6%), France (6%)
-frozen	→ France (12%), Venezuela (8%), Spain (8%), Guatemala (7%), Taiwan (6%)
-canned	→ Spain (18%), Seychelles (12%), Ecuador (9%), Côte d'Ivoire (8%), Ghana (6%)
-fresh/chilled	→ France (32%), Spain (20%), Italy (17%), Ireland (6%), Tunisia (5%)

accounting € 1.7 billion in 2001. France, Italy, Spain and the United Kingdom were the leading importers of tuna, together accounting for 77 percent of the imported value in 2001.

Apart from being the main importer of tuna in 2001, Spain also supplied the most tuna to other EU member countries. Spain mainly imported fresh or frozen tuna. A part of the imports of fresh tuna was used for re-exports, for example in the form of canned tuna.

Other leading countries supplying tuna to the EU in 2001 were developing countries such as the Seychelles, Ecuador and Côte d'Ivoire. Developing countries accounted for almost 60 percent of the total tuna imports by EU member countries. They are relatively important suppliers of canned and frozen tuna. Due to the often long distances between the supplying countries and the EU, imports of fresh/chilled tuna originating in developing countries were relatively small.

Canned tuna represented 75 percent of total tuna imports in 2001, and frozen tuna represented 21 percent. Only 4 percent was fresh or chilled. Imports of frozen tuna increased strongest between 1999 and 2001, by 47 percent.

Cephalopods

Cephalopods were the fourth largest fishery product imported into the EU. In 2001, the imports of cephalopods amounted to € 1.2 billion, meaning an increase of 22 percent between 1999 and 2001. The total imports of cephalopods consisted of 70 percent cuttlefish and squid and 30 percent octopus.

Spain and Italy were by far the leading importing EU member countries, together accounting for 30 percent of the imported value in 2001. Imports in all EU member countries increased between 1999 and 2001 in € value.

Developing countries supplied about 57 percent of the total imported value in 2001. Their decreasing share in

Table 5.4 Imports of cephalopods into the EU, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value	volume	value	volume	value	volume
Total	**957,291**	**406,414**	**1,013,607**	**422,108**	**1,171,020**	**471,360**
Spain	361,285	149,148	409,189	170,664	464,509	188,640
Italy	372,346	156,632	367,440	148,547	440,033	166,605
Portugal	55,541	26,738	56,793	26,774	66,682	30,128
Greece	55,078	27,718	54,602	25,861	62,074	32,949
France	46,297	20,283	55,798	24,699	57,283	23,464
Germany	27,980	9,063	30,209	9,963	32,149	10,092
The Netherlands	13,245	6,926	13,612	6,201	15,053	8,021
Belgium	11,130	4,652	11,684	4,656	14,086	5,189
United Kingdom	8,135	3,176	7,361	2,638	9,897	3,554
Denmark	2,879	1,169	2,929	1,038	3,934	1,398
Austria	1,621	420	1,886	495	3,078	723
Luxembourg	927	205	992	228	1,232	289
Sweden	468	173	681	224	563	172
Ireland	162	49	182	59	226	69
Finland	191	62	256	61	218	67

Source: Eurostat (2002)

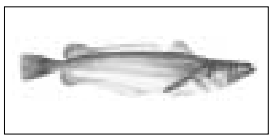
The five leading suppliers (share of total 2001 EU imports in terms of value) to the EU of:

cephalopods	→ Morocco (21%), Spain (16%), India (10%), Thailand (7%), France (5%)
-octopus	→ Morocco (43%), Spain (17%), Mexico (4%), Senegal (4%), China (3%)
-cuttlefish/squid	→ Spain (16%), India (14%), Morocco (12%), Thailand (9%), France (6%)

EU imports of octopus amounted to 63 percent, and of cuttlefish and squid to 54 percent of the imports.

Morocco and Spain were the two leading supplying countries to the EU, followed by India. Senegal used to be an important growing supplier of cephalopods, but in 2001 saw its share decrease considerably by 63 percent.

Hake



Hake was the most important fishery product for the developing countries, which supplied 72 percent of the imported value in 2001. Between 1999 and 2001, hake imports by EU member countries increased by 11 percent, amounting to € 843 million in 2001. Spain was by far the largest EU importing country of hake, accounting for more than half of the total imported value, followed by Italy and Portugal, two other southern European countries. In 2001, German hake imports increased by 20 percent compared to 1999.

Frozen hake was the most popular format imported by EU member countries, representing 75 percent of total hake imports in 2001. The remainder (25%) was in the fresh or chilled format. The share of developing countries in imports of frozen hake (77%) was relatively larger than in the imports of fresh or chilled hake (60%). The leading supplier of frozen hake in 2001 was Namibia (41 % of total supplies) and of fresh/chilled hake it wasSouth Africa (48%).

Table 5.5 Imports of hake into the EU, 1999-2001
€ 1,000 / tonnes

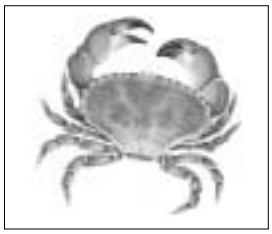
	1999		2000		2001	
	value	volume	value	volume	value	volume
Total	**736,052**	**333,163**	**769,775**	**316,104**	**842,998**	**325,784**
Spain	403,868	176,464	421,102	169,694	469,807	183,291
Italy	78,607	39,842	85,244	34,038	97,749	35,448
Portugal	84,843	38,455	93,097	37,941	94,625	35,436
France	57,610	24,803	59,143	23,255	59,713	22,567
Germany	43,218	20,606	43,794	20,249	51,929	22,336
The Netherlands	18,469	10,787	19,626	9,737	19,668	7,967
Belgium	12,426	4,888	11,611	4,317	17,723	5,687
United Kingdom	14,284	7,263	13,496	6,736	12,839	5,147
Greece	9,907	6,266	6,590	3,658	9,515	4,831
Sweden	3,474	1,004	2,537	616	3,232	826
Denmark	3,094	1,191	4,220	1,392	2,362	636
Luxembourg	5,024	1,250	8,150	4,031	2,239	1,031
Austria	1,154	327	663	187	971	279
Finland	4	1	445	237	534	276
Ireland	70	16	58	16	93	26

Source: Eurostat (2002)

The five leading suppliers (share of total 2001 EU imports in terms of value) to the EU of:

Hake	→ Namibia (27%), South Africa (18%), Spain (12%), Chile (12%), Argentina (8%)
-frozen	→ Namibia (32%), South Africa (14%), Spain (14%), Argentina (11%), Chile (11%)
-fresh/chilled	→ South Africa (29%), Chile (15%), Namibia (14%), Spain (7%), France (6%)

Crab & lobster



In 2001, imports of crab & lobster amounted to € 371 million, indicating an increase of 5 percent compared to 1999. France was the largest EU importer of crab & lobster - accounting for 34 percent of the imported value -, followed by Spain, accounting for 21 percent.

The product group was mostly supplied in fresh or chilled format (46%), but frozen crab & lobster (38%) enjoyed a considerable popularity as well.

The leading supplying countries (USA, Canada, UK) were responsible for 44 percent of the imported value in 2001. Cuba was the main supplying developing country with 7 percent of total supplies. Total crab & lobster imports originating in developing countries represented 22 percent of imports. Developing countries mainly supplied canned crab & lobster.

Table 5.6 Imports of crab & lobster into the EU, 1999-2001
€ 1,000 / tonnes

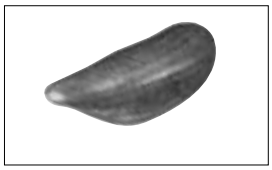
	1999		2000		2001	
	value	volume	value	volume	value	volume
Total	**640,943**	**78,418**	**676,476**	**76,420**	**671,385**	**77,063**
France	232,894	27,281	233,025	24,750	227,538	26,072
Spain	129,311	18,534	143,339	19,392	143,433	18,928
Italy	66,203	6,765	77,070	7,152	84,656	7,670
Belgium	67,521	5,694	69,007	5,440	60,407	4,898
United Kingdom	33,268	4,140	42,066	4,086	45,043	4,420
Germany	47,344	5,997	46,631	5,056	40,512	4,261
The Netherlands	12,555	1,838	17,648	2,099	18,061	2,134
Portugal	16,195	3,467	13,683	2,617	13,333	2,872
Denmark	6,156	730	8,386	1,222	9,944	1,459
Sweden	15,034	1,932	9,709	1,281	9,588	1,181
Greece	4,653	530	4,831	443	7,112	624
Austria	4,678	317	3,695	355	5,080	465
Ireland	2,131	957	3,823	2,235	3,294	1,811
Luxembourg	2,307	171	2,715	206	2,450	176
Finland	697	65	846	86	940	92

Source: Eurostat (2002)

The five leading suppliers (share of total 2001 EU imports in terms of value) to the EU of:

crab & lobster	→ Canada (18%), USA (15%), UK (12%), Cuba (7%), Spain (6%)
-frozen	→ Cuba (16%), Spain (14%), Canada (12%), Bahamas (10%), UK (6%)
-canned	→ The Netherlands (19%), Thailand (17%), Canada (13%), Chile (12%), Vietnam (9%)
-fresh/chilled	→ USA (28%), Canada (25%), UK (20%), Ireland (7%), France (5%)

Molluscs



As from 1999, the imported value of molluscs increased by 23 percent, amounting to € 512 million in 2001. France was by far the largest importer of molluscs in that same year, accounting for 42 percent of the imported value.

Scallops represented 53 percent of the total imported value of molluscs, mussels 40 percent and oysters only 7 percent.

The Netherlands was the leading supplier of molluscs (mainly mussels) to the EU, accounting for 20 percent of total imports. In 2001, developing countries accounted for 15 percent of total mollusc imports, which meant an increase of 22 percent compared to 1999. The share of developing countries in EU imports of scallops was relatively larger (24%) than in imports of other molluscs. Imports of oysters from developing countries formed a negligible part of total EU imports of oysters.

Table 5.7 Imports of molluscs into the EU, 1999-2001
€ 1,000 / tonnes

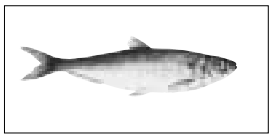
	1999		2000		2001	
	value	volume	value	volume	value	volume
Total	**416,196**	**217,960**	**436,808**	**197,714**	**512,123**	**198,800**
France	175,752	66,496	173,070	58,856	213,900	71,019
Belgium	71,776	33,282	82,161	30,657	81,672	24,384
Italy	59,215	44,099	55,803	37,456	55,782	32,781
Spain	33,855	16,228	42,689	17,887	46,792	17,641
The Netherlands	18,041	21,009	19,025	12,225	36,029	13,247
Germany	14,356	25,728	19,188	29,597	22,209	26,659
United Kingdom	16,987	5,208	16,390	4,670	21,227	5,217
Denmark	13,904	1,965	13,475	1,738	17,681	2,306
Portugal	3,750	1,553	4,478	1,704	5,913	2,248
Luxembourg	2,293	835	2,870	871	2,762	824
Greece	1,776	609	2,222	914	2,653	1,163
Sweden	1,650	298	2,350	415	2,629	620
Austria	1,634	418	1,880	470	1,862	466
Ireland	925	154	833	153	556	112
Finland	290	78	377	101	458	113

Source: Eurostat (2002)

The five leading suppliers (share of total 2001 EU imports in terms of value) to the EU of:

molluscs	→ The Netherlands (20%), UK (15%), Denmark (8%), Chile (7%), France (7%)
-scallops	→ UK (24%), Chile (11%), Canada (9%), Denmark (7%), USA (6%)
-mussels	→ The Netherlands (40%), Denmark (11%), Spain (10%), New Zealand (9%), Ireland (8%)
-oysters	→ France (46%), The Netherlands (16%), Ireland (14%), UK (13%), Spain (2%)

Sardines



In 2001, the total EU imported value of sardines amounted to € 211 million, indicating an increase of 16 percent since 1999. France was the leading importing EU member country, accounting for 22 percent of imports, followed by the United Kingdom (17%), Germany (14%) and Spain (13%). Ireland increased its imports of sardines considerably between 1999 and 2001. It should be noted that imports into The Netherlands fluctuated considerably from more than € 23 million in 1999, up to € 31 million in 2000, and down to € 17 million in 2001.

Canned sardines was the most popular format, representing 70 percent of the imported value in 2001, followed by frozen sardines (18%) and fresh or chilled sardines (12%).

The share of sardine imports supplied by developing countries represented 40 percent in 2001. Developing countries supplied mostly the canned format (52% of total imports), followed by the frozen format (20%) and only a very small amount of the fresh/chilled format (1%).

Table 5.8 Imports of sardines into the EU, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value	volume	value	volume	value	volume
Total	**182,006**	**191,786**	**206,226**	**203,594**	**210,850**	**182,596**
France	39,097	24,313	42,356	24,810	46,679	27,340
United Kingdom	28,385	14,213	27,343	12,832	33,042	14,374
Germany	24,387	10,907	32,835	15,038	30,311	13,764
Spain	19,999	37,533	28,777	31,364	28,151	31,945
The Netherlands	23,353	59,309	30,754	69,310	16,668	43,590
Italy	10,880	5,628	9,154	5,216	12,633	7,191
Portugal	11,102	11,697	12,012	12,333	11,168	10,755
Ireland	1,041	363	1,109	409	8,020	3,057
Belgium	7,618	3,361	6,003	2,839	7,477	2,711
Denmark	3,504	19,695	5,083	25,473	4,188	22,645
Sweden	3,199	1,418	3,078	1,033	3,546	1,866
Austria	3,538	1,165	2,483	791	3,312	1,152
Finland	2,497	750	2,708	1,028	2,697	999
Greece	2,935	1,298	1,976	972	2,399	1,061
Luxembourg	470	136	552	146	564	146

Source: Eurostat (2002)

The five leading suppliers (share of total 2001 EU imports in terms of value) to the EU of:

sardines	→ Morocco (33%), Portugal (20%), Spain (9%), France (6%), The Netherlands (5%)
-frozen	→ France (21%), Morocco (18%), UK (12%), Italy (10%), Greece (10%)
-canned	→ Morocco (43%), Portugal (21%), The Netherlands (7%), Spain (6%), Germany (3%)
-fresh/chilled	→ Spain (34%), Portugal (29%), France (11%), Italy (9%), Sweden (9%)

Fish oils

Although the share of developing country exporters amounted to 16 percent of the total imported value in 2001, fish oil is becoming increasingly important for developing countries. As from 1999, the imports of fish oil from developing countries more than doubled, amounting to € 166 million in 2001. The Netherlands and the United Kingdom were by far the leading importing countries, together accounting for 42 percent of total imports by EU member countries.

About 53 percent of fats and oil imports originated in the EU member states. Norway and Iceland were the largest suppliers, together accounting for 33 percent of total EU imports.

Table 5.9 Imports of fish fats & oils into the EU, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value	volume	value	volume	value	volume
Total	**138,665**	**275,375**	**133,210**	**284,692**	**166,470**	**286,535**
United Kingdom		46,824	28,052	44,929	39,918	60,450
The Netherlands	31,346	96,838	31,159	97,063	30,184	67,721
France	13,686	37,362	13,423	39,740	22,706	46,857
Denmark	15,634	21,651	17,326	26,844	20,926	35,151
Italy	14,561	29,157	12,560	29,022	11,986	21,806
Spain	7,754	20,042	8,307	21,149	11,940	23,227
Germany	7,193	12,753	8,092	15,078	10,439	13,239
Ireland	6,077	1,902	5,486	1,336	5,049	1,042
Greece	1,182	1,881	1,497	3,013	4,635	9,264
Sweden	3,012	424	3,366	591	3,425	581
Finland	2,031	3,065	540	91	3,041	4,503
Belgium	1,733	2,301	2,435	4,258	1,249	1,465
Austria	644	769	585	919	505	670
Portugal	245	406	386	659	466	556
Luxembourg	9	0	1	0	2	3

Source: Eurostat (2002)

The five leading suppliers (share of total 2001 EU imports in terms of value) to the EU of:

fish oil → Norway (19%), Iceland (14%), Denmark (10%), USA (10%), Peru (9%)

5.3 The role of the developing countries

The following box shows major supplying countries among the developing countries, with shares of developing countries in imports of selected fishery products.

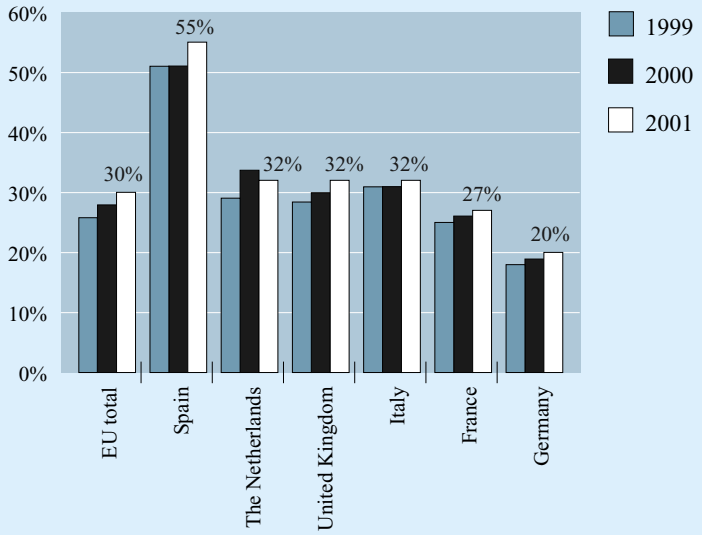
More than 180 countries from all continents are responsible for the immense flow of fishery products directed at the European countries. About a third of these are developing countries (refer to Appendix 4). In 2001, imports of fishery products by EU member countries originating in developing countries amounted to € 6.4 million. As opposed to 2000, in 2001 Morocco was not the leading developing country supplier to the EU. It has been surpassed by Argentina and China, respectively representing 10 and 9 percent of total fishery supplies to EU countries. Exports from Argentina could grow due to the abundance of exploitable species. Apart from that, large fishing fleets from Spain and other countries are permanently operating under license in Argentine waters. Nevertheless, Morocco was still taking advantage of its strategic position near the EU with 9 percent of total fishery supplies to the EU.

selected fishery products	Leading supplying developing countries of selected fishery products to the EU (% of imports from developing countries), 2001	Share DC in total imported value
total fishery products	**Argentina (10%), China (9%), Morocco (9%), Thailand (6%), Chile (5%), Namibia (5%), India (4%), Ecuador (4%)**	**29%**
hake	**Namibia (38%), South Africa (24%), Chile (16%), Argentina (11%), Peru (6%), Uruguay (4%)**	**72%**
frozen	Namibia (41%), South Africa (18%), Argentina (14%), Chile (14%), Peru (8%), Uruguay (5%)	77%
fresh/chilled	South Africa (48%), Chile (25%), Namibia (23%), Turkey (1%), Argentina (1%), Morocco (1%)	60%
tuna	**Seychelles (17%), Ecuador (13%), Côte d'Ivoire (11%), Ghana (9%), Thailand (8%), Mauritius (7%), Colombia (9%)**	**60%**
canned	Seychelles (19%), Ecuador (14%), Côte d'Ivoire (13%), Ghana (10%), Thailand (9%), Mauritius (9%)	65%
frozen	Venezuela (15%), Guatemala (13%), Taiwan (12%), Ecuador (11%), Panama (10%), Seychelles (8%)	54%
fresh/chilled	Tunisia (29%), Yemen (20%), Turkey (18%), Morocco (18%), Senegal (7%)	16%
cephalopods	**Morocco (37%), India (18%), Thailand (13%), China (8%), Senegal (4%), South Africa (4%)**	**59%**
octopus	Morocco (68%), Mexico (6%), Senegal (5%), China (5%), Tunisia (4%), Thailand (3%), Philippines (3%), Vietnam (3%)	66%
cuttlefish, squid	India (26%), Morocco (22%), Thailand (17%), China (9%), South Africa (6%), Senegal (4%)	56%
shrimps & prawns	**Argentina (17%), Bangladesh (8%), Indonesia (7%), India (7%), Thailand (6%), China (6%), Madagascar (5%)**	**54%**
frozen	Argentina (19%), Bangladesh (9%), Indonesia (7%), India (7%), China (6%), Madagascar (5%), Ecuador (5%)	69%
canned	Thailand (34%), Indonesia (15%), Malaysia (14%), Morocco (10%), Vietnam (7%), Bangladesh (6%)	17%
fresh/chilled	Tunisia (29%), Morocco (28%), Bangladesh (11%), India (8%), Thailand (8%), Pakistan (4%)	6%
sardines	**Morocco (84%), Namibia (4%), Thailand (3%), South Africa (3%), Peru (3%)**	**40%**
canned	Morocco (83%), Namibia (5%), Thailand (4%), South Africa (3%), Peru (3%)	52%
frozen	Morocco (89%), Turkey (8%), Venezuela (1%), Tunisia (1%)	20%
fresh/chilled	Croatia (55%), Morocco (36%), Turkey (9%)	1%

crab & lobster	**Cuba (30%), Thailand (13%), Chile (10%), Vietnam (8%), Morocco (6%), South Africa (4%), China (3%), Mexico (3%), Nicaragua (3%)**	**22%**
canned	Thailand (50%), Chile (28%), Vietnam (19%), Indonesia (4%), South Korea (4%), China (4%), Malaysia (4%)	44%
frozen	Cuba (53%), Nicaragua (5%), Mexico (5%), Ecuador (4%), India (4%), China (3%), Madagascar (3%), Senegal (3%)	31%
fresh/chilled	Morocco (38%), South Africa (24%), Cuba (17%), Tunisia (6%), Antigua and Barbuda (3%), Senegal (3%), Mexico (3%)	7%
fish oil	**Peru (53%), Morocco (28%), Chile (7%), Panama (5%), Thailand (2%), Namibia (2%), Turkey (2%),**	**16%**
molluscs	**Chile (51%), Argentina (18%), Peru (17%), Uruguay (10%), Turkey (2%), Morocco (1%), Vietnam (1%)**	**15%**
scallops	Chile (45%), Argentina (20%), Peru (20%), Uruguay (12%), Morocco (1%), Turkey (1%), Vietnam (1%)	24%
mussels	Chile (89%), Turkey (8%), Namibia (1%), Morocco (1%)	5%
oysters	Chile (92%), Turkey (8%)	0.2%

Source: Eurostat (2002)

Figure 5.16 Share of developing countries in imports of fishery products into selected EU countries, 1999-2001
% of imported value



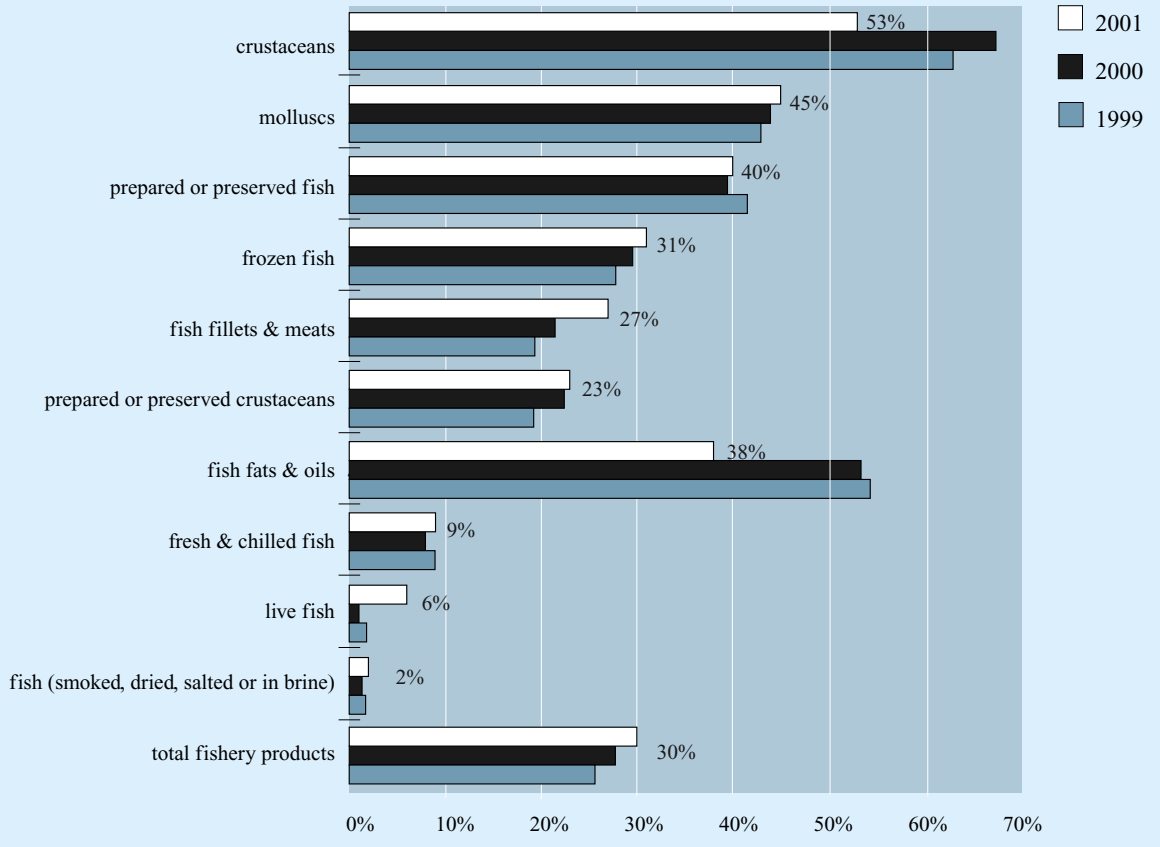
Source: Eurostat (2002)

Besides being the leading overall importer of fishery products, Spain was also the major importer of fishery products from developing countries. As shown by Figure 5.16, the role of developing countries in imports into Spain was of relatively more importance than in imports into other selected EU countries. In comparison with the other major markets, German imports from developing countries were, although growing, relatively small. This can be explained by the relatively high demand for coldwater species in Germany.

Figure 5.17 shows that developing countries mainly supplied crustaceans, molluscs and prepared or preserved fish to the EU. The most expanding product groups were frozen fish, fish fillets & meats and live fish, corresponding with the growing consumption of fresh fish.

Large volumes of cod, sole, plaice, coalfish and pollack were traded on the European market. However, these species were of little relevance to developing countries. Therefore, table 5.10 focuses on eight product groups that are of great importance to developing countries. In 2001, together they represented 72 percent of total fishery products in terms of value imports originating in developing countries.

Figure 5.17 Share of developing countries in imports of fishery products by EU member countries, 1998-2000
% imported value



Source: Eurostat (2002)

Table 5.10 EU imports of fishery products originating in developing countries, 1999-2001
€ million / 1,000 tonnes

	1999		2000		2001	
	value	volume	value	volume	value	volume
Total EU imports	**18,902**	**6,521**	**20,957**	**6,712**	**22,359**	**7,077**
Developing countries	**4,934**	**1,730**	**5,824**	**1,976**	**6,618**	**1,020**
shrimps and prawns	**1,505**	**229**	**2,068**	**255**	**2,064**	**279**
frozen	1,377	207	1,886	337	1,902	256
fresh or chilled	5	1	7	1	11	1
canned	123	21	164	38	151	22
tuna	**919**	**457**	**881**	**464**	**1,024**	**486**
frozen	123	134	118	140	194	164
fresh or chilled	6	2	8	2	12	3
canned	790	321	754	331	818	320
cephalopods	**541**	**224**	**582**	**221**	**692**	**247**
cuttlefish & squid	325	141	422	160	462	177
octopus	216	83	160	61	231	70
hake	**516**	**240**	**523**	**220**	**612**	**240**
frozen	383	199	391	177	489	199
fresh or chilled	134	41	132	44	123	41
crab & lobster	**130**	**15**	**143**	**14**	**149**	**15**
frozen	78	9	81	7	78	7
fresh or chilled	21	2	20	2	22	2
canned	31	4	42	5	49	6
sardines	**68**	**44**	**81**	**42**	**84**	**45**
frozen	4	14	5	7	8	10
fresh or chilled	0	1	0	1	0	0
canned	63	29	76	35	76	34
molluscs	**61**	**8**	**57**	**8**	**75**	**11**
scallops	59	7	53	6	65	6
mussels 3	1	4	2	10	5	
oysters	0	0	0	0	0	0
fish oil	**13**	**43**	**18**	**68**	**27**	**65**

Source: Eurostat (2002)

6 EXPORTS

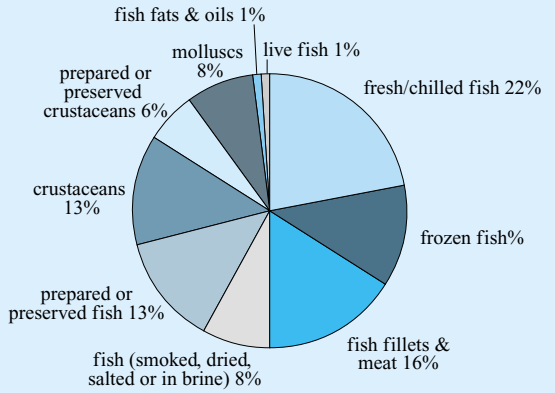
In 2001, total exports of fishery products by EU member countries increased by 15 percent compared to 1999, amounting to € 12.5 billion. Due to its enormous production and relatively small domestic market, Denmark was the largest EU exporter of fishery products, accounting for 22 percent of total exports by EU member countries. Exports from the second largest exporter, Spain, increased by 38 percent between 1999 and 2001. Relatively high export rates from The Netherlands, a country with a small domestic market, can be explained by high re-exports. Other important exporting countries were the United Kingdom, France and Germany. Denmark, The Netherlands and Ireland were the only EU member states having a trade surplus of fishery products.

EU exports were mainly destined to other EU countries (82%). Destinations outside the European Union were Japan, Switzerland, the USA and, to a lesser extent, Nigeria.

The most important European fishery product group exported was fresh or chilled fish, amounting to € 2.6 billion in 2001. Within this product group, the fresh or chilled salmon was the leading exporting product. Other important products among the fresh or chilled fish were tuna, cod and sole. Greater quantities of mackerel and horse mackerel are exported than imported because there are no traditional markets for these species in the European Union. Besides the fresh or chilled fish, the exports of fish fillets and other fish meat (fresh, chilled or frozen) prepared or preserved fish, and crustaceans play a major role in the EU trade of fishery products.

Most important growht of a fishery product was frozen fish, which grew by 35 percent between 1999 and 2001. Other important expanding product groups are fish filet and meat and crustaceans.

Figure 6.1 EU exports of fishery products, 2001
% of total imported value



Source: Eurostat (2002)

Table 6.1 Exports of fishery products by EU member countries, 1999-2001
€ million / 1,000 tonnes

	1999		2000		2001	
	value	volume	value	volume	value	volume
Total	**10,785**	**4,275**	**11,830**	**4,427**	**12,455**	**4,685**
Extra EU	**1,763**	**1,326**	**1,955**	**1,363**	**2,185**	**1,576**
Denmark	2,518	815	2,658	854	2,786	891
Spain	1,487	721	1,819	800	2,047	887
The Netherlands	1,619	794	1,668	743	1,831	772
United Kingdom	1,137	339	1,147	367	1,201	392
France	1,018	384	1,177	417	1,115	386
Germany	902	370	1,001	330	963	364
Belgium	450	89	520	99	574	109
Sweden	415	239	499	269	519	266
Italy	343	121	408	135	422	126
Ireland	296	201	321	202	414	274
Portugal	265	95	314	98	304	94
Greece	287	77	249	87	235	100
Luxembourg	19	5	25	5	20	4
Finland	20	22	17	16	16	16
Austria	9	3	8	4	8	3

Source: Eurostat (2002)

7 TRADE STRUCTURE

7.1 EU trade channels

As was made clear in Chapter 5, a large part of the fishery products in the EU is imported and almost no European country is self-sufficient. The European fish market is characterised by many suppliers, processors and distributors. It is expected, though, that fewer players will in future be active in the market, thus leading to further centralisation. The market players often carry out similar tasks and operations. As a consequence, fishery products can pass through various different trade channels before they reach their final destination. The selection of the trade channel and the trade partner depends on the product and services that can be delivered by the potential trade partner. By selecting one specific channel and trade partner, other trade partners are often automatically included. It is important that the exporter is aware of the different channels in the market. Some exporters will bargain directly with the major end users, while others will sell by means of independent traders (importers) or sales agents. Four major business partners (see box) can be distinguished for exporters of most fishery products, being agents, importers, the processing industry and end-product manufacturers.

E-commerce
Internet has created many opportunities as a new means of communication between businesses and people. E-commerce means doing business over the Internet selling goods and services which are delivered online. For instance, it offers firms, individuals and governments an electronic infrastructure which enables the creation of virtual auction markets for goods and services where previously they did not exist. E-commerce can be very useful for finding and making the first contact with a business partner. Internet provides low barriers to entry, as set up costs are low. However, for further trading of fishery products, the use of e-commerce is questionable. Because of strict quality conditions, fish trading is mainly based on trust and building up a long-term relationship. Quality is guaranteed by united e-commerce auctions (e.g. PEFA). Nevertheless, e-commerce is principally suitable for frozen fishery products or niche products. Businesses prefer e-commerce sales as these imply bigger and

Agents
Agents are intermediaries executing the buying and selling orders of a customer against a commission (between 2 and 5 percent of the purchasing price). The agents never actually take possession of a shipment. Moreover, the products do not pass physically through the agents' hands and often not through their countries of operation. Two types of agents can be distinguished: buying agents and selling agents. Agents are usually well informed about current market trends, prices and users. Due to stronger competition and thus the need of lower prices, agents are increasingly passed over in the trading process. However, because of their specialised knowledge agents can be very helpful in trading unfamiliar or specialised goods.

Importers
Importers buy fishery products on their own account and sell, mainly to the food industry and re-exporters. Importers take 'long' or 'short' positions in the market depending on their expectations of future price trends. If importers sell 'short', they are contracting to sell products which they do not yet possess, while taking a 'long' position means that they have unsold products in their trading account.

Processing industry (processing importer)
Processing manufacturers/processing importers buy raw materials and semi-finished products to process them further, with the aim of selling these to the end-product manufacturers. For example, in the case of shrimps the processing importers clean and peel them before selling to the food industry. The processing manufacturers purchase fishery products directly, from importers, or through the services of an agent.

End-product manufacturers
Some end-product manufacturers who need large quantities (on a regular basis) of fishery products purchase directly from producers abroad. Many end-product manufacturers use importers or agents, as these offer a reference point situated within their own country. Imported fishery products, needing further processing before use in the end product, are either bought from the processing industry/processing importers or processed by the end-product manufacturer himself.

Retail and catering organisations
Retailers carry out the final stage of selling fishery products to consumers, accounting for a very large share of the total sales. To date, the retail and catering sectors hardly import directly, but buy from wholesalers or importers. There is tendency, however, for some of the bigger supermarkets or hypermarkets to purchase directly from abroad.

quicker profits. However, when it comes to the individual consumer, e-commerce sales drop, buyers still prefer going to the supermarket or to the fishmonger.

Internet sites on which buyers and sellers of fishery products can meet online are listed below. Some of these sites also link indirectly to several European fish auctions.

Figure 7.1 and 7.2 show the distribution channels for fishery products for industrial use and for consumer products. The difference between the two channels is not always clear. The width of the arrows drawn in the figures describes the importance of the channel. Generally, the trade channels of fishery products in consumer and catering packs are more important for developing countries than of fishery products for industrial use. Nevertheless, the importance of the latter is growing, due to a trend towards outsourcing, for example subcontracting non-core activities such as peeling or even producing breaded-battered shrimps.

There is a wide variety of enterprises in this sector. Some companies have narrowed their production process to the freezing or filleting of fish. Other companies, especially in The Netherlands and Belgium, specialise in re-export. For example, they import mostly exotic fishery products from developing countries and export the products to neighbouring countries in Europe. It is therefore difficult to describe the trade structure in a few lines.

In the case that one wants to export fishery products *in consumer or catering packs*, the business partners who might pave the way to a successful penetration of the European market are importers, although these might trade in products for industrial use as well. Retail/catering organisations can also be distinguished. They hardly purchase directly from abroad, except for some of the bigger supermarket chains.

The success of the supermarket and hypermarket retailing has become apparent in the seafood and fish market. As a consequence of the popularity of 'one-stop shopping', fish counters have been introduced in supermarkets and are gradually achieving more popularity at the expense of the traditional fishmonger.

Internet Site	Targets	Internet address
Foodtrader.com	Daily auctions for direct sales of fish roe and several fishes	www.foodtrader.com
@tuna	Online global market place for buyers and sellers of tuna	www.atuna.com
Fishroute	Directory of global buyers and sellers of fishery products	www.fishroute.com
Foodstrading.com	E-commerce server for fresh and frozen food products	www.foodstrading.com
Bacalao.net	Trading board with more than 600 on-line offers	www.bacalao.net
Sea-ex	E-commerce server for seafood and marine industries	www.sea-ex.com
Pan European Fish Auctions	Online fish auction and market for buyers and sellers of fishery products	www.pefa.com

Figure 7.1 Distribution channels of fishery products for industrial use

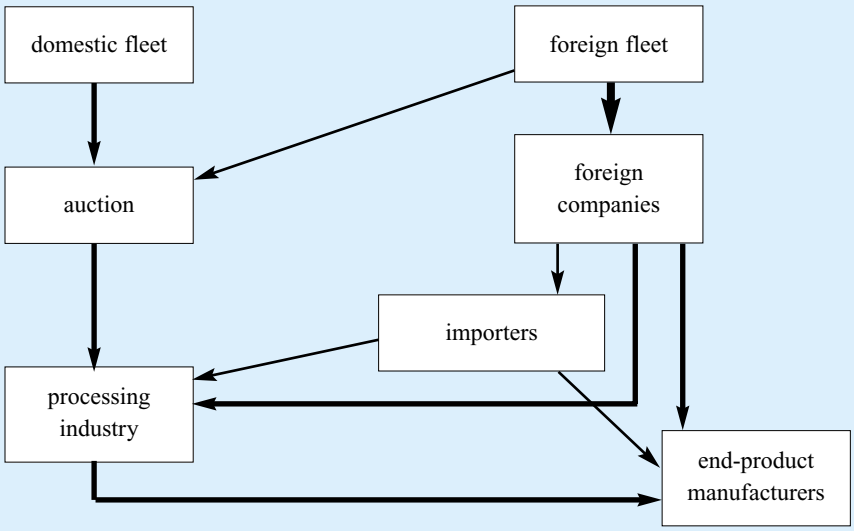
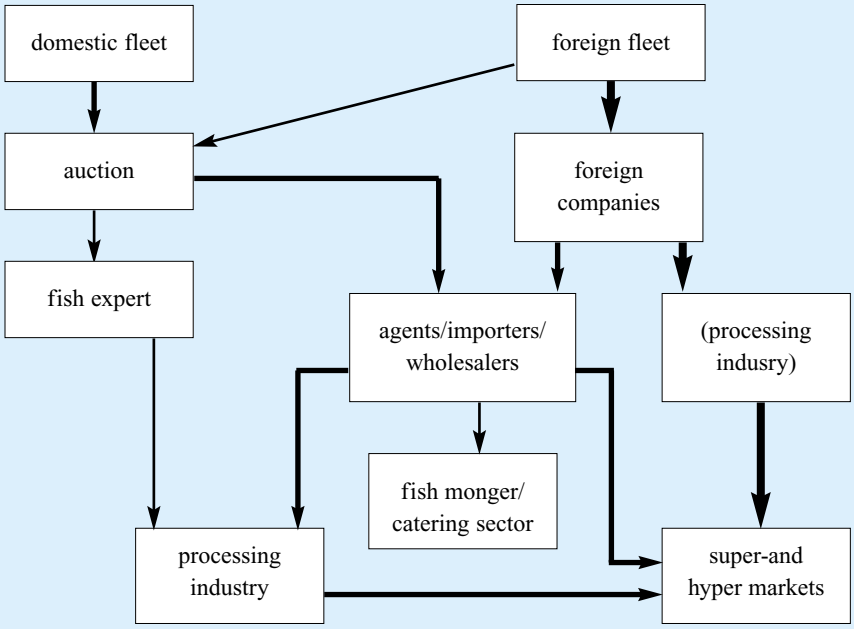


Figure 7.2 Distribution channels of fishery products in consumer and catering packs



The emergence of the fish counter has not been without problems, because consumers showed an initial reluctance to accept quality assurances. Furthermore, the public's lack of knowledge in handling and preparing fish delayed the changeover from the skilled fishmonger to the fish counter. In north-western Europe and Scandinavia, the sales of the fishmonger and the market stalls have already dropped considerably. In the Mediterranean, the fishmonger and the market stalls still command a large majority of the fishery products sales, illustrating the countries' relatively underdeveloped nature of multiple retailing.

The assortment offered by the supermarkets is different from those of the market or the fishmonger. The latter dominates the sales of fresh, chilled, smoked and fried products. Although supermarkets dominate the sales of frozen and canned products, in recent years, supermarkets started to offer wider assortments of fresh/chilled pre-packed products, such as various fillets and shrimps. Furthermore, new packaging techniques, such as MAP packaging (see part B), prolong the shelf life of fresh/chilled fish in the supermarket and make it worthwhile to include them in the fishery products assortment.

Fishmongers and the catering sector do not purchase directly from abroad, but from domestic wholesalers/importers. The institutional sector (nursing homes, hospitals and homes for the elderly) often buys from importers, which are specialised in the supply of high safety products. A fishery expert firm often intermediates between the channel of an auction and a supermarket.

Spain

Spain has a large national production of fishery products. Most ports from which fishing takes place on a large scale are located in the north-west. Vigo is the biggest fishery port in Europe and the main point of activity in the fishing industry. Many ports are located in Galicia, from where mostly small vessels operate.

When fish is offloaded in the harbours, it is sold to authorised wholesalers at auction. The fish is then distributed to central markets and to various MERCAs. Seafood, as well as other fresh food products are marketed and distributed in Spain through the MERCA distribution network. MERCA is a state-owned company that is part of the Spanish Ministry of Agriculture. There are 22 MERCAs in Spain, all located in the major cities. Mercamadrid was inaugurated in 1982 and is the largest wholesale market in the country. In cities with no MERCA, food products are distributed through the central city market. Retail sellers, ranging from the small fish shop owners to the large supermarkets and hypermarkets and also some restaurants, buy fish at the MERCAs and the central markets. Due to the success of the concept of a large wholesale market, technicians from Mercamadrid have implemented similar markets in other European and Latin American cities. For further information, you can check Mercamadrid web page: www.mercamadrid.es.

Pescanova SA is one of the largest food producers in Spain, commanding around 30 percent of the Spanish frozen fish market. It is located in Vigo and focuses on frozen fishery products and convenience (fishery) products. Pescanova SA has subsidiaries in Europe, Africa, Australia and South America.

Table 7.1 Seafood distribution in the retail market in Spain, 2001 in %

	traditional	super-market	hyper-market
Total seafood	**40.4**	**43.7**	**15.9**
Fresh seafood	49.4	38.9	15.9
Frozen seafood	24.8	50.8	11.7
Canned seafood	12.6	58.0	24.4

Source: GAIN Report #SP2025 (2002)

The leading canned fish producer in Spain is Conservas Garavilla, under the Isabel brand, followed by Jesus Alonsa (Rianseira brand) and Luis Calvo Sanz (Calvo brand). Together, these suppliers hold one third of the total canned fish market in Spain.

An important issue in the Spanish shrimp industry is the huge investments made by the main frozen shrimp processors in countries with shrimp resources. Pescanova and Frio Condal have affiliates in Argentina, Mozambique, Chile and Ecuador. The shrimp is generally frozen on board. Some are already packed on board in final consumer packs, some others are reprocessed in Spain. Important brands in Spain for frozen shrimp are Mariscos Rodriquez, Krustanur, Costasur, Pescafina, Riazur, Pescanova and Delfin.

France

There are about 800 companies distributing fresh fish in France. Some companies (e.g. Pêche & Froid) own plants in Africa and their own fleet of fishing vessels. Fishery products are mainly imported from the Mediterranean and African countries and arrive at the southern port of Marseilles. The higher value products are supplied through the airports of Paris. Imports from other EU and European countries are often brought in by trucks.

Built more than 20 years ago and located about 13 miles south of Paris, Rungis is the largest wholesale market for food products including fishery products. Rungis is home to wholesalers, producer/sellers and service companies, including importers, buying agents and distributors. Rungis is in the process of upgrading its technical proficiency in terms of computerised market information and sales transactions.

Despite consolidation, many traditional French wholesale companies continue to lose ground to large super and hypermarket chains, and most recently to the 'hard discounters' which are increasingly expanding their own wholesale activities. Some exporting wholesalers from other EU countries (mainly Belgium and The Netherlands) have taken over the distribution function and sell directly to French retailers.

As is the case at wholesale level, supermarkets and hypermarkets (including hard discounters) also play a major role at retail level. Over the past 10 years, supermarkets have gained a very strong position in the French retail market at the expense of fishmongers and open-air markets. In 2000, supermarkets accounted for a market share (in volume) in the distribution of fishery products of around 67 percent.

Three important distribution channels to consumers can be distinguished:

- *Hypermarkets* - stores with a minimum selling area of 2,500 square metres. They offer a wide range of food and non-foods. There are about 1,000 hypermarkets in France. The top 5 companies are Leclerc, Carrefour, Geant Casino, Auchan and Intermarché.
- Traditional *supermarkets* are smaller than hypermarkets, with a selling area between 400 and 2,499 square metres. Among the leading companies are Intermarché, Systeme U, Champion (Promodes Group) and Casino.
- The so-called *hard-discounters* are defined as trading in only one quality: a low price. They do not offer a comprehensive range of products and are thus not as convenient as supermarkets and hypermarkets. Nevertheless, they attract customers for whom price is of paramount importance.

Italy

Fishery and aquaculture products are distributed by wholesale fish traders and only a part is sold directly by fishermen or farmers. Wholesalers take possession of fish at landing and transport it directly to consumers, restaurants, fishmongers and the canning industry, or sell it to another smaller wholesaler. Imported live/fresh fish are brought in principally by air using the Milan and Rome airports, but local catch landed in Sicilian ports can reach the Milan market the following morning by truck.

Despite the growing share of hypermarkets and supermarkets in fish distribution in Italy, the role of the local fish shop is still important, due to the high level of personalised services they provide. The fish shops, with the exception of some mega-stores, are too small to import directly and choose to buy from local wholesalers, operating either in fish markets or outside of the markets. The future role of local fish shops could be penalised by the increasing number of fresh/wet stands in super/ hypermarkets. The variety and quality of fish products is generally wide and attractively displayed. The retail services provided by wet fish stands at modern distribution (cleaning, cutting, and

Table 7.1 Sales channels for fish products in Italy, 2001 (%) estimates

Purchasing point	total fish products	fresh/ defrosted	frozen unpacked	frozen packed	preserved	salt, dried, moked
modern distribution						
hyper/supermarkets	53.1	40.3	27.8	76.4	84.4	39.0
discounts	4.6	0.6	7.2	12.4	9.9	2.4
sub-total	**57.7**	**40.9**	**35.0**	**88.8**	**94.3**	**41.4**
traditional distribution						
food stores	6.6	2.9	31.8	8.6	4.2	12.9
fish shops	26.9	43.2	27.7	0.8	0.1	23.1
speciality shops	0.3	0.1	0.6	0.4	0.5	2.1
local markets	8.0	12.3	4.5	0.1	0.5	20.0
sub-total	**41.8**	**58.5**	**64.6**	**10.9**	**5.3**	**58.1**
others						
cash & carry/producer outlets	0.3	0.3	0.3	0.2	0.4	0.3
direct sale	0.2	0.3	0.1	0.1	0	0.2
sub-total	**0.5**	**0.6**	**0.4**	**0.3**	**0.4**	**0.5**
total	**100**	**100**	**100**	**100**	**100**	**100**

Source: USDA (2003)

filleting) is increasing. Modern distributors receive frozen fish in consumer-ready packages from importers and wholesalers. Supermarkets normally offer a wide variety of frozen seafood, including value-added products. In addition, frozen shellfish reaches the final consumer primarily through supermarkets and small retail outlets that sell exclusively frozen foods. The increasing role of these markets in fresh seafood has already had an effect on the structure of the Italian seafood distribution. Super- and hypermarkets now represent 58 percent of Italian fresh seafood sales and are now increasingly buying directly from abroad and from aquacultural farmers.

Seafood distribution in northern Italy differs very much from the south. In the north, seafood distribution through hyper- and supermarkets has already reached a share of more than 50 percent of sales, while in the south this share stands at somewhere over 20 percent. Although there are substantial regional differences in Italy, large national and international chains like PAM, Esselunga, Coop, Carrefour and METRO are present in all regions. Many of the largest seafood processors are located in the Lombardy region. The two international airports located in this region play an important role in imports of fresh seafood. The Ferretto group is located in Verona, Italy's largest fresh fish importing city. The city has an excellent distribution system to cover the national market. The largest wholesale fish market is located in the largest city of Italy, Rome.

Germany

The heart of the German fish industry is concentrated around Bremerhaven, Cuxhaven, Hamburg and in Mecklenburg. The Bremerhaven auction is the most important auction in Germany. However, the German fishery products market is changing at the expense of the auctions. Nordsee and other big seafood suppliers increasingly get their products from leading international landings, thereby neglecting the auctions they have used for so many decades. Inspection of fishery imports is very strict in Germany and may pose some problems.

Trade structure is changing in Germany. International supplier groups open subsidiaries in the market and build up new logistical chains to serve the market directly, at the expense of the intermediaries who act between the landing of fish and the sales at the supermarket. Therefore, the wholesale trade is losing ground in Germany. The majority cannot keep up with the concepts of fully serviced delivery and sophisticated rapid service for the grazing supermarket customers. The emphasis is on fewer, but bigger, suppliers. A less fragmented market may be accompanied by private labels for other than processed fish.

On a volume basis, the 79 percent of fishery products is purchased at multiple retail stores, which translates into 69 percent on a value basis. Supermarkets/hypermarkets such as REWE, Metro, Edeka, Aldi, Spar and

Tengelmann are the most important outlets for the sales of smoked and canned fish and the second outlet for fresh/chilled fish. Fish speciality stores account for 7 percent of the sales volume and other outlets such as farmers/street markets for 14 percent. Fish vans and department stores account for the remaining sales. When comparing 2001 with 2000, discounters gained the most from increased sales, while fish speciality shops lost sales volume. Average prices increased by 2.7 percent, which resulted in a higher sales value for all retail types.

Generic fish promotion is carried out by the Fish Information Centre (Fisch Informations Zentrum, FIZ), Hamburg. It was founded in 1997 and is part of the Federal Association of the German Fish Industry and the Fish Wholesalers (Bundesverband der Deutschen Fischindustrie und des Fischgrosshandels e.V.). It is open to private industry and associations and is funded through membership contributions. The FIZ only focuses on public relations campaigns and on initiatives to create a positive image for fish and fish products and German fishing practices in Germany and not on any promotion events. Direct sales promotions and other marketing campaigns aimed at increasing sales are left to the individual companies.

United Kingdom

Commission agents are comparatively rare in the British frozen fish importation business. In general, importers purchase whole shipments and sell onward to processors or wholesale distributors to the trade. Independent retailers are rapidly declining in importance. As more people shop at supermarkets, the distribution is rapidly becoming more centralised.

Leading companies in the fresh fish sector are Young's, Lyons Seafoods, MacFish, Bluecrest and Sea Products International. There is very little branding in this sector. The frozen fish sector is led by Unilever with the Bird's Eye brand.

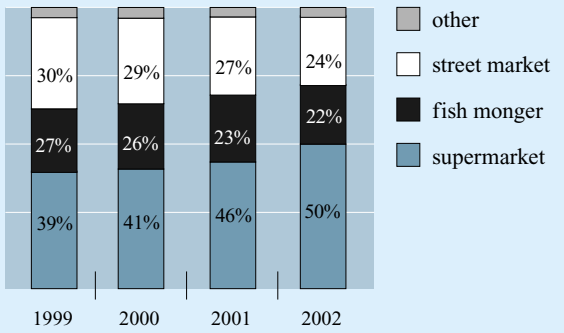
The canned fish market is dominated by two brands John West (Heinz) and Princess (Mitsubishi). These manufacturers account for more than 60 percent of the market. John West's product range includes salmon, tuna, roes, pilchards, crab, mackerel, herrings, prawns, lobster and mussels. The company runs an active product development programme and has been at the forefront of the introduction of many new value-added products. Princess is also active in product development and in fact has pioneered a number of value-added products like tuna in lemon oil, in olive oil, smoked sardines in sunflower oil, herrings marinated in garlic and cream, mustard and dill.

The majority of food purchases in the UK are made at supermarkets and they are the key sales outlets for fish and fish products. Their market share is growing, largely at the expense of independent fishmongers. However, wet fish counters are not being lost, rather they are being transferred to inside the supermarkets. Wet fish counters are present in most large supermarkets and are augmented by cabinet displays of chilled and frozen fish.

The Netherlands

Only fresh fish is sold via the Netherlands auction system (better known as the Dutch auction system). In 2000, more than 204 thousand tonnes (€ 541 million) of fish was sold at Netherlands' fish auctions. The main auctions are situated in Yerseke (mussels), Urk (flatfish), IJmuiden and Harlingen. The Netherlands fishauctions receive the fish directly from the ships that unload at port. The buying parties at the auctions are wholesalers, exporters and the fish-processing industry. Some of The Netherlands' auctions are also frequented by retailers. It may also occur that foreign vessels land their catch at the auctions.

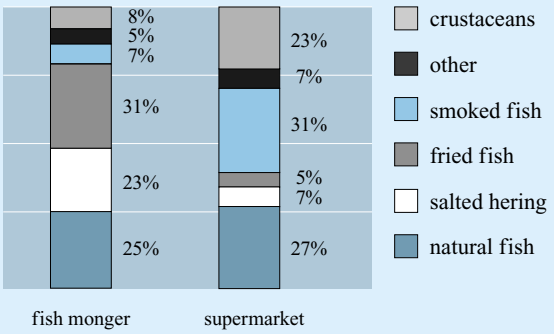
Figure 7.3 Distribution channel of fresh fish and crustaceans in The Netherlands, 1999-2002
% of sales



Source: Netherlands' Commodity Board for Fishery Products (2003)

The distribution of all fishery products sold in The Netherlands is shifting rapidly from fishmongers and street markets to supermarkets. This is mainly caused by the sales of frozen, breaded, and canned fish, which are commonly sold at grocery shops and supermarkets. This shift in distribution channels is illustrated by an increase in supermarkets' share in fishery products sales from 39 percent in 1999 to 50.4 percent in 2002. Fishmongers show an increasing specialisation in smoked and fried fish and catering or party services. Although fishmongers faced the competition together by forming a jointly buying group at fish auctions, their part in the distribution channel is decreasing.

Figure 7.4 Assortment of fresh fish and crustaceans in The Netherlands, 2002 % of sales



Source: Netherlands' Commodity Board for Fishery Products, 2003

Not the domestic market, but the export market is of vital importance to The Netherlands fish industry. Around 80 percent of the total landed and imported fish is exported. The Netherlands supplies 80 percent of all exports to European countries, mainly to its neighbouring countries. Important to note is that, due to The Netherlands strict inspection according to the EU rules, importing into The Netherlands can pose some problems. For example, a cargo of shrimps from China was destroyed instead of sending it back to the country of origin. Because of this kind of situation, importers divert more and more to the Belgian seaport of Antwerp instead of using the seaport of Rotterdam.

7.2 Distribution channels for developing country exporters

Potential exporters of both fishery products in consumer and catering packs and of fishery products for industrial use should contact importers in Europe. These intermediaries have long-established links with their customers and are in a better position (than foreign processors) to know the requirements of the local market and of individual end users. They supply directly to supermarket chains, the processing industry or the end-product manufacturers and are financially able to support exclusive contracts and advertising campaigns, as well as to service special requirements.

Exporters in developing countries of fishery products should be aware of the following developments and requirements. As mentioned, due to global competition, the processing industry is becoming increasingly important in the developing countries themselves. Therefore, more value-added fishery products from developing countries are exported to the EU. Importers are still the major distribution channels for these fishery products. Due to the already mentioned global competition and to the growing market share of supermarkets, European importers supply more and more to supermarkets. Since supermarkets serve the general consumer market more than the individual consumer, they require at least the following for a product:

- Constant delivery;
- Constant price;
- Constant and high quality.

Although sometimes difficult for a natural resource product as fish, exported fishery products to the EU should always meet these three demands. An example is smoked or fresh aquaculture salmon.

Globefish, which is the unit in the FAO Fisheries Department responsible for information on international fish trade, provides the "Directory of Fish Importers, Exporters and Producers - Europe" covering more than 1,000 leading seafood companies in 20 European countries, specifying their range of products. This source of potential trading partners might be particularly interesting for exporters of fishery products for industrial use. The publication can be ordered from the Internet site of Globefish (www.globefish.org). In addition, other national trade associations provide addresses of local importing companies. Contact details for Globefish and other organisations are listed in Appendix 3.3.

Trade fairs are also important meeting points for developing countries' exporters and EU importers. A trade fair is a good opportunity for making personal contact between business partners. European Seafood Exposition is the leading seafood show in Europe. All information on participation is located at http://www.euroseafood.com. Please refer to Appendix 3.4 for contact details of trade fairs. More information on trade fairs is provided in part C of this EU market survey.

8 OPPORTUNITIES FOR EXPORTERS

General
Over the past decade, consumers have become aware of the many benefits of seafood consumption. Concern about more healthy diets has led to increased levels of seafood consumption all over the world. Developing countries are responsible for almost 50 percent of fish supplies in international trade world-wide. Almost all developing countries export some fishery products and, for most of them, the revenues from these exports are a major source of foreign currency. Although there is increased demand for fish, the total fish stock of the world is decreasing. Since developing countries have access to larger fish resources than the EU has, this could mean an opportunity for them, on the condition that it is produced in a sustainable way and in conformity with EU regulations.

Exporters in developing countries can be divided into three groups, i.e. Latin America, Africa and Asia. The European market is of varied importance for these groups of exporting countries. For Latin America, the European market is of secondary importance since most of Latin America's exports are destined for North America, mainly the USA. For Asian fish exporters, the EU is becoming increasingly important, next to Japan. Thailand, India, Bangladesh and China are rapidly increasing their exports to the EU. For African countries, the European market is very important. North African countries, such as Morocco, Namibia, Côte d'Ivoire and Senegal export most of their fishery products to the EU. Emerging supplying markets are those of countries such as Yemen and Oman. West African countries mainly supply fishery products that are typically produced in a warm climate. The markets for snapper, tuna, hake, megrim, Alaska pollack, cuttlefish, squid, shrimp and prawns have increasingly become important for developing countries.

The interest of European countries in fishery products from developing countries is still growing. The awareness in developing countries of the need to produce according the strict EU standards is increasing, offering these countries more opportunities to export quality products to European countries. In order to meet EU standards, their chains of production have to be changed, which usually requires capital at the expense of small producers. Moreover, post-harvest handling of fishery products, with respect to efficiency as well as to sanitary aspects, both affect final product quality. This phase of the production cycle often appears to remain out of reach of the processing company, due to the quality control and HACCP system. To strengthen their competitiveness, developing countries have to ensure that the quality of their fishery products, conform to the standards required. For more information, please refer to part B of this survey.

EU enlargement
As the candidate countries become part of the current EU trade regime, third (non-EU) countries, that have better preferential market access to EU than they have today to the candidate countries, would benefit. An example is the Faeroe Islands that have better market access to the EU than some of the candidate countries (like Poland). Another example is Chile, which has good access to the EU market for fish products due to the Agreement concluded last year.

Moreover, in the EU candidate countries there is a growing demand for cheaper fishery products. When the purchasing power in the candidate countries increases, as is expected (especially just after the enlargement in 2004), demands for more luxury fishery products will also increase. First of all from beheaded fish to filleted fish, further also to smoked salmon etc. Candidate countries with a stronger purchasing power are Poland, Hungary, the Czech Republic and Slovakia.

Development of the US$ and € exchange rates
The exchange rate of the US$ compared to the € is also of influence on the exports originating in developing countries. Most of the developing countries use the US$ as a "tradecurrency", meaning that this currency is used to calculate cost prices and turnovers. As the US$ is at the moment worth less than the €, the trade has become attractive for many developing countries. The lower exchange rate of the US$ has resulted in lower cost price, while at the same time turnovers are relatively higher as the products are exported to Eurocountries.

Interesting products
Developing countries supply mainly fishery products, which are typically produced in a warm climate. The markets for snapper, tuna, hake, cuttlefish, squid, shrimps and prawns have become increasingly important segments for developing country exporters. The increasing demand for fishery products in the EU market (as described in chapter 3), accompanied by a lower EU production, results in higher imports. Therefore, the prices and margins for fishery products are increasing, improving developing countries' prospects of accessing the EU market.

- *Live fish*

It is difficult to keep fish alive for a long time. This usually requires some kind of installation (with water free of harmful organisms or substances) to provide maximal chance of survival. Because of the high costs involved, the market for live fish is not interesting (generally speaking out of reach) to developing countries. However, the Maldives did manage to set up a thriving export trade of reef fish to Singapore and

Hongkong, where people are willing to pay very high prices for coral groupers, wrasse and other reef fishes. Live lobster is another example. Besides the coldwater lobster, which is exported from USA (Boston) and Canada (East), there is a high demand for spiny lobster or langoustes. The only restrictions for the existence of such a trade is the transport of the fish, which has to be done by airlines. Due to the demand and potential of this type of industry, new developments especially with the focus on transport will create new opportunities for developing countries.

- *Fresh or chilled fish*

Fresh and chilled fish are mainly supplied by EU countries. In 2001, only 8 percent of the imported value originated in developing countries. However, statistics also show that a large part of imports by (some) EU member countries of fresh hake, tunas and sardines originated in developing countries and consequently form an opportunity. Concerning trout, exporters in developing countries face competition from the highly efficient European growers, able to supply fresh trout at a low price. Demand in Europe is primarily for fresh, or even live trout. Fresh fish is used for example in a niche product such as sushi. To be competitive on the European market, producers in developing countries have to be extremely efficient, in order to be able to compensate for the high transport costs for fresh fish (requiring special packaging with a cooling agent and air transport).

- *Frozen fish*

The main frozen fish, such as tuna and hake, are exported by developing countries. In 2001, developing countries accounted for about 30 percent of total frozen fish imports into the EU. Namibia, South Africa, Argentina and Chile were the leading supplying developing countries. An advantage of frozen fish is that it is relatively non-perishable compared to live or fresh fish. In general, frozen fish is easier to transport than live or fresh fish. Greater demand for ready-prepared frozen fishery products offers frozen fish from developing countries more opportunities.

- *Fish (smoked, dried, salted or in brine)*

The market for this product group is quite small. There are limited opportunities for smoked/dried shrimps imported to satisfy the demand of ethnic minorities. Anchovies (salted or in brine) are also attractive for exporters in developing countries.

- *Prepared or preserved fish*

The major prepared or preserved fish imported are sardines, anchovies, surimi and tunas. Morocco, Seychelles, Côte d'Ivoire, Ecuador, Thailand, Ghana and Colombia are important developing country suppliers. Relatively low transportation costs have a considerable effect on the imports of prepared or preserved fish from developing countries.

- *Fresh and frozen fish fillets*

Interesting products are frozen fish fillets of tuna, hake, Alaska Pollack, swordfish, Nile perch, mackerel and flounder. Also important are frozen fish meat of hake and megrim. The relatively low cost of production (labour) is a major advantage for prospective exporters in developing countries. Due to the high value added, this market segment is interesting to developing countries.

- *Crustaceans*

In 2001, developing countries accounted for more than 50 percent of total imports of crustaceans into the EU. Argentina, Bangladesh, India, Indonesia and China were among the major suppliers in developing countries. Rock lobster and sea crawfish (frozen or not frozen), shrimps and prawns (frozen), crab, shrimps and prawns (prepared or preserved) mainly originated in developing countries. Potential exists, since demand for these products is still increasing.

- *Molluscs*

Developing countries supplied about 44 percent of mollusc imports by EU member countries in 2001. Morocco, Argentina, India, Thailand and China are among the major suppliers in developing countries. Morocco increased its supply strongly between 1999 and 2001. Opportunities exist for cuttlefish, squid, octopus, snails and scallops.

- *Fats and oils*

The world's major producers and exporters of fish oil are Norway, Iceland, Denmark, USA and Peru. There are strong shifts among the suppliers of fish oil. Recent trends in the use of fish oil in Europe and Scandinavia (the world's largest consumers) have shown a significant decrease, due to the development in the margarine industry of producing products with lower content of transfatty acids. Therefore, limited opportunities exist for developing countries.

Value-added fishery products

In general, the demand for value-added fishery products in Europe is increasing. There are chances for value-added fishery products from developing countries. The United Kingdom, Germany and to a lesser extent The Netherlands and Belgium, probably give the best opportunities. More specifically the following products give the best opportunities:

- Tuna: there is a good demand for frozen tuna loins (for canneries) as well as for fresh tuna loins or steaks. The main EU markets for Nile perch are The Netherlands, Spain, Belgium, Greece and Germany. However, there are limited possibilities for more value adding than is already done now by exporting mainly i.q.f. boneless deep skinned fillets. Maybe smoking, portioning and vacuum packing for distribution directly to the supermarkets is an opportunity.

- Cephalopods: there is a good demand in South European countries. The problem is that the European processors in Spain, France and Italy have such a strong market position that there are limited possibilities for value-added products already processed in developing countries.
- Shrimp offers the best opportunities for processors in developing countries. Almost all the European countries reprocess this basic product in their countries, mostly into smaller consumer packs. In addition to these products, in recent years more and more value-added shrimp products have been put on the market and have had a good acceptance: IQF shell-on or peeled shrimp skewers. With regard to these products, the EU market is becoming increasingly flexible and these products will expand their role.

Producers in developing countries have to make investments if they want to export value-added fishery products. Besides, it is necessary to find a partner producer or trader in Europe to co-operate with to be successful. It is vitally important to know the specific market for a certain value-added fishery product. The markets in Europe are constantly changing and producers have to react swiftly.

So far, the EU market for fishery products has been described in Part A. We have seen what the major EU markets are and what kind of fishery products they demand. Part B of this survey will explain legislative and other requirements for access to the market.

Part B
EU Market access requirements

9 REQUIREMENTS FOR ACCESS

9.1 Non-tariff trade barriers

Exporters in developing countries wishing to penetrate the European Union should be aware of the many requirements of their trading partners and EU governments. Standards that are being developed through legislation, codes, markings, labels and certificates with respect to environment, safety, health, labour conditions and business ethics are gaining importance. Exporters need to comply with legislation in the EU and have to be aware of the many market requirements. CBI's AccessGuide provides clear information on these standards and their implications. AccessGuide is CBI's database dedicated to European non-tariff trade barriers, specially developed for companies and business support organisations in developing countries. Registered companies and organisations have free, unlimited access to AccessGuide information.

☛ *For more information, please refer to www.cbi.nl/accessguide*

This chapter only deals with the issues relevant to fishery products. References to other relevant information sources will be made.

9.1.1 Quality and grading standards

The quality of the product is the key to successful penetration of the European Union market. Following the harmonisation of rules and regulations in the EU since January 1993, uniform quality regulations apply EU-wide. Generally, it can be said that the European market sets high demands on quality. The EU regulations with respect to quality standards are dealt with below.

EU Directives

Since July 1998, fishery import into the EU is only possible from countries which feature on the specified EU lists, which are part of the Directives 97/296 and 97/20 or from the Economic European Area countries (EEA). Please refer to Appendix 6 for the specified EU lists I and II of harmonised and provisionally harmonised countries. Directive 97/296 refers to imports of fishery products and directive 97/20 to imports of molluscs.

This results in four different situations that can apply to importing fishery products into the EU:

1. EEA-countries
2. Completely harmonised countries (Directive 91/492 and Directive 91/493)
3. Provisionally harmonised countries (Directive 91/493)
4. Not-harmonised countries

Ad.1) The EEA countries are Iceland and Norway, which adopted the same regulations as the EU countries. Imports from Iceland and Norway are considered as intra-traffic between EU member states. This means that from 01/01/1999 an EEAimporter does not need a health certificate. Apart from the EEA-countries, imports from the Faeroe Islands are also considered as intra-traffic per October 2001.

Ad.2) Regarding the so-called List I countries, the EU has determined specific import conditions. These import conditions contain elements such as a published list with recognised companies and a specific health certificate for that country. The package must mention: product-type, weight, possibly the indication "frozen", country of fabrication, recognition number of company, or for frozen products, the name of the ship's

EU Directives and third countries

Although technical standards have been set and implemented by national bodies, it is the European Commission (EC), which issues Directives. National authorities in the EU member states are responsible for application and enforcement of the guidelines. Please refer to www.europa.eu.int/eur-lex for the integral text of the directives and regulations mentioned.

Two Directives bear special relevance to the trade in fishery products:

- **Directive 91/493/EEC** lays down the health conditions for the production and placing on the market of fishery products in general. It is principally based on the HACCP (Hazard Analysis Critical Control Point) quality assurance approach and will be completely based upon HACCP in 2005. Microbiological hazards exist at various points in the handling and processing of fishery products. However, through a rational approach and by applying the necessary measures it is possible to control them. Although exporters to the EU are not obliged to have an HACCP system, having an approved HACCP system, or working following a similar principle of quality control, will be a very positive argument in export business. Importers sometimes even require exporters to work with HACCP. In the case of fish, the most important aspects to take into account are temperature and parasites.
- **Directive 91/492/EEC** lays down the health conditions for the production and placing on the market of live bivalve molluscs. These Directives specifically deal with hygienic conditions in the process of handling, preparation, processing, packaging, storage and transportation.

The key feature of both Directives is that all fishery products imported from third countries into the EU must come from a preparation, processing, packaging or storage facility which is approved by the competent body in the country concerned. The list of approved companies will eventually be endorsed by the European Commission and published in the Official Journal of the EU. The main reason for this approval and registration procedure is to be able to guarantee a worthy quality of fishery products to consumers in the EU. Live bivalve molluscs and fishery products, intended to be placed on the EU market, have to comply with the same rigorous hygiene rules applying to:

- personnel, premises, installation and equipment;
- supervision of the cold chain;
- the quality of the water used in processing;
- the storage and disposal of (liquid) waste;
- procedures for handling, preparing, processing, packing and transport of the products.

As a consequence of the implementation of the two Directives companies must allow certain investigations to be carried out during the production phase of various products and must record the data for a supervisory authority. Countries exporting fishery products must also submit complete legislation to the European Commission concerning the export of live bivalve molluscs and fishery products, as well as a complete report on the functioning of its controlling authority and the infrastructure within which it operates. This documentation will be carefully studied by the European Commission and, if found satisfactory, a delegation will be sent to the exporting country. This delegation visits companies at random and, depending on their findings in the third country, the European Commission may issue either a permanent approval, or a provisional one for a limited time. An official controlling body in a third country is recognised by the Commission, if the control procedures are up to a certain standard. This official counterpart is held responsible for monitoring and checking that operators within the country are correctly implementing the procedures of internal control. This body must also select and submit to the European Commission a list of all the establishments, which comply, or are implementing compliance with the EU Directives. Only then will these establishments be issued with an official number that authorises them to export to the EU.

number/approval number and the producer's name.
The inspection posts at the overseas borders control the following aspects: documents, agreement and equipment (DOMcontrol). If these aspects conform to the regulation, these countries will not not encounter any problems in having their products imported into the EU. A list of recognised companies can be found via the Internetsite of the EU:
http://forum.europa.eu.int/Public/irc/sanco/Home/main.

Ad.3) The competent authorities of these provisionally harmonised countries (List II) have promised import guarantees, which are determined in EU Directive 91/493. The countries are awaiting definite harmonisation and the transfer to the list of "completely harmonised countries". This means that these countries are provisionally harmonised.
The EU member states can allow imports from these countries. The import conditions for them are more or less identical to those for completely harmonised countries. There is no special certificate text for the provisionally harmonised countries and besides that, there still is no list of recognised companies determined by the EU. The package must mention producttype, country of origin, the local recognition number and the producer's name.
In bilateral negotiations, EU member states have the opportunity to draw up a list of recognised companies in these countries. This can mean that the same list will not be applied in every EU member state. The list of provisionally harmonised countries is formally laid down in Directive 95/408 EU. The European Commission has extended its decision until 31 December 2003.

It is expected that the countries on List II will be completely harmonised. However, EU members can still impose their own specific import conditions on these provisionally harmonised countries, as the EU is not yet managing a list of approved establishments for each country.

Ad.4) It is not permitted to import fishery products from non-harmonised countries into the EU. This also concerns countries that have applied for harmonisation, but are still under consideration.

Some complementary notes:

- A product such as sturgeon (containing caviar) is only allowed to be imported into the EU accompanied by a CITES certificate issued by the exporting country. A CITES certificate is also needed for its re-export outside the EU;
- However, some European countries, e.g. France and Italy, apply national regulations, which deviate from those stipulated by the European Commission. The consequence for exporters in third countries is that fishery products destined for those countries may be rejected by the national authorities, despite complying with the EU conditions;
- Imports of aquaculture fishery products are only authorised from the list of those countries which give the EU sufficient information on the monitoring of residues of animal medication. Please refer to country lists I and II in Appendix 6;

- As from 2005, the European Commission is planning to expand the 'tracebility' from the location of landings to the boat itself. For more information, please refer to www.tracefish.org, an Internet site of the EU project "TraceFish". This may have some (positive) implications for the fishery sector in developing countries, as long as the sector is aware of developments and plays a pro-active role.

Health certificate
Decision 95/328/EC stipulates that a health certificate has to accompany all imports of fishery products from third countries, except for those countries for which the EU has adopted an individual decision. The certificate is checked very strictly and therefore it has to be filled in completely and accurately. The health certificate consists of a single sheet of paper and shall be drawn up in at least one of the official languages of the country of introduction into the EU, and, if necessary, into one of the languages of the country of destination.

9.1.2 Trade-related measures

Environmental and social aspects and aspects of health and safety of products have become a major issue in Europe in recent periods. Besides governmental actions (legislation and regulation), a strong consumer movement is noticeable, especially in the northern parts of the EU (Scandinavia, Germany and The Netherlands). As a topic, "the environment" is more than a trend; it is a lasting issue that, together with issues such as price and quality, may well be one of the largest determinants for success on the EU market. Moreover, the aspect of the environment has expanded to social aspects and consumer health and safety. This section highlights several aspects for fishery, which currently play an important role in the EU. Exporters of fishery products must be aware of the concerns and demands of European customers and try to satisfy their needs by offering products that comply with both legislative and market requirements. A general overview of environmental and other standards can be found in the AccessGuide, which refers to other relevant links and information. Information on developments in international management systems (such as ISO 14000 and SA 8000 can be found at the download plaza of www.cbi.nl.

Measures for fishery products can be divided for into catches, aquaculture and the fishery processing industry.

Wild fish catches: MSC and other labels

www.msc.org MSCI0185

Regarding wild catches of fish, the MSC label is the most important for fishery products. The Marine Stewardship Council (MSC) is an independent, global, non-profit organisation. In a bid to reverse the continued decline in the world's fisheries, the MSC is seeking to harness consumer purchasing power to generate change and promote environmentally responsible stewardship of the world's most important renewable food source. The MSC has developed an environmental standard for sustainable and well-managed fisheries. It uses a product label to reward environmentally responsible fishery management and practices. For more information, parties can directly contact the Marine Stewardship Council: www.msc.org.

Apart from MSC, there are some labels for tuna caught without harming dolphins, called 'dolphin-friendly', 'dolphin-safe' or the 'Flipper Seal of Approval'. The dolphin-safe tuna is particularly a topic in the USA, but, cans with a dolphin-friendly label can also be found in Europe. A 'turtle-safe' label exists for shrimps and prawns. For more information, please refer to www.earthisland.org, the Internet site of the Earth Island Institute.

Aquaculture
A solution for the global over-exploitation of fishery products is aquaculture. However, if the aquacultural activities are not managed in a sustainable way, the negative environmental impact will be greater than the positive impact. At the moment of writing there are no international standards for aquaculture products yet. However, in June 2003 EurepGap was due to launch the "farmfish assurance", which initially is written for salmon aquaculture products, but will also cover other

Accreditation: certification for standardisation bodies
Consumers can be protected by certification, inspection and testing of products and by manufacturing under certified quality systems. Consumers need confidence in the certification, inspection and testing work carried out on their behalf, but which they cannot check for themselves. This checking is the job of accreditation bodies. However, certifiers of systems and products, as well as testing and calibration laboratories need to demonstrate their competence. They do this by being accredited by a nationally recognised accreditation body. Accreditation provides confidence in certificates and reports by implementing widely accepted criteria set by the European (CEN) or international (ISO) standardisation bodies.

☛ Products with an accreditated label (for example HACCP-RvA; an HACCP label accreditated by The Netherlands accreditation body RvA) are certified by an accrediated certification body and consequently seen as completely confidential. Please refer to the Internet site of the European co-operation for Accreditation (http://www.european-accreditation.org) for the nationally recognised accreditation bodies of the member countries, or the candidate countries of the European Union.

fish species in the future. The Euro-retailer Produce Working Group (EUREP) represents leading European food retailers and is aimed at promoting and encouraging best agricultural practice in the farming of fruits and vegetables, in animal production, combinable crops and also flowers and ornaments. Please contact www.eurep.org for more information.

Information on organic aquaculture production can be found on the Internet site of IFOAM (The International Federation of Organic Agricultural Movements): www.ifoam.org. IFOAM has set up a list of basic standards, which are applicable to organic production and products.

Processing fishery industry
According to standards for the processing industry, a group of international retailer CEOs identified the need to enhance food safety, ensure consumer protection, strengthen consumer confidence, set requirements for food safety schemes and improve cost efficiency throughout the food supply chain. Following their lead, the Global Food Safety Initiative (GFSI) was launched in May 2000. The Initiative is facilitated by CIES – The Food Business Forum. It is based on the principle that food safety is a non-competitive issue, as any potential problem arising may cause repercussions in the whole sector. An internationally formed Task Force compiled a set of 'Key Elements' to serve as the requirements against which existing food safety standards will be benchmarked. The first four compliant standards are the BRC Technical Standard, the Dutch HACCP Code, the EFSIS standard and the International Standard for Auditing Food Suppliers (International Food Standard). Please check the following Internet sites for more information: http://www.globalfoodsafety.com and http://www.ciesnet.com.

FAO Fisheries Department: Code of Conduct for Responsible Fisheries
In recent years, global fisheries have become a market-driven, dynamically developing sector of the food industry and coastal States have striven to take advantage of their new opportunities by investing in modern fishing fleets and processing factories, in response to growing international demand for fish and fishery products. Noting these and other important developments in world fisheries, the FAO Governing Bodies initiated the formulation of a global Code of Conduct for Responsible Fisheries which would be consistent with these instruments and, in a non-mandatory manner, establish principles and standards applicable to the conservation, management and development of all fisheries. The Code, which was unanimously adopted on 31 October 1995 by the FAO Conference, provides a necessary framework for national and international efforts to ensure sustainable exploitation of aquatic living resources in harmony with the environment.

The Code of Conduct sets out principles and international standards of behaviour for responsible practices with a view to ensuring the effective conservation, management and development of living aquatic resources, with due respect for the ecosystem and biodiversity. The Code recognises the nutritional, economic, social, environmental and cultural importance of fisheries, and the interests of all those concerned with the fishery sector. The Code takes into account the biological characteristics of the resources and their environment and the interests of consumers and other users. States and all those involved in fisheries are encouraged to apply the Code and give effect to it. FAO, in accordance with its mandate, is fully committed to assisting Member States, particularly developing countries, in the efficient implementation of the Code of Conduct for Responsible Fisheries and will report to the United Nations community on the progress achieved and further action required. For more information please refer to the FAO Internet site: http://www.fao.org/fi/agreem/codecond/ficonde.asp.

☛ *For further detailed information about standards and other environmental, social, health and safety aspects relevant to trade, please refer to the AccessGuide or to the useful Internet sites summarised at the end of Chapter 9.*

9.1.3 Packaging, marking and labelling

Packaging is used to protect the fishery products against mechanical damage and to create a more favourable microclimate. It is another essential factor in determining the product's quality, since it both represents the product and protects it. Packaging and labelling are important factors when the product is destined to be retailed by supermarkets or other retail outlets, though for use in the catering industry it plays a less important role.

Material and size
Considering the wide and highly differentiated assortment, it is difficult to give a detailed picture of the requirements for the packaging of the products. Most important, of course, is that the packaging protects the fishery products from damage during handling and transport. Below, some starting points for the determination of the proper packaging material are provided:

- weight of the product
- size of the product
- number of products being packed in one carton
- health
- odour
- possibility to stack
- visual appeal
- handling comfort
- environmental issues

Besides transport, environmental issues play a role in packaging. According to environmental legislation (re-use, recycling of packaging material) and toxicity, certain requirements have to be fulfilled in relation to the use of packaging materials. Plastic bags inside cartons should be of the quality 'food grade'. This means that the contact between food and plastic is not harmful. In the case of canned fishery products, requirements for the cadmium and mercury content are applicable. The European Commission has published a so-called 'positive list' of plastics. In relation to the waste policy of the EU and the individual member states, it is important for exporters to find out from their trade partner in the EU about the latest requirements, especially with regard to the use of waxed and coated cartons, which cannot be recycled.

A packaging technique for fresh products, which increases its popularity rapidly, mainly in The Netherlands, Belgium and Germany, is the Modified Atmosphere Packaging (MAP). This technique involves surrounding a food product with a gas or a 'cocktail' of gases to extent shelf life: the content of different gases normally found in the air is altered to slow down the growth of bacteria, discolourisation and rancidity. The mixture differs for every combination of size and species. When MAP is applied in an optimal way, it guarantees a seven-day shelf life in the supermarket, which in general means two days longer than previously. Furthermore, vacuum packaging is especially popular for smoked products.

After the above description of packaging material in general, the packaging for some fishery products in particular is described below.

Consumer/catering packs
The cans for tuna, shrimps and salmon generally contain a net weight of the product between 174 and 213 gr. Whereas the 213 gr. can is the traditional standard can from the United States, there is a tendency towards slightly smaller sizes. Nowadays, products are imported from a number of Southeast Asian and Latin American countries packaged in 174 (e.g. processors in Thailand) or 200 gr. cans (processors in Malaysia and Chile). Salmon is generally also available in bigger pack size (400-420 gr.). However, the smaller cans dominate the sales. The cans for sardines, mackerel and pilchards/herring are generally different: packed in so-called flat quarters with a ring-pull system, net-weight around 120-125 gr.

The differences in can size and net weight can be rather confusing for consumers. The cans look alike but the sizes are different. Yet, there is no standardisation. However, if the trend continues towards reducing packaging size, the EU may take measures in order to safeguard consumer interest. That may mean standardisation of the packaging.

Wholesale packaging
The end-users of frozen fish and shrimps exported to the EU are often restaurants, catering establishments, and the processing industry. The graphic designs (promotional instruments for the retailers) on the packaging can therefore be kept simple. Frozen shrimps are generally packed in 2-kg carton boxes with 6-10 cartons placed in an outer box of corrugated fibreboard, as common in the international trade of these products.

The retail pack should state the net weight (on arrival at final destination), expressed in kg and not in lbs, character size 6 mm. The retail pack for frozen shrimp is usually a white, fresh looking folding carton, in one or two pieces (bottom and cover), with an inner bag of polyethylene PE around the frozen block.

The packaging of frozen fish depends much on the type of the product (frozen unprocessed, fillets or value-added products). However, the basic principle is identical to the packaging of frozen shrimp, a carton containing a polyethylene bag around the frozen block, or around interleaved fillets or other products.

Canned fishery products should be designed so that they can be stacked and preferably transported on pallets, so that there is a minimum chance of damage.

Packaging for industrial use
Industries make use of deep-frozen, one-portion stocks as a result of the growing consumer preference for ready meals. For example, frozen shrimps are kept in stock in bags of 100 pieces and when needed for a ready meal they are used. Fresh tuna is kept in stock as well, but on a small scale to date. The packaging method for cod, hake or Alaska pollack, which will be breaded or is used as fish fingers, is in blocks of 3x7.5 kg.

Packaging waste
The European Commission presented the Export Packaging Note in October 1992, in line with the effort of the European Union to harmonise national measures concerning the management of packaging and packaging waste. The packaging note was followed by a Directive in December 1994 (94/62/EC) that emphasises the recycling of packaging material.

Exporters in third countries targeting the European market have to be aware of these agreements and take appropriate measures in order to become or remain interesting trade partners for European businesses. Packaging (transport packaging, surrounding packaging and sales packaging) materials used by the exporter should be limited and be re-usable or recyclable. Otherwise, the importer will be confronted with additional costs, thus reducing the competitiveness of the exporter.

Labelling

Foot and Mouth disease, BSE crisis, heavy metals... All these preceding crises have reinforced the critical need for information, communication and transparency towards consumers. All new EU Regulation is (and will be) based on consumer confidence and safety in such a way that "the consumer will not be misled by any product or packaging". The two main Regulations with respect to labelling are the Council Regulation 2000/104/EC and the Council Directive 2000/13/EC. However, additional Regulations are expected in the context of "Public safety" and "Organic Food".

For sanitary purposes, and especially to allow traceability of seafood products, the EU legislation requests that all packages bear the country of origin and the approval number of the establishment of origin. Those two items must be written or printed "indelibly". The most desirable way would be to have them pre-printed on packages/cartons. In cases where stick-on labels may be used, they must not be easily destructible when attempts are made to remove them, i.e. tear into small pieces. Labels must be in a language "easily understandable" by users. National legislation may ask for the official language(s). It is always better to use that official one. Labels may be in several languages.

Introduced on January 1, 2002, the Commission Regulation 2001/2065/EC imposes new requirements for the labelling of fishery and aquaculture products intended for the retail sector. Three sets of information are now compulsory on the label of any fishery and aquaculture products on sale at retailers:

- The Commercial name of the species (the Latin name is not compulsory on the label except if your client requires it). Each Member State has established a list of commercial names applicable. These lists are visible on the EU web site.
- The production method (aquaculture or fishery product). The proper language to use is "caught in...", "caught in fresh water", "farmed" or "cultivated".
- The catch area. Products caught at sea have to show the area of capture (please refer to the Internet site of the FAO). However, only the general area has to be mentioned (Pacific Ocean for example) and not the Area codes. Products caught in fresh water require a reference to the Member State or third country of origin of these products. As for farmed products, the text refers to the Member State or third country in which the product undergoes the final stage of development.

In order to ensure perfect traceability at all stages of the marketing process, fisheries and aquaculture products have to be accompanied by a document indicating the information described above as well as the Latin name of the products. The document concerned can be the invoice.

☛ Since changes in the EU policy follow each other at a rapid pace, exporters are advised to ask the importer about the latest regulations and/or requirements related to packaging. Apart from that, the Internet sites of EUR-LEX (europe.eu.int/eur-lex) and the International Trade Centre (www.intracen.org) provide information on packaging.

☛ Please also refer to www.tracefish.org. TRACEFISH is the short title for the 'Traceability of Fish Products' concerted action project. It is funded by the European Commission. The aim of the TRACEFISH project is to bring together companies and research institutes to establish common views with respect to what data should follow a fish product through the chain from catch/farming to consumer.

Fresh and chilled products	Frozen products	Frozen products	Canned products
• species • country of origin (roman letters, min. 2 cm) • presentation (whole, gutted, fillet, etc) • freshness grade and size category (for species with common standards, min 5 cm) • net weight in kg (except for standard boxes, average net weight is enough) • date of grading and dispatch • name and address (city + state) + "FDA approval #" of processor/packer Freshness grading only applies to whole/gutted fresh fish.	• species followed by the word "frozen" • country of origin • presentation (may be included with the name of the species) • net weight in kg • list of ingredients (except if fish only) • date of minimum durability (month/year) or " best before" date (cf Directive 2000/13/EC) • special storage conditions (to be maintained at -18o C) • instructions for use (if not obvious), incl. "do not freeze again once thawed" • name and address of the manufacturer, or of a seller in the EC • "FDA approval #" of the packer (CFN) • lot # (it must begin with "L" or the word "LOT") (not always mandatory). The lot # is defined by the processor in order to be able to trace a product history in case of problem. It can be the production date.	• species (common name and Latin name) • country of dispatch • date of wrapping (at least day and month) • date of durability or "these animals must be alive when sold" • net weight (kg) • identification of the dispatch centre by its approval number • name and address (city + state) of packer + "FDA approval #" (Interstate Certified Shellfish Shipper #)	• name of product • country of origin • net weight in grams (or litre for liquid products) • net drained weight (in case of solid packed in a usually-not-consumed liquid) • list of ingredients (added water is an ingredient) • date of minimum durability (year) • any special storage conditions or conditions of use • instructions for use (if not obvious)

9.2 Tariffs and quota

9.2.1 Customs duties

In general, all goods, including fishery products entering the EU are subject to import duties. External trade conditions in the European Union are mostly determined by EU regulations. In the case of fishery products, the level of the tariffs depends on a) the country of origin and b) the product.

The EU provides different mechanisms to reduce duties:

- An overall duty-free scheme applies to African-Caribbean-Pacific (ACP) countries, signatories of the Lomé Convention, for all seafood products.

- The Generalised System of Preferences (GSP) grants developing countries tariff preferences. In June 2001, the European Commission adopted a proposal for revision to the GSP for the years 2002 to 2004. The regulation is designed to simplify the GSP regime and target the benefits more effectively. It also intends to improve the effectiveness of special incentives to promote core labour and environmental standards. The new Regulation complements and fully incorporates the recent "Everything But Arms" (EBA) initiative in favour of Least Developed Countries. In order to benefit from GSP treatment, exporters have to provide a 'Form A' certificate or EUR 1 certificate (ACP countries), which is issued by the appropriate authorities in the respective country. For more information please check: http://europa.eu.int/comm/trade/miti/devel/ngsp_reg.htm. Please also refer to Table 9.1 for a detailed overview of Customs duties per fishery product and for a list of countries that can profit from the GSP. For more information about Customs duties and GSP, please contact the European Commission or Customs

Table 9.1 Import tariffs on the most important fishery products from developing countries in the EU as on 9th July, 2003

Description (and HS codes for the product group)	Conventional	SPGA/ SPGE	SPGL	Chile	Mexico
0302 Fish, fresh or chilled, excluding fish fillets and other fish meat of heading 0304					
Tuna (albacore, longfin, yellowfin, skipjack, bonito)	0-22	0	-	20	13,2
Sardines	13-23	0	-	11,8-20,9	7,8-13,8
Hake	15	0	-	13,5	9
0303 Fish, frozen, excluding fish fillets and other fish meat of heading 0304					
Tuna (industrial use / other)	0-22	0	-	20	13,2
Sardines	13-23	0	-	11,8-20,9	7,8-13,8
Hake	15	0	-	13,6	9
0304 Fish fillets and other fish meat (whether or not minced), fresh, chilled or frozen					
Tuna	18	0	-	16,3	10,8
Hake	7,5	0	0-4	3,5	0
0306 Crustaceans, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine; crustaceans, in shell, cooked by steaming or by boiling in water, whether or not chilled, frozen, dried, salted or in brine; flours, meals and pellets of crustaceans, fit for human consumption					
Rock lobster and other sea crawfish (frozen)	12,5	0	0-4,3	3,4	0
Lobster (frozen)	6-16	0	0-5,6	1,6-4,4	0
Shrimps and prawns (frozen)	12-18	0	0-4,2	3,3-16,3	0-10,8
Crabs (frozen)	7,5	0	0-2,6	0	0
Rock lobster and other (not frozen)	12,5	0	0-4,3	3,4	0
Lobster (not frozen)	8-10	0	0-3,5	2,2-2,8	0
Shrimps and prawns (not frozen)	12-18	0	04,2	3,3-16,3	0-10,8
Crab (not frozen)	7,5	0	0-2,6	2	0
0307 Molluscs, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine; aquatic invertebrates other than crustaceans and molluscs, live, fresh, chilled, frozen, dried, salted or in brine; flours, meals and pellets of aquatic invertebrates other than crustaceans, fit for human consumption					
Oysters	0-9	0	0-3,1	2,4	0
Scallops	8	0	0-2,8	2,2	0
Mussels	8-10	0	0-6,5	2,2-5,2	0
Cuttlefish, squid	6-8	0	0-2,8	2-2,2	0
Octopus	8	0	0-2,8	2,2	0
1504 Fish oil	0-10,9	0	0-7,4	0-9,5	1,7-7,8
1604 Prepared or preserved fish; caviar and caviar substitutes prepared from fish eggs					
Tuna (whole or in pieces, but not minced)	12-24	0	-	8	7,9
Sardines, sardinella and brisling or sprats	12,5	0	0-9	6,9-7,8	7,5-10,8
Sardines (other)	25	0	0-17,5	15,9-22,7	10,5-21,7
Tuna (other)	24	0	-	8	7,9
1605 Crustaceans, molluscs and other aquatic invertebrates, prepared or preserved					
Crab	8	0	0-2,8	2,2	0
Shrimps and prawns	20	0	0-7	5,6	0
Lobster	20	0	0-7	5,6	0

SPGA
Afghanistan, Angola, Bangladesh, Burkina Faso, Burundi, Benin, Bhutan, Congo, Central African Republic, Cape Verde, Djibouti, Eritrea, Ethiopia, Gambia, Guinea, Equatorial Guinea, Guinea-Bissau, Haiti, Cambodia, Kiribati, Comoros (excl. Mayotte), Laos, Liberia, Lesotho, Madagascar, Mali, Myanmar, Mauritania, Maldives, Malawi, Mozambique, Niger, Nepal, Rwanda, Salomon Islands, Senegal, Sudan, Sierra Leone, Somalia, Sao Tomé & Principe, Chad, Togo, Tuvalu, Tanzania, Uganda, Vanuatu, Samoa, Yemen, Zambia.

SPGE
Bolivia, Colombia, Costa Rica, Ecuador, El Salvador, Honduras, Guatemala, Nicaragua, Pakistan, Panama, Peru, Venezuela.

SPGL
United Arab Emirates, Antigua and Barbuda, Anguilla, Armenia, Netherlands Antilles, Antarctica, Argentina, American-Samoa, Aruba, Azerbaijan, Barbados, Bahrain, Bermuda, Brunei, Brazil, Bahamas, Bouvet Island, Botswana, Belarus, Belize, Cocos Islands, Congo (Republic), Ivory Coast, Cook Islands, Chile, Cameroon, China, Cuba, Christmas Island, Cyprus, Dominica, Dominican Republic, Algeria, Egypt, Fiji, Falkland Islands, Micronesia, Gabon, Grenada, Georgia, Ghana, Gibraltar, Greenland, South Georgia and the South Sandwich Islands, Guam, Guyana, Heard and McDonald Islands, Indonesia, India, British Oceania, Iraq, Iran, Jamaica, Jordan, Kenya, Kyrgyz Republic, St. Kitts-Nevis, Kuwait, Cayman Islands, Kazakhstan, Lebanon, St. Lucia, Sri Lanka, Libya, Morocco, Moldavia, Marshall Islands, Mongolia, Macao, Montserrat, Mauritius, Mexico, Malaysia, Namibia, New Caledonia, Norfolk, Nigeria, Nauru, Niue Island, Oman, French Polynesia, Papua-New-Guinea, Philippines, Pakistan, St. Pierre and Miquelon, Pitcairn, Palau, Paraguay, Qatar, Russia, Saudi-Arabia, Seychelles, St. Helena, Senegal, Surinam, Syria, Swaziland, Turks & Caicos Islands, French Southern Areas, Thailand, Tajikistan, Tokelau Islands, Turkmenistan, Tunisia, Tonga, Trinidad and Tobago, Ukraine, Uruguay, Uzbekistan, St. Vincent (VC), British Virgin Islands, Virgin Islands (USA), Vietnam (VN), Wallis and Futuna Islands, Republic of South Africa, Zimbabwe.

in the country of destination. For contact details of the latter, please refer to www.wcoomd.org.
- The ANDEAN group, meant to help those countries to combat drugs, enjoys free rate on most fishery products.
- "Access to markets" for "Access to Resources" is the preferred EU strategy of fish trade negotiations. For EU Fishery Agreements with third countries see also Chapter 4.
- All EU candidate countries have recently signed Agreements on the progressive elimination of Customs duties for fishery products.

Financial instruments in the EU
Besides legislation, one of the instruments of the EU to promote environmentally sound products is the awarding of (tariff) preferences or the levying of so-called 'environmental taxes' on products. An example of preferential systems is the General System of Preferences (GSP) encouragement regime (see above). On the other hand, in the EU, various financial instruments are being used to discourage the entrance of polluting products to the market. This happens through the establishment of specific taxes, like the so-called 'ecotax'.

Table 9.2 VAT rates (in %) applied to foodstuffs in the EU, May 2002

	Super Reduced Rate	Reduced Rate	Standard Rate
Belgium	-	6	21
Denmark	-	-	25
Germany	-	7	16
Greece	-	8	-
Spain	4	7	-
France	-	5.5	19.6
Ireland	4.2	12.5	21
Italy	4	10	-
Luxembourg	3	-	-
The Netherlands	-	6	-
Austria	-	10	-
Portugal	-	5/12	17
Finland	-	17	-
Sweden	-	12	25
United Kingdom	-	-	17.5

Source: European Commission (2003)

Reference price system
The EU has laid down reference prices for a selected number of fishery products as a verification point for the prices realised. Reference prices do not have a binding status and developing countries are allowed to import below the reference prices. Reference prices can act as a form of protection of the EU market, if considered necessary by the EU Commission. The EU countries report imports below the reference price to the EU in Brussels. If large volumes of fish continue to be imported below the reference price, the EU will set the reference prices as minimum import prices, just as it has done for example in the case of cod. However, the possibility to use this measure is considerably restricted by the regulations of the World Trade Organisation (WTO).

Useful Internet Sites

CBI's AccessGuide	www.cbi.nl/accessguide
Convention on International Trade in Endangered Species of Wild Fauna and Flora	www.cites.org
Earth Island Institute	www.earthisland.org
Euro-retailer Produce Working Group	www.eurep.org
EUR-LEX (official documents and legislation)	europe.eu.int/eur-lex
Environment Directorate General	www.europe.eu.int/comm/environment
Food and Agricultural Organization	www.fao.org
Generalised Scheme of Tariff Preferences	europa.eu.int/comm/trade/miti/devel/ngsp_reg.htm
Global Food Safety Initiative	www.globalfoodsafety.com or http://www.ciesnet.com
Greenpeace	www.greenpeace.org
How to export seafood to the EU	www.nmfs.noaa.gov/trade
International Federation of Organic Agricultural Movements	www.ifoam.org
Marine Stewardship Council	www.msc.org
Netherlands Custom Services	www.douane.nl/taric-nl
TARIC Database	europa.eu.int/comm/taxation_customs/dds/en/tarhome.htm
Trace Fish	www.tracefish.org
UN Convention on the Law of the Sea	www.un.org/Depts/los/index.htm
World Fish Centre	www.worldfishcenter.org
WWF's Endangered Seas Campaign	www.panda.org/endangeredseas

Value Added Tax (VAT)
Although fiscal borders between EU countries were, in theory, eliminated from 1 January 1993 onwards, in practice, harmonisation of VAT (tax levied at consumer sales' level) rates has not yet been achieved. Table 9.2 summarises the VAT rates applied in the different EU member states for foodstuffs in general. Please refer to the Ministry of Finance of the respective country for specific information on the relevant rate applied to fishery products.

So far, facts about the EU market for fishery products have been described in Part A and B. Part C of this survey, "*Export Marketing Guidelines*" aims to assist (potential) exporters in their export-decision making process.

Part C
Export marketing guidelines: analysis and strategy

PART C

How do you get involved in the international marketplace of fishery products? How much time and money will it take? Should you make exporting part of your business plan? These common concerns are what Part C is all about. It helps you evaluate whether or not to get involved in international business, and learn how to go about exporting.

The first Chapters 10, 11 and 12 aim at assisting potential exporters in the **decision-making process** whether or not to export to the EU. By matching external opportunities and internal capabilities, the exporter will be able to identify suitable export products, target countries, market segments, and possible trade channels.

Subsequently, Chapter 13 provides sector-specific knowledge and sources to enable the exporter to further investigate what to export, to which markets, through which channels, and at what prices. In other words, which **marketing tools** can be used to build a successful business relationship.

The information provided in the previous parts A and B of this survey is an essential ingredient in conducting the analysis and formulating a clearly targeted export strategy. Where applicable, reference will be made to the related sections in Parts A and B. Keep in mind that the export marketing process is integrated; each individual part is inter-linked.

For general information on export marketing and how to conduct market research, please refer to CBI's Export Planner and CBI's new manual on market research.

10 EXTERNAL ANALYSIS

The external analysis assists the exporter to identify market opportunities, suitable sales channels and other relevant external factors.

10.1 Market developments and opportunities

As a first step towards the identification of the most suitable export markets, the exporter needs to research the importance of potential markets and understand the ungoing developments that shape the market structure. As we have seen in Part A of this survey opportunities for fishery products in the EU can be found, for instance in:

- Shortage of supply and a high demand (for example Victoria bass fillet has done very well in filling up the shortage of firm fish filet in Europe);
- Large ethnic communities (through which tuna found its way to markets other than the ethnic);
- Many fast growing niche markets.

SOME GOOD EXAMPLES of fishery products from developing countries in recent years, which penetrated the market very successfully are:

- Nile perch fillet from Lake Victoria. This also created an awareness with importers, that developing countries could be a reliable resource for high quality fish. However this trade had to overcome many constraints such as a ban by the EU due to cholera.
- Tilapia fillets. Recent years show a steady increase of imports from mainly Asian countries, for the greater part in frozen form, from aquaculture.
- Hake and monkfish from Namibia. Due to a well developed processing industry in Namibia, this country has the possibility to export its fish in fresh and frozen form to Europe.
- Fresh tuna loins from Oman, Indonesia and Sri Lanka. Tuna loins is a welcome addition on many restaurant menu lists.
- Deepfrozen Pangasius fillet from Vietnam. Due to its neutral taste, absence of bones and low price its popularity increased rapidly. Pangasius is farmed in the Mekong Delta.

☛ Most of these supplies comes from fish, which has the following characteristics:
  - constant supply and availability
  - constant price and no large fluctuations
  - constant and good quality.

Finding these opportunities and developments should be accomplished by means of a systematic method of market research, involving a preliminary screening of potential markets followed by a more detailed assessment of the targeted markets. Markets can be researched using primary or secondary data sources. Primary market research means collecting data directly from the foreign marketplace through (informal) interviews, surveys, and other direct contact with market participants. Primary research has the advantage of being tailor-made to meet your company's needs and provide answers to specific questions, but this data collection can be very time-consuming and expensive.

For a global scan of the market, most companies make use of secondary data sources, such as trade statistics, to focus their marketing efforts. This type of research is a valuable and relatively easy first step. Specific market developments as described in Chapters 3, 4, 5, 8 and 9 and references made in this market survey can be used as a starting point for your export market research.

Results of the research inform the company of the largest markets for its product, the fastest growing markets, market trends and outlook, market conditions and practices, and competitors and their products. Based on all the information, a company must decide which markets are the most promising.

Questions that need to be answered:

- Market size: What is the (estimated) market size (sales or consumption) for your potential export products? Try first to focus on your product group, then on your specific products.
- Market developments: How has the total market volume developed during the last 3-5 years? If there is no information available on your specific fishery product, then try to obtain information on the development of the market for a higher level. For example, the market for finished products or the product group of which your product is part.
- Imports: How have imports developed during the last 3-5 years? Again, there probably is no specific information available on all products.
- Are importers and potential business partners in the EU interested in new suppliers of your particular products?

Where to find information?

- ⓘ The market information described in **Part A of this market survey** can be very useful as a starting point for your export market research. Where applicable, the sources (for example USDA or ITC) for this market information are also mentioned in the specific chapters.
- ⓘ For statistical information, you can use the EU statistics bureau **Eurostat**: http://europa.eu.int/comm/eurostat. For a list of the European **national trade statistics** bureaus, please refer to the Eurostat Internet site.
- ⓘ In some cases, **trade associations** are able to assist you with more specific information on product trends. For a list of trade associations please refer to Appendix 3.6.
- ⓘ To get a good overview of trends in the fish sector it is a good idea to visit **Trade Fairs**. The most recommended trade fair by European importers is the European Seafood Exposition, held once a year in Brussels. Please refer to Appendix 3.4 for a list of the most important trade fairs for fishery products.
- ⓘ **Trade press**
  Useful sources of information on market developments are (international) trade magazines that can be relevant for exporters who want to develop a better insight into the EU markets. Some of the most interesting magazines for exporters of fishery products are:
  - Seafood International
  - World Fish Report
  - Globefish and its regional publications (Eurofish, Infofish, Infopeche, Infopesca, Infosamak, Infoyu)

  Please refer to Appendix 3.5 for a more extensive list of names and addresses of publishers.
- ⓘ Internet increasingly provides you easily with direct market information. This survey gives several examples of useful Internet sites.

Market access requirements
There are many regulations on fish and fishery products and demand for highly hygienically produced fish is increasing. This point is very important regarding competition within the fish sector. For example, some fishery products from China and Thailand were banned due to the strict EU inspections. This occured while both countries are able to produce fishery products in a relatively cheap and competitive way.

Keep in mind that regulations and standards are continuously changing. Therefore, it is recommended to stay up-to-date on developments in politics and decisions in this matter. As will be explained later, a partnership with an EU company can solve weak points and have many benefits.

Section 9.1 of this survey described a wide array of non-tariff barriers, which could be applicable to exporters of fishery products. It is important to determine which standards and regulations apply to your situation. Not all standards are compulsory or widely recognised by your potential customers.

Regarding the tariff barries, the low or zero import duty for ACP and LDDC countries gives exporters in developing countries an advantage above others.

Questions an exporter should answer are:

- What standards are set on the quality of products?
- What standards are set on the quality of your company (ISO)
- What is the importance of environmentally sound production methods?
- Are there import restrictions that limit sales opportunities?
- Which import tariffs apply to your export products?

Where to find information?

- ⓘ One of the most important and useful information sources is European importers, but also colleague exporters and local export/business support organisations.
- ⓘ In Chapter 9 of this survey, you can find information on quality standards; trade-related environmental, social and health & safety issues; packaging, marking and labelling and on applied import tariffs. It is important regularly to check databases like the CBI's AccessGuide. This section also provides Internet sites (EU!) that are helpful to in finding product specific information.

10.2 Competitive analysis

Competitors and their pricing will have a direct effect on the potential success of your trade opportunities. It is therefore important to learn more about your competitive environment.

As an initial step towards understanding your competition better, you should prepare a list of all the competition and then pinpoint who your main competitors are. To learn more about competition you can do secondary research study by asking customers and suppliers for their opinions. You can also prepare a list of your main competitors' strengths and weaknesses.
Constantly check with customers and suppliers to see if they have heard of any new businesses. These sources

may also give you some insight into where and how the competition is selling its products. Which trade channels are used by your competitors, and why?

Useful information can also be found in this survey: Chapter 4 gives you insight into production of fish and fishery products in the EU; Chapter 5 describes the major suppliers from outside the EU.

Trade shows can of course be helpful for gaining contact with new customers and learning about market developments. They can however also be used for finding out more about competition. Take the time to attend industry trade shows to check out your competition.

☛ In many cases, fish producers in developing countries benefit, among other advantages from better access to fish resources, lower labour costs and low raw material prices. These are often the most important factors that positively distinguish your company from competitors in other countries, particularly in Europe. Other positive factors already mentioned are low or zero import duties and sometimes less strict environmental regulations. Even assistance from European governments through development programmes can be seen as a competitive advantage.

☛ Other factors can weaken your competitive position. European companies for instance have the advantage of being, both in a geographical and cultural context, close to their customers, which in general makes marketing of products and communication easier. In addition, producers in other developing countries represent an important group of potential competitors. You can find useful information in Chapter 5 of Part A on product streams originating in these countries. Moreover, several weak points of fish producing companies in developing countries, that have to compete with better organised companies in the world are given in the internal analysis of Chapter 11.

Important questions to be answered are:

- How many suppliers are currently active in the market?
- Who are your main competitors? What are their strengths and weaknesses compared to your company?
- To what degree is the sector in the target market supported by the local government?

10.3 Sales channel assessment

☛ The information provided in Chapter 7 of Part A should be used as a starting point.

Once a detailed market analysis has been completed, your company should develop a strategy of market entry. There are several methods, which may be used alone or in combination. Exporting through a joint venture or partnership is in particular highly recommended for fishery products:

1) Filling orders from domestic buyers who then export the product.
   In this sales channel, someone else decides whether the product in question meets foreign demand. That party takes all the risk and handles all of the exporting details, in some cases even without the awareness of the original seller. Nevertheless, it is a good opportunity to adapt your product to foreign standards.

2) Seeking out domestic buyers who represent foreign end-users or customers.
   These buyers are a large market for a variety of goods and services. In this case, a company may know its product is being exported, but it is still the buyer who assumes the risk and handles the details of exporting.

3) Exporting indirectly through intermediaries.
   With this approach, a company engages the services of an intermediary firm capable of finding foreign markets and buyers for its products. Export management companies, export trading companies, international trade consultants and other intermediaries can give the exporter access to well-established expertise and trade contacts. Yet, the exporter can still retain considerable control over the process while achieving other benefits, such as learning more about foreign competitors, new technologies and other market opportunities.

4) Exporting directly.
   This approach is the most ambitious and difficult, since the exporter personally handles every aspect of the exporting process from market research and planning to foreign distribution and collections. Consequently, a significant commitment of management time and attention is required to achieve good results. However, this approach may also be the best way to achieve maximum profits and long-term growth.

5) Exporting through joint venture.
   Exporting through a joint venture means that the exporter can use the existing sales network of its European partner. He will always try to sell as much

fish as possible from his own joint venture. This construction also minimises the risks of non-payment by the buyers and guarantees fair prices. It is therefore the most successful approach. This also applies to most fishery products.

When deciding whether to market indirectly or directly, you should consider the following factors: size of your company, nature of your products, previous export experiences and expertise and foreign market conditions. The two types of trade relations can both be found in the international fishery industry. The preferable method also depends on the trade structure in the country of origin. In Bangladesh, for example intermediaries are common.

Important questions to be answered are:

- Which potential sales channels exist (in the EU as well as in your own country)?
- Which products suit the different sales channels trade and which channel best suits your export product?
- What are the most important requirements of the identified sales channels? What are the conditions for an exporter to take part in a specific supply chain?
  - What quality standards do the sales channels demand?
  - What kind of packaging is used in the various sales channels?
  - What are the requirements concerning production process (environmental, ISO, MSC, etc.)?
- Is a joint venture or sales via Internet (e-commerce) an alternative?

ⓘ Refer to Chapter 7 for information on potential sales channels.

ⓘ To get in touch with an European partner (for a joint venture, for example) it is recommended to contact a local embassy of the country to which you want to export, the local European delegation, a local Chamber of Commerce or Export Development Board. These organisations can also give you information on when trade delegations from the EU are visiting your country. Direct matchmaking is also possible through for example the CBI News Bulletin, in which you can offer products and proposals.

ⓘ Again, customers, importers or colleague exporters are useful information sources!

10.4 Logistics (external)

When transporting products overseas, the exporter ideally looks for the fastest and most efficient mode(s) of transportation that will deliver the product in perfect condition at the lowest possible costs. It also depends strongly on the type of fish product you want to export. The actual selection will be a compromise among these factors. Please also refer to Section 11.2, in which the company internal aspects of logistics are discussed.

In the case of fishery products, three types of international transportation can be recognised: ocean cargo, air cargo and truck cargo.

- Ocean transportation takes longer than airfreight, but the costs of transportation are usually lower. Especially for frozen fish, ocean transportation is most suitable, because of the possibility of deepfreezing of more than -20 degrees in containers. Standard 20 ft or 40 ft reefer containers are used. Because of these containers, large quantities are desired and thus L/C and certification of the cargo are normal conditions (please also refer to Chapter 13 for payment and contract terms). The weight of a shipment is calculated on the dimensional weight (length x width x height).

- There are no deepfreezing possibilities in air shipment. However, this kind of transport is mostly used for fresh fish also due to the fast in-transit time. LD3 containers are used, which contain, depending on packing and species, between 1,300 to 1,500 kilo. The shipment should be more than 800 kilo. Under this weight, freight rate per kilo increases very fast. The weight of a shipment is calculated on the actual weight (in kilograms), including packing and ice. A few handling agents are specialised in perishables at The Netherlands airport Schiphol (for example Roadair, Malenstein Air, Rockwood Airfreight; in Germany, Frankfurt, Nagel Airfreight can be seen as the most important). Some have direct connections with agents in the exporting countries, which facilitates handling. Importers demand CIF prices, as otherwise handling agents have to demand interest and other costs on freight charges.

- Truck cargo in the EU can only be used for imports from nearby located countries such as Turkey and Morocco. Different options of formats etc. exist for this method of cargo.

Freight rates also vary depending on the product being shipped, its value, level of service provided, destination, weight, and seasonal variations in demand for cargo space. Please pay attention to which system is being used: the metric system (used in most EU countries) or Anglo-American (used in the United Kingdom).

Freight forwarders
It is a good idea to use a freight forwarder to arrange transportation services on your behalf. They can simplify the shipping process because they are familiar

with import and export regulations. It is important to use a forwarder that is experienced in handling fishery products or other perishables, as well as one that is experienced in the destination country. Freight forwarders can also assist you in handling all the documents. Freight forwarders are cost effective to use, because they can negotiate the best rates with airlines. They usually operate on a fee basis paid by the exporter, and this is part of the cost price.

Important logistic questions to be answered are:

- How often does the sales channel require delivery? What cycles of delivery does this channel require? Are you able to deliver this often?
- What lot sizes does this sales channel demand? What lot size are you able to produce?
- What formalities does the sales channel require to be handled by the exporter?
- What are the typical costs of logistics? (Check with freight forwarders)
- Is it profitable to cooperate with other exporters?

ⓘ Airfreight forwarders and air carriers are the best sources for obtaining freight rates. In addition, companies specialise in publishing air cargo tariffs. These publishing companies charge a fee for their services.
ⓘ International Federation of Freight Forwarders Association (FIATA): http://www.fiata.com
ⓘ Directory of Freight Forwarding Services: http://www.forwarders.com
ⓘ International Air Transport Association (IATA): http://www.iata.org
ⓘ Extensive lists of freight forwarders can be found at: http://www.cargoweb.nl and http://www.shipguide.com
ⓘ Also refer to Chapter 7 and Chapter 9 for information on sales channel requirements.

10.5 Prices & margins

Production or import prices of fishery products can fluctuate strongly. This may be due to catch restrictions, import restrictions or the size of catches, (which is often seasonally determined). However, since 2000 prices from fishery products from developing countries (except for cultured shrimps) on the EU market have increased steadily. It is recommended to monitor world markets and price movements, in order to be able to set a realistic price.

Retail prices are also affected by changing consumer preferences and resulting product innovations, retailer competition and private labels. However, it is difficult to predict long-run price trends, primarily because of strongly fluctuating fish supplies.

As for the margins, these vary greatly depending on the type of product, the distribution channel and the continuous changes in supply and demand and the resulting price fluctuations. It is impossible to draw up a schedule of actual margins for every product/market combination. It is estimated that the importers need a trade margin of some 5-10 percent to cover business costs and risks. Competition in the EU market prevents excessive trade margins, although in some cases the gross margins may rise to a limit of 25 percent.

The retail margins vary between some 10 percent for canned fish in supermarkets to some 50 percent for the fresh products from the specialised fish retailer. Generally, the gross profit (turnover minus purchase price) of a specialised fish retailer or market vendor is around 30-45 percent.

Summed up with the value-added tax (VAT), the consumer prices of fishery products generally are more than 50 percent higher than the CIF price (Cost, Insurance and Freight).

☛ Information on EU wholesale prices for fishery products can be obtained from a number of sources:

ⓘ **ITC's Market News Service (MNS)**
ITC in Geneva collects prices at the wholesale level on EU markets and publishes a weekly bulletin.
Internet site: http://www.intracen.org
ⓘ **Globefish - European Fish Price Report**
Monthly publication on prices of all major fish species traded in Europe, specified per country and product form. The European Fish Price Report is also available on the
Internet, accessible to subscribers only.
Internet site: www.globefish.org
ⓘ **Infofish Trade News**
The two-weekly bulletin features, among others, indicative prices in major international markets. Products covered are live, fresh/chilled, frozen, dried/salted, and canned fish and fishery products. Special coverage on ground fish, tuna, shrimp, and cephalopods in major markets is also included.
ⓘ **Seafood International**
This monthly magazine publishes prices on groundfish, salmon, pelagics, tuna, shrimp and cephalopods.
ⓘ **World Fish Report**
Two-weekly report containing, among others, information on price trends, fish oil and fishmeal prices, block holdings and prices.

ⓘ **Services des Nouvelles des Marchés (SNM)**
Up-to-date price information on the French fish market, specified per fish market and fishery product. Also available on the Internet.
Internet site:
www.snm.agriculture.gouv.fr

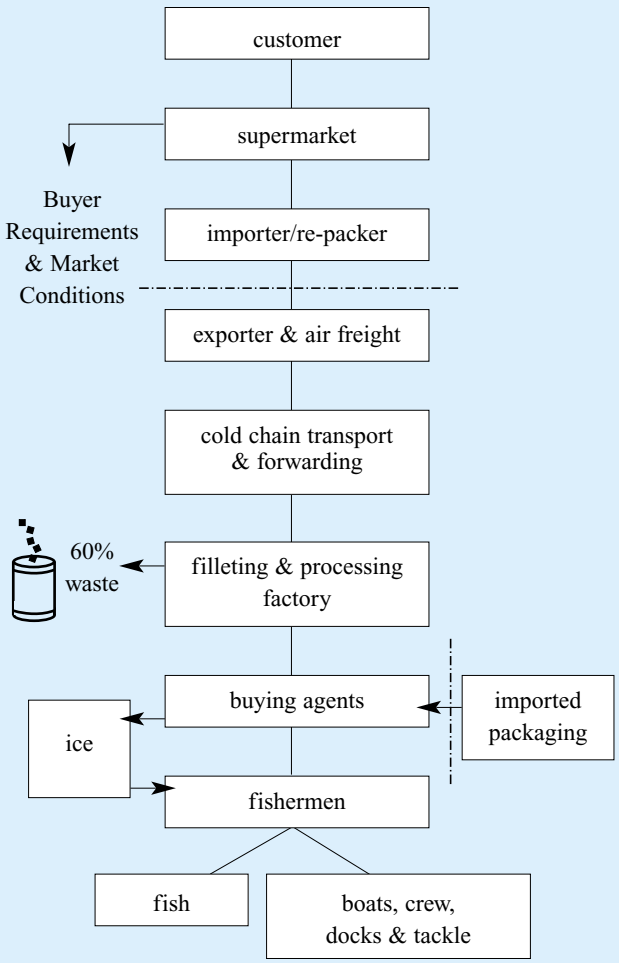
ⓘ **Public Ledger**
The Public Ledger is a weekly publication on trade news and prices of fish oil and is also available online.
Internet site: www.public-ledger.com

ⓘ **Other useful Internet sites:**
European fishing ports index:
www.eurofishsales.com
Fish Information & Services:
www.fis.com/fis/marketprices
Up-to-date market prices at several auctions:
www.pefa.com

For methods and terms of payments, please refer to paragraph 13.4 *Handling the contract*.

Example of a Fresh Fish Sector Value Chain

It can be useful for an exporter to analyse the whole value chain along which the export product is passing. The following figure adapted from ITC puts together the previously discussed market developments, competitive analysis, sales channel assessment, logistics and prices & margins.



		Approximate Cost €/kg	**Approximate Onward Selling Price €/kg**
€ 18.80/kg Inspected, labelled & Duty Paid			€ 23.50 Fresh fillets on ice incl. taxes
Total so far	= € 16.20/kg		€ 18.80
Fin.& Duty	= € 1.20/kg		
Re-packing	= € 0.50/kg		
Total so far	= € 12.30/kg		€ 14.50
Financing	= € 0.50		
Transport	= € 1.50		
Total so far	= €9.00/kg		€ 10.30
Processing	= €0.50		
Transport	= €2.30		
Total so far	= € 4,65/kg of filleted fish		€ 6.20 per kg of filleted fish
Filleted cost	= € 4.25/kg		
60% wasted			
Processing	= € 0.20		
Re-packing	= € 0.20		
Packing	= € 0.15/kg		
Ice	= € 0.10/kg		€ 1.70 per kg of whole fish
Fish	= € 1.30/kg		
€ 1.00 per kg Amortized costs of crew, boat etc.			€ 1.30 per kg of whole fish

Source: Ian Sayers, International Trade Centre (UNCTAD/WTO), Geneva

The figure illustrates each link in the value chain, its function, and its linkages with prior and subsequent stages. Moreover, it shows exactly how much value is added at each stage. With such an overview, one can determine one's function in the value chain. Besides, one can determine if there are any stages or linkages missing or if they are efficiently or inefficiently (wasteful or uncertain) used. Furthermore, by improving inefficiencies of the value chain, total costs of the end product can be reduced. In the end, this will lead to a better competitive position in the value chain.
For example:

- The buying agent in this example of the value chain sells the fresh fish for € 1.70 per kg. Because his total production costs are € 1.55 per kg, his profit will be € 0.15;
- Furthermore, the filleting & processing factory will make total costs of € 4.65: € 4.25 for the 60% waste (€ 1.70 / 0.4), € 0.20 for the processing of filleting and € 0.20 for re-packing of the filleted fish. Since the factory sells the fish for € 6.20, its profit will be € 1.55;
- At the following stages, more value is added to the product (by making costs); and
- At the end of the value chain, the customer will pay approximately € 23.50/kg for the fresh fish fillet.

Of course, initially an exporter can only control his own cost (principally consisting of logistic costs), whereupon he can offer a better selling price and improve his competitive position. However, analysing the whole value chain in this example, it is clear that at the stage of filleting & processing most inefficiency in the form of fish waste can be noticed. Therefore, improving the capabilities of this point, by finding a way of re-using the waste, will give most chances for a more competitive position for the majority of the actors in the value chain. A national or sectoral export initiative, in which the different actors of the chain are brought together, could be necessary to achieve this.

10.6 Product profiles

This section gives two product profiles: shrimps and tuna. The latter is divided into canned and fresh tuna. In the first, we have focused on frozen shrimps. The product profiles stand model for the product profiles the exporter should develop for his own (prospective) export products. By constructing an overview of the most important products, exporters are better able to determine which products are most suited to export to the EU.

PRODUCT PROFILE SHRIMPS

1. Product name: shrimps (frozen)

There are about 300 species world wide.
Main species in EU: **Pacific white (Penaeus vannamei)**
other species: **Black Tiger (Penaeus monodon), Chinese white (Penaeus chinensis), gulf (Penaeus aztecus)**

2. Market requirements:

Standard:
general standards for handling, preparation, processing, packaging, storage and transportation as laid down in directive 91/493/EEC.

Packaging:
See Chapter 9 and Section 11.3

Minimum labelling:
- Identification (name and address) of the exporter, packer and/or dispatcher
- Nature of the produce if the contents are not visible from outside
- Name of species
- Origin of produce (not only the country of origin, but also sea/water area, cultivated or sea catch)
- Class
- Size (stating the minimum and maximum weight)

Documentation required:
- Air-way Bill or Bill of Loading
- Health certificate from the country of origin
- EUR 1 form for ACP countries
- FORM A for other countries

3. Market structure:

Average price (per kg) :
Black tiger: US$ 13-15
White: US$ 9-13
Pandalus: US$ 5-8

Main markets:
The biggest consumption markets in the EU are Spain (mainly supplied by Ecuador and Argentina), France (Madagascar and West African countries), UK (Iceland, India, Bangladesh and Thailand), Italy (Ecuador, Thailand, India, Malaysia) and The Netherlands (Thailand, Vietnam, Nigeria, Bangladesh).

Market trends:
In terms of value shrimp is the main commodity of fishery products. With respect to consumption, Europe can be divided in two parts with distinct consumption habits. Mediterranean countries prefer large sized whole shrimps, which are generally cooked or grilled, shell and head on. Warmwater species are preferred. In north European countries, coldwater shrimp is still the preferred species though the presence of warmwater shrimp is expanding. Most of the European countries still reprocess this basic product in their country, although more and more developing countries take over processing (not only deheading and peeling but also cooking and breading). In recent years more and more value-added shrimp products have been put on the market and have had a good acceptance: IQF shell-on or peeled shrimp, tray consumer packs, breaded tail-on shrimp, butterfly shrimp, shrimp rings, shrimp kebabs and shrimp skewers. Especially the shrimp ring (about 50 shrimp displayed, tail-on in a plastic mould which has a centre well in which to serve accompanying dips) is a big

4. Main suppliers:

Local suppliers are The Netherlands, Germany, France and Spain

Northern European countries like Denmark, The Netherlands, Germany and Iceland are the main suppliers of coldwater shrimp to the EU market. Important suppliers of warmwater shrimp from developing countries are Ecuador, Argentina, India, Bangladesh, Madagascar, Thailand, Nigeria, Morocco and Mozambique.

continued

continue shrimps

success on the EU market. With regard to these products, the EU shrimp market is becoming increasingly flexible and these value-added products will expand their role in the market. As quality control mechanisms (forced by the EU directives) in developing countries improve, the confidence of European consumers in value added shrimp products from these developing countries will increase.

5. How to improve the quality:

Catching/harvesting:

Maintaining the freshness of the shrimp is helped by an early separation from the by-catch. Trampling underfoot and piling deeply on deck should be avoided. After sorting, the shrimp should be washed thoroughly with clean seawater and, if necessary, dipped in a sodium metabisulphite solution to prevent melanosis. The shrimp should thereafter be chilled quickly in melting ice or in refrigerated seawater or brine. On board, shrimp should be stowed in shallow layers in finely divided ice. If refrigerated sea water or brine is used for chilling or stowing of fresh shrimp, chilling should be rapid and the system should be capable of maintaining the shrimp at -1°C. After chilling, the shrimp should be packed in perforated boxes in ice and transferred to the freezing plant in well insulated containers. Heading, peeling and/or deveining should be carried out rapidly to prevent contamination and growth of microorganisms. Peeled shrimp should be cleaned after shelling. The shrimp may be frozen either individually or in mass. The freezing process should be rapid in plate or blast freezers or in brine.

Packaging (see also Section 1.1.3):

Immediately after freezing, the shrimp should be glazed or packed in wrappers or cartons of suitable material in order to protect them from dehydration.

Storage:

Frozen shrimp should be stored at temperatures of -18°C or lower. A stabilised storage temperature of around -25°C is advisable in order to prevent denaturation (i.e. development of a dry and tough texture). The storage period should preferably not be longer than six months.

PRODUCT PROFILE TUNA

1. Product name: canned tuna

main species: **skipjack and yellowfin**
other species: **albacore, bluefin, big eye tuna**

2. Market requirements:

European quality standards:

general standards for handling, preparation, processing, packaging, storage and transportation as laid down in directive 91/493/EEC.
Furthermore, on October 28, 2002 the ACS-EU committee Customs Co-operation decided that during the period 1 October 2002 up to 28 February 2005 all tuna loins and canned tuna under post 16.04 from ACS countries will be considered as origin ACS countries, even if the tuna is caught outside the ACS country. This will result in import duty as set for that

3. Market structure:

Average prices (per tonne):

skipjack tuna: US$ 500-800
yellowfin: US$ 1000-1500
big eye tuna: US$ 500-800
albacore: more than US$ 2500
skipjack: US$20-30 p/carton (48x200gr.)

Main markets:

The main European market is France (mainly supplied by Côte d'Ivoire, Spain (re-export) and The Seychelles), followed by Italy (Ecuador, France and Venezuela).

4. Main suppliers:

The leading supplying countries of tuna to the EU are Spain, Ecuador, Ivory Coast, Seychelles, France, Thailand and Ghana.
Spain and France are the only European countries producing tuna, mainly canned tuna. Most of the (frozen) tuna for the canned tuna production has to be imported. The leading producing countries of frozen tuna are Japan, the Republic of Korea, Ivory Coast, Thailand, Panama, Mexico, Philippines and Ecuador. An important part of the frozen tuna

continued

continue tuna

country, which will always be lower. The annual available quantities account for 8,000 tonnes for canned tuna and 2,000 tonnes tuna loins. With the documents supported by the import of tuna, a request should be filled to become eligible for this ruling.

Minimum labelling:
- Identification (name and address) of the exporter and/or packer
- Nature of the produce (if not visible from outside)
- Name of species
- Origin of the produce
- Class
- Size (stating the maximum and minimum weight)

Specific:
- Dolphin-friendly label; this must be accompanied by a certificate issued by the packer (optimal).

Packaging:
For transport, cans are usually packed in cartons containing 48 cans.

Import regulation
(besides the general information stated in Chapter 9):
Relevant import documents:
- AWB or Bill of Loading
- health certificate from the country of origin
- dolphin-friendly certificate issued by packer
- EUR 1 form for ACP countries
- FORM A for other countries

Market trends: In terms of volume, tuna is the most relevant product group from developing countries. The main products are conventional products such as frozen whole tuna and more value added products like frozen tuna loins, canned tuna and most valuable, fresh tuna. An important part of the frozen tuna output is used for the production of canned tuna.
The canning factories are switching from imports of frozen whole tuna to imports of frozen tuna loins (quarters of tuna). Canned tuna is a very popular product but is often not classified as fish by consumers, being considered "something else", probably more like meat. Canned tuna is often used by supermarkets for promotional purposes, with cans selling for very low prices to attract customers. Consumption and demand for canned tuna are still expected to grow..

output is used for the production of canned tuna.
The USA is the leading canned tuna producer, followed by Thailand.

5. How to improve the quality:
Catching/Harvesting:
Tuna, which are to be canned, should preferably be frozen by immersion in refrigerated brine. In order to minimise salt penetration and because it is impracticable to work with brine below -18°C, the fish frozen in this way should have their temperature at the centre lowered as rapidly as possible to -12°C. The temperature should then be lowered further to -18°C in storage. To avoid unnecessary high salt penetration, either the fish should either be removed from the brine or the brine pumped out as soon as freezing is completed. Used brine should not be pumped over board in places where this can cause pollution problems. After landing, the tuna should be quickly transferred from the ship's freezer store to the shore-based freezers store.
Processing:
Upon entrance in the canning factory, each lot of tuna should be sampled for chemical analysis of its histamine content. On average, this content should be around 100 mg/kg in nine samples with no single sample value exceeding 200 mg/kg.

1. Product name: fresh tuna

main species: **yellowfin and big eye tuna**
other species: **bluefin tuna, longfin tuna**

2. Market requirements:

European quality standards:
general standards for handling, preparation, processing, packaging, storage and transportation as laid down in directive 91/493/EEC.

Import duties under EU product code 0304 1038 60 are 18%. ACP and LDC countries are subject to 0% import duties.

Minimum labelling:
- Identification (name and address) of the exporter and/or packer
- Nature of the produce (if not visible from outside)
- Name of species
- Origin of the produce (Sea)
- Class
- Size (stating the maximum and minimum weight)

Packaging:
For transport, normally in vacuum packed polyethylene bags in polystyrene boxes with about 15% ice.

Import regulation
(besides the general information stated in Chapter 9):
Relevant import documents:
- AWB
- health certificate from the country of origin
- EUR 1 form for ACP countries
- FORM A for other countries

3. Market structure:

Average prices (per tonne):
yellowfin: US$ 8000-12000 (CIF)
big eye tuna: US$ 8500-12000 (CIF)

Main markets:
The main European market is The Netherlands followed by UK and France.
The Netherlands re-exports most of the tuna loins.

Market trends:
In recent years, there has beena switch from loins to portion controlled packing or tuna steaks. These steaks come in fresh or ultra-deep frozen or light smoked. The main issue is to keep the bright-red colour. Light smoked is a term used for tuna treated with carbon dioxide. After the treatment, the tuna steaks are frozen and due to this treatment, they will retain a cherry-red colour when thawed. This product is considered by FDA and Europe Health Control as GRASS. (Generally recognised as safe). There is an increasing demand for fresh tuna of prime quality for the sashimi and sushi production. Especially in the Japanese market the price for this tuna is very high..
Recently, there has been an increasing trend of imports of fresh tuna by air, especially from countries with regular direct flights to the EU.

4. Main suppliers:

The leading supplying countries to the EU are Indonesia, Oman, and Sri Lanka.

5. How to improve the quality:

Catching/Harvesting:
Fishing methods play an important role in determining the quality of the fresh tuna. Under a severe stress condition when the tuna fights intensively for more than 2 minutes just before landing, a considerable amount of lactic acid may build up in the muscle and lead to a rise in acidic condition of the fish meat, making it unsuitable for sashimi. Longlining is a fishing method that allows the tuna to calm down and restore energy before being landed. Purse seining tends to catch tuna in large numbers, leading to physical damage and maximum physical stress. Besides the fishing method, it is very important how the fish is handled on board. The way the tuna is tackled from the water onto the deck, the killing method, the bleeding and chilling, all have an effect on the quality of the tuna.
Only tuna over 40 kilo is suitable for loining, otherwise the loins will be too small.
Processing:
Upon entrance in the factory, each lot of tuna should be sampled for chemical analysis of its histamine content. On average, this content should be around 100 mg/kg in nine samples with no single sample value exceeding 200 mg/kg.

11 INTERNAL ANALYSIS

The internal analysis is a review of the company's strengths and weaknesses in terms of internal resources and export marketing capabilities. As a result of this internal analysis, you will be able to assess the extent to which your company is able to take advantage of the opportunities identified in the former chapter.

11.1 Product range

A supplier can only select a suitable business partner (and vice versa) when armed with correct information about the range that he or she is able to offer. A precise review of the product range, therefore, aims at matching products on offer with market opportunities. A product range can consist of several product groups (range width), each with several different products (range depth). Again, one product can consist of several species (see example). Keep also in mind that varieties are sometimes known under different trade names overseas.

Enter in the following list all products you produce, together with their varieties. Furthermore, state their size, the period in which you are able to supply and the packaging method:

11.2 Product standards, quality, USPs and production capacity

In understanding your own company, developing *Unique Selling Proposition*, or USP, is very helpful. Your USP is what differentiates your product or service from your competitors. Your chances in the market greatly increase when you have a USP!

There are two major benefits in developing the USP. First, it clearly differentiates your business in the eyes of your current and potential customers or clients. Second, it focuses your staff on delivering the promise of the USP, thus helping to improve your internal performance.

Example of a company's product range

product range (range width)	products (range depth)	species	supply period	availability	packaging
Frozen fish	Tuna	Skipjack	seasonal	seasonal	Whole, fresh, chilled, fresh/frozen on board. Size (kg/pcs): < 1.8,1.8-3.6, 6.6-6, 6 up.
Fresh chilled	Tuna loins, trimmed, black meat removed	Yellowfin tuna	October - May	October – May	Vacuum packed, ± 30 kg per polystyrene box
Smoked	Butterfish	Butterfish (Latin name)	All year round	All year round	Sliced, portion controlled, weight on customers request.

Questions an exporter needs to answer:

- Which products are you currently producing? How comprehensive is your product range?
- Which products do you consider the main products you are specialised in?
- What new products would you be able to cultivate / produce?

What a USP could look like:

- One sentence.
- Clearly written, so that anyone can understand it.
- It should be believable.
- Composed of one benefit that is unique solely to your company or product.

Two possible examples of USP's:

- Good communication;
- If you can, apart from tuna slices (which many other exporters besides you can supply), also supply grouper fillet and other products. This will reduce time and costs for the exporter. Moreover, the importer can expand by offering special products.

How to develop your USP?

Sit down with a notebook and:

- ❑ Brainstorm.
- ❑ List all the benefits your company or product can offer to a customer.
- ❑ Prioritise those benefits in order of what is the strongest, and most unique to your business.
- ❑ Write one sentence that conveys the first benefit on the list.

☛ Thinking about what happens with your export product, after the importer has received it, can help you find new ideas.

Quality

Quality is probably the main competitive factor in every business. It is an absolute requirement for European importers to receive fishery products that comply totally with EU regulations. It is therefore obvious that it is also the essential issue when looking for suppliers in developing countries.

☛ Generally, importers seek suppliers by means of a list of countries and companies admitted by the European Commission. Subsequently they look for companies that have sufficient hygiene conditions in their processing plant, that handle correctly on board the fishing vessels, that have enough availability of ice and that have a correctly conditioned storage space. Exactly these are possible weak points of fish producers in developing countries, where a tropical climate and less quality constraints are often the rule.

In the fishery trade, quality however not only means product quality. Management quality is just as important. In the case of co-operation agreements, it is the general impression radiated by the company's management that often determines whether the European importer decides to enter a long-term relationship.

Check your current quality standards with the voluntary and compulsory standards described in Chapter 9. Also, refer to Chapters 8, 9 and 10 for information on the importance of the various quality standards for your product-market combinations.

Questions an exporter needs to answer:

- What quality standards does your product and production process comply with?
- What is the general level of your product quality compared to other products in the identified market?
- In case environmental labelling could significantly improve the competitiveness of your export product, which label is the most interesting for your situation?

Production capacity

The foreign buyer is seldom looking for a 'spot' purchase. Instead, he is looking for a quality product at a fair price backed by continued availability. If you are merely seeking to market your sporadic surplus capacity, then the entry into the foreign trade market will probably be a great disappointment. On the other hand, if the company is willing to devote even 10 percent of its production capacity to foreign markets and the servicing of these accounts, it can reasonably expect to build substantial and permanent trade in those markets suited to its products.

☛ However, keep in mind that, often, the volume of the product marketed is not as important as a **consistent** and **reliable** supply of the actual product. Other critical points are high/low spoilage of raw material and seasonality of fish resources.

Questions that need to be answered:

- How efficiently is the present capacity being used?
- Will new export activity hurt domestic sales?
- Is it possible to expand your production capacity if necessary?
- What will be the cost of setting up additional production capacity?
- Is it possible to produce more efficiently and have less spoilage of raw material?
- Is it possible to keep out of seasonality of your fishery product?
- What cycles of production apply to your products and how does this match up to the demand in the target market?

11.3 Logistics (internal)

When transporting products overseas, the exporter ideally looks for the fastest and most efficient mode(s) of transportation that will deliver the product in perfect condition at the lowest possible costs. It depends also strongly on the type of fish product you want to export. The actual selection will be a compromise among these factors. Please also refer to Section 10.4, in which the external aspects of logistics are discussed.

Cold chain
The critical point of interest regarding transport, just as during storage, is proper refrigeration. In handling perishable products, maintaining a cold chain is a major logistical issue. It determines for a large part the quality of the product as it arrives at the European retail shop. The saying is "one hour lost in departure to being refrigerated will be one day less for the sale in the destination". Check whether you and your freight forwarders are able to manage the cold chain. Make use of temperature recorders to check whether your products travel in optimal climatic conditions during their entire voyage. A totally reliable freight forwarder with a cold store at the airport or good management of the temperature in the reefer containers is recommended to keep the cold chain in control.

Packaging
Packaging is used for hygienic purposes and to protect against mechanical damage. It is an essential factor in determining the product's quality. However, according to the way in which packaging sometimes is applied in developing countries, it can also be a risk to quality, due to bruising and less than optimum conditions of temperature.

The packaging has to satisfy conditions in the field of handling. The transportation volume must be as efficient as possible and a high level of uniformity is desirable. Packaging design should take the following into account:
- Proper storage and transport;
- Standard packaging sizes;
- Recyclable materials or two-way systems.

In Chapter 9 describes several methods of packaging for different fishery products. **The exporter should always discuss the preferred type of packaging with his European trading partner or organisation.** As some of the exported fishery products are directly forwarded to the end-user (supermarket), the importing company might want to have the printing work on boxes done already in the export country.

☛ Useful information on packaging (Guidelines for the landing and sales of fishery products) can be found at: http://www.seafish.co.uk/publications/guideline_landing_sale.pdf

Points of interest when choosing the right packaging:

Have your customers ever complained about the quality of your products?
Look for possible causes:
- Unsuitable packaging material (avoid unnecessary re-packing by the customer)
- Insufficient cooling during transport
- Too many damaged boxes on arrival
- Differences in weight mentioned and actual weight
- Other causes

In the case of marine transport, different kinds of products shipped together in one container should have compatible:
- Temperature needs
- Relative humidity needs
- Airflow characteristics

Does your importer use special transport packaging?
- Perhaps you could use this special transport packaging as well? Using the wrong packaging size can have a negative effect on your business.
- Maybe you could make use of the importer's packaging expertise.

Fully recyclable packages must be used when trading with certain business partners.
- Colouring materials, used for printing, should not be harmful to the environment.
- Do not use metal clips for the cartons.
- Avoid waxed boxes or any combined packaging materials

11.4 Marketing and sales

How do you sell to current (export) markets? What works in one market is generally likely to work in another, subject to refinement based on market intelligence and knowledge about specific trade channel requirements.

What existing contacts does the company have in the target markets - relatives, friends, suppliers, etc? It is an advantage to have some local presence in the target market, to gather information, monitor progress and follow up leads.

A serious export marketing campaign requires substantial management time to execute it properly. Therefore, the company needs to be realistic as to how much time can be devoted to export marketing.

A well-functioning sales department is an absolute prerequisite for successful market participation. The essential tool used in the sales department is a detailed and up-to-date customer database. The customer database contains basic data on the customer (long-term data such as name, address, telephone number, e-mail etc.) and changing data on the customer (data resulting from business with the customer such as telephone calls, offers, sales statistics, etc.).

More information on how to make use of your marketing tools to foster your export activities will be described in Chapter 13.

Questions that need to be answered:

- Does your company have people specifically assigned to marketing and sales activities?
- Which persons do you know in the target markets?
- What sales support material is available?

11.5 Financing

Export marketing is expensive. If financial resources are limited, then marketing plans will have to be modest. It is no good developing five new markets if the company only has the money to develop one.

Financing is often necessary for product and process adaptation to EU standards. An example of an EU funded programme is “Strengthening Fishery Products Health Conditions in ACP/OCT Countries”. This is executed by ProInvest. For more information, please refer to www.cde.int.

Local banking systems in developing countries are sometimes insufficient to handle exporting. It is therefore recommended to use an international bank, which is also located in the importing country. Moreover, this will also simplify the payments between you and your business partner. Each country has a list of their local banks with their corresponding banks in other countries or special relationships with financial institutes outside their country. Choosing the right bank can facilitate and speed up money transfers considerably.

For methods and terms of payments, please refer to paragraph 13.4 *Handling the contract*.

Questions that need to be answered:

- What amount of money can be allocated to setting up new export activities?
- What level of export operating costs can our company support?
- How are the initial expenses of export effort to be allocated?
- What other development plans are in the works that may compete with export plans?
- Is outside capital necessary to support efforts?

11.6 Capabilities

Commitment to export

It is important to consider whether the company has staff who are sufficiently educated/able to sell and develop an international business. The company should be able to generate the physical and administrative infrastructure to deal with increased activities related to exporting - not only in dealing with orders but also with processing Customs and shipping documentation. If this type of infrastructure is limited, then it is a weakness in developing sustained export activities.

Questions that should to be answered:

- What kind of commitment is the top-level management willing to make to an export effort? How much senior management time should be allocated? How much could be allocated? Is it worth to invest in the necessary education?
- What organisational structure is required to ensure that export sales are adequately serviced? Who will be responsible for the export activities (export department’s organisation and staff)?
- What are the management’s expectations of the effort?

Export experiences
It is important to learn from past experience. If the company has tried and failed to penetrate an export market previously, this can be analysed to determine where things went wrong.

Questions that should to be answered:

- In which countries has business already been conducted?
- From which countries have inquiries already been received?
- What general and specific lessons have been learned from past export experience?

Language skills
When dealing with European trade partners in fishery products, English is the most commonly used language. Although European trade partners will not be English native speakers themselves, the vast majority speaks English fluently. In almost all cases, appropriate foreign language skills, particularly English, are essential when entering the European market.

On the few occasions when correspondence and documents in English do not suffice, exporters can usually find sources of translation capabilities for the more popular European languages (Spanish, French, and German). Language capability can be advantageous since it facilitates cultural and social relationships.

Questions that should to be answered:

- Which language skills are necessary when dealing with your selected markets?
- Which language capabilities are available within the export company?

12 DECISION MAKING

An **example** of a SWOT analysis is given below in Table 12.1. It enables fisheries in developing countries to gain an overview of the strengths, weaknesses, opportunities and threats already mentioned in the internal and external analysis.

Table 12.1 Example of a SWOT analysis for exporters of fishery products from developing countries to the EU

Strengths	Weaknesses
• Access to fish resources • Low labour costs • Low or zero import duty (ACP and LDDC countries) • Less environmental constraints • Low raw material prices	• Tropical climate • Seasonality of fish resources • Low level of organisation of the industry • Poor handling on board of fishing vessels • High spoilage of raw material • Language and communication • Low level of education • Access to finance / Banking systems • Hygiene conditions in processing plants • Lack of conditioned storage space • Limited availability of ice • Problems with packaging • Lack of marketing knowledge
Opportunities	**Threats**
• Shortage and high demand in Europe • High and stable prices on European market • Large ethnic communities in Europe • Assistance from European governments through development programs • Many fast growing niche markets	• Tariff barriers • Technical trade barriers and new regulations imposed by the EU (and USA) • High investments and financial risks • Over-fishing

A distinction can be made in the SWOT figure between internal factors (strengths and weaknesses) and external factors (opportunities and threats). Nevertheless, factors of sectoral and of company level are both found under the internal factors in this figure. For example, 'lack of marketing knowledge' and 'low level of organisation of the industry' are both internal factors, although the first is at company level and the latter at sectoral level.

Of course, such an analysis should be adapted to your personal circumstances! These differ for each exporter around the world. While for one exporter of fishery products 'tropical climate' forms a weakness, especially when conditioned storage space or sufficient ice is missing, for another exporter this problem does not exist. The tropical climate with typical matching fish species can even be a strength for some exporters, when exporting to the EU.

Not only a factor can distinguish between companies, but also within a company a threat or weakness can change into an opportunity or strength. A good example in this matter is 'technical trade barriers and new regulations imposed by the EU'. In first instance, this can indeed be a threshold for exporting to the EU. On the other hand, when a company has adapted the export product and the processing to EU standards, it has access to the EU market. In this way, the factor of technical trade barriers can be seen as an opportunity instead of a threat.

By the way, please be aware that success in export is by no means guaranteed by taking into account all the factors mentioned so far. Your environment consists of other critical conditions and success factors, that are often more difficult to influence as an individual company than for example internal factors. Some critical conditions have already been mentioned, for example low level of organisation of the industry, financing and value chain management.

Briefly, the exporter should pay attention to the following sector-specific issues:

- sector policies;
- availability of sector/branch organisations;
- clustering/co-operation within the sector (value chain management);
- know-how and technical assistance;
- foreign trade assistance;
- financing;
- past performance of the sector, export trend.

☛ Inquiring through local business support organisations or colleague exporters can be a good starting point in becoming aware of other critical conditions for successful exporting.

By means of merging and measuring all the factors (principally to be found in the external and internal analysis of Chapters 10 and 11), you are now able to come to a decision whether or not to export.

- ☑ You have identified products suitable for export development. In addition, you know what modifications, if any, must be made to adapt them to overseas markets.
- ☑ You know what countries and market segments you are going to target for sales development and/or co-operation agreements.
- ☑ You have identified the best sales channel (direct exporting or co-operation agreements).
- ☑ You know what special challenges pertain to the selected markets (competition, import controls etc.) and what strategies you will use to address them.

Once a company has determined that it has exportable products, it must still consider whether the development of an export business adheres to the company objectives. In order to arrive at this conclusion the management should ask itself the following questions:

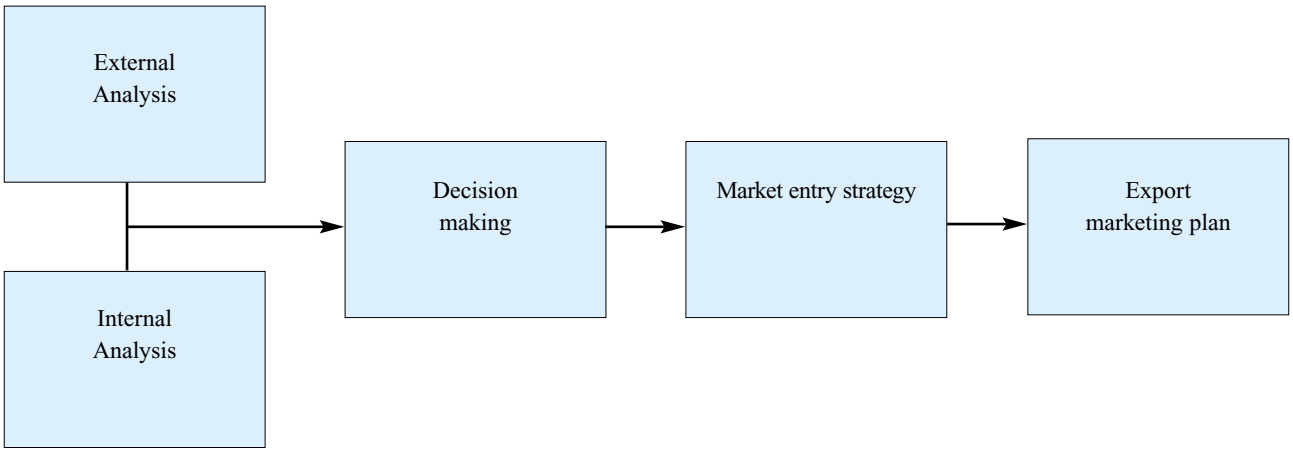
- What does the company want/expect to gain from exporting?
- Is the goal of exporting consistent with other company goals?
- Are the benefits worth the costs or would company resources be better spent developing new domestic business?

Companies can waste a lot of time and money attempting to enter markets which do not have potential or for which their product is not suitable. To be successful in export marketing, exporters need to focus on specific products and markets and be prepared to deal with all foreseeable situations. Therefore, several possible strategies have to be considered.

If you have come to the decision to export, the next phase of the export marketing process is to draw up an Export Marketing Plan (EMP) which defines a marketing strategy stating how the company is going to penetrate the identified market. The marketing strategy is designed around the information collected in the internal and external analysis and the marketing tools will be described in the following chapter.

Formulating an export marketing strategy based upon sound information and its proper assessment increases the chances that the best options will be selected, resources will be utilised effectively, and efforts will consequently be carried through to completion.

For assistance in writing an EMP and formulating answers to the questions asked in this chapter, please refer to the CBI's "*Export Planner*".



13 MARKETING TOOLS

Which marketing tools are available to you to help build up your export business? This Chapter will provide you with insight and give tips on how to make use of your marketing tools to promote the sales of your products and to build a favourable trade relationship.

13.1 Matching products and the product range

In the internal analysis (see Section 11.1), the exporter reviewed the company's product range and product characteristics. The aim of this review was to enable the exporter to match market opportunities with the company's products on offer. This review can also be used as a starting point for considering opportunities for improving the exporter's product range. Because your geographical location determines, for the greater part, the fish species which the exporter is handling, opportunities for improving the product range should be searched for in value-added fishery products.

Sometimes, exporters will find out that the current product range does not match the demand of the identified market segments and sales channels. The cause of this mismatch can, for example, lie in the fact that currently processed species are outdated (in some cases, for example, canned fishery products).

In the case of exporters who are looking for fishery products to improve their product range, a couple of possible sources exist:

- ⓘ Trade magazines as mentioned in Appendix 3.4 often give useful information on new and popular species, value-added products and pack trials.
- ⓘ Visiting trade fairs is also a good way of becoming informed about potentially interesting varieties or value-added products.
- ⓘ By using more detailed trade statistics, you can often determine which species or value-added products are most popular in the target markets.

Note that one of the most important issues in selecting new products is the question whether or not the variety can be successfully produced under your production circumstances.

13.2 Building up a relationship with a suitable trade partner

Weak points mentioned in previous chapters concerning fishery companies in developing countries can be solved with the help of a business partner. Co-operation with an European partner may have the following benefits:

- Direct access to the EU market through the network of an European partner;
- Moreover, in such a way the risk of a debtor is covered;
- Access to up-to-date information (market, prices, trends and EU regulation);
- Control of the value chain from the producer all the way to the consumer;
- Educational opportunities;
- Fewer communication problems.

It is better to have one long-term trade contact than several scattered and unsteady relations.

One of the most ominous obstacles for exporters can be the search to contact, attract and secure a good importer or trade partner. Many avenues are available for locating trade partners. You should employ any and all, which seem appropriate for your product-market combination. Remind above all that within the fishery sector confidence between the trade partners is the most important condition on which one selects the other.

How to find a potential trading partner

Contacting an importer or a specialist depends on your export product. Large importers know the language of the region, they know all about logistics and transport tariffs (by sea and air) and they are familiar with the payment methods. Furthermore, they are constantly in contact with the producers in developing countries and they generally have their own personnel overseas, in order to guarantee constant quality and to coach local staff wherever necessary. For a specialistic product such as peeled shrimps, direct contact with a specialist or processor is also an option. Please also refer to Chapter 7 "Trade Structure" of this market survey.

The main ways European importers use to look for new suppliers from developing countries are the following:

- List of EU authorised countries and fishery companies (the list of authorised countries is explained in paragraph 9.1 and in Appendix 6, a list of authorised companies per country is for example available at the Dutch Commodity Board for Fishery Products);
- Searching on Internet;
- International trade fairs;
- Recommendation by someone he knows; and
- Visiting the country in which one intends to set up/expand production capacity.

Although the chance that an European importer approaches an exporter is bigger than vice versa, it is good to promote oneself as an exporter. The best ways for exporters in developing countries to approach potential European customers are:

- Direct mail: You can write a letter (post, fax or e-mail) directly to an European company. Most companies will respond that they are not interested or that they already carry a competitive line or they will not respond at all. An importer of fishery products receives many business proposals through e-mail. However, only a few positive replies are needed to continue your search and evaluation of prospective distributors. Add a product and price list to your mail. In this way importers know directly what you can offer.
- Indirect by an Internet site of your company. A simple Internet site with the products, vision and address of the company suffices. You can also make use of export directories where you can register or publish your company information (for example www.fish.com or www.sea-ex.com);
- Personal visits: Once you have received a number of interested replies, plan a trip to that market. Additionally while travelling, stop in other potential markets to assess the situation as well as attempt to make contacts. Many times a personal visit will pay for itself in terms of the benefits gained.
- Invite EU importers or potential business partners to visit your company. Due to the strict quality terms, it is more common that an importer visits an exporter than vice versa;
- Build a network in order to extend your contacts;
- Visit international trade fairs (not only for fishery, but also for related food products);
- Also, refer to the recently published CBI manual "*Your Image Builder*".

From interviews with importers, we often understood that organised trade missions of exporters are not viewed very positively.

How to identify the most suitable trade partner?

Evaluate the potential trade partners on which you have obtained information, using the following criteria:

- Is the information complete? (full address, telephone/ fax number, e-mail address, contact person)
- Is the importer active in the country you selected?
- Does the importer focus his activities on the corresponding products?
- What kind of trade relation is the potential trade partner interested in (arm's-length, co-operative agreement, joint venture)? Does this correspond with your preferred type of relations?
- What is the position of the potential trade partner in the market?
- What is the financial status and credibility of the company? Although difficult to find out, an annual report and a personal visit can give you some insight into the financial status of a company. It is also possible to take out an insurance on credits.

Using these criteria, draw up a priority list of the contacts you have received.

Going by the priority list, you must identify the trade partners who best match your own company profile, product range and export strategy. Particularly in the case of future long-term close co-operation, it is important to gain a clear picture of the company you are dealing with and understand their business activities.

Cultural differences

The single most common reason for export failure is inattention to cultural factors, a maxim frequently repeated in international business literature. People choose service providers and strategic business partners with whom they feel at ease, and this comfort level is dictated initially by cultural factors. National cultures are numerous, and subcultures are even more so. Increased travel has resulted in a large group of people socialized in more than one culture, and widespread television access gives exposure to different cultural values.

The factors that can affect cross-cultural business include:

- who speaks first
- material possessions
- attitude to God and nature
- family relationships
- decision-making time
- risk avoidance
- thought patterns
- competitiveness
- personal space
- short- and long-term planning
- social behaviour

For example in Germany, first names are reserved for family members and close friends. Moreover, in German business culture, it's not uncommon for colleagues who have worked together for years not to know of each other's first names.

☛ It is important to be aware of and deepen yourself in cultural differences between your country of origin and European countries. By the way, even great varieties in cultural behaviour exist between the EU countries themselves!

13.3 Drawing up an offer

There are two different kinds of offers:
1. general offer or company introduction; and
2. specific offers.

(a) Drawing a general offer
- The purpose of a general offer is to make the first contact with potential trading partners not yet personally known to the supplier.
- A general offer consists of sending a short profile of your own company and a summary of your product range.
- In a personal letter, briefly introduce your company and what you have to offer.

(b) Drawing up a specific offer
A specific offer is legally binding for a certain period. You must therefore be capable of fulfilling the terms of contract. You should make up a specific offer only when you know the business partner personally or after you have made the initial contact.

When sending a specific offer, it should include:
- Name of the person responsible in your company;
- Exact description of the products offered;
- Price of the products offered in accordance with the Incoterms 2000 (if applicable, split up by delivery quantities or quality); and
- Possible delivery date.

In case a sample of the product is required:
- Product samples must correspond to the goods available for delivery (if they do not, this can have a lasting negative effect on business relations).
- State the treatment methods used. If possible, provide quality certificates from an internationally recognised inspection company.

Some more tips to increase the effectiveness of your offer:
- A telephone call to ask whether the offer (and the samples, if applicable) has arrived.
- An invitation to visit your company.
- Possibly, propose a visit to the country of destination. In that case:
  - If necessary, hire an interpreter.
  - Ask your own consulate, business support organisation, or other intermediary for assistance in planning your visit.
- First-time exporters should start with small samples, rather than large high-value commercial shipments. An exporter should be testing whether his products meet the phytosanitary requirements, transportation routing, handling and packing methods.

Price setting
To establish an overseas price, you need to consider many of the same factors involved in pricing for the domestic market. These factors include competition; costs such as production, packaging, transportation and handling, promotion and selling expenses; and most important in the fishery products market: the demand for your product and the maximum price which the market is willing to pay.

In most cases, an exporter will have to follow market prices. However, in the case of some products, like speciality products, you will be able to set your own export price. There are two common methods of calculating your price for exports:
- *Domestic Pricing* is a common but not necessarily accurate method of pricing exports. This type of pricing uses the domestic price of the product as a basis and adds export costs, such as packaging, shipping and insurance. Because the domestic price already includes an allocation of domestic marketing costs, prices determined using the method might be too high to be competitive.
- *Incremental Cost Pricing* determines a basic unit cost that takes into account the costs of producing and selling products for export, and then adds a mark-up to arrive at the desired profit margin. To determine a price using this method, first establish the 'export-base cost' by stripping away profit mark-up and the cost of domestic selling. In addition to the basic cost, include genuine export expenses (export overheads, special packing, shipping, port charges, insurance, overseas commissions, and allowance for sales promotion and advertising) and the unit price necessary to yield the desired profit margin.

☛ A good method to set the maximum selling price of your product is to take part in a trade fair such as the European Seafood Expo. CBI may be able to support you in trade fair participation.

How you price your product is worth a good deal of thought and effort since it directly affects your ability to make a profit. Take some time to research the following management questions:

Questions to ask when setting your price

How much does it cost to make your end product?
- Production costs not only include costs for landing, cleaning and processing, but also for packaging, distribution and promoting your products.
- The costs of unsold products also should be included. Waste or fish offal are in most cases high value products for animal feed production.

What are your profit goals?

- A profit goal states how much a business should earn.
- You can set the profit goal as a percentage (margin) above the product costs or set the total profit figure for the entire business.
- A profit goal can guide decisions on the amount of your production and the price you will charge.

How will you market your product?

- Are you producing on a contract basis for a European importer or processor?
- Do you sell your products on an arms-length basis to customers in Europe?

What price do competitors charge?

- Try to gain an industry focus on your pricing by researching your competitors' price levels.
- By walking through the steps indicated in Section 10.2, you will know the prices competitors charge and why they charge what they do. Use the competitive analysis to develop the upper limit of your price range. Be sure you compare your products to comparable competitors.
- If competition is intense, you should price at the lower end of the price range unless you can distinguish your product through quality or a unique selling feature.

What is the customer demand for my product?

- How unique is your product?
- To price according to demand you have to know more about the size and nature of your customer base and their feelings about pricing.
- You will need to keep an eye on general market trends, particularly if your product range has many substitutions. See also Chapter 3.
- Who is responsible for rate differences? You sell in foreign currency and buy from fishermen or fish farmers in local currency. Understanding banking with regard to currency can increase profit.

Understanding how to price your product is an essential step in developing your business. You must continually monitor your price including your costs of production, your competition and your customers and be prepared to make adjustments.

Below, you find an overview of the way you can calculate the price of your export product (for information on Incoterms see the next Section).

Export price calculation

Total costs per unit
+ Profit
+ Commissions
+ Domestic banking fees
+ Palletisation / export packing
+ Freight forwarding and documentation fees
+ USDA inspection and phytosanitary certificate fees
+ Other direct expenses related to special shipping requirements such as temperature recorder charges

= EXW price (Ex Works)
+ Inland transportation

= FAS price (Free Alongside Ship)
+ Terminal handling charges

= FOB price (Free On Board)
+ Ocean freight charges
+ Ancillary charges

= CFR price (Cost & Freight)
+ Insurance

= CIF price (Cost, Insurance, Freight)

13.4 Handling the contract

When handling the contract, you should consider the terms and the fulfilment:

Contract terms

Terms of payment

There are various methods of receiving payment for your exports. The most commonly used terms in the trade of fishery products are open account and payment in advance. Exporters prefer a Letter of Credit (L/C), but, due to the risks of destruction/sending back of fishery products by inspection, importers are not very keen on it. For long-term contacts and contracts, it is normal that the payment term will change into an open account.

- **Open Account**
  Selling on open account carries the greatest risk for the exporter. Under this method, the buyer does not pay for the goods until they have been received. If the buyer refuses to pay, the only recourse by the exporter is to seek legal action in the buyer's country. Thus, the open account method should only be utilised when there is an established relationship with the buyer and the country of the buyer possesses a stable political and economic environment. If your sales must be made on open account, the date upon which the payment is due should be stipulated. Ask for a bank guarantee and request references.

- **Payment in advance**
  This method is the most desirable from the seller's standpoint, because all risk is eliminated. While cash in advance may seem most advantageous to you,

insisting on these terms may cost you sales. Just like domestic buyers, foreign buyers prefer greater security and better cash utilisation. Some buyers may also find this requirement insulting, especially if they are considered credit worthy in the eyes of the rest of the world. Advance (partial) payments and progressive payments may be more acceptable to a buyer, but even these terms can result in a loss of sales in a highly competitive market.

In the case of co-operation agreements with overseas companies, payment terms could also include periodical payments.

Terms of sale
Export terms of sale determine what costs are covered in the price of the cargo. They also indicate at what point ownership transfers to the buyer and at what point responsibility for the cargo is transferred. International commercial terms (Incoterms) provide "the international rules for the interpretation of trade terms."

The most commonly used trade term is:
- **FOB (Free on Board)**
  Under this term, the seller quotes a price for goods that includes the cost of loading at the port of departure. The buyer arranges for transportation and insurance.

Other trade terms less frequently encountered are:
- **CFR (Cost and Freight)**
  For shipments to designated overseas port of import, the seller quotes a price for the goods that includes the cost of transportation to the named point of debarkation. The buyer is responsible for the cost of insurance. This is referred to as C&F in the old Incoterms. The seller pays for the cost of unloading cargo at the port of destination, to the extent that they are included in the freight charges. If the charges are separate, they fall to the account of the buyer.
- **CIF (Cost, Insurance, Freight)**
  Under this term, for shipments to designated overseas port of import, the seller quotes a price for the goods, including insurance costs and all transportation and miscellaneous charges, to the point of debarkation from the vessel or aircraft. The seller pays for the cost of unloading cargo at the port of destination, to the extent that they are included in the freight charges. If the charges are separate, they fall to the account of the buyer. European buyers prefer this type of trade terms as FOB increases the costs for freight very much.

Contract fulfilment
It is important that an exporter discusses the 'what ifs' with his trade partner: what if there is a problem with inspection, what if a claim is necessary because the fishery products are mishandled during transport by a third party, and what if your customer has a problem with product quality after arrival.

Important issues are:
- Procure the delivery documents in good time.
- Comply strictly with all parts of the supply agreement. If you cannot comply with any part of the agreement (e.g. delivery delays or quality problems), inform the customer clearly and in good time.
- Co-operate on a partnership basis and seek a common solution even if conflicts arise.
- Fulfilling the contract should have a high priority, particularly when delivering for the first time.
- Regarding risks such as destruction or sending back freights, it is important to make clear agreements with the customers.

Other more practical questions that should be asked are:
- When is the shipment needed?
- Does the customer have a preferred freight carrier?
- Which ocean port (or airport) is most convenient?
- Does he have an agent to clear the shipment through Customs?
- Does the customer want to pay the shipment to be insured?

To get more insight in different payment conditions and terms of delivery please refer to "*CBI Export Planner*".

13.5 Sales promotion

One of the major critical success factors for exporters of fishery products to the European Union is attention to customer requirements and the ability to maintain good relationships with their European business partners. Sales promotion revolves around developing and expanding these customer relations and thereby maintaining and increasing sales quantities.

Some tips for developing customer relations:
- Take good care of existing contacts. This includes for example expressions of thanks to business partners, regular information on the company developments like product range, quality improvements, etc.
- Always answer a letter of inquiry. If you cannot supply this contact, say so, explaining that you will get in touch with him for the next campaign.

Communication
In general, European business partners understandably appreciate clear communication. Moreover, good communication is important specifically for fishery products, because the greater part of the business relation consists of confidence.

In practice it is advisable to commence with communication measures, which only require a small amount of planning and co-ordinating, such as revising the company's standard printed matter:

- Standardise all printed paper used outside the company (letterheads, visiting cards, fax form, etc.);
- A brochure of your company (including photos of production sites and produce) can be useful for promoting new contacts and sales;
- A company Internet site with information on the products, contact details and possibly a request form.

Constant, prompt and reliable communication is a vital prerequisite for maintaining a long-term business relationship with your customers. If possible, smaller firms should also try to be reachable by (mobile) phone during office hours.

Sales organisation

The term 'sales organisation' refers to the organisational system that carries out the sales of the company's products. A sales organisation usually consists of back office and sales force.

As most sales are conducted by telephone, fax or e-mail, having well functioning sales staff is an absolute precondition for successful market participation. This also applies to smaller companies where one person has to fulfil different (sales) functions.

An essential tool used in sales is a detailed and up-to-date customer database. This database can vary from a simple collection of customer data sheets to an advanced customer relation management system. However, the customer database should at least contain the following information:

- Basic information on the customer: name, address, telephone numbers, etc.
- Changing data on the customer: data resulting from business activities with the customer, such as telephone calls, offers, sales information, preferences etc.

The customer database should give the sales person a quick review of the most important customer information when making or answering a telephone call or planning a visit. If possible, the database should be computerised, because this simplifies changes, updating, sorting and selection procedures, etc. If computerisation is not possible, the customer database should be on file cards.

Internet

As a source of information and means of communication, Internet is generally considered to have many opportunities for companies in developing countries. The main advantages of the Internet are:

- Low cost of communication;
- Fast delivery of information;
- Independence of distance and timeline;
- Multimedia possibilities.

Besides one-to-one communication by E-mail, Internet offers opportunities for presentations, (market) research, distribution, sales and logistical improvements. If your target group consists of importers/processors in overseas countries, you can advertise for (new) customers on your Internet site, showing your company, product range and indicating the production circumstances. Please be advised about the do's and don'ts of an Internet site. It is better to have a simple but clear site than a comprehensive but unfinished one.

Trade fairs

Although trade fairs are not the one and only solution to finding your European trade partner, visiting or even participating in a trade fair abroad can be an efficient tool for communicating with prospective customers. It provides more facilities for bringing across the message than any other trade promotional tool. It can also be an important source of information on market developments, production techniques and interesting varieties.

Important motives for companies visiting European trade fairs are:

- Establishing contacts with potential customers;
- Orientation on the European market;
- Gathering information on specific subjects.

Although significant costs are involved, actually participating in a trade fair could be interesting for a number of companies to meet, for example, European companies interested in setting up fishery production facilities in third countries. One of the major advantages of participating in a trade fair is the ability to present your company and products in a more extensive way (3-D presentation, company video, and product displays).

Participation in a trade fair is interesting for exporters of products to niche markets (for example ethnic products such as dried fish), only when they expect to export decent quantities to justify the freight rates. Freight costs of small quantities will jack up the prices too much. On the other hand, niche products can distinguish your position over others. Importers tend to buy all their fish from one importer instead of many, due to the hassle of the handling in the ports of arrival. If they can buy a certain product only from one company, they will do it, as they have to satisfy their customers as well. Please also refer to Paragraph 11.2 about USPs. As there is only a small number of European traders in products for niche markets, the best

market strategy would be a direct approach, rather than participation in a trade fair.

Trade fairs for fish and fishery products are organised in many European Union countries. The most relevant fair for exporters of fishery products is the European Seafood Exposition together with Seafood Processing Europe, held once a year in Brussels. The contact addresses of these and other trade fairs are listed in Appendix 3.4.

For additional information on trade fair participation, please refer to CBI's Handbook "*Your show master - a guide for selection, preparation and participation in trade fairs.*"

Assistance with market entry

Local business support organisations

Before approaching organisations abroad, an exporter should first check with local business support organisations (trade promotion organisations, Chambers of Commerce, etc.) and foreign representatives in his or her country.

Import Promotion Organisations

In most EU countries, there are organisations that promote imports from developing countries through specific export promotion activities:

- They supply information on: statistics and other information on national markets, regular news bulletins, importer databases, and market opportunities;
- Individual assistance is offered: management training, testing products by display and adaptation services; and
- They can establish contacts: collective trade fair participation and selling missions.

Branch organisations

As is probably the case in your own country, in most European countries, producers, wholesalers and often retailers are also organised in so-called branch organisations. These organisations can be of use to new exporters to the EU. An example is the Dutch Fish Marketing Board, which can give you information on trends and other aspects in several European fishery product markets.

Information how to reach these organisations can be found in Appendix 3.

Appendices

APPENDIX 1 DETAILED HS CODES

HS code			Description
0300	**0000**	**00**	**Fish and crustaceans, molluscs and other aquatic invertebrates**
0301	**1**		**Live Ornamental Fish**
0301	9		*Live Fish*
0301	9	1	Trout
0301	9	2	Eels
0301	9	3	Carp
0301	9	9	Other live fish
0302			**Fish, fresh or chilled, excluding fish fillets and other fishmeat of heading 0304**
0302	1		*Salmon and trout*
0302	1	1	Trout
0302	1	2	Salmon (pacific, atlantic and danube)
0302	1	9	Other salmon
0302	2		*Flatfish*
0302	2	1	Halibut
0302	2	2	Plaice
0302	2	3	Sole
0302	2	9	Other flatfish
0302	3		*Tuna (albacore, longfin, yellowfin, skipjack, bonito) industrial other*
0302	4		*Herring*
0302	5		*Cod*
0302	6		*Other fish:*
0302	6	1	Sardines
0302	6	2	Haddock
0302	6	3	Coalfish
0302	6	4	Mackerel
0302	6	5	Shark
0302	6	6	Eels
0302	6	9	Other
0302	7		Livers and roes
0303			**Fish, frozen, excluding fish fillets and other fishmeat of heading 0304**
0303	1		*Pacific salmon*
0303	2	1	*Trout*
0303	2	2/9	Other salmon
0303	3		*Flatfish*
0303	3	1	Halibut
0303	3	2	Plaice
0303	3	3	Sole
0303	3	9	Other flatfish
0303	4		*Tuna (industrial use / other)*
0303	5		*Herring*
0303	6		*Cod*
0303	7		*Other fish*
0303	7	1	Sardines
0303	7	2	Haddock
0303	7	3	Coalfish
0303	7	4	Mackerel
0303	7	5	Shark
0303	7	6	Eels
0303	7	7	Sea bass
0303	7	8	Hake

0303	7	9	Other
0303	8		Livers and roes
0304			**Fish fillets and other fish meat (whether or not minced), fresh, chilled or frozen 0304 1 fresh or chilled fillets and other fish meat**
0304	1	01	Freshwater fish fillets (e.g. trout and salmon)
0304	1	03	Other fillets
0304	1	09	Other fish meat
0304	2		*Frozen fillets*
0304	2	01	Freshwater fish fillets (e.g. trout and salmon)
0304	2	02	Cod
0304	2	031	Coalfish
0304	2	033	Haddock
0304	2	035/7	Redfish
0304	2	041	Whiting
0304	2	043	Ling
0304	2	045	Tuna
0304	2	051/3	Mackerel
0304	2	057/9	Hake
0304	2	061/9	Shark
0304	2	071	Plaice
0304	2	073	Flounder
0304	2	075	Herring
0304	2	079	Megrim
0304	2	081	Ray's bream
0304	2	083	Monkfish
0304	2	085	Alaska Pollack
0304	2	087	Swordfish
0304	2	09	Other
0304	9		*Other*
0304	9	005	Surimi
0304	9	010	Freshwater fish
0304	9	02	Herring
0304	9	031	Redfish
0304	9	035/8/9	Cod and fish of the species *Boreogadus saida*
0304	9	041	Coalfish
0304	9	045	Haddock
0304	9	047/9	Hake
0304	9	051	Megrim
0304	9	055	Ray's bream
0304	9	057	Monkfish
0304	9	059	Blue whiting
0304	9	061	Alaska pollack
0304	9	065	Swordfish
0304	9	097	Other
0305			**Fish, dried, salted or in brine; smoked fish, whether or not cooked before or during the smoking process; flours, meals and pellets of fish, fit for human consumption**
0305	1		*Flours, meals and pellets of fish*
0305	2		*Livers and roes*
0305	3		*Fish fillets, dried, salted or in brine, but not smoked*
0305	3	01	Cod
0305	3	03	Salmon (pacific, atlantic and danube)
0305	3	05	Halibut
0305	3	09	Other
0305	4		*Smoked fish, including fillets*
0305	4	1	Salmon (pacific, atlantic and danube)
0305	4	2	Herring

0305	4	9	Other
0305	5		Dried fish, whether or not salted, but not smoked
0305	5	1	Cod
0305	5	9	Other
0305	6		Fish, salted but not dried or smoked and fish in brine
0305	6	1	Herrings
0305	6	2	Cod
0305	6	3	Anchovies
0305	6	9	Other

0306			**Crustaceans, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine; crustaceans, in shell, cooked by steaming or by boiling in water, whether or not chilled, frozen, dried, salted or in brine; flours, meals and pellets of crustaceans, fit for human consumption**
0306	1		*Frozen*
0306	1	1	Rock lobster and other sea crawfish
0306	1	2	Lobster
0306	1	3	Shrimps and prawns
0306	1	4	Crabs
0306	1	9	Other, including flours, meals and pellets of crustaceans, fit for human consumption
0306	2		*Not frozen*
0306	2	1	Rock lobster and other sea crawfish
0306	2	2	Lobster
0306	2	3	Shrimps and prawns
0306	2	4	Crab
0306	2	9	Other, including flours, meals and pellets of crustaceans, fit for human consumption

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0307			**Molluscs, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine; aquatic invertebrates other than crustaceans and molluscs, live, fresh, chilled, frozen, dried, salted or in brine; flours, meals and pellets of aquatic invertebrates other than crustaceans, fit for human consumption**
0307	1		*Oysters*
0307	2		*Scallops*
0307	3		*Mussels*
0307	4		*Cuttlefish, squid*
0307	5		*Octopus*
0307	6		*Snails*
0307	9		*Other*

1604			**Prepared or preserved fish; caviar and caviar substitutes prepared from fish eggs 1604 1 Fish, whole or in pieces, but not minced 1604 1 1 Salmon**
1604	1	2	Herring
1604	1	3	Sardines, sardinella and brisling or sprats
1604	1	4	Tunas
1604	1	5	Mackerel
1604	1	6	Anchovies
1604	1	9	Other
1604	2		*Other prepared or preserved fish*
1604	2	005	Preparations of Surimi
1604	2	01	Salmon
1604	2	03	Salmonidae, other than salmon
1604	2	04	Anchovies
1604	2	05	Sardines
1604	2	07	Tunas
1604	2	09	Other fish
1604	3		*Caviar and caviar substitutes*

1605		**Crustaceans, molluscs and other aquatic invertebrates, prepared or preserved**
1605	1	*Crab*
1605	2	*Shrimps and prawns*
1605	3	*Lobster*
1605	4	*Other crustacean*s
1605	9	*Other*
1504		**Fats and oils and their fractions, of fish and marine mammals, whether or not refined, but not chemically modified**
1504	1	*Fishliver and their fractions*
1504	2	*Fats and oils and their fractions, of fish, other than liver oils*
1504	3	*Fats and oils and their fractions, of marine mammals*

APPENDIX 2 DETAILED IMPORT/EXPORT STATISTICS

The source of the data presented below is Eurostat COMEXT 2002.

Imports of fishery products into the EU, by country of origin, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value €	volume	value €	volume	value €	volume
Total	**18,901,537**	**6,520,793**	**20,956,843**	**6,711,602**	**22,358,675**	**7,077,076**
Extra-EU	**10,322,285**	**3,617,822**	**11,547,823**	**3,650,668**	**12,617,111**	**4,006,436**
Developing countries	**4,532,154**	**1,619,476**	**5,442,388**	**1,731,306**	**6,402,826**	**1,967,395**
Top 10 suppliers						
Norway	2,042,284	732,531	2,196,855	709,335	1,999,167	647,150
Denmark	1,886,302	563,786	1,973,980	570,193	1,973,842	547,473
The Netherlands	1,370,676	342,661	1,566,350	371,237	1,605,237	352,924
Spain	1,003,151	405,482	1,171,881	436,512	1,323,851	446,116
United Kingdom	1,080,397	317,010	1,118,770	311,717	1,151,390	357,784
Iceland	830,596	229,752	869,884	230,138	933,988	251,953
France	809,394	305,164	897,964	362,747	854,817	320,838
Germany	797,591	378,056	824,614	365,593	825,198	354,941
Argentina	394,775	208,648	464,669	164,224	641,990	193,499
China	315,120	127,294	433,958	162,297	597,151	216,821
Developing Countries:						
Morocco	402,252	135,695	534,885	173,053	588,426	189,212
Faroe Islands	341,872	99,853	362,068	92,024	438,479	127,948
Thailand	377,078	123,341	394,072	106,079	373,341	109,669
Chile	205,128	68,056	236,726	65,101	311,713	88,737
Namibia	231,546	100,093	250,163	99,429	297,393	105,300
India	167,280	59,748	246,547	66,752	272,774	78,887
Ecuador	318,063	99,218	218,932	70,164	236,811	76,850
South Africa	169,684	57,631	196,406	65,945	223,094	73,096
Senegal	238,287	74,305	201,722	52,999	209,608	52,059
Indonesia	-	-	-	-	207,171	34,909
Bangladesh	111,152	12,854	183,468	16,180	178,574	18,153
Seychelles	110,451	38,488	143,830	52,275	176,660	66,297
Madagascar	95,988	20,761	116,019	21,796	129,895	22,811
Vietnam	79,779	20,341	102,920	23,943	124,738	30,259
Colombia	103,536	27,967	134,357	39,756	123,401	31,104
Côte d'Ivoire	134,893	50,119	129,645	54,761	123,328	48,546
Tanzania	26,648	7,217	131,589	31,497	122,467	27,173
Peru	85,328	59,303	93,544	87,433	118,974	99,049
Malaysia	88,748	19,022	123,993	20,658	108,708	19,852
Brazil	21,155	5,828	64,400	10,291	107,082	20,447
Ghana	82,435	43,616	88,610	44,746	100,946	43,833
Tunisia	77,600	11,922	96,531	13,721	96,257	15,016
Mozambique	59,338	7,091	86,232	8,675	78,136	8,194
Turkey	81,888	25,074	82,160	34,669	73,013	22,233
Mauritius	40,287	15,347	42,352	17,563	72,393	27,649
Uganda	13,084	3,233	15,429	3,712	68,696	16,601
Falklands Isl.	57,590	36,908	82,278	59,146	67,541	56,761
Philippines	76,626	38,400	61,925	34,279	61,811	30,950
Nigeria	43,966	7,963	60,815	7,701	60,272	7,707
Venezuela	44,912	13,556	45,101	12,702	55,584	32,191
Cuba	59,532	5,275	58,700	4,506	52,048	3,653
Uruguay	35,231	14,276	43,666	14,531	48,461	15,011
Iran	47,193	7,906	71,943	9,437	48,212	4,629

Imports of SHRIMPS & PRAWNS into the EU, by country of origin, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value €	**volume**	**value €**	**volume**	**value €**	**volume**
Total	**3,023,884**	**499,266**	**3,804,725**	**539,445**	**3,817,832**	**582,109**
Extra-EU	**2,067,307**	**348,946**	**2,667,751**	**380,629**	**2,645,611**	**419,381**
Developing countries	**1,360,101**	**207,851**	**1,881,221**	**232,731**	**2,021,705**	**271,746**
Top 5 suppliers:						
Argentina	113,314	14,499	231,298	26,415	353,695	49,625
The Netherlands	258,220	31,656	297,847	34,155	317,498	36,305
Denmark	200,604	36,499	209,861	38,573	213,682	39,076
Bangladesh	102,753	10,356		14,030	170,805	16,150
United Kingdom	111,589	19,667	140,617	21,353	154,921	24,642
Developing countries:						
Indonesia	-	-	-	-	148,040	16,169
India	78,303	14,583	132,134	18,835	132,170	18,730
Thailand	134,337	18,091	160,578	17,993	124,723	14,715
China	80,103	17,842	128,381	24,642	111,390	21,642
Madagascar	66,911	8,113	90,816	9,192	99,676	10,100
Ecuador	183,640	29,181	101,234	10,905	93,521	13,345
Malaysia	71,222	13,123	106,212	15,198	89,283	13,361
Mozambique	57,790	6,785	83,116	7,992	74,122	7,346
Brazil	8,618	1,294	47,898	5,683	74,086	12,163
Vietnam	49,436	8,261	63,747	10,088	64,712	9,964
Morocco	48,932	10,595	78,919	13,562	61,842	10,270
Nigeria	39,958	6,561	57,085	6,463	57,150	6,619
Colombia	41,942	6,489	57,451	6,628	56,229	8,322
Tunisia	40,461	4,318	59,826	6,406	41,041	3,687
Faroe Islands	32,936	8,174	30,714	8,098	40,469	13,469
Senegal	41,301	7,329	48,435	7,500	39,601	6,589
Pakistan	23,143	4,917	36,170	6,004	29,051	6,495
Angola	14,612	2,146	20,454	3,016	23,277	3,336
Iran	17,081	2,862	40,313	4,695	22,789	3,085
Venezuela	22,029	2,510	30,774	2,807	20,530	2,401
Honduras	16,725	2,397	20,705	2,048	18,665	2,438
Guatemala	15,225	1,996	11,715	1,249	14,945	2,170
Gabon	11,575	2,000	15,442	1,824	14,760	2,081
Surinam	8,765	1,080	9,150	1,105	13,216	2,017
Tanzania	5,204	720	7,964	904	12,294	1,352

Imports of TUNA into the EU, by country of origin, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value €	**volume**	**value €**	**volume**	**value €**	**volume**
Total	**1,463,718**	**707,127**	**1,482,993**	**724,883**	**1,699,699**	**764,084**
Extra-EU	**990,108**	**524,085**	**927,884**	**507,967**	**1,108,341**	**547,105**
Developing countries	**869,313**	**432,868**	**845,316**	**445,540**	**994,973**	**474,907**
Top 5 suppliers:						
Spain	191,108	72,228	233,251	89,864	270,587	91,242
Seychelles	103,592	37,332	136,892	51,428	167,815	64,197
Ecuador	124,576	66,376	106,562	55,308	130,789	60,388
Côte d'Ivoire	122,241	46,985	115,518	51,634	106,939	44,886
France	92,531	49,057	92,881	50,838	101,859	58,034
Developing countries:						
Ghana	73,911	40,285	77,306	40,429	86,734	39,048
Thailand	86,769	40,667	64,508	29,856	77,565	34,205
Mauritius	38,244	14,786	40,883	17,272	67,755	26,664
Colombia	59,145	20,858	75,293	32,770	65,497	22,325
Philippines	67,506	36,025	54,030	32,237	51,088	27,541
Venezuela	16,295	8,418	8,002	7,543	29,140	27,750
Senegal	25,776	11,167	16,438	7,653	29,061	11,457
Madagascar	25,334	11,642	20,359	10,880	25,131	11,293
Guatemala	863	1,351	18,927	27,525	25,079	26,543
Kenya	10,349	3,152	13,808	4,778	23,805	6,986
Panama	7,314	14,528	11,058	14,819	18,420	18,656
Indonesia	-	-	-	-	18,058	9,860
South Africa	3,529	2,655	4,504	2,037	13,621	5,045
Mexico	20,982	20,337	1,859	1,404	13,287	11,960
Maldives	7,704	3,300	12,504	6,588	12,231	6,136
Morocco	6,572	6,478	8,102	6,420	9,956	5,503
Costa Rica	13,578	6,715	9,553	3,900	7,871	2,857
Papua New Guinea	4,722	2,367	4,395	2,404	6,296	2,787
Turkey	24,188	11,619	23,920	12,085	6,053	2,783

Imports of CEPHALOPODS into the EU, by country of origin, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value €	**volume**	**value €**	**volume**	**value €**	**volume**
Total	**957,291**	**406,414**	**1,013,607**	**422,108**	**1,171,020**	**471,360**
Extra-EU	**669,025**	**290,961**	**725,920**	**304,463**	**851,115**	**342,510**
Developing countries	**456,764**	**187,436**	**541,504**	**203,474**	**662,850**	**237,641**
Top 5 suppliers:						
Morocco	145,672	42,674	206,782	65,762	244,791	63,586
Spain	169,923	72,654	156,381	69,575	191,994	82,986
India	76,960	39,795	95,936	41,816	117,587	52,147
Thailand	69,955	32,728	78,183	31,370	85,183	34,621
France	54,712	18,259	62,738	20,918	56,396	19,103
Developing countries:						
China	26,577	15,504	23,063	11,257	52,666	22,160
Falklands Isl.	43,615	22,734	59,879	38,843	45,667	42,699
Senegal	80,826	35,261	37,537	14,798	29,215	8,964
South Africa	34,572	8,924	33,287	6,903	25,118	5,510
Tunisia	16,521	4,639	11,388	3,461	20,855	6,149
Vietnam	15,913	8,104	16,773	7,705	16,884	8,104
Peru	5,351	2,756	9,147	5,170	15,663	11,424
Mexico	8,104	2,570	10,080	4,074	14,361	4,003
Yemen	543	280	744	307	10,012	4,540
Angola	1,504	803	10,431	3,078	9,584	3,028
Ghana	5,730	2,626	7,674	3,326	8,533	3,234
Philippines	4,464	1,734	3,472	1,530	6,416	2,842
Malaysia	3,600	1,966	4,620	2,261	5,830	2,939
Oman	491	241	1,151	436	3,963	1,768
Indonesia	-	-	-	-	3,315	1,470
Iran	546	305	520	246	2,626	1,070
Tanzania	2,361	882	2,017	756	2,210	727
Pakistan	2,561	1,621	3,235	1,840	1,977	981
Argentina	2,487	2,267	906	744	1,793	1,269
Chile	3,851	1,541	1,201	394	1,786	568
Guinea	2,577	1,658	1,115	643	1,778	823
South Korea	2,814	1,890	651	409	1,725	805
Côte d'Ivoire	1,521	646	1,221	657	1,668	766

Imports of HAKE into the EU, by country of origin, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value €	**volume**	**value €**	**volume**	**value €**	**volume**
Total	**736,052**	**333,163**	**769,775**	**316,104**	**842,998**	**325,784**
Extra-EU	**554,057**	**262,365**	**562,423**	**240,293**	**650,872**	**261,067**
Developing countries	**515,776**	**239,796**	**522,802**	**219,952**	**610,867**	**239,115**
Top 5 suppliers:						
Namibia	187,075	83,084	195,211	82,276	229,688	87,850
South Africa	102,896	38,818	124,651	46,411	148,187	54,369
Spain	96,843	44,522	108,040	45,029	103,303	37,910
Chile	73,043	27,931	83,756	32,627	98,173	34,131
Argentina	113,439	73,847	64,681	34,104	69,561	33,902
Developing countries:						
Peru	11,664	6,976	26,329	16,231	37,982	20,888
Uruguay	24,761	7,648	26,499	7,250	23,965	6,699
Falklands Isl.	2,288	1,653	5,508	3,483	2,537	1,257
Senegal	322	298	439	296	1,409	874
Turkey	37	16	2	0	1,242	329
Morocco	106	52	231	83	901	280
Ecuador	0	0	18	25	253	144

Imports of CRAB & LOBSTER into the EU, by country of origin, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value €	**volume**	**value €**	**volume**	**value €**	**volume**
Total	**640,943**	**78,418**	**676,476**	**76,420**	**671,385**	**77,063**
Extra-EU	**375,225**	**35,521**	**408,245**	**33,220**	**413,027**	**34,609**
Developing countries	**125,445**	**14,013**	**137,317**	**13,197**	**145,843**	**14,410**
Top 5 suppliers:						
Canada	110,052	10,001	107,549	8,276	120,441	9,750
USA	92,538	7,777	108,834	8,081	97,540	7,011
United Kingdom	92,766	20,553	91,695	19,490	80,315	17,820
Cuba	51,149	3,813	48,004	2,968	44,157	2,651
Spain	42,702	3,384	39,023	2,851	40,263	3,512
Developing countries:						
Thailand	16,261	2,763	23,196	3,432	19,653	2,767
Chile	8,527	573	13,189	926	14,935	1,004
Vietnam	1,417	345	3,307	585	10,967	1,780
Morocco	6,414	990	7,004	997	8,147	946
South Africa	7,014	363	5,549	227	5,780	223
China	4,069	863	3,776	777	4,306	970
Mexico	2,820	154	3,079	142	4,093	180
Nicaragua	3,787	120	8,149	229	3,993	110
India	1,955	1,039	2,058	349	2,993	639
Senegal	1,672	391	2,252	451	2,809	539
Ecuador	206	11	1,633	61	2,785	136
Madagascar	1,737	195	1,727	336	2,225	435
Indonesia	0	0	0	0	2,152	354
Malaysia	2,470	323	2,254	314	1,735	220
Ghana	1,332	137	1,278	122	1,703	169
Oman	0	0	329	17	1,423	81
Tunisia	1,312	45	1,361	45	1,229	35
Peru	1,676	203	680	70	1,200	143
Brazil	1,221	45	674	21	1,162	42

Imports of MOLLUSCS into the EU, by country of origin, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value €	**volume**	**value €**	**volume**	**value €**	**volume**
Total	**416,196**	**217,960**	**436,808**	**197,714**	**512,123**	**198,800**
Extra-EU	**119,532**	**18,670**	**120,430**	**16,679**	**166,446**	**23,453**
Developing countries	**61,014**	**8,207**	**56,831**	**7,532**	**74,736**	**11,243**
Top 5 suppliers:						
The Netherlands	84,565	56,088	97,808	46,738	102,017	40,926
United Kingdom	67,850	15,128	70,904	15,716	79,259	18,634
Denmark	25,460	28,210	27,384	31,556	41,151	32,153
Chile	25,860	3,322	23,679	3,190	38,036	5,743
France	34,345	13,921	37,831	14,917	37,166	14,071
Developing countries:						
Argentina	8,761	1,165	9,095	1,164	13,184	1,560
Peru	23,734	3,208	17,352	2,005	12,676	1,121
Uruguay	1,212	180	4,699	564	7,511	996
Turkey	303	73	621	215	1,323	1,141
Morocco	4	2	124	124	941	469
Vietnam	560	109	98	17	427	100
Côte d'Ivoire	0	0	0	0	280	24
Tunisia	25	4	851	150	141	23
Namibia	0	0	0	0	123	30
Thailand	105	48	174	68	40	19
Brazil	150	20	13	1	30	8
Senegal	99	30	143	34	12	3

Imports of SARDINES into the EU, by country of origin, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value €	**volume**	**value €**	**volume**	**value €**	**volume**
Total	**182,006**	**191,786**	**206,226**	**203,594**	**210,850**	**182,596**
Extra-EU	**70,312**	**46,590**	**84,472**	**43,586**	**89,068**	**48,089**
Developing countries	**67,371**	**43,647**	**80,830**	**41,833**	**83,786**	**44,502**
Top 5 suppliers:						
Morocco	52,516	31,026	68,598	32,984	70,023	35,115
Portugal	42,811	23,765	36,858	23,909	41,787	23,608
Spain	19,735	15,858	21,213	15,553	19,252	13,327
France	11,975	36,432	13,568	40,059	11,958	33,167
The Netherlands	5,993	3,279	11,245	5,899	11,451	6,165
Developing countries:						
Namibia	5,399	3,826	3,619	2,586	3,674	2,401
Thailand	2,443	1,632	2,164	1,346	2,926	1,927
South Africa	46	39	336	196	2,370	1,820
Peru	5,025	3,951	4,141	2,998	2,292	1,403
Turkey	155	167	361	262	858	745
Tunisia	344	82	296	70	503	119
Ecuador	266	154	231	164	342	239
Croatia	570	1,108	407	768	219	376
Venezuela	105	95	148	205	191	151
Philippines	166	94	230	118	183	92
Malaysia	46	25	59	23	158	68
Slovenia	50	28	55	24	58	21
Senegal	162	112	56	37	20	24

Imports of FISH OIL into the EU, by country of origin, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value €	**volume**	**value €**	**volume**	**value €**	**volume**
Total	**138,665**	**275,375**	**133,210**	**284,692**	**166,470**	**286,535**
Extra-EU	**63,734**	**160,701**	**62,972**	**169,538**	**102,604**	**200,836**
Developing countries	**13,473**	**43,457**	**18,091**	**67,841**	**27,368**	**64,567**
Top 5 suppliers:						
Norway	26,690	57,044	26,354	61,917	31,475	52,148
Iceland	11,970	32,019	11,896	31,618	23,498	46,700
Denmark	27,633	56,712	21,518	58,663	17,453	33,158
USA	9,680	26,384	4,380	6,688	17,149	36,941
Peru	7,774	26,825	11,632	45,545	14,392	40,123
Developing countries:						
Morocco	592	2,069	322	1,243	7,607	12,814
Chile	2,580	9,018	90	76	1,832	5,449
Panama	810	3,041	817	3,803	1,428	3,629
Thailand	889	192	1,179	290	560	94
Namibia	221	1,515	701	3,143	531	144
Turkey	0	0	2,106	8,790	516	1,484
India	49	7	0	0	226	24
Argentina	0	0	7	22	155	770

Exports of fishery products to the EU, by country of origin, 1999-2001
€ 1,000 / tonnes

	1999		2000		2001	
	value €	**volume**	**value €**	**volume**	**value €**	**volume**
total fishery products	**10,784,858**	**4,274,577**	**11,830,462**	**4,426,797**	**12,454,633**	**4,684,796**
fresh or chilled fish	2,573,710	894,852	2,820,959	982,520	2,642,320	946,163
fish fillets and fish meat	1,572,607	432,059	1,738,606	451,497	2,026,114	489,848
prepared or preserved fish	2,484,079	853,085	2,567,583	899,390	2,727,182	914,541
crustaceans	1,334,923	233,139	1,580,915	252,794	1,609,618	261,000
frozen fish	1,149,601	1,370,498	1,292,314	1,333,545	1,550,182	1,582,387
fish (smoked, dried, salted or in brine)	903,997	168,177	936,891	155,385	962,776	156,921
molluscs	801,269	403,935	861,700	411,565	964,617	414,673
prepared or preserved crustaceans	689,226	124,144	739,226	128,494	803,279	142,639
live fish	203,379	42,478	180,323	36,546	174,278	30,775
fish fats and oils	89,336	145,951	87,894	164,604	108,460	155,046

APPENDIX 3 USEFUL ADDRESSES

3.1 Standards organisations

INTERNATIONAL

International Standardisation Institute (ISO)
E-mail: central@iso.org
Internet: www.iso.org

UN/ECE
Trade Division - Agricultural Standards Unit
E-mail: trade@unece.org
Internet: www.unece.org

Joint FAO/WHO Food Standards Programme
Codex Alimentarius Commission ESN division
E-mail: fi-inquiries@fao.org
Internet: www.fao.org

EUROPEAN UNION

Comité Européen de Normalisation (CEN)
European Normalisation Committee
E-mail: infodesk@cenorm.be
Internet: www.cenorm.be

SGS European Quality Certification Institute E.E.S.V.
E-mail: inquiries@sgs.com
Internet: www.sgs.com

FRANCE

Association Française de Normalisation (AFNOR)
E-mail: norminfo@afnor.fr
Internet: www.afnor.fr

GERMANY

Deutsches Institut für Normung eV (DIN)
E-mail: peter.anthony@din.de
Internet: www.din.de

ITALY

Ente Nazionale Italiano di Unificazione (UNI)
E-mail: uni@uni.com
Internet: www.unicei.it

THE NETHERLANDS

Nederlands Normalisatie Instituut (NEN)
Telephone: +31 (0)15 2690390
Internet: www.nen.nl

UNITED KINGDOM

British Standards Institution (BSI)
E-mail: cservices@bsi-global.com
Internet: www.bsi-global.com

3.2 Sources of price information

INTERNATIONAL

Globefish - European Price Report
(published monthly in English)
E-mail: globefish-web@fao.org
Internet: www.globefish.org

Infofish
(two-weekly publication in English)
E-mail: infish@po.jaring.my
Intenet: www.infofish.org

Seafood International
(published quarterly in English)
E-mail: marketing@agra-net.com
Internet: www.agra-net.com

The Public Ledger
(published weekly in English)
E-mail: marketing@public-ledger.com
Internet: www.public-ledger.com

FRANCE

Services des Nouvelles des Marchés (SNM)
(published monthly in English)
E-mail: cat@snm.agriculture.gouv.fr
Internet: www.snm.agriculture.gouv.fr

UNITED KINGDOM

World Fish Report
(two-weekly bulletin in English)
E-mail: marketing@agra-net.com
Internet: www.agra-net.com

3.3 Trade associations

EUROPEAN UNION

Association des Industries du Poisson de L'UE (AIPCEE)
(EU Fish Processors Association)
Telephone: +32 (0)2 7438730
E-mail: aipcee@sia-dci.be

The Federation of European Aquaculture Producers (FEAP)
E-mail: secretariat@feap.info
Internet: www.feap.org

BELGIUM

Beroepsvereniging der Visgroothandelaars in België
(Belgian Association of Fish Wholesalers)
Telephone: +32 (0)59 322714

DENMARK

Danmarks Fiskeindustri
(Association of Danish Fish Processing Industries and Exporters)
Email: dfe@dfedk.dk
Internet: www.danishfish.org

FINLAND

Association of Finnish Fish Wholesalers and Retailers
Telephone: +358 (0)9 798583
E-mail: kalakauppiasliito.kiiskinen@kolumbus.fi

FRANCE

Syndicat National des Fabricants de Produits Surgelés et Congelés
(National Association of Frozen Food)
Telephone: +33 (0)1 5342 1330
E-mail: snfps.sfig@ficur.com

GERMANY

Bundesverband der Deutschen Fischindustrie und des Fischgrosshandels e.V.
(National Association of German Fish Processors and Wholesalers)
E-mail: bvfisch@t-online.de
Internet: www.fischinfo.de

IRELAND

Irish Sea Fisheries Board
The Irish Fish Processors and Exporters Association (IFPEA)
E-mail: markets@bim.ie
Internet: www.bim.ie

ITALY

Société Trinity Alimentari Italiana
(Italian AIPCEE)
Telephone: +39 (0)3 1779260

THE NETHERLANDS

Produktschap Vis
(Commodity Board for Fishery Products)
E-mail: info@pvis.nl
Internet: www.pvis.nl

Nederlands Visbureau
(Dutch Fish Marketing Board)
E-mail: info@dutchfish.nl
Internet: www.dutchfish.nl

PORTUGAL

Associacao Nacional dos Industriais de Conservas de Peixe (ANICP)
(National Federation of Fish Processing Industry)
Telephone: +351 (0)2 9375213
Internet: www.anicp.pt

SPAIN

Asociación Nacional de Fabricantes de Conservas de Pescados y Mariscos
(National Federation of Fishery Product Processors Associations)
Email : anfaco@anfaco.es / cecopesca@anfaco.es
Internet: www.anfaco.es

SWEDEN

Fiskbranschens Riksförbund
(authority for the fish sector)
E-mail: yngve.bjorkman@abbaseafood.se
Internet: www.fiskbranschen.se

UNITED KINGDOM

Federation of British Port Wholesale Fish Merchants Association
Telephone: +44 (0)147-2350022
Fax: +44 (0)147-2240838

UK Association of Frozen Food Producers
E-mail: ukasfp@oat.uk / membership@ukaffp.org.uk
Internet: www.ukaffp.org.uk

Sea Fish Industry Authority
E-mail: seafish@seafish.co.uk
Internet: www.seafish.co.uk

SWITZERLAND

CASIC (Buying co-operatives of the fish retailers)
Telephone: +41 (0)61 3312726
Fax: +41 (0)61 3312612

3.4 Trade fair organisers

BELGIUM

European Seafood Exposition (ESE)
Frequency: annual (Brussels)
E-mail food@divcom.com
Internet: www.euroseafood.com

FRANCE

Salon International de L'Alimentation (SIAL)
Frequency: biennial (2004 Paris)
E-mail: sial@sial.fr
Internet: www.sial.fr

GERMANY

Fisch International & Seafood Europe
Frequency: biennial (Bremen 2004)
E-mail: info@fishinternational.de
Internet: www.fishinternational.com

ANUGA
Frequency: biennial (2003 Cologne)
E-mail: anuga@koelnmesse.de
Internet: www.koelnmesse.de/anuga

ITALY

EXPO FOOD
Frequency: biennial (2003 Milan)
E-mail: food@expocts.it / expo@expocts.it
Internet: www.expocts.it/food.asp

SPAIN

Alimentaria
Frequency: biennial (2004 Barcelona)
Telephone: +34 934521800
Internet: www.alimentaria.com

UNITED KINGDOM

IFE
Frequency: biennial (2003 London)
Email: ife@freshrm.co.uk
Internet: www.ife.co.uk

3.5 Trade press

GENERAL

Fish Farming International
(monthly in English)
E-mail: marketing@agra-net.com
Internet: www.agra-net.com

Seafood Business
(two-monthly in English)
Telephone: +1 (0)207 8425500
Internet: www.seafoodbusiness.com

Fishing News International
E-mail: marketing@agra-net.com
Internet: www.agra-net.com

Seafood International
(published quarterly in English:)
E-mail: sfi@informa.com
Internet: www.agra-net.com

World Fishing
(monthly in English)
E-mail: christopher.adams@nexusmedia.com
Internet: www.hhc.co.uk/worldfishmagazine

World Fish Report
(bi-weekly report in English containing information on production, consumption, prices and legislation)
E-mail: marketing@agra-net.com
Internet: www.agra-net.com

Globefish -Highlights
(quarterly in English, French and Spanish)
E-mail: globefish-web@fao.org
Internet: www.globefish.org

Eurofish
(bi-monthly publication in English and Russian, part of a set of six periodicals of the Global Network of Fish Marketing Information Services -FAO-, specifically targeted at exporters of fishery products in Eastern Europe)
E-mail: info@eurofish.dk
Internet: www.eurofish.dk

Infofish Trade News
(bi-weekly publication in English, part of a set of six periodicals of the Global Network of Fish Marketing Information Services -FAO-, specifically targeted at exporters of fishery products in Asia/Pacific)
Telephone: +60 (0)3 26914466
Intenet: www.infofish.org

Infopeche Trade News
(bi-weekly publication in English and French, part of a set of six periodicals of the Global Network of Fish Marketing Information Services -FAO-, specifically targeted at exporters of fishery products in Africa)
Telephone: +225 20228980/20213198/20215775
E-mail: infopech@africaonline.co.ci

Infopesca
(monthly publication, part of a set of five periodicals of the Global Network of Fish Marketing Information Services - FAO-, specifically targeted at exporters of fishery products in Latin America)
E-mail: infopesca@infopesca.org
Internet: www.infopesca.org

Infosamak
(monthly publication, part of a set of six periodicals of the Global Network of Fish Marketing Information Services - FAO-, specifically targeted at exporters of fishery products in Arab countries)
E-mail: info@infosamak.org
Internet: www.infosamak.org

Infoyu
(monthly publication, part of a set of five periodicals of the Global Network of Fish Marketing Information Services - FAO-, specifically targeted at exporters of fishery products in China)
E-mail: infoyu@agri.gov.cn
Internet: www.globefish.org/entry_infoyu.htm

BELGIUM

Visaktua
(bi-monthly publication by publisher Promoton)
E-mail: info@visaktua.be
Internet: www.visaktua.be

FRANCE

Produits de la Mer
(bi-monthly publication in French)
Telephone: +33 (0)2 99325880
E-mail: pdm@infomer.fr

GERMANY

Fish International (in English)
Fischmagazin (in German)
Telephone: +49 (0)40 2484540
E-mail: fischmagazin@snfachpresse.de

IRELAND

Irish Skipper
(monthly publication in English)
Telephone: +353 (0)1 2960000
Internet: www.irishskipper.net

THE NETHERLANDS

Vismagazine
(monthly publication in Dutch by publisher VWU Uitgevers B.V.)
E-mail: redactie.food@zibb.nl
Internet: www.zibb.nl/food

SPAIN

Industrias Pesqueras
(bi-weekly publication in Spanish)
E-mail: info@industriaspesqueras.com
Internet: www.industriaspesqueras.com

UNITED KINGDOM

Fish Trader
(monthly publication on the UK market)
Telephone: +44 (0)131 5512942
E-mail: editor@specialpublications.co.uk

3.6 (European) business support organisations

INTERNATIONAL

International Trade Centre UNCTAD/WTO (ITC)
E-mail: itcreg@intracen.org
Internet: www.intracen.org

AUSTRIA

Austrian Federal Economic Chamber
E-mail: awo@wko.at
Internet: www.austriantrade.org

DENMARK

Danish Import Promotion Office for Products from Developing Countries (DIPO)
E-mail: dipo@commerce.dk / dipo@hts.dk
Internet: www.dipo.dk

GERMANY

BfAI, Federal Office of Foreign Trade Information
E-mail: info@bfai.com
Internet: www.bfai.com

ITALY

ICE
Italian National Institute for Foreign Trade
E-mail: ice@ice.it
Internet: www.ice.it

THE NETHERLANDS

CBI, Centre for the Promotion of Imports from developing countries
E-mail: cbi@cbi.nl
Internet: www.cbi.nl

NORWAY

Norwegian Agency for Development Co-operation (Norad)
E-mail: sk@norad.no
Internet: www.norad.no

SWEDEN

Swedish International Development Co-operation Agency - Department for Infrastructure & Economic Co-operation (SIDA)
E-mail: isidasida.se
Internet: www.sida.se

SWITZERLAND

SIPPO, Swiss Import Promotion Programme
E-mail: info@sippo.ch
Internet: www.sippo.ch

3.7 Other useful addresses

EUROPEAN UNION

Association of European Chambers of Commerce and Industry
E-mail: eurochambres@eurochambres.be
Internet: www.eurochambres.be

Contact point EU ECO-label
Commission of the European Communities
E-mail: ecolabel@cec.eu.int
Internet: www.eco-label.com

European Commission
For ACP countries: DG VIII (General directorate for Development VIII)
E-mail: civis@europarl.eu.int
Internet: europe.eu.int

Center for the Development of Enterprise (CDE)
Encouraging and supporting the creation and development of enterprises in the ACP countries. It promotes partnerships between ACP and European enterprises.
E-mail: info@cde.int
Internet: www.cde.int

GERMANY

Forschungsring für Biologisch-Dynamische Wirtschaftsweise
Contact point biodynamic production / Demeter guidelines
E-mail: info@forschungsring.de
Internet: http://forschungsring.de/

THE NETHERLANDS

CBI/AccessGuide
CBI's Environment-Trade-Technology database
E-mail: cbi@cbi.nl
Internet: www.cbi.nl; www.cbi.nl/accessguide

UNITED KINGDOM

Marine Stewardship Council (MSC)
E-mail: info@msc.org
Internet: www.msc.org

APPENDIX 4 LIST OF DEVELOPING COUNTRIES

The list of developing countries as applied in this market survey, is the OECD DAC list of countries receiving Official Development Assistance (Part I). The list used is the one as at 1/1/2003.

Afghanistan
Albania
Algeria
Angola
Anguilla
Antigua and Barbuda
Argentina
Armenia
Azerbaijan
Bahrain
Bangladesh
Barbados
Belize
Benin
Bhutan
Bolivia
Bosnia & Herzegovina
Botswana
Brazil
Burkina Faso
Burundi
Cambodia
Cameroon
Cape Verde
Central African rep.
Chad
Chile
China
Colombia
Comoros
Congo, Dem. Rep
Congo, Rep.
Cook Islands
Costa Rica
Côte d'Ivoire
Croatia
Cuba
Djibouti
Dominica
Dominican republic
Ecuador
Egypt
El Salvador
Equatorial Guinea
Eritrea
Ethiopia
Fiji
Gabon
Gambia
Georgia
Ghana
Grenada
Guatemala
Guinea
Guinea-Bissau
Guyana
Haiti
Honduras
India
Indonesia
Iran
Iraq
Jamaica
Jordan
Kazakstan
Kenya
Kiribati
Korea, Rep. of
Kyrghyz Rep.
Laos
Lebanon
Lesotho
Liberia
Macedonia
Madagascar
Malawi
Malaysia
Maldives
Mali
Marshall Islands
Mauritania
Mauritius
Mayotte
Mexico
Micronesia, Fed. States
Moldova
Mongolia
Montserrat
Morocco
Mozambique
Myanmar
Namibia
Nauru
Nepal
Nicaragua
Niger
Nigeria
Niue
Oman
Pakistan
Palau Islands
Palestinian Admin. Areas
Panama
Papua New Guinea
Paraguay
Peru
Philippines
Rwanda
Samoa
São Tomé & Principe
Saudi Arabia
Senegal
Seychelles
Sierra Leone
Solomon Islands
Somalia
South Africa
Sri Lanka
St. Helena
St. Kitts-Nevis
St. Lucia
St. Vincent and Grenadines
Sudan
Surinam
Swaziland
Syria
Tajikistan
Tanzania
Thailand
Timor, East
Togo
Tokelau
Tonga
Trinidad & Tobago
Tunisia
Turkey
Turkmenistan
Turks & Caicos Islands
Tuvalu
Uganda
Uruguay
Uzbekistan
Vanuatu
Venezuela
Vietnam
Wallis & Futuna
Yemen
Yugoslavia, Fed. Rep.
Zambia
Zimbabwe

Note: Eurostat figures do not include figures for St. Kitts-Nevis

APPENDIX 5 USEFUL INTERNET SITES

www.globefish.org/index2.htm
GLOBEFISH is the unit in the FAO Fisheries Department responsible for information on international fish trade. GLOBEFISH is an integral part of the FISH INFOnetwork (INFOPESCA, INFOFISH, INFOPECHE, INFOSAMAK, EASTFISH and INFOYU) and performs a co-ordinating role in the Network activities. The core of GLOBEFISH is the GLOBEFISH Databank. GLOBEFISH produces a number of publications including fish price reports (European Fish Price Report), market studies (GLOBEFISH Research Programme) and trend analysis (GLOBEFISH Highlights). GLOBEFISH is jointly financed by FAO and GLOBEFISH Partners. (Language: English)

www.fao.org/fi/default.asp
This Internet site of FAO provides information on fishery matters such as highlights, fact file, recent news, management and environment. It is also linked to the FAO Fisheries Global Information System (Figis), which is a global network of integrated information on aquatic resources and their exploitation. Figis will allow you to retrieve, collate and analyse the broad range of fisheries thematic data available world-wide. (Language: English, French, Spanish, Arabic, and Chinese)

europa.eu.int/comm/fisheries/policy_en.htm
This site focuses on a current issue regarding the Common Fishery Policy (CFP) which is generating particular interest or debate. It contains answers to topical questions on those issues as well as the EU contribution to the debate. Information notes and fact sheets are also included to help the reader find information concerning specific areas of the CFP. (Language: Spanish, Danish, German, Dutch, English, Italian, Finnish, and Swedish)

www.atuna.com
@tuna is a gateway to the global tuna business, offering an online tuna trading floor, providing information and news on the global tuna market, EU import regulations, etc. Also providing links to fish information for several kinds of categories. (Language: English)

www.ifoma.com
The Internet site of the International Fishmeal & Oil Manufacturers Association (IFOMA) provides information on the international market of fishmeal and oil. (Language: English)

www.fis.com
The Internet site of the Fish Information & Services (FIS) provides all kinds of information on the world-wide fish market, from recent fish market prices to searching for a fish related company world-wide and from country reports to fishing news and events. (Language: English, Spanish, and Japanese)

APPENDIX 5 LIST OF HARMONISED AND PROVISIONALLY HARMONISED COUNTRIES

A) Directive 97/296/EC Fishery Products
List of harmonised (list I) and provisionally harmonised (list II) third countries and territories from which importation of fishery products in any form intended for human consumption is authorised as per April 2003:

I. Countries and territories covered by a specific decision under Council Directive 91/493/EC
Albania*, Argentina*, Australia*, Bangladesh*, Bulgaria*, Brazil*, Canada*, Chile*, China*, Colombia*, Costa Rica*, Croatia*, Cuba*, Czech Republic*, Ecuador*, Estonia*, Falkland Islands, Gabon, Ghana, Greenland, Gambia, Guinea (Conakry), Guatemala*, Honduras*, India*, Indonesia*, Iran*, Ivory Coast, Jamaica*, Japan*, Kazakhstan, Lithuania*, Latvia*, Madagascar*, Malaysia*, Mauritania, Mauritius*, Maldives, Mexico*, Morocco*, Mozambique*, Namibia*, New Caledonia, New Zealand*, Nigeria, Nicaragua*, Oman, Pakistan, Panama*, Papua New Guinea, Peru*, Philippines, Poland*, Russia*, Senegal, Seychelles*, Singapore, Slovenia*, South Africa*, South Korea*, Sri Lanka*, Suriname*, Switzerland, Taiwan*, Tanzania, Thailand*, Tunisia*, Turkey*, Uganda, Uruguay*, Venezuela*, Vietnam*, Yemen.

II. Countries and territories meeting the terms of Article 2(2) of Council Decision 95/408/EC
United Arab Emirates*, Algeria*, Armenia(1), Angola, Antigua and Barbuda(2), Netherlands Antilles, Azerbaijan(3), Benin, Bahamas, Belarus, Belize*, Republic of Congo(4), Cameroon, Cyprus*, Eritrea, Fiji, Grenada, Hong Kong, Hungary(5)*, Israel*, Kenya, Myanmar (Burma), Malta*, French Polynesia, St Pierre and Miquelon, Romania*, Solomon Island, St Helena, El Salvador, Togo, United States of America*, Mayotte(6), Serbia and Montenegro(7),(8), Zimbabwe*

(1) Authorised only for imports of live crayfish (Astacus leptodactylus) intended for direct human consumption.
(2) Authorised only for imports of fresh fish.
(3) Authorised only for imports of caviar.
(4) Authorised only for imports of fishery products caught, frozen and packed in their final packaging at sea.
(5) Authorised only for import of live animals intended for direct human consumption.
(6) Authorised only for imports of non-processed and non-prepared fresh aquaculture products.
(7) Not including Kosovo as defined by the United Nations Security Council Resolution 1244 of 10 June 1999.
(8) Authorised only for imports of wild fish intended for direct human consumption.

B) Directive 97/20/EC Molluscs
List of harmonised (list I) and provisionally harmonised (list II) third countries and territories from which imports of bivalve molluscs, echinoderms, tunicates and marine gastropods in whatever form for human consumption are authorised as per June 2002:

I. Third countries which have been the subject of a specific decision based on Directive 91/492/EEC
Australia*, Chile*, Jamaica* (only for marine gastropods), Japan, South Korea*, Morocco*, Peru*, Thailand*, Tunisia*, Turkey*, Uruguay*, Socialist Republic of Vietnam*

II. Third countries, which may be the subject of a provisional decision, based on Decision 95/408/EC
Canada*, Greenland, New Zealand*, United States of America*

* Imports from aquaculture fishery products are only authorised from these marked countries which keep the EU informed with sufficient monitoring of residues of animal medication.

Source: EU, June 2003

CBI: YOUR EUROPEAN PARTNER FOR THE EUROPEAN MARKET

The CBI (Centre for the Promotion of Imports from developing countries) is an agency of the Dutch Ministry of Foreign Affairs. The CBI was established in 1971. The CBI's mission is to contribute to the economic development of developing countries by strengthening the competitiveness of companies from these countries on the EU market. The CBI considers social values and compliance with the most relevant environmental requirements to be an integral part of its policy and activities.

CBI offers various programmes and services to its target groups:

Market information
A wide variety of tools to keep exporters and Business Support Organisations (BSOs) in developing countries in step with the very latest development on the EU market.
These include market surveys and strategic marketing guides for more than 40 product groups, manuals on export planning and other topics, fashion and interior forecasts and the CBI News Bulletin, a bi-monthly magazine. This information can also be obtained from our website at www.cbi.nl For all information on non-tariff trade barriers in the EU CBI has a special database, AccessGuide, at www.cbi.nl/accessguide
And finally CBI's Business Centre is offering free office facilities, including telephones, computers, internet and copiers for eligible exporters and BSOs. Market reports, international trade magazines, cd-roms and much more can be consulted in the information section of the business centre.

Company matching
The company matching programme links well-versed suppliers in developing countries to reliable importing companies in the EU and vice versa. The online matching database contains profiles of hundreds of CBI-audited and assisted exporters in developing countries that are ready to enter into various forms of business relationships with companies in the EU, as well as many EU companies interested in importing or other forms of partnerships such as subcontracting or private labelling.

Export development programmes (EDPs)
EDPs are designed to assist entrepreneurs in developing countries in entering and succeeding on the EU market and/or in consolidating or expanding their existing market share. Selected participants receive individual support over a number of years by means of on site consultancy, training schemes, trade fair participation, business-to-business activities and general export market entry support. Key elements usually include technical assistance in fields such as product adaptation, improving production, implementing regulations and standards and export marketing and management assistance.

Training programmes
Training programmes for exporters and BSOs on, among others, general export marketing and management; trade promotion; management of international trade fair participations and developing client-oriented market information systems. The duration of the training programmes vary between two days and two weeks and are organized in Rotterdam or on location in developing countries.

BSO development programme
Institutional support for capacity building for selected business support organisations.
The programme is tailored to the specific needs of participating BSOs and can include train-the-trainer assistance, market information systems support and staff training. CBI's role is advisory and facilitative.

Please write to us in English, the working language of the CBI.

Centre for the Promotion of Imports from developing countries
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