

FISHERIES



European Market Observatory for Fishery and Aquaculture Products (EUMOFA)

3rd Ad-hoc Fish Price Index Workshop

3-4 October 2011



**European
Commission**
Maritime Affairs
and Fisheries

Dir. Market & Trade / Unit B4

The **main objective** of the project is to help:

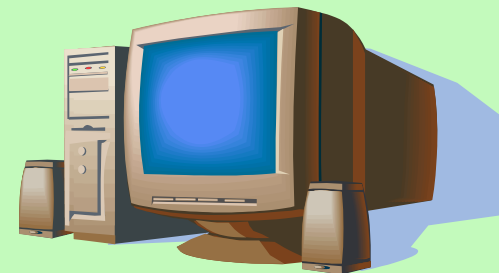
- actors of the industry to develop more adequate **production planning** and **marketing strategies**
- public bodies to **have a better understanding of market situation** and lead **relevant policy**

thanks to **continuous, reliable and easily accessible information on markets.**

Without the EU Market Observatory



With the EU Market Observatory

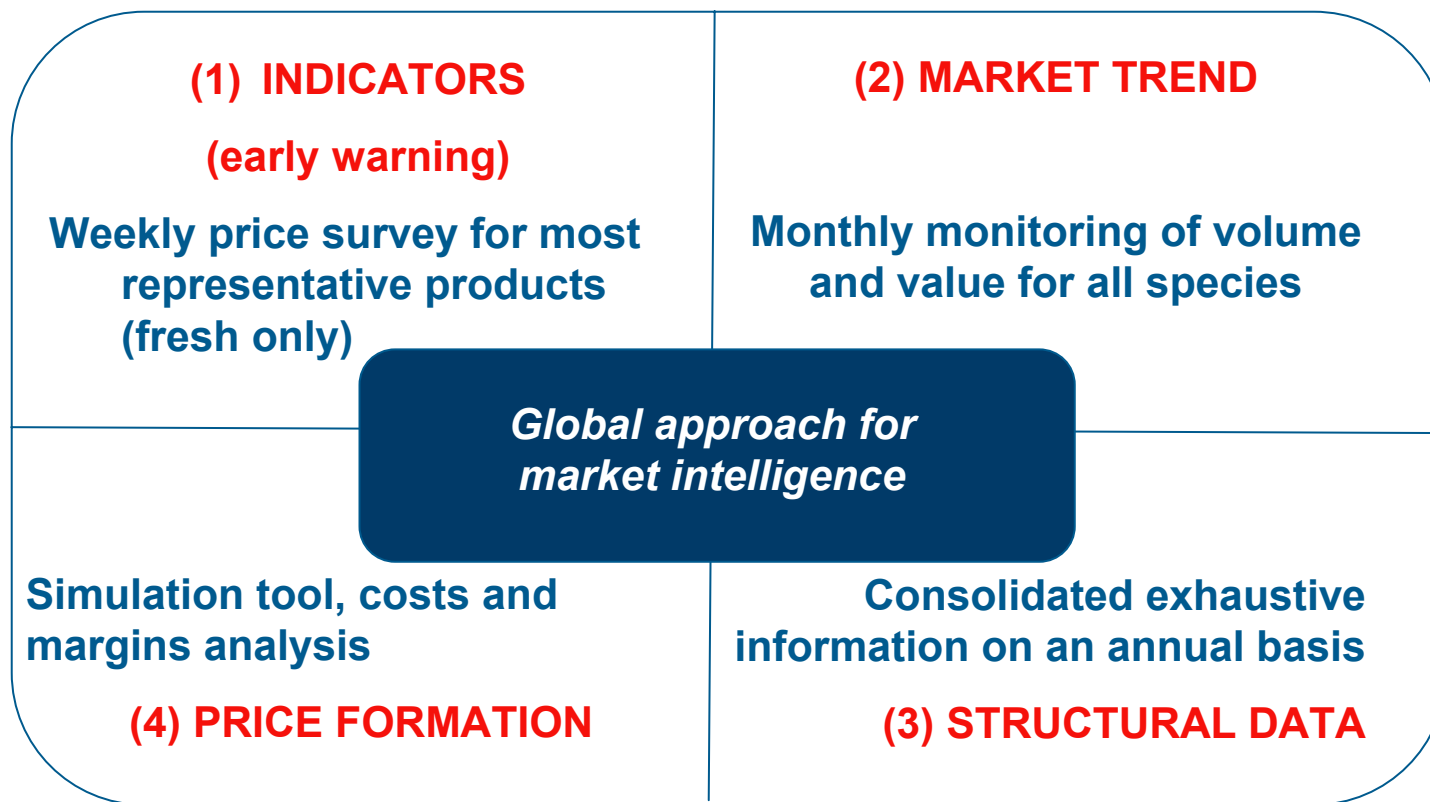


1 website

regular alerts, notes, charts,
reports and analyses



Frequency and type of information



A project in four steps

- 1. Definition of terms of reference and choice of the contractor 2009
- 2. Data mapping and selection of inputs 2010
- **3. Construction of the tool 2011**
 - **Negotiations with Member States to specify their participation in terms of inputs and in relay for dissemination of outputs**
 - **Design of outputs**
 - **IT issues**
- 4. Test phase 2012



Indicators

- **Weekly prices for selected products used as “benchmarks”**
 - First sale (fishery products only)
 - Import
 - Wholesale
 - Retail
- **Examples:**
 - Fresh gutted **Plaice** size 1 sold in Thyboroen
 - Fresh fillets of **Cod** imported by UK from Norway
 - Fresh whole **Gilthead seabream** (aquaculture) 400 to 600g (imported) in Torino market
 - Fresh whole **Hake** over 2 kg at retail in Spain

 - Focus on some representative species at EU level: **Cod, Herring, Sole, Hake** and **Sardine** at first sale, plus **Salmon, Trout, Mussel** at wholesale / retail

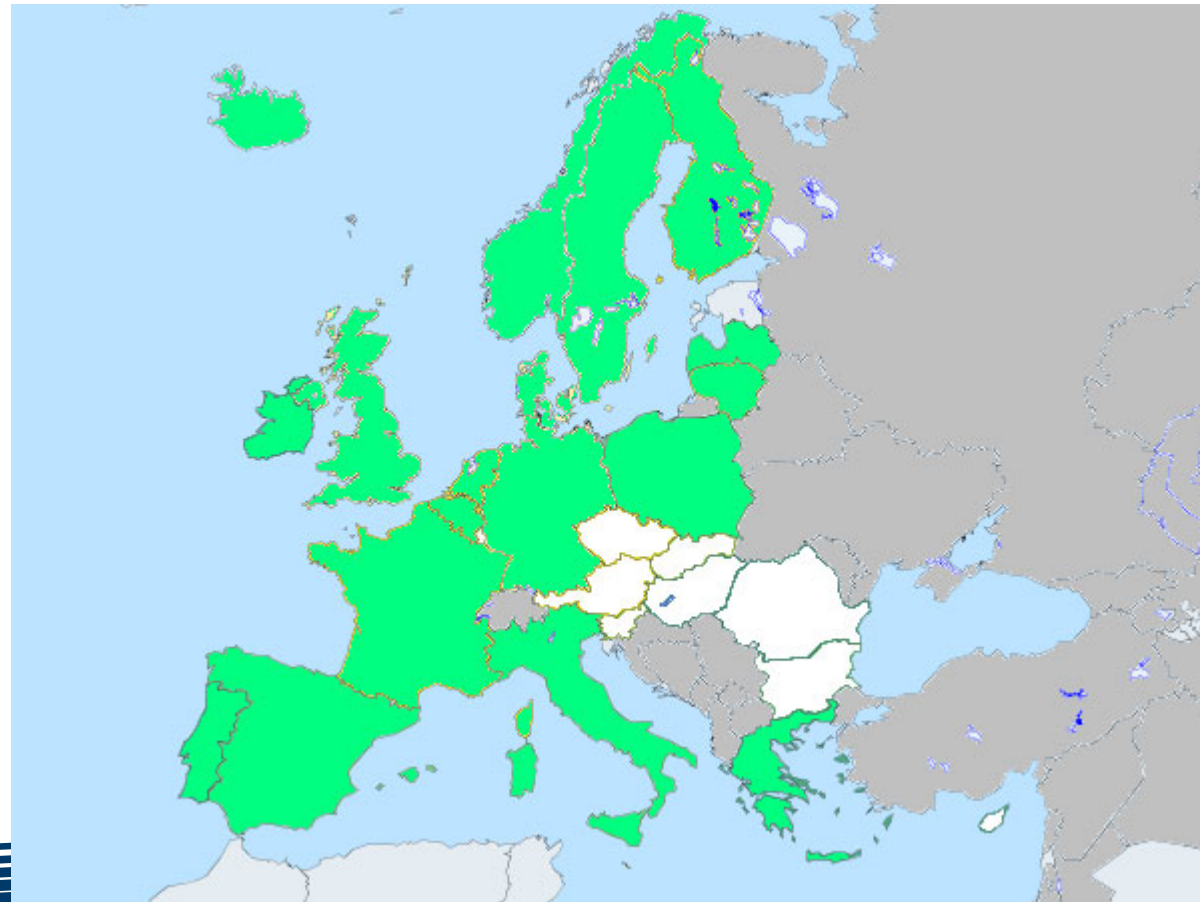


COVERAGE OF EU MARKET (+ NO + IS) BY INDICATORS

**First sale
(Fishery only)
+ aquaculture
in NO**

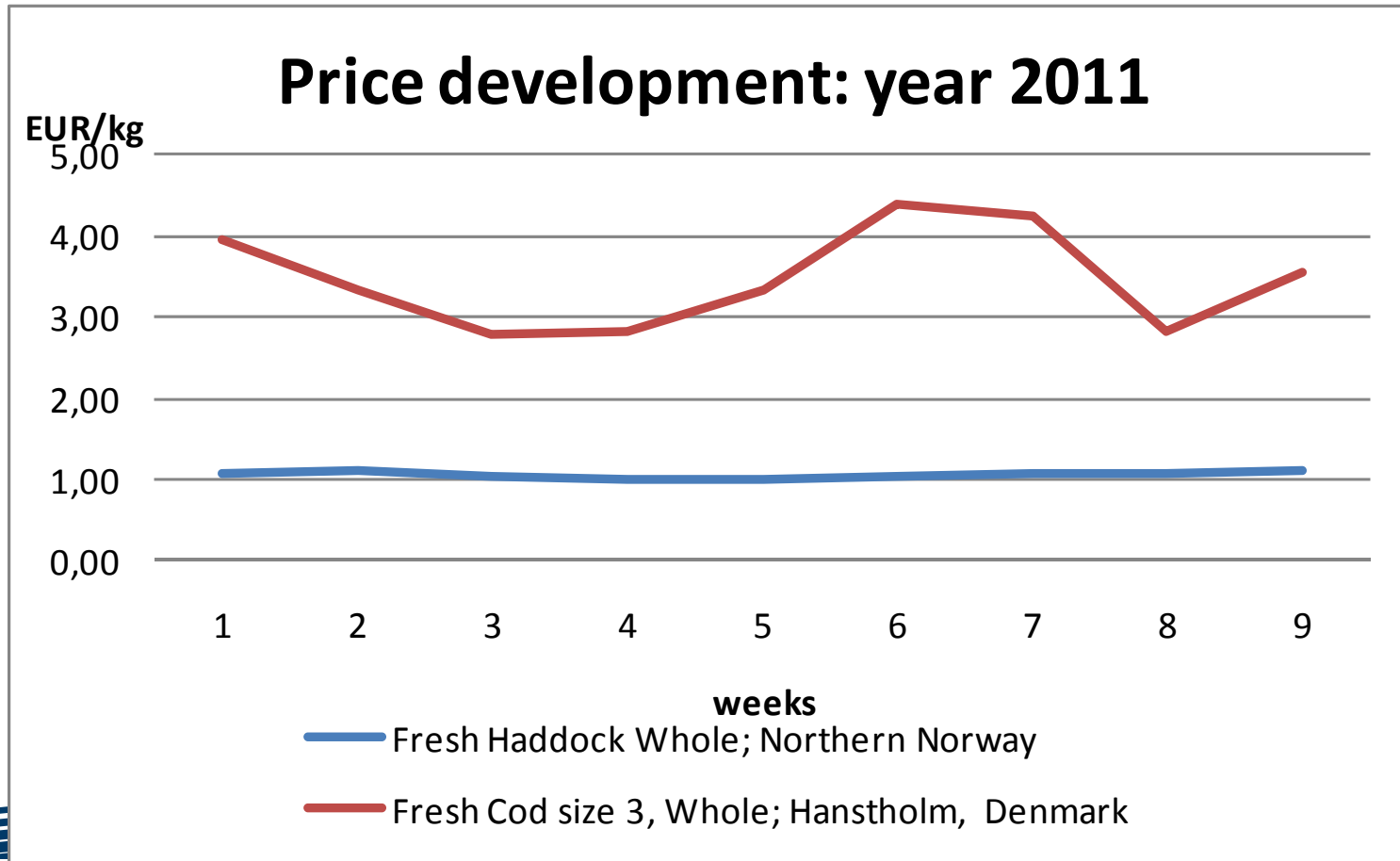
Data sources:

- sales notes
- auctions



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INDICATORS: example of output for fishery products
(Norway versus Denmark)

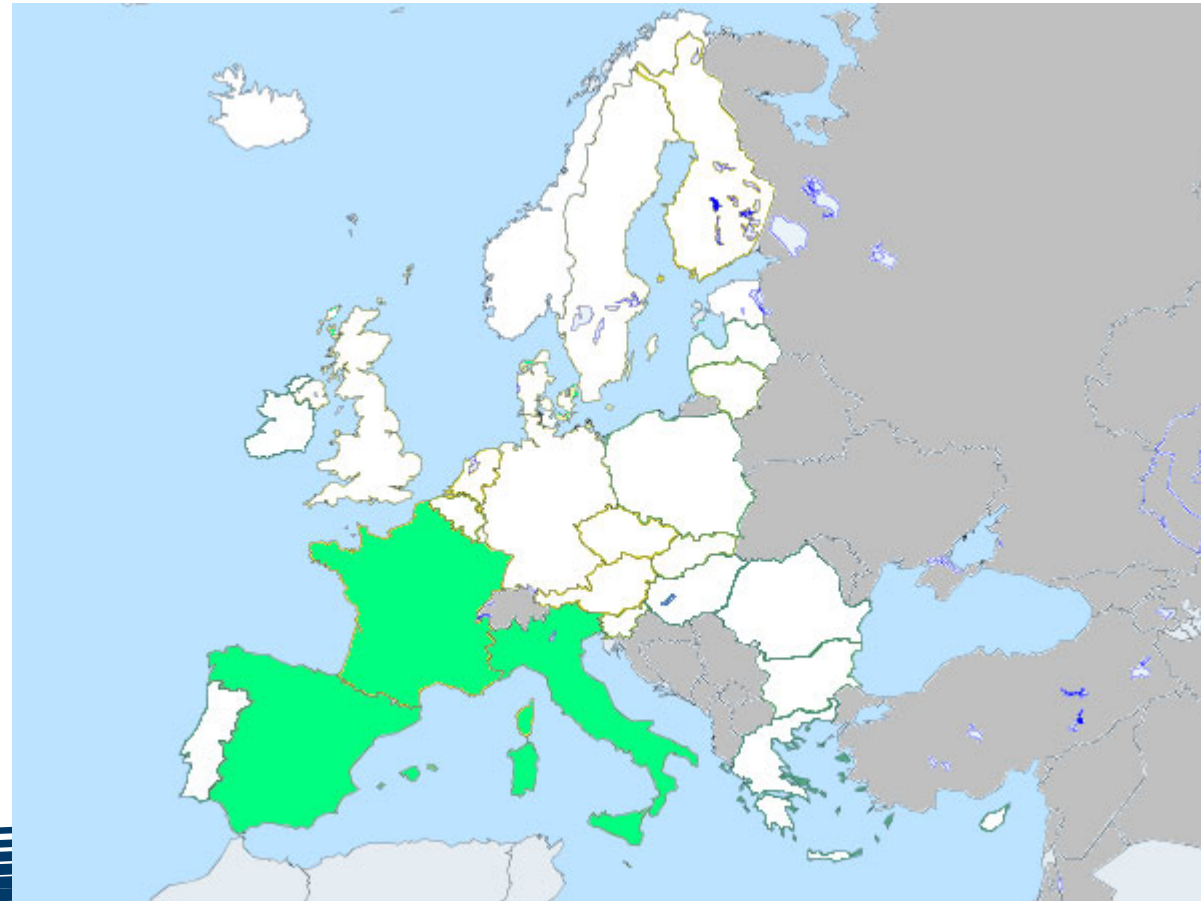


COVERAGE OF EU MARKET BY INDICATORS

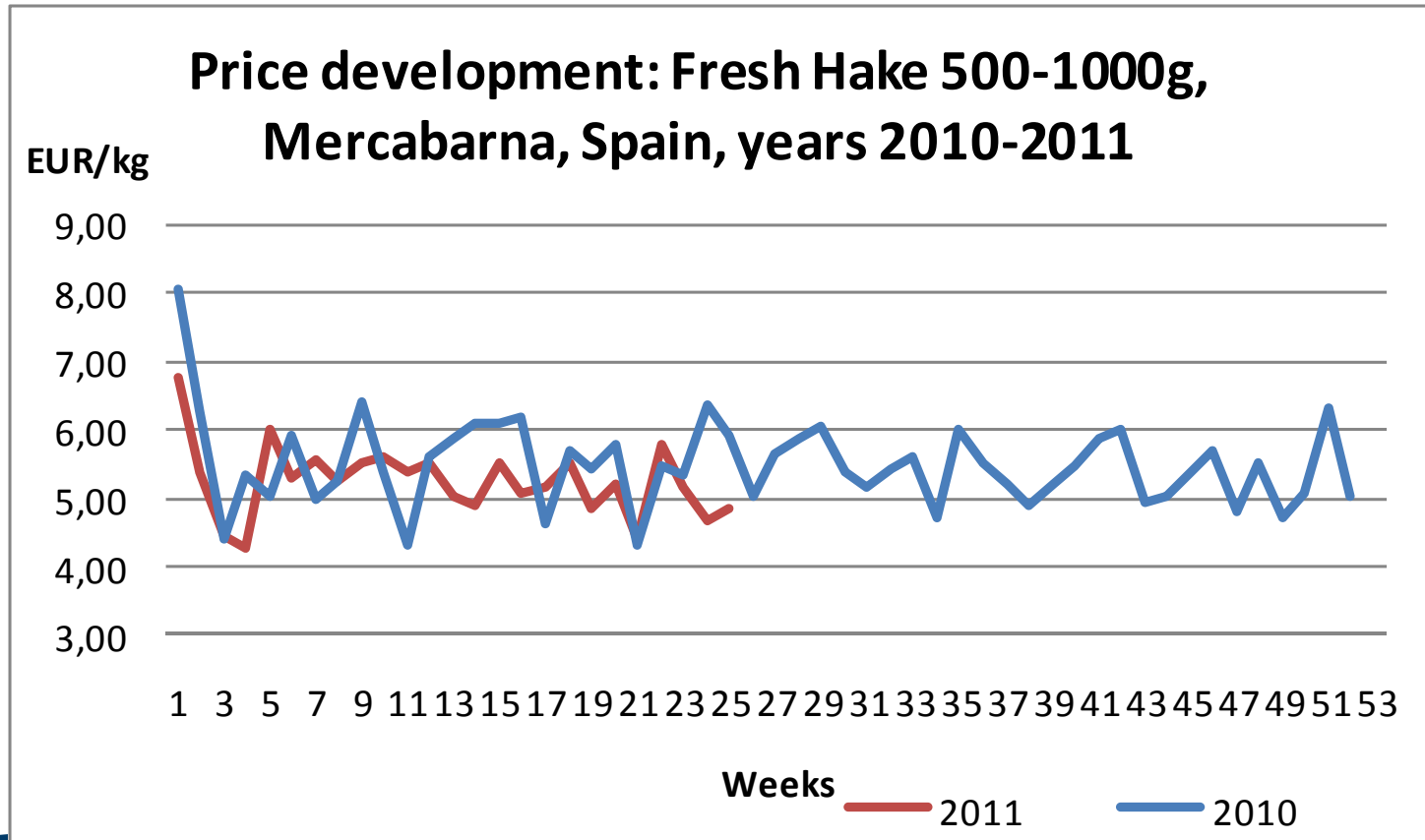
Wholesale

Data sources:

- Wholesale markets (through MS administrations)



INDICATORS: example of output for wholesale of fishery products (Spain)

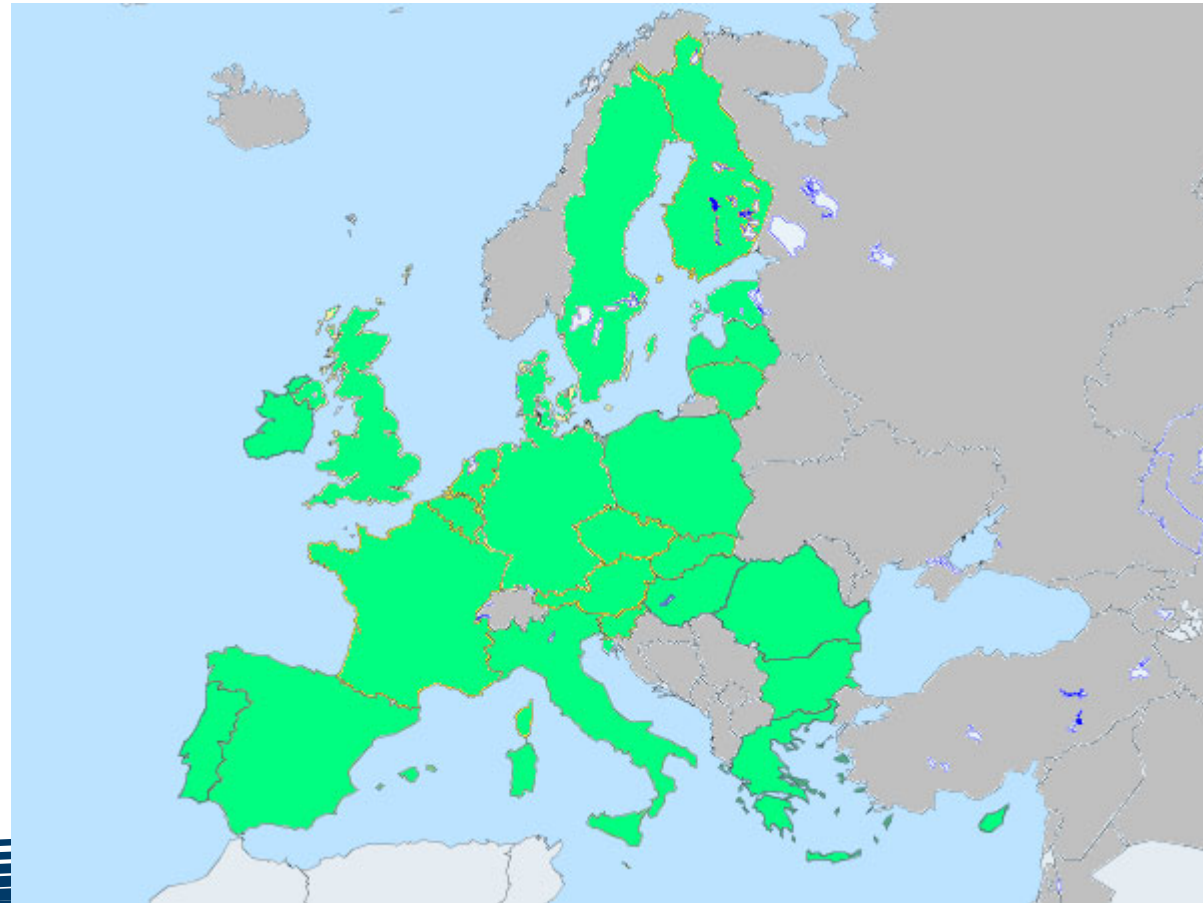


COVERAGE OF EU MARKET BY INDICATORS

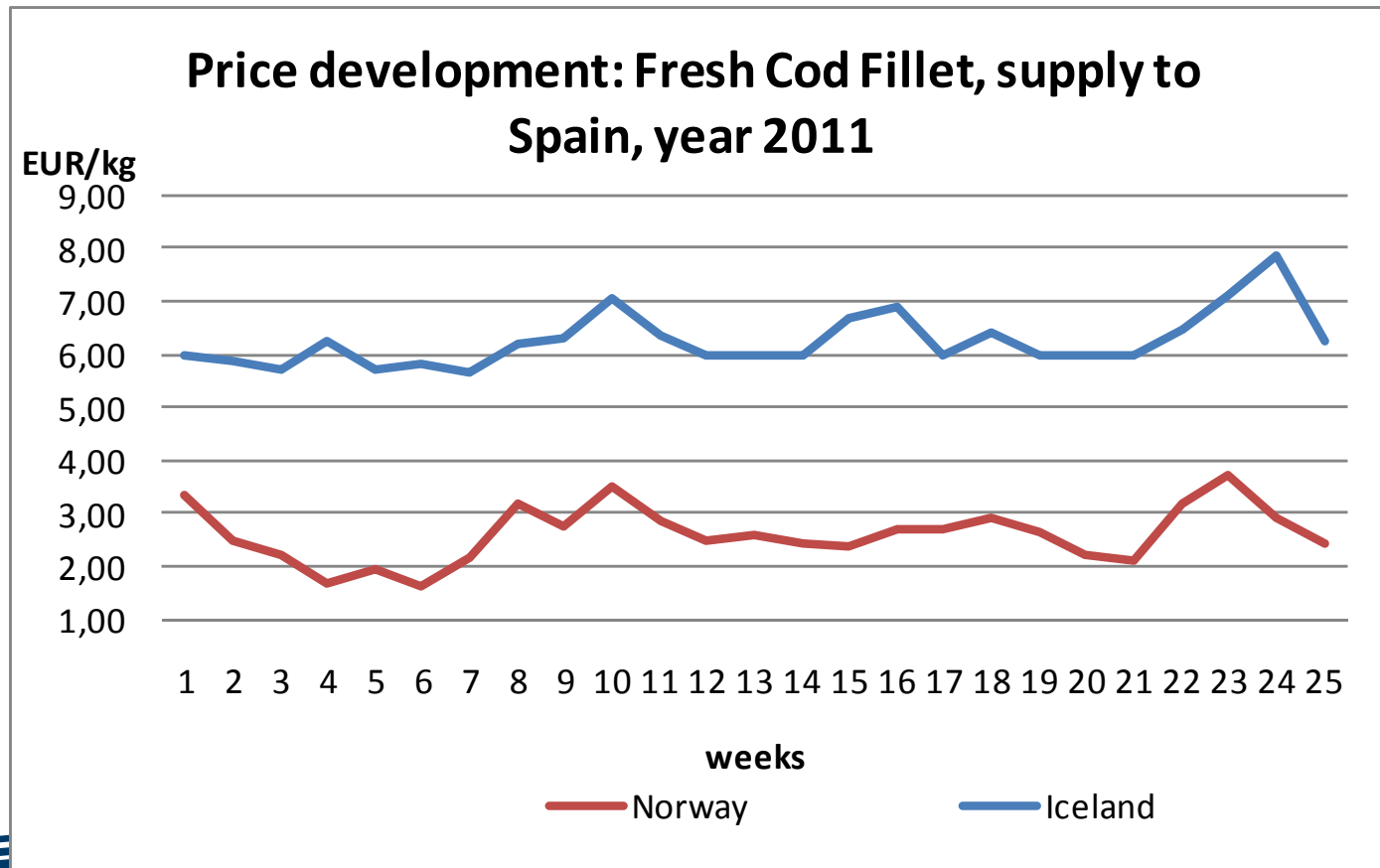
Import

Data sources:

- DG TAXUD
Surveillance
System



INDICATORS: example of output for imports of fishery and aquaculture products (cod fillets in Spain)

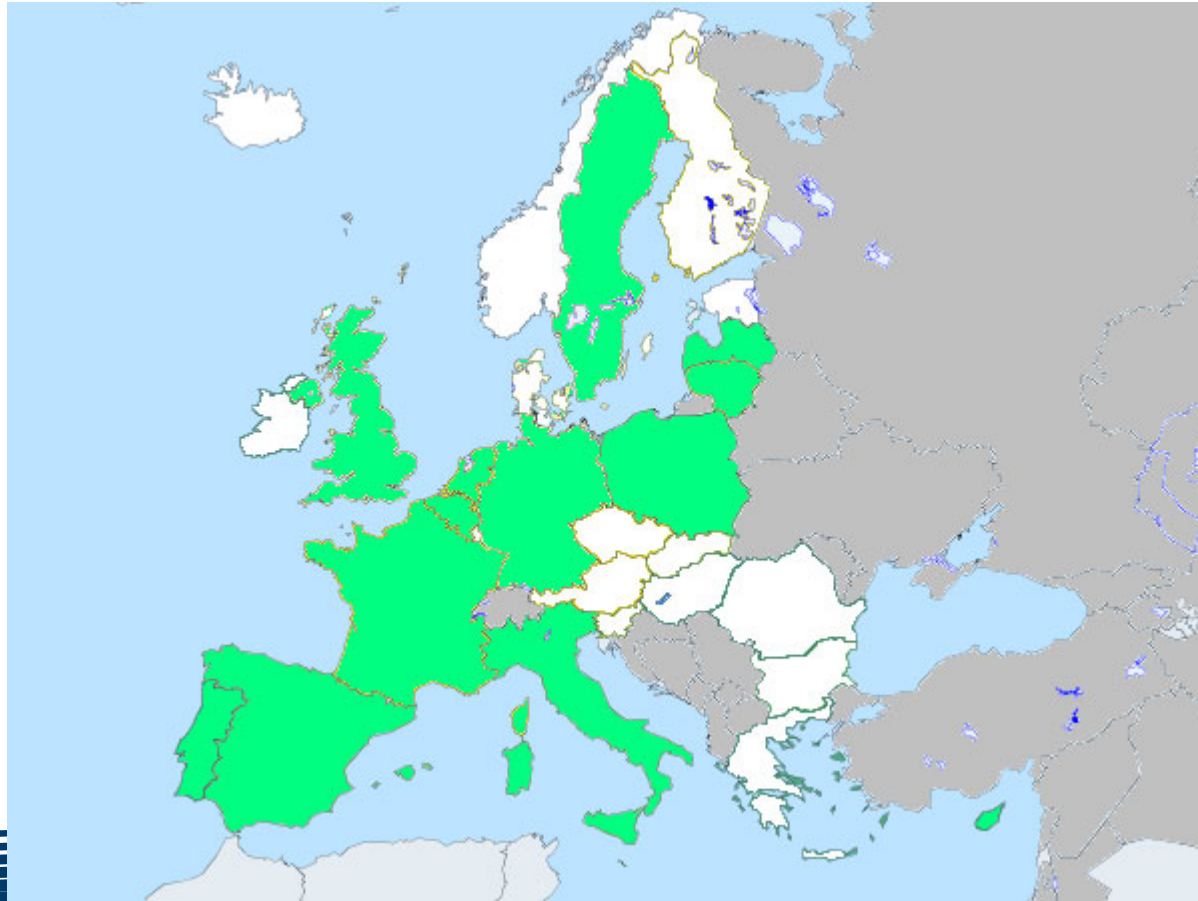


COVERAGE OF EU MARKET BY INDICATORS

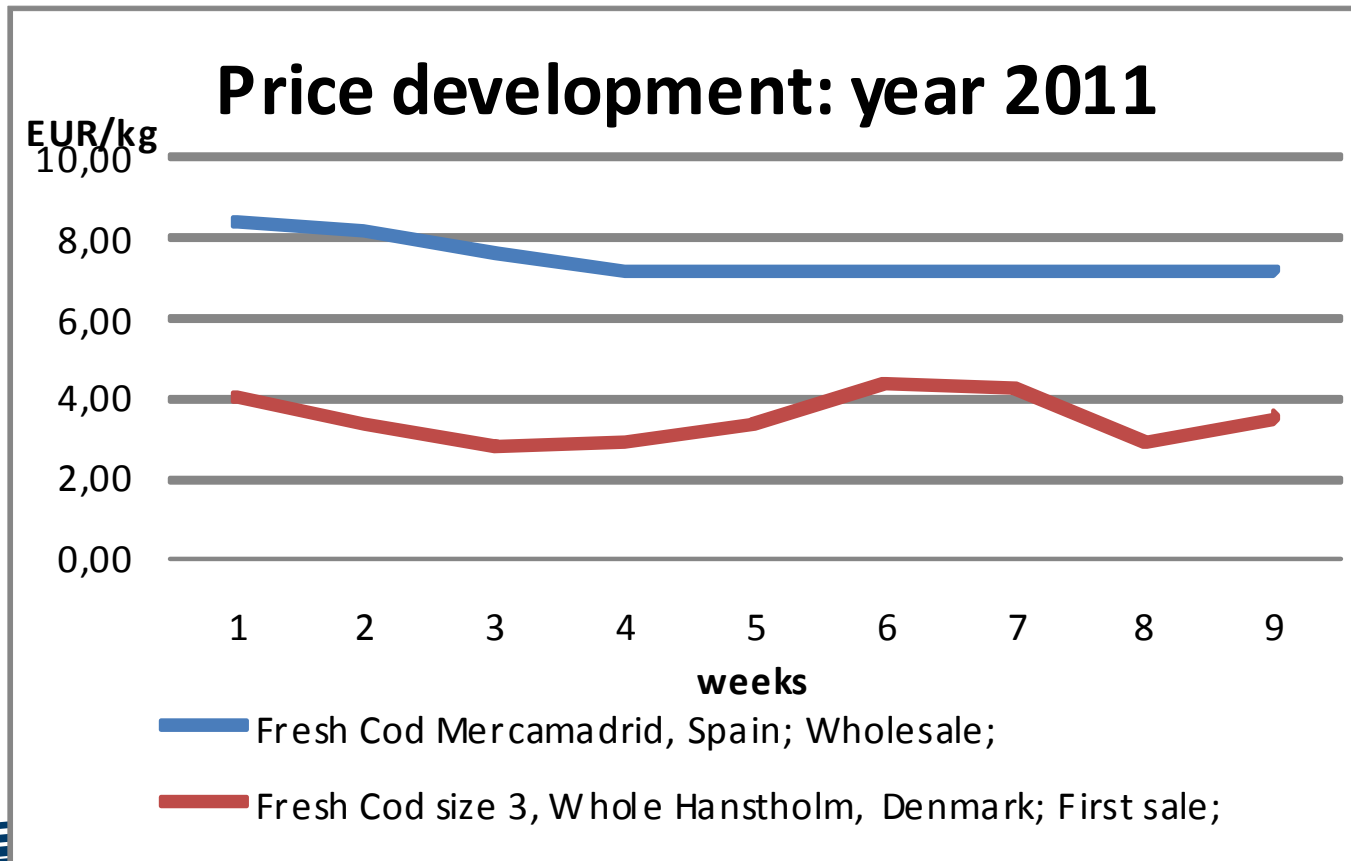
Retail

Data sources:

- Surveys by MS
- European data providers



INDICATORS: example of output along the supply chain (cod)



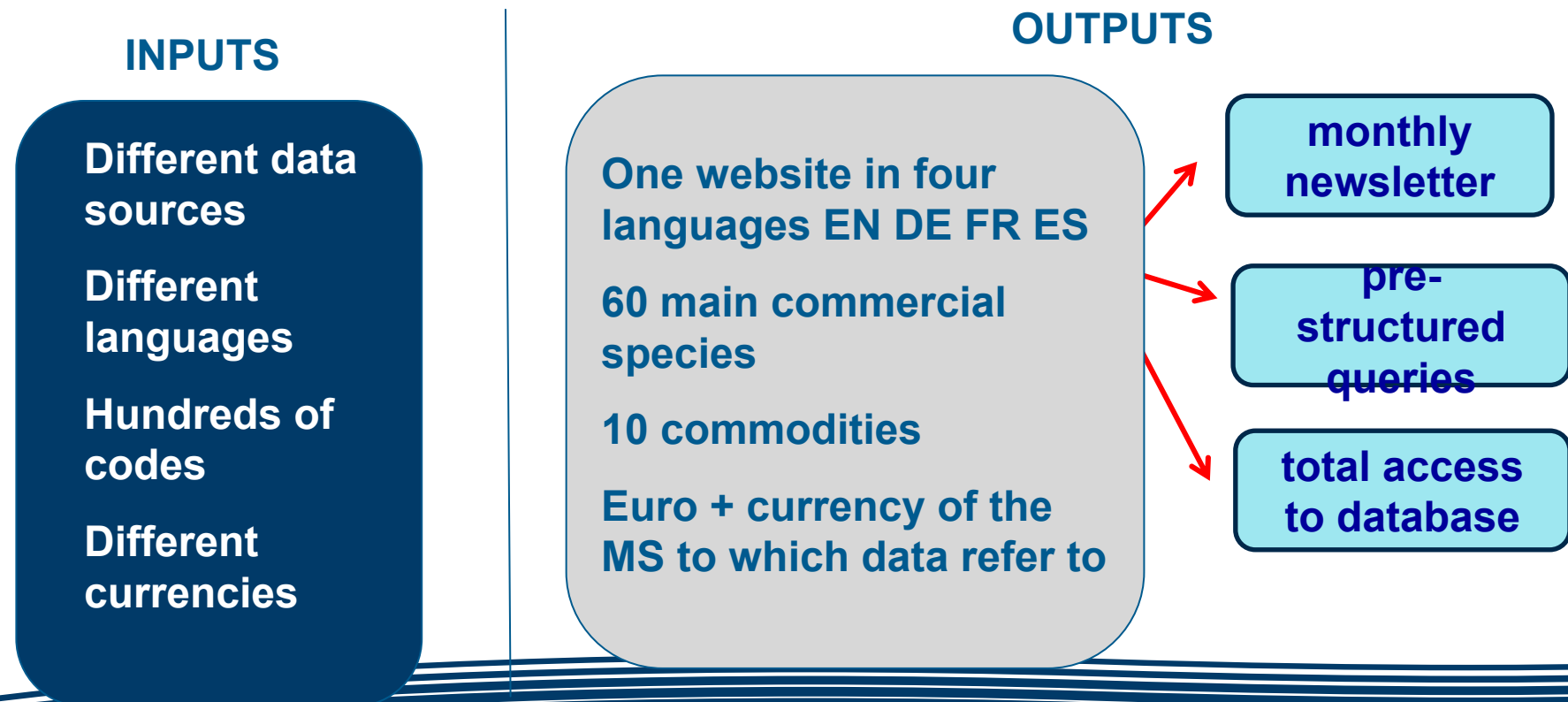
Market trend

- **Monthly macro-economic indicators** (fuel price, currency parities, economic growth) and info on **international seafood supply and trade**
- **Monthly (or quarterly) volumes, value and average price at**
 - First sale (fishery products only)
 - Import / Export
 - For **Main Commercial Species**
 - around **60 main commercial species** such as Cod, Hake, Monk, Jack-mackerel, Octopus, Mussel, Cold-water shrimp obtained by grouping with a market-oriented methodology from:
 - 600 codes for first sale (Eurostat landings and captures, ERS regulation)
 - 400 codes for import / export (Eurostat Comext CN8)
 - For **Commodity Groups**
 - **10 commodity groups** such as “Groundfish”, “Small pelagics”, “Crustaceans” obtained by grouping the 60 main commercial species



Market trend

- The objective is to deliver regular, homogeneous outputs on a user-friendly website

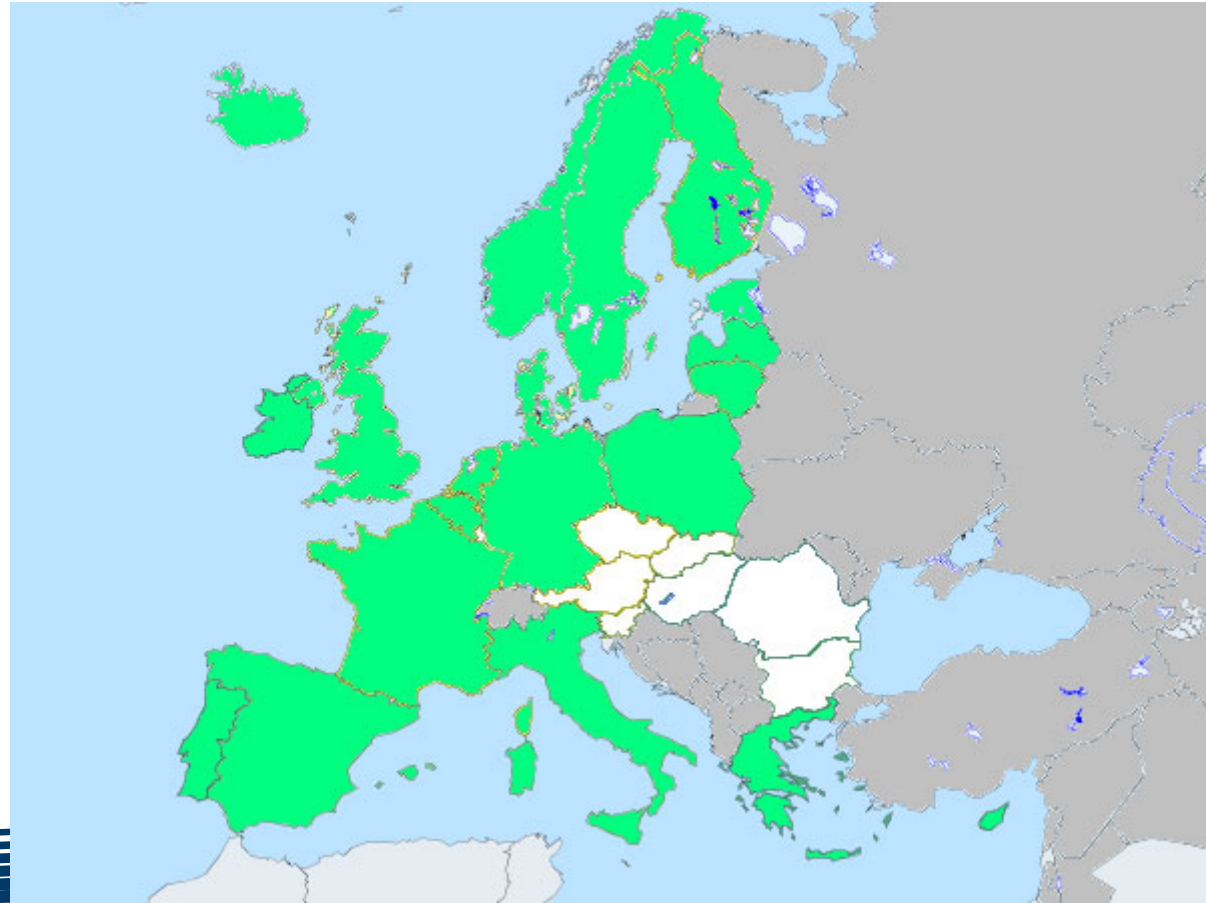


COVERAGE OF EU MARKET FOR MARKET TREND ANALYSIS (+ NO + IS)

First sale

Data sources:

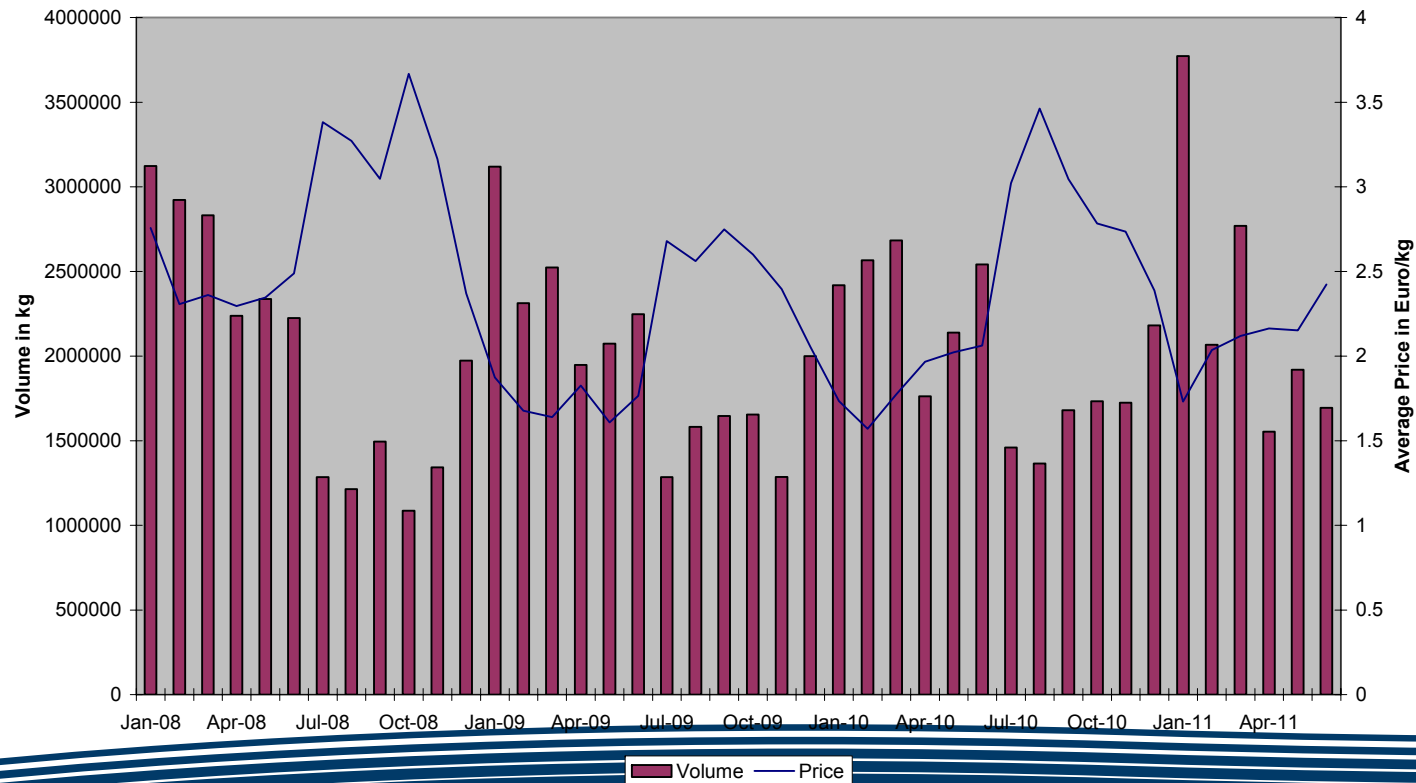
- sales notes
- auctions
- price reporting for interventions through FIDES (reg 104/2000)
- aquaculture industry (POs, associations)



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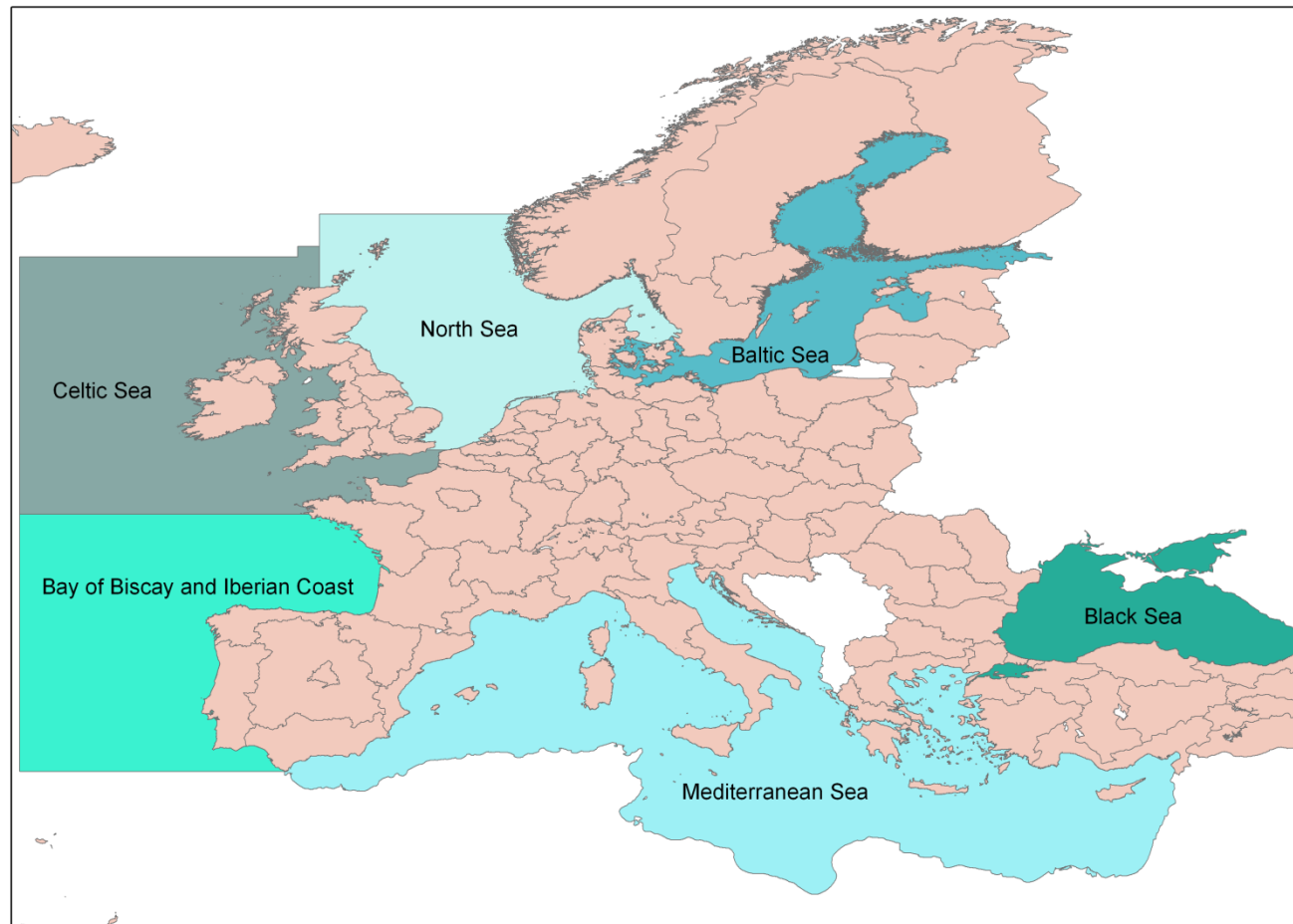
MARKET TREND: example of output for first sale of fishery products (cod in Denmark)

Price and Volume of Cod landings in DK



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Breakdown of data (first sale of fishery products) per “seaboard”*

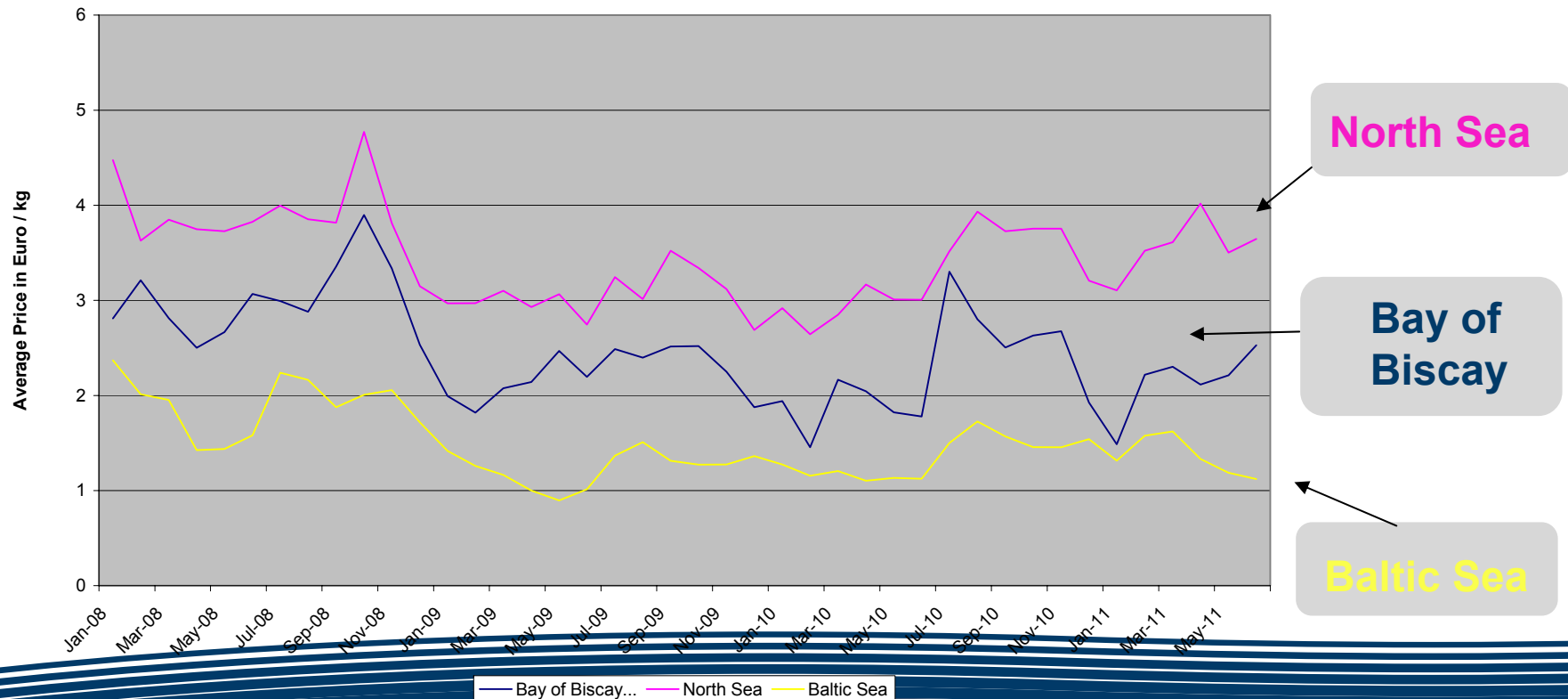


* seaboard = the long thin area of a country which is next to the sea (Cambridge Dictionnary)

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MARKET TREND: example of output for first sale of fishery products (price of cod per seaboard)

MCS Cod Average Price by Sea Basin



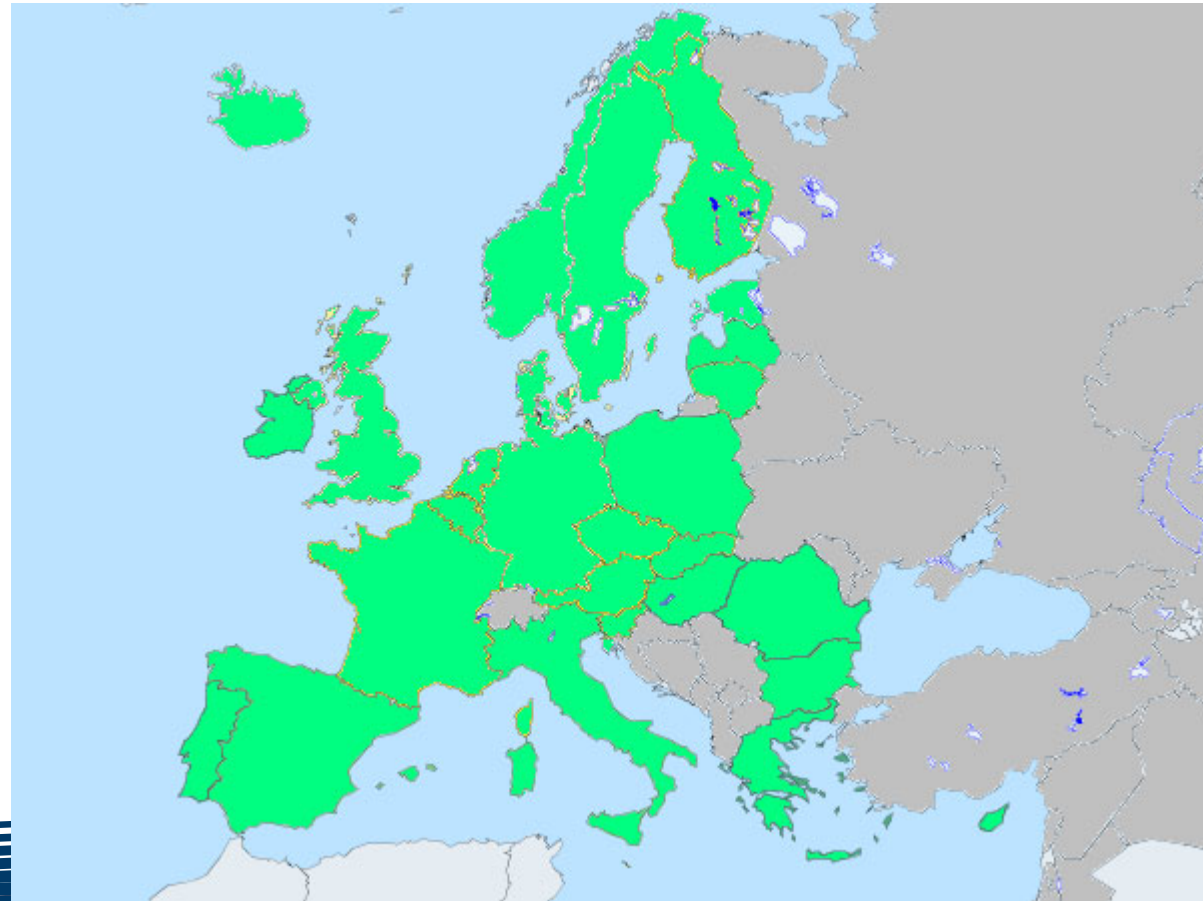
European Commission
Maritime Affairs
and Fisheries

COVERAGE OF EU MARKET FOR MARKET TREND ANALYSIS (+ NO + IS)

**Import /
Export**

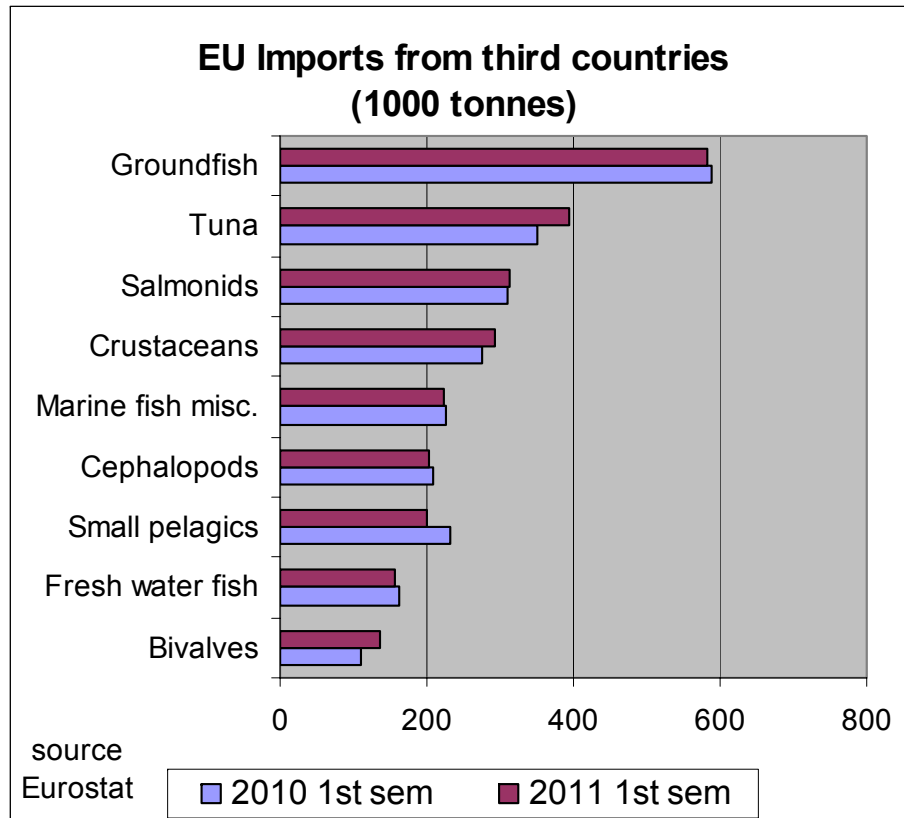
Data sources:

- Comext Eurostat
- NO and IS administrations
- FAO Globefish



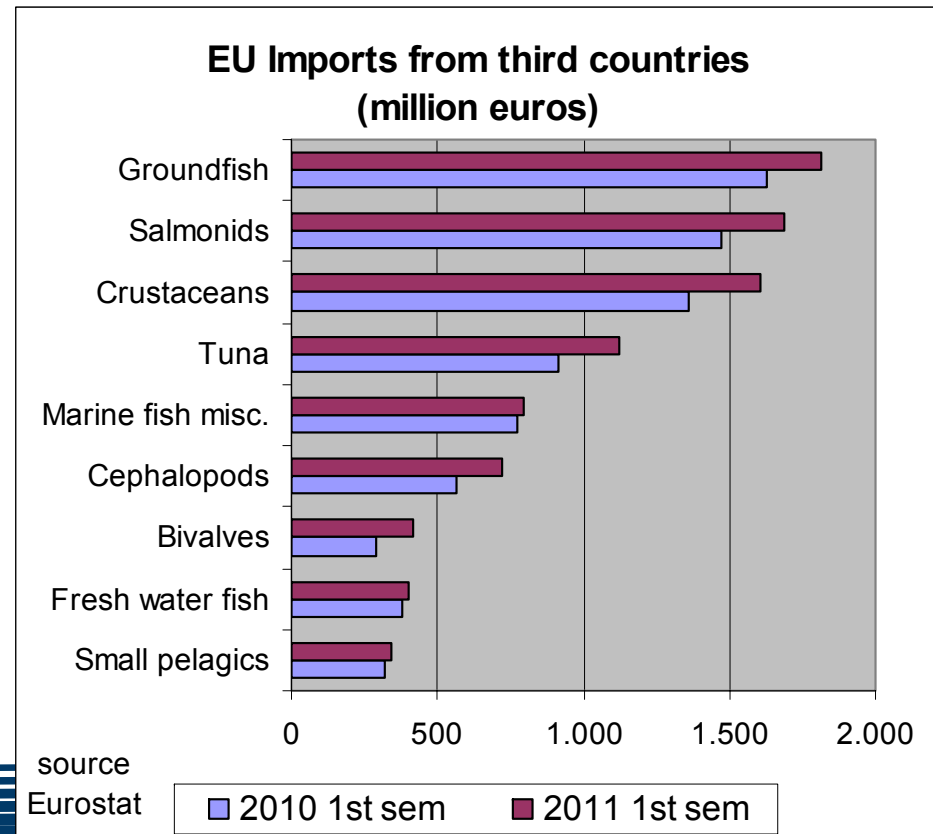
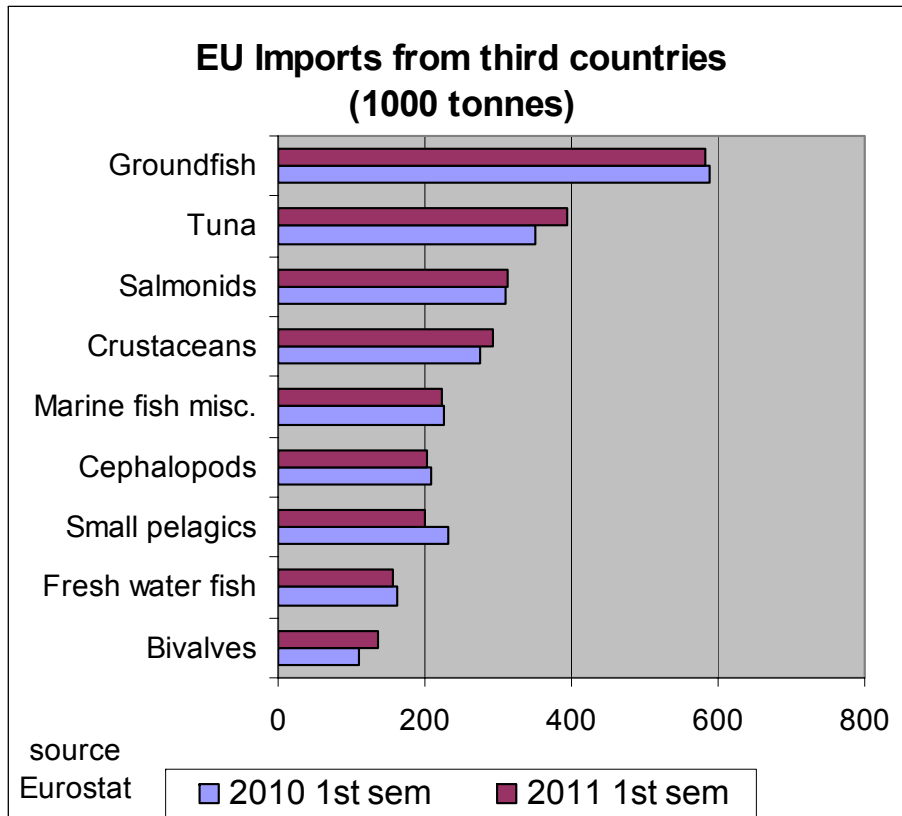
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MARKET TREND: example of output for imports of fishery and aquaculture products (EU level – source Eurostat Comext)



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MARKET TREND: example of output for imports of fishery and aquaculture products (EU level – 1st semester 2011/2010)



Structural data

- **Yearly volumes, value and average price at:**
 - First sale (fishery landings, aquaculture)
 - Import / Export
 - Processing
 - Consumption: Italy, France and Spain only (65% of EU fresh fish consumption)
- **Supply balance sheets (apparent consumption)**
 - in live weight equivalent
 - at EU level per commodity group
- **Data sources**
 - Eurostat for first sale, import / export and processing
 - MS administrations (public release) on the basis of private info-providers for consumption
- **Outputs**
 - 60 main commercial species /10 commodity groups



Price formation

- **The Phase 1 of the report concluded** that the responsibility for the concrete application of Price formation Simulation Tools (PFST) would be left to the stakeholders (public bodies or industry bodies) in each Member State
- **The role of EUMOFA is to provide a tool-box**
 - Guidelines for the development of concrete price formation analysis
 - Definition of relevant data sets for price formation analysis
 - Developing some case studies
 - Fresh cod fillets
 - Fresh and canned sardine
 - Fresh whole hake
 - Fresh whole seabass/seabream
 - Smoked salmon
 - Frozen Alaskan pollack
- **EUMOFA will disseminate the methodology and facilitate the implementation of PFST**



Next steps

- 1. Steering Group meeting (DG MARE, DG AGRI, DG ESTAT, DG TRADE)
20 October 2011
- 2. IT flows implementation from all data sources towards COGEA
October – November 2011
- 3. Agreement DG MARE and MS administrations by exchange of letters
October – November 2011
- 4. Meeting of contact persons (Management Committee)
30 November 2011
- 5. Final Phase 2 report to be delivered by COGEA
December 2011
- 6. Test phase kick-off
January 2012



Thank you for your attention

For any questions about the DG MARE's project of a European Market Observatory for Fisheries and Aquaculture Products, please contact

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http://ec.europa.eu/fisheries/cfp/market/market_observatory/index_en.htm

