

# FACT SHEET

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-31-

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## GLOBAL FISH ECONOMY

### Weaker euro and yen overshadow world fish market

Global fish production in 2015 is estimated to have increased by 2.6%, with the aquaculture sector continuing to drive supply growth. As of 2014, more than half of the fish we consume is farmed rather than wild caught, and this proportion can be expected to increase steadily in the future. In terms of overall fish prices, the FAO fish price index fell significantly in 2015, as several key traded species saw price declines and weakening demand, especially for aquaculture species. As a result, total trade value for 2015 is forecasted to fall by some 9-10%. Strong USD gains, which translates into lower USD prices for species traded in other currencies, also contributed to the value decline.

Economic trends and exchange rate developments were key in shaping global seafood markets in 2015, with the traditional large markets such as the USA leading the way as developing markets faltered after long periods of strong seafood market growth. China has entered a period of serious uncertainty, Russian seafood consumption is suffering from the effects of its continuing trade embargo on fish from certain countries and the Brazilian economy shrunk in 2015. In euro, EU imports (including intra-EU trade) grew marginally in 2015, and this was similar for Japanese imports in yen.

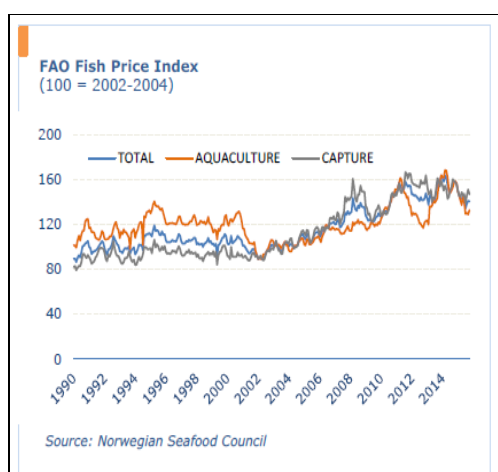
Prices of wild species diverged significantly from those of farmed seafood in 2015, as measured by the FAO fish price index focusing on the major traded species. High-volume wild whitefish species such as Alaska pollock, cod and hake exhibited strong upward price trends in 2015, while other wild species such as scallops and cephalopods also saw good price rises. Yet there were some exceptions in the capture sector. In particular, low raw material prices for tuna – based on good catches and low fuel costs – continued in 2015 despite somewhat of a recovery in the latter half of the year. Meanwhile, plentiful supply of farmed shrimp saw prices fall for exporters in the important US market while the salmon price development

was characterized by steep declines in Chile and record high levels in Norway.

For the major producing countries, results in 2015 were mixed. Norway, Europe's major producer, posted record export values in 2015 for both cod and salmon, while China, the world's largest exporter and processor, saw export volumes drop due to a slowdown in the processing sector. In Thailand, lower tuna and shrimp prices pushed export values significantly down in 2015, with other large shrimp supplying countries seeing similar effects. In South America, previous fears that the second anchoveta season would be cancelled due to a strong *El Niño* phenomenon were proven to be unfounded and the fleet has reported strong catches since mid-November 2015. This has relieved some pressure on fishmeal prices for the time being, but the long-term upward trend will continue to push up feed costs for aquaculture producers and drive them towards alternative ingredients.

The sustainability, quality and safety of the fish we eat is becoming ever more important in the minds of the world's seafood consumers, evidenced by the powerful effect on demand and the negative media coverage of these issues. The US Food and Drug Administration's recent approval of genetically modified salmon for human consumption has stimulated much public debate, with many retailers hesitant to sell the product due to potential consumer backlash.

The broad outlook for the global seafood markets is somewhat uncertain, as wider economic concerns in many key consuming countries will potentially depress consumer demand. Political and social instability in Europe in the wake of terrorist attacks and the migrant crisis represents a further risk factor, while the Russian embargo will continue to reshape global markets as long as it is enforced. For many producers, however, a strong US dollar and a positive outlook for the important US market helps to support a more favourable view of 2016.



WORLD FISH MARKET AT A GLANCE				
	2013	2014	2015	Change: 2015 over 2014
			estim. fcast.	
	million tonnes			%
<b>WORLD BALANCE</b>				
Production	162.8	164.3	168.6	2.6
Capture fisheries	92.6	90.0	90.6	0.7
Aquaculture	70.2	74.3	78.0	5.0
Trade value (exports USD billion)	136.2	144.3	130.9	-9.3
Trade volume (live weight)	58.8	59.5	59.8	0.5
Total utilization	162.8	164.3	168.6	2.6
Food	141.0	144.6	147.5	2.0
Feed	16.8	15.0	16.4	9.7
Other uses	5.0	4.8	4.7	-2.1
<b>SUPPLY AND DEMAND INDICATORS</b>				
Per caput food consumption				
Food fish (kg/year)	19.7	20.0	20.1	0.9
From capture fisheries (kg/year)	9.9	9.7	9.5	-2.2
From aquaculture (kg/year)	9.8	10.3	10.6	3.8

Totals may not match due to rounding.

<b>FISH AND FISHERY PRODUCTS STATISTICS <sup>1</sup></b>										
	Capture fisheries production		Aquaculture fisheries production		Exports			Imports		
	2012	2013	2012	2013	2013	2014 estim.	2015 estim.	2013	2014 estim.	2015 estim.
	Million tonnes (live weight equivalent)				USD billion					
<b>ASIA</b>	50.2	50.9	59.0	62.5	54.0	56.8	51.7	44.2	45.2	42.0
China <sup>2</sup>	17.2	17.4	41.5	43.9	22.2	23.6	21.7	12.9	13.5	13.3
of which China, Hong Kong SAR & Taiwan Province of China	0.2	0.2	0.0	0.0	1.1	1.0	0.7	3.8	3.6	3.5
of which China, Hong Kong SAR & Taiwan Province of China	0.9	0.9	0.3	0.3	1.8	1.8	1.6	1.0	1.2	1.2
India	4.9	4.6	4.2	4.5	4.6	5.6	4.8	0.1	0.1	0.1
Indonesia	5.8	6.1	3.1	3.8	3.8	4.2	3.7	0.4	0.3	0.4
Japan	3.7	3.7	0.6	0.6	2.0	1.9	1.9	15.3	14.7	13.4
Republic of Korea	1.7	1.6	0.5	0.4	1.8	1.7	1.5	3.6	4.3	4.4
Philippines	2.3	2.3	0.8	0.8	1.2	1.0	0.8	0.2	0.3	0.4
Thailand	1.7	1.8	1.3	1.1	7.0	6.6	5.6	3.2	2.7	2.5
Viet Nam	2.7	2.8	3.1	3.2	6.9	8.0	8.0	0.9	1.3	1.3
<b>AFRICA</b>	8.2	8.0	1.5	1.6	5.6	5.6	5.4	5.7	5.9	6.0
Ghana	0.4	0.3	0.0	0.0	0.1	0.1	0.1	0.3	0.3	0.3
Morocco	1.2	1.3	0.0	0.0	1.8	1.9	1.9	0.2	0.2	0.2
Namibia	0.5	0.5	0.0	0.0	0.8	0.7	0.7	0.0	0.1	0.1
Nigeria	0.7	0.7	0.3	0.3	0.3	0.1	0.1	1.2	1.3	1.3
Senegal	0.5	0.5	0.0	0.0	0.3	0.4	0.4	0.0	0.0	0.0
South Africa	0.7	0.4	0.0	0.0	0.5	0.6	0.6	0.4	0.4	0.4
<b>CENTRAL AMERICA</b>	2.2	2.2	0.3	0.4	2.5	2.7	2.5	1.6	2.0	1.8
Mexico	1.6	1.6	0.1	0.2	1.1	1.2	1.1	0.8	0.9	0.8
Panama	0.2	0.2	0.0	0.0	0.2	0.2	0.2	0.1	0.1	0.1
<b>SOUTH AMERICA</b>	10.1	10.3	2.1	2.1	13.7	15.5	12.8	3.7	3.8	3.5
Argentina	0.7	0.9	0.0	0.0	1.5	1.6	1.5	0.2	0.2	0.2
Brazil	0.8	0.8	0.5	0.5	0.2	0.2	0.2	1.5	1.6	1.3
Chile	2.6	1.8	1.1	1.0	4.9	5.9	4.7	0.4	0.4	0.4
Ecuador	0.5	0.5	0.3	0.3	3.6	4.3	3.6	0.1	0.1	0.1
Peru	4.8	5.9	0.1	0.1	2.7	2.9	2.4	0.2	0.2	0.3
<b>NORTH AMERICA</b>	6.2	6.4	0.6	0.6	10.7	11.0	10.9	20.8	23.3	21.4
Canada	0.8	0.9	0.2	0.2	4.3	4.5	4.6	2.8	3.0	2.7
United States of America	5.1	5.2	0.4	0.4	6.0	6.1	5.9	18.0	20.3	18.7
<b>EUROPE</b>	13.1	13.5	2.9	2.8	46.9	49.8	44.7	58.3	61.8	54.3
European Union <sup>2</sup>	4.7	5.0	1.3	1.2	29.8	32.2	29.3	50.9	54.4	48.8
of which Extra-EU	"	"	"	"	5.7	5.9	5.2	26.8	28.2	25.6
Iceland	1.4	1.4	0.0	0.0	2.3	2.1	2.0	0.1	0.1	0.2
Norway	2.2	2.1	1.3	1.2	10.3	10.8	9.0	1.3	1.4	1.2
Russia	4.3	4.3	0.1	0.2	3.6	3.7	3.6	3.4	3.0	1.8
<b>OCEANIA</b>	1.3	1.2	0.2	0.2	2.9	3.1	2.9	2.0	2.2	2.0
Australia	0.2	0.2	0.1	0.1	1.0	1.1	1.1	1.6	1.7	1.4
New Zealand	0.4	0.4	0.1	0.1	1.2	1.2	1.1	0.2	0.2	0.2
<b>WORLD <sup>3</sup></b>	91.3	92.6	66.5	70.2	136.2	144.3	130.9	136.3	144.4	131.0
<b>World excluding Intra-EU</b>	"	"	"	"	112.1	118.0	106.8	112.2	118.2	107.8
Developing countries	67.2	68.1	62.2	66.0	73.8	78.6	70.7	37.6	40.3	38.4
Developed countries	24.0	24.4	4.3	4.2	62.3	65.8	60.2	98.7	104.1	92.6
LIFDCs	14.8	14.5	7.4	7.9	7.6	8.6	7.9	3.8	3.5	3.5
LDCs	9.8	10.1	3.0	3.2	2.5	2.5	2.4	1.3	1.4	1.4
NFIDCs	18.5	19.9	4.3	4.7	10.0	10.3	9.1	4.7	4.9	5.2

<sup>1</sup> Production and trade data exclude whales, seals, other aquatic mammals and aquatic plants. Trade data include fish meal and fish oil.

<sup>2</sup> Including intra-trade. Cyprus is included in Asia as well as in the European Union. Starting with 2013 data. EU includes Croatia.

<sup>3</sup> For capture fisheries production, the aggregate includes also 32 358 tonnes in 2012 and 83 275 tonnes in 2013 of not identified countries, data not included in any other aggregates.

Totals may not match due to rounding.

### Hong Kong: Imports of Fish and Fishery Products

(in MT)

HS Codes	Product Group	2012	2013	2014	2015
0301	Live fish	72 264	92 023	89 385	101 879
0302	Fresh fish	40 277	36 354	34 725	48 179
0303	Frozen fish	41 364	48 170	52 036	44 787
0304	Frozen fillet and meat	39 716	37 196	41 705	36 759
0305	Fish, dried, salted etc.	13 132	10 634	9 830	10 349
0306	Crustaceans	62 415	65 375	70 614	65 369
0307	Molluscs	66 769	77 755	69 580	58 487
1604	Prepared/preserved fish	45 839	47 828	49 926	52 076
1605	Prepared/preserved crustaceans, molluscs	27 236	25 485	18 523	16 321
	<b>TOTAL</b>	<b>409 012</b>	<b>440 820</b>	<b>436 324</b>	<b>434 206</b>

(in US\$ 1000)

HS Codes	Product Group	2012	2013	2014	2015
0301	Live fish	334 329	374 437	391 800	416 441
0302	Fresh fish	161 292	205 491	228 575	276 296
0303	Frozen fish	266 220	288 609	291 389	279 475
0304	Frozen fillet and meat	115 223	110 138	128 313	106 444
0305	Fish, dried, salted etc.	440 928	377 499	382 723	421 391
0306	Crustaceans	694 539	662 264	683 460	610 510
0307	Molluscs	753 140	860 881	786 289	744 545
1604	Prepared/preserved fish	204 891	193 391	190 518	202 803
1605	Prepared/preserved crustaceans, molluscs	333 458	366 282	257 760	224 032
	<b>TOTAL</b>	<b>3 304 020</b>	<b>3 438 991</b>	<b>3 340 826</b>	<b>3 281 935</b>

### Hong Kong: Imports of Fish and Fishery Products

Country of Origin	2012		2013		2014		2015	
	MT	US\$ 1000	MT	US\$ 1000	MT	US\$ 1000	MT	US\$ 1000
China	216 026	965 278	251 143	1 228 999	246 587	1 155 170	249 290	1 122 312
Japan	11 062	293 945	14 685	326 807	14 451	312 129	15 933	318 482
USA	12 450	194 907	11 729	182 841	10 882	161 494	9 436	158 825
Vietnam	30 979	124 760	29 318	119 594	31 872	144 303	30 971	144 865
Norway	19 747	125 257	19 902	160 349	21 798	173 950	20 427	139 998
Australia	8 351	241 849	5 686	152 306	4 493	108 295	4 810	122 660
Canada	8 234	110 807	10 407	119 996	9 183	117 144	7 980	95 013
Indonesia	12 771	117 440	10 594	97 891	8 993	102 013	10 568	93 195
Thailand	18 445	104 296	15 948	95 514	15 466	94 172	15 793	88 964
Philippines	7 903	81 732	6 816	77 940	8 183	96 264	6 885	84 044
India	4 483	85 463	4 751	91 423	4 346	91 503	3 701	83 358
Taiwan	9 964	64 660	11 532	76 741	114 542	71 543	10 990	82 631
Brazil	1 007	56 736	742	52 422	615	51 621	598	63 527
South Africa	1 577	69 893	1 654	76 758	1 547	66 336	1 385	62 084
Tanzania	1 177	24 283	963	25 487	885	28 326	1 178	46 687
Malaysia	6 533	50 090	6 063	48 494	5 780	45 747	6 006	45 502
New Zealand	5 881	70 828	5 027	47 121	4 826	46 843	3 928	40 855
France	1 480	24 999	1 739	23 143	2 123	27 874	2 077	31 183
Uganda	727	23 503	578	25 939	673	27 029	638	29 037
South Korea	962	14 514	1 985	26 339	1 749	22 506	1 772	26 569
Spain	2 825	45 809	2 421	25 087	2 470	21 208	2 313	24 148
Chile	3 456	37 852	3 925	43 231	4 069	42 372	2 556	23 819
Mexico	1 079	41 126	897	27 518	1 005	23 808	850	22 638
Singapore	2 404	32 533	1 894	20 089	1 722	17 877	2 041	22 201
Myanmar	2 508	20 067	2 396	20 247	2 980	30 875	2 174	22 010
UK	1 556	15 924	2 040	19 301	1 895	20 290	1 778	18 767
Peru	621	13 430	263	10 691	842	13 294	395	15 577
Argentina	889	12 226	727	6 872	1 040	9 858	1 062	11 914
Kenya	480	13 442	707	16 645	470	13 055	191	7 833
<b>Total (incl. others)</b>	<b>409 012</b>	<b>3 304 020</b>	<b>440 820</b>	<b>3 438 991</b>	<b>436 324</b>	<b>3 340 825</b>	<b>434 206</b>	<b>3 281 935</b>

Source: Hong Kong Census & Statistics Department.

### India: Exports of Fish and Fishery Products

(in MT)

HS Codes	Product Group	2013	2014	2015
0301	Live fish	115	333	140
0302	Fresh fish	39 145	51 680	36 632
0303	Frozen fish	321 704	323 694	243 246
0304	Frozen fillet and meat	64 255	61 434	69 006
0305	Fish, dried, salted etc.	6 291	8 227	5 605
0306	Crustaceans	291 578	357 729	383 688
0307	Molluscs	173 500	166 731	163 497
1604	Prepared/preserved fish	13 429	13 542	12 885
1605	Prepared/preserved crustaceans, molluscs	8 605	11 329	17 957
	<b>Total (incl. others)</b>	<b>921 018</b>	<b>996 240</b>	<b>933 203</b>

(in US\$ 1000)

HS Codes	Product Group	2013	2014	2015
0301	Live fish	2 066	2 837	1 146
0302	Fresh fish	85 879	100 306	76 314
0303	Frozen fish	729 611	700 959	577 877
0304	Frozen fillet and meat	135 668	133 740	155 434
0305	Fish, dried, salted etc.	34 578	30 458	39 799
0306	Crustaceans	2 891 113	3 838 668	3 193 457
0307	Molluscs	553 211	552 176	525 043
1604	Prepared/preserved fish	32 097	33 408	32 925
1605	Prepared/preserved crustaceans, molluscs	76 587	111 105	167 032
	<b>Total (incl. others)</b>	<b>4 547 966</b>	<b>5 507 499</b>	<b>4 769 951</b>

### India: Export of Fish and Fishery Products

Country of Origin	2013		2014		2015	
	MT	US\$ 1000	MT	US\$ 1000	MT	US\$ 1000
USA	108 380	1 171 664	121 246	1 456 525	147 401	1 332 641
Vietnam	236 811	847 474	273 726	1 097 477	228 074	930 110
Japan	66 965	420 941	70 013	436 645	73 625	389 458
Spain	40 381	148 847	51 469	211 711	48 473	181 742
Belgium	23 053	178 652	26 188	235 986	23 887	176 079
China	72 158	186 158	45 196	124 275	48 912	147 599
United Arab Emirates	16 840	99 584	26 502	185 608	22 863	142 780
Italy	29 703	115 866	32 665	143 268	32 474	134 122
Thailand	44 671	140 357	51 176	105 669	54 782	128 448
United Kingdom	16 461	131 496	18 787	169 445	16 901	127 140
Netherlands	8 428	56 272	14 125	105 466	18 502	118 354
Canada	10 354	115 575	11 652	143 639	12 519	112 727
France	16 943	106 904	17 046	116 491	16 232	97 979
Hong Kong	4 748	107 679	4 249	97 835	3 542	87 487
Taiwan	14 800	42 441	13 602	43 024	15 592	48 249
Portugal	7 784	35 845	11 493	56 361	9 861	42 891
Singapore	6 104	44 950	5 305	44 591	5 407	39 736
Malaysia	14 291	47 547	14 570	44 783	12 761	38 356
Saudi Arabia	5 318	35 256	6 564	41 751	6 338	38 197
Germany	4 772	36 004	4 876	42 333	5 283	37 816
Kuwait	5 294	30 848	7 406	44 752	5 907	37 782
South Africa	8 661	49 619	7 515	45 869	8 241	35 979
Russia	8 134	45 988	10 224	77 776	5 484	28 085
South Korea	7 408	30 125	6 278	27 425	7 881	27 252
Greece	6 031	24 355	6 898	27 754	6 449	25 094
Iran	14 928	32 988	12 623	25 972	10 584	24 490
Egypt	2 457	14 456	3 490	21 957	3 267	21 715
Qatar	1 154	7 427	1 721	12 290	3 040	18 831
Bangladesh	24 143	23 197	39 900	45 095	26 496	18 065
<b>Total (incl. others)</b>	<b>921 018</b>	<b>4 547 966</b>	<b>996 240</b>	<b>5 507 499</b>	<b>933 203</b>	<b>4 769 951</b>

Source: India Export Statistics

**EU 27: EXTRA-EU TRADE  
IMPORTS OF FISHERY PRODUCTS, BY PRODUCT GROUP, 2011-2015  
(in MT)**

	2015	2014	2013	2012	2011
<b>HS 03 - Live, fresh, frozen, dried fishery products</b>					
Live fish	4 041	3 823	3 800	4 370	5 177
Fresh fish, not fillet	1 013 025	960 160	874 611	925 203	765 731
Frozen fish, not fillet	759 506	763 365	722 369	697 415	691 115
Fillet & other fish meat	1 256 167	1314 520	1 314 771	1 299 567	1 402 159
Fish, dried/salted etc,	153 770	157 844	160 707	154 116	166 980
Crustaceans, fresh, frozen	488 382	500 306	466 039	470 673	512 864
Other seafood	565 268	563 726	533 376	524 816	567 730
<b>Sub-total</b>	<b>4 240 159</b>	<b>4 263 744</b>	<b>4 075 673</b>	<b>4 076 160</b>	<b>4 111 774</b>
<b>HS 1604 - Fish and Caviar (prepared/processed)</b>					
Canned salmon, whole/ piece	14 441	15 895	14 561	15 214	17 702
Canned herring, whole/ piece	14 298	13 790	14 031	16 250	20 092
Canned sardine	42 966	44 440	45 133	42 027	30 628
Canned tuna	485 674	487 602	487 560	447 627	462 759
Canned mackerel	14 815	16 595	15 431	14 630	15 302
Canned anchovies	19 275	19 101	19 781	19 038	14 748
Fish, whole (other preparations)	14 480	17 791	20 083	17 049	14 466
Fish (other preparations)	69 212	63 294	69 303	72 397	90 364
Caviar, caviar substitutes	5 038	4 462	5 619	5 239	4 873
<b>Sub-total</b>	<b>680 672</b>	<b>683 503</b>	<b>692 022</b>	<b>649 855</b>	<b>670 925</b>
<b>HS 1605 - Crustacean, Molluscs (prepared/processed)</b>					
Shrimp and Prawn	111 392	119 259	123 957	128 790	137 915
Crab	4 808	5 063	5 112	5 102	6 190
Lobster	538	491	515	924	836
Crustaceans, other	5 404	10 430	7 362	9 005	10 021
<b>Sub-total</b>	<b>199 965</b>	<b>202 177</b>	<b>197 614</b>	<b>202 066</b>	<b>229 394</b>
<b>GRAND TOTAL</b>	<b>5 120 796</b>	<b>5 150 185</b>	<b>4 966 079</b>	<b>4 928 081</b>	<b>5 012 093</b>

**EU 27: EXTRA-EU TRADE  
IMPORTS OF FISHERY PRODUCTS, BY PRODUCT GROUP, 2011-2015  
(in US\$1000)**

	2015	2014	2013	2012	2011
<b>HS 03 - Live, fresh, frozen, dried fishery products</b>					
Live fish	92 786	105 354	102 747	118 829	130 511
Fresh fish, not fillet	4 988 813	5 499 076	5 036 137	3 862 975	4 116 438
Frozen fish, not fillet	1 993 181	2 164 126	2 075 616	2 006 403	2 066 428
Fillet & other fish meat	5 524 347	6 142 729	5 960 435	5 893 139	6 450 152
Fish, dried/salted etc,	908 041	947 757	918 917	995 746	1 152 317
Crustaceans, fresh, frozen	3 923 466	4 552 974	3 736 703	3 392 354	3 947 632
Other seafood	2 323 899	2 453 477	2 138 747	2 421 665	2 945 121
<b>Sub-total</b>	<b>19 754 533</b>	<b>21 865 493</b>	<b>19 969 302</b>	<b>18 691 111</b>	<b>20 810 812</b>
<b>HS 1604 - Fish and Caviar (prepared/processed)</b>					
Canned salmon, whole/ piece	107 697	128 246	126 758	131 253	134 907
Canned herring, whole/ piece	31 658	36 231	48 734	54 407	50 644
Canned sardine	156 597	190 803	192 810	155 761	111 021
Canned tuna, etc.	2 138 883	2 633 301	2 974 370	2 474 701	2 158 356
Canned mackerel	67 467	84 013	83 620	74 731	82 624
Canned anchovies	168 389	170 261	164 376	140 568	109 269
Fish, whole (other preparations)	61 696	11 719	102 180	92 979	86 130
Fish (other preparations)	242 823	232 384	274 241	276 428	342 749
Caviar, caviar substitutes	64 993	14 303	12 465	85 544	89 918
<b>Sub-total</b>	<b>3 050 205</b>	<b>3 647 852</b>	<b>4 069 740</b>	<b>3 500 807</b>	<b>3 165 618</b>
<b>HS 1605 - Crustacean, Molluscs (prepared/processed)</b>					
Shrimp and Prawn	1 147 232	1 284 457	1 159 585	1 195 849	1 233 740
Crab	58 864	64 045	61 946	60 999	68 457
Lobster	12 217	5 817	5 824	5 846	6 472
Crustaceans, other	66 010	137 265	83 349	94 326	95 458
<b>Sub-total</b>	<b>1 535 181</b>	<b>1 725 550</b>	<b>1 530 457</b>	<b>1 563 726</b>	<b>1 686 472</b>
<b>GRAND TOTAL</b>	<b>24 339 919</b>	<b>27 251 225</b>	<b>25 581 062</b>	<b>23 823 043</b>	<b>25 662 902</b>

Source: EUROSTAT.



## SOUTH KOREA FISHERY TRADE (2009-2015)

### Fishery Imports

(MT)

HS Codes		2009	2010	2011	2012	2013	2014	2015
0301	Live fish	31,468	33,389	26,662	23,592	26,260	27,639	27,717
0302	Fresh fish, not fillet	28,234	26,332	16,032	12,476	12,639	12,597	17,731
0303	Frozen fish, not fillet	573,595	587,609	678,319	626,944	587,434	627,619	652,232
0304	Fillet, other fish meat	126,259	149,343	144,229	144,937	153,177	161,411	162,485
0305	Fish, dried, salted etc.	6,761	11,817	9,872	9,884	9,427	9,220	10,102
0306	Crustaceans	97,407	91,918	97,918	94,941	82,592	89,504	113,190
0307	Other seafood	152,898	181,391	224,925	198,070	182,989	233,015	224,521
1604	Fish, prepared/preserved	15,024	15,184	17,090	16,330	18,526	22,451	21,293
1605	Crustaceans, molluscs, prepared/preserved	50,332	52,859	59,168	62,101	57,936	65,256	67,930
<b>Total</b>		<b>1,082,478</b>	<b>1,149,842</b>	<b>1,274,215</b>	<b>1,189,274</b>	<b>1,130,980</b>	<b>1,248,712</b>	<b>1,297,200</b>

(US\$ 1000)

HS Codes		2009	2010	2011	2012	2013	2014	2015
0301	Live fish	169,609	248,172	264,948	251,839	294,966	271,187	230,813
0302	Fresh fish, not fillet	96,740	99,744	71,956	61,748	73,446	87,327	113,794
0303	Frozen fish, not fillet	1,004,287	1,167,013	1,489,735	1,329,427	1,182,629	1,255,695	1,311,213
0304	Fillet, other fish meat	260,895	305,443	355,462	383,076	397,274	426,395	464,854
0305	Fish, dried, salted etc.	35,135	66,119	69,106	66,192	70,312	80,398	91,145
0306	Crustaceans	421,575	441,474	543,312	569,973	581,591	789,865	803,389
0307	Other seafood	347,069	447,195	619,227	532,762	514,512	698,884	680,330
1604	Fish, prepared/preserved	82,680	94,589	112,163	105,088	113,318	138,573	134,806
1605	Crustaceans, molluscs, prepared/preserved	186,639	221,117	307,374	322,048	315,109	386,343	386,406
<b>Total</b>		<b>2,604,630</b>	<b>3,090,864</b>	<b>3,833,283</b>	<b>3,622,153</b>	<b>3,543,157</b>	<b>4,134,667</b>	<b>4,216,750</b>

## South Korea: Fishery Exports (2009-2015)

(MT)

HS Codes		2009	2010	2011	2012	2013	2014	2015
0301	Live fish	6,684	6,469	5,947	5,720	5,419	5,472	4,894
0302	Fresh fish, not fillet	7,773	7,023	5,980	6,329	4,516	3,593	4,179
0303	Frozen fish, not fillet	361,858	506,679	380,713	425,914	381,196	391,763	347,847
0304	Fillet, other fish meat	18,043	23,675	17,891	20,707	22,492	23,488	26,133
0305	Fish, dried, salted etc.	3,155	2,998	3,040	3,512	1,915	1,952	1,896
0306	Crustaceans	11,236	9,187	14,648	7,068	3,338	3,231	4,179
0307	Other seafood	129,231	90,431	95,258	83,117	97,464	95,279	100,830
1604	Fish, prepared/preserved	12,428	14,437	15,099	14,054	14,428	15,501	15,684
1605	Crustaceans, molluscs, prepared/preserved	9,620	9,552	10,136	9,143	10,978	11,376	11,970
<b>Total</b>		<b>560,028</b>	<b>670,451</b>	<b>548,712</b>	<b>575,564</b>	<b>541,746</b>	<b>551,656</b>	<b>517,611</b>

(US\$ 1000)

HS Codes		2009	2010	2011	2012	2013	2014	2015
0301	Live fish	71,584	85,569	78,326	81,497	74,891	66,934	61,863
0302	Fresh fish, not fillet	39,999	43,643	44,339	49,221	36,929	28,852	33,333
0303	Frozen fish, not fillet	559,390	681,705	900,950	951,276	810,494	738,527	579,749
0304	Fillet, other fish meat	197,827	225,072	245,181	257,894	240,741	250,785	250,079
0305	Fish, dried, salted etc.	17,681	21,491	26,108	24,246	17,756	19,784	17,769
0306	Crustaceans	27,983	33,914	68,132	65,630	24,390	39,551	58,225
0307	Other seafood	257,601	304,327	418,803	327,379	322,117	277,172	267,790
1604	Fish, prepared/preserved	74,210	83,764	94,975	102,705	96,566	95,636	84,985
1605	Crustaceans, molluscs, prepared/preserved	79,544	87,212	105,457	99,374	113,995	112,763	117,617
<b>Total</b>		<b>1,325,819</b>	<b>1,566,697</b>	<b>1,982,271</b>	<b>1,959,223</b>	<b>1,737,878</b>	<b>1,630,005</b>	<b>1,471,411</b>

*Source: Korea Customs and Trade Development Institution.*

## FISHERY IMPORTS INTO AUSTRALIA

### Country of Origin (in US\$ 1000)

Origin (HS 03)	2009	2010	2011	2012	2013	2014	2015
China	84 059	112 985	161 692	160 945	179 861	216 000	154 209
New Zealand	129 849	157 801	163 326	172 304	168 687	159 411	132 727
Vietnam	81 856	87 572	102 670	121 673	118 048	137 715	109 342
Thailand	53 429	59 652	62 291	77 401	67 684	80 537	64 319
Norway	14 580	19 074	24 418	24 026	30 151	55 760	46 617
Malaysia	22 420	30 296	36 212	38 322	49 695	48 013	40 946
Taiwan	27 099	34 602	33 419	41 222	42 268	41 042	40 350
Indonesia	26 806	26 963	26 344	36 703	39 624	41 512	39 338
Denmark	16 970	17 026	24 392	28 889	37 039	50 003	34 920
South Africa	18 436	24 404	22 359	24 893	25 979	19 557	15 922
USA	9 222	11 755	14 711	14 449	14 154	13 208	13 572
Japan	10 851	9 690	11 144	12 920	15 894	7 181	10 637
Myanmar	5 827	7 236	6 741	8 616	12 120	11 537	10 212
Australia (re-export)	1 537	1 464	3 622	3 618	2 775	4 253	6 260
Namibia	5 714	8 056	4 720	6 347	6 578	5 846	6 018
Argentina	6 761	5 376	6 284	5 337	3 119	5 193	5 051
Canada	1 733	1 472	3 139	4 098	4 935	6 414	4 964
Papua New Guinea	1 986	3 113	1 439	2 328	2 330	2 558	4 092
India	4 273	2 095	4 105	6 403	7 211	10 919	3 440
Chile	1 154	1 325	2 935	2 975	4 253	2 680	2 555
Singapore	1 390	1 484	1 710	1 795	1 659	2 423	2 292
Korea, South	2 352	2 143	2 578	3 487	2 260	2 266	2 273
Tanzania	1 304	1 576	2 002	3 084	3 218	1 926	2 106
Bangladesh	373	508	782	501	418	795	922
Sri Lanka	521	479	493	660	810	863	878
Kenya	3 137	4 137	2 250	580	253	926	664
Portugal	615	625	741	672	800	637	498
Fiji	964	653	514	191	236	420	269
<b>Total (incl. others) – HS 03</b>	<b>551 080</b>	<b>643 781</b>	<b>742 839</b>	<b>825 005</b>	<b>874 061</b>	968 749	784 519
<b>Total – HS 1604</b>	<b>305 770</b>	<b>344 674</b>	<b>407 995</b>	<b>456 685</b>	<b>490 140</b>	<b>452 559</b>	<b>390 568</b>
<b>Total – HS 1605</b>	<b>150 052</b>	<b>186 017</b>	<b>192 983</b>	<b>185 966</b>	<b>178 810</b>	<b>200 404</b>	<b>155 669</b>
<b>GRAND TOTAL</b>	<b>1 006 902</b>	<b>1 174 472</b>	<b>1 343 818</b>	<b>1 465 102</b>	<b>1 538 362</b>	<b>1 618 067</b>	<b>1 326 215</b>

Note: HS 03: Fresh/frozen/dried fishery products  
HS 1604: Fish and caviar, prepared/preserved  
HS 1605: Crustaceans, prepared/preserved

**Australia: Imports of Fishery Products (in MT)**

HS Code	Description	2010	2011	2012	2013	2014	2015
0301	Live fish (x 1000 pcs) (Ornamental)	14 619	13 083	12 586	13 073	11 955	11 224
0302	Fresh fish, not fillet	8 291	7 181	7 879	8 984	8 729	7 834
0303	Frozen fish, not fillet	5 641	6 154	9 511	9 957	9 556	7 967
0304	Fillet, other fish meat	49 226	46 541	50 390	51 507	53 611	51 222
0305	Fish, dried, salted etc.	3 225	3 840	4 168	4 886	5 183	4 762
0306	Crustaceans	18 350	20 606	24 857	25 506	26 832	23 154
0307	Other seafood	23 342	22 423	21 788	24 255	23 895	23 256
<b>03</b>	<b>Total Fish and seafood (excl. live fish)</b>	<b>108 075</b>	<b>119 828</b>	<b>118 593</b>	<b>125 095</b>	<b>127 806</b>	<b>118 195</b>
<b>1604</b>	<b>Fish &amp; caviar, prepared/preserved</b>	<b>78 262</b>	<b>80 244</b>	<b>80 925</b>	<b>86 983</b>	<b>85 400</b>	<b>82 466</b>
<b>1605</b>	<b>Crustaceans, prepared/preserved</b>	<b>24 750</b>	<b>23 467</b>	<b>22 485</b>	<b>21 405</b>	<b>21 454</b>	<b>19 907</b>
	<b>GRAND TOTAL (excl. live fish)</b>	<b>211 087</b>	<b>223 539</b>	<b>234 589</b>	<b>233 483</b>	<b>234 660</b>	<b>220 568</b>

**Australia: Imports of Fishery Products (in US\$ 1000)**

HS Code	Description	2010	2011	2012	2013	2014	2015
0301	Live fish (ornamental)	3 870	3 814	3 906	4 305	3 810	3 583
0302	Fresh fish, not fillet	57 977	56 511	62 432	64 313	58 327	46 583
0303	Frozen fish, not fillet	19 452	24 906	30 474	34 916	42 086	36 102
0304	Fillet, other fish meat	243 175	245 372	275 409	271 434	303 196	268 330
0305	Fish, dried, salted etc.	36 577	51 180	51 954	66 557	75 099	58 493
0306	Crustaceans	162 047	211 300	247 917	283 128	348 571	248 596
0307	Other seafood	120 683	149 757	150 359	144 758	134 015	118 291
<b>03</b>	<b>Total Fish and seafood (excl. live fish)</b>	<b>643 781</b>	<b>742 840</b>	<b>825 005</b>	<b>874 061</b>	<b>968 749</b>	<b>776 395</b>
<b>1604</b>	<b>Fish &amp; caviar, prepared/preserved</b>	<b>344 674</b>	<b>407 995</b>	<b>456 685</b>	<b>490 140</b>	<b>452 559</b>	<b>390 568</b>
<b>1605</b>	<b>Crustaceans, prepared/preserved</b>	<b>186 017</b>	<b>192 983</b>	<b>185 966</b>	<b>178 810</b>	<b>200 404</b>	<b>155 669</b>
	<b>GRAND TOTAL (excl. live fish)</b>	<b>1 174 472</b>	<b>1 343 818</b>	<b>1 465 102</b>	<b>1 538 362</b>	<b>1 618 067</b>	<b>1 322 632</b>

Source: Australian Bureau of Statistics.

### Singapore: Imports of Fish and Fishery Products

(in MT)

HS Codes	Products	2010	2011	2012	2013	2014	2015
0301	Live fish	2 337	2 378	2 136	2 001	1 649	1 653
0302	Fresh fish	44 791	43 208	44 425	44 651	45 172	43 388
0303	Frozen fish	45 014	41 598	35 766	27 746	23 093	27 243
0304	Frozen fish fillets and meat	22 023	23 627	23 239	25 116	27 212	26 417
0305	Fish, dried, salted etc.	4 181	4 182	6 414	6 321	6 204	6 296
0306	Crustaceans	26 132	25 684	26 373	27 012	30 801	25 273
0307	Molluscs	17 431	18 480	15 633	16 456	15 472	15 802
1604	Prepared / preserved fish	33 923	37 815	36 266	31 514	32 292	34 313
1605	Prepared / preserved crustaceans, molluscs	12 874	14 531	13 940	16 874	17 047	17 656
	<b>TOTAL</b>	<b>208 706</b>	<b>211 503</b>	<b>204 192</b>	<b>197 691</b>	<b>198 942</b>	<b>174 271</b>

(in US\$ 1000)

HS Codes	Products	2010	2011	2012	2013	2014	2015
0301	Live fish	45 335	48 245	49 398	43 299	41 425	36 582
0302	Fresh fish	113 049	123 109	128 157	143 664	145 515	126 146
0303	Frozen fish	198 673	241 516	152 120	123 778	111 527	123 049
0304	Frozen fish fillets and meat	70 638	84 664	80 965	82 830	100 375	99 908
0305	Fish, dried, salted etc.	46 061	52 495	77 462	66 374	61 417	70 394
0306	Crustaceans	139 353	162 914	170 785	183 154	194 242	179 111
0307	Molluscs	94 960	119 799	79 062	79 189	72 876	77 574
1604	Prepared / preserved fish	116 018	141 884	136 860	115 591	116 399	117 790
1605	Prepared / preserved crustaceans, molluscs	129 898	167 306	152 057	188 384	213 377	213 058
	<b>TOTAL</b>	<b>953 984</b>	<b>1 141 933</b>	<b>1 026 866</b>	<b>1 026 266</b>	<b>1 057 153</b>	<b>1 043 612</b>

### Singapore: Imports of Fish and Fishery Products, by Country of Origin

(in US\$1000)

Country	2011	2012	2013	2014	2015
Malaysia	151 072	145 217	148 198	142 420	138 186
China	83 236	94 495	107 601	139 395	154 346
Indonesia	146 568	138 024	134 910	138 395	119 074
Vietnam	96 338	93 129	105 218	116 890	109 807
Norway	52 321	55 852	71 217	72 846	61 332
Thailand	72 114	75 513	68 599	64 898	55 846
Japan	51 390	50 619	53 003	48 710	50 128
Australia	65 680	47 025	48 540	39 597	42 696
India	42 746	38 808	36 868	37 436	35 950
Chile	30 737	27 463	25 274	28 723	31 331
New Zealand	23 521	22 353	21 766	20 748	20 019
USA	27 549	23 494	18 907	19 195	21 352
Hong Kong	24 394	19 656	16 771	17 535	14 708
Taiwan	46 981	33 912	22 885	17 490	21 266
France	19 163	12 623	12 876	17 013	16 016
UK	5 798	3 515	15 617	16 103	19 529
Philippines	15 261	16 146	14 211	14 741	13 328
South Korea	13 313	9 840	9 161	10 316	11 424
Spain	29 888	12 679	11 632	8 719	12 315
Myanmar	12 204	12 104	7 560	7 782	6 107
Sri Lanka	14 424	7 630	5 043	5 383	5 347
Tanzania	4 032	4 593	4 621	4 099	3 041
Peru	1 574	3 076	5 822	2 721	3 494
Mauritius	1 068	3 536	3 183	2 547	1 961
Russia	2 141	1 205	1 586	2 181	2 640
Pakistan	1 421	1 221	1 246	1 724	953
Italy	978	868	1 073	1 218	1 231
Ecuador	115	557	582	903	402
Bangladesh	1 064	538	479	714	909
Kenya	1 017	1 719	896	597	903
Uganda	770	405	522	520	530
Yemen	3 381	588	596	258	439
Papua New Guinea	123	485	49	151	359
<b>TOTAL (incl. others)</b>	<b>1 141 933</b>	<b>1 026 866</b>	<b>1 026 266</b>	<b>1 057 153</b>	<b>1 043 612</b>

Source: International Enterprise Singapore

## KOREAN SEAFOOD MARKET OVERVIEW

### Overview

In 2015, South Korea's seafood imports from all origins amounted to US\$ 4.24 billion, up 1.9% from US\$ 4.16 billion in 2014. The United States was the fourth largest exporter of seafood products to South Korea. The largest seafood supplying country in 2015 was China at US\$ 1.1 billion, followed by Russia at US\$ 705 million, Vietnam at US\$ 574 million, USA at US\$ 233 million, Norway at US\$ 218 million, Thailand at US\$ 168 million, Japan at US\$ 116 million, Taiwan at US\$ 102 million, Peru at US\$ 99 million and Chile at US\$ 97 million. These ten countries accounted for 81% of South Korea's total seafood imports in 2015. The most popular seafood imported in volume was Alaskan Pollack, followed by Alaskan Pollack *surimi*, squid, monk fish, flatfish, Alaskan Pollack fillets, cod, Alaskan Pollack roe, Atka mackerel, ray, rock fish, skate, etc. Value-wise, the most popular seafood was Alaskan Pollack *surimi*, followed by Alaskan Pollack fish, monk fish, live lobster, Alaskan Pollack, flatfish, squid, Alaskan Pollack fillet, cod, live glass eel, skate, ray, Atka mackerel, rock fish, frozen lobster, etc.

Until 2000, South Korea was a net exporter of seafood. However, growing domestic demand and limited supplies have reversed the situation. In 2015, South Korea exported US\$ 1.48 billion of seafood and imported about US\$ 2.76 billion more than it exported. Imports are expected to continue to outpace exports ensuring that Korea will remain an important market for premium US seafood suppliers.

### Supply

In 2015, South Korean seafood production slightly increased to 3.33 million MT, up 0.8% from 3.31 million MT in 2014. Production from adjacent waters remained the same as that of 2014, and production from distant waters decreased by 13.6%. To the contrary, production from shallow sea aquaculture and inland waters were up 7.4% and 10% each, maintaining the status quo of overall seafood production. The decrease in production from distant waters in 2015 had been forecast by the industry well in advance because 2014 production had atypically increased due to an unusually high squid catch. It is expected that South Korean domestic fish production volume will not increase significantly in the future due to reductions in fish resources in adjacent waters and the enforcement of Exclusive Economic Zones by South Korea's neighboring countries. Constraints built into bilateral and multilateral fishing accords will further impact total harvest. The harvest from adjacent waters fisheries consists primarily of squid, mackerel, corvina, hairtail and anchovy. Government efforts to boost aquaculture production in shallow sea areas clearly indicate the importance of this sector as a future seafood resource.

The number of fishing vessels has steadily decreased reflecting the reduction in fishery resources. To cope with this situation, the South Korean government has accelerated the downsizing of the South Korean fishing fleet and plans to reduce it further over the next several years. Recognizing the potential economic impact of this step and the reduction in fishery agreements, the South Korean government is undertaking an indepth study of aquaculture and researching how to secure higher fish catch quotas in foreign waters and is working hard to purchase fish quotas from other countries, including Russia.

As seafood export opportunities with China, the EU and Japan grow, the South Korean government is also focusing on aquaculture in shallow sea areas to cope with the shortage of fishery resources in the adjacent water and restrictions in neighboring countries' waters. Shallow sea aquaculture is expected to continue to increase in the future due to the government's plan to have the country's annual seafood export reach US\$ 10 billion by the year 2020.

To insulate select domestic seafood producers from imported products (mainly from China), the South Korean government has set higher "adjustment tariffs" ranging from 22 to 50% for nine fish species which are not subject to tariff bindings under WTO agreements. Prior to implementation of the adjustment tariffs, imports of these nine species were subject to tariffs ranging from 10 to 20%. However, the Korea-China FTA implemented as of December 20, 2015, will give rise to the surge of price-competitive and good quality Chinese seafood into the South Korean market.

### Demand

South Korean consumers place high value on freshness, place of origin, taste, low cost, and food safety in the course of making seafood purchasing decisions. Overall performance of the South Korean seafood market will depend greatly on production and consumption. Due to the shortage of ocean resources, seafood production is not expected to increase in the near future. Despite this, consumption of seafood continues to grow as consumers view seafood as a healthy source of protein.

The South Korea Rural Economic Institute reported in its 2013 Food Balance Sheet that annual per capita seafood consumption in South Korea was 53.8 kg (fishery products and shellfish = 36.4 kg and seaweed = 17.4 kg) in 2013. The major seafood species that Koreans consumed are anchovy, shrimp, squid, tuna, Alaskan Pollack, mackerels, yellow corvina, saury, hair tail, flat fish, monk fish, eel, rock fish and cod, etc. The success of South Korean industry efforts to change consumer perceptions of fish (as a healthy alternative to red meat), to diversify fish products, to improve quality, and to develop processing technology will be key in expanding domestic demand.

Thanks to increased income and improved standards of living, seafood family restaurants have grown in popularity in Korea. They are expanding their businesses due to a good business climate over the years. Today, Ocean Seafood, Bono-Bono, Seafood Shangrilla, Marisco, Makinochaya, Fisher's Market, Sea-n-More, Seafood Blue, Del Kumara, El Mareta, Seafood Kitchen, Ocean Star, D' Maris, Muscus, and Viking's Wharf are popular seafood family restaurants. These restaurants are using imported seafood as well as locally produced seafood.

South Koreans eat fish in various states: fresh fish, chilled fish and lastly, frozen fish in the order of preference. Some fish are consumed raw ("Ho", or "Sashimi"), and commands a price premium. South Korean consumers assume fresh fish tastes better than frozen fish after cooking. Accordingly, fresh or chilled fish tend to be substantially more expensive than frozen fish. As more and more women are working outside the home, the demand for convenience food has increased. South Korean consumers are more attracted to precooked, prepared and preserved food available at supermarkets.

In 2013, *CJ (Cheil Jedang) Corporation* launched a new processed seafood brand called "Alaska Salmon". The "Alaska Salmon" is a canned salmon product that uses natural salmon from Alaska, a region that is famous with its pristine waters. The price of a can is 3,600 South Korean Won for 135 grams which can be converted to about US\$ 13.40 per pound. Even though the price is more than two times higher than those of regular canned tunas, this 100% Natural Salmon product hit the market making US\$ 9.5 million in sales in the first year with a market share of 68%. Stimulated by this successful launching of "Alaska Salmon" brand, competing canneries such as "Dongwon" and "Sajo" also introduced their canned salmon products taking 32% of the market share. CJ Corporation, the market leader, diversified its canned salmon products by adding three new products in 2014 and currently five varieties of product (Original, Olive Oil, White Mayo, Brown Rice Oil, Hot Pepper) are being sold in the market.

Hotels and department stores generally use high quality seafood for which they charge a higher price and some of the five-star hotels and leading department stores have already done special promotions featuring US seafood products such as lobsters and scallops commemorating the 3<sup>rd</sup> and 4<sup>th</sup> anniversaries of the KORUS FTA implementation.

However, the institutional feeding and food service sector generally uses cheaper food ingredients to reduce cost as much as possible to cope with the fierce competition in the sector. The most popular fish products in this market area include frozen flatfish, skate, croaker, Atka mackerel, Alaska Pollack roe and snow crab.

Total	Demand			Total	Supply			Self-sufficiency rate
	Local consumption	Exports	Carry-over		Production	Imports	Inventor	
2009	4 071	1 336	528	5 935	3 182	2 186	567	78.2%
2010	3 639	1 751	603	5 993	3 111	2 339	543	85.9%
2011	3 813	1 466	639	5 918	3 256	2 059	603	85.4%
2012	4 236	1 072	390	5 698	3 170	2 144	384	74.8%
2013	4 070	1 087	374	5 531	3 133	2 008	390	77.4%

*Source: Korea Rural Economy Institute (KREI) 2013 Food Balance Sheet*

## Competitors

Seafood is imported into South Korea from about 100 different countries. Major suppliers of fishery products to South Korea include China, Russia, Vietnam, USA, Norway, Thailand, Chile, Japan, Peru and Taiwan. In 2015, the top ten supplying countries accounted for about 81% of total South Korean seafood imports on a value basis. China continued to be the largest supplier, followed by Russia and Vietnam.

## Marketing

Imports of seafood are relatively straight-forward compared to other food and agricultural products. Traders import fishery products, and generally sell to hotels and food service industry directly, and/or to distributors who sell to traditional markets and restaurants. When the volume is large, importers generally sell to retailers such as supermarkets, discount stores and department stores directly. When the volume is small, importers sell to distributors who sell to retailers. Accordingly, US suppliers should contact seafood importers to sell their fishery products to South Korea.

Consumers like to purchase species that they are accustomed to, and importers tend to import the species consumers are demanding. As mentioned earlier, imports of only 29 species accounted for more than 90% of total seafood imports from the United States to South Korea in 2015. This means that US exporters should supply the species consumers prefer, and at the same time should also try to invest in building demand for other species with which consumers currently lack familiarity.

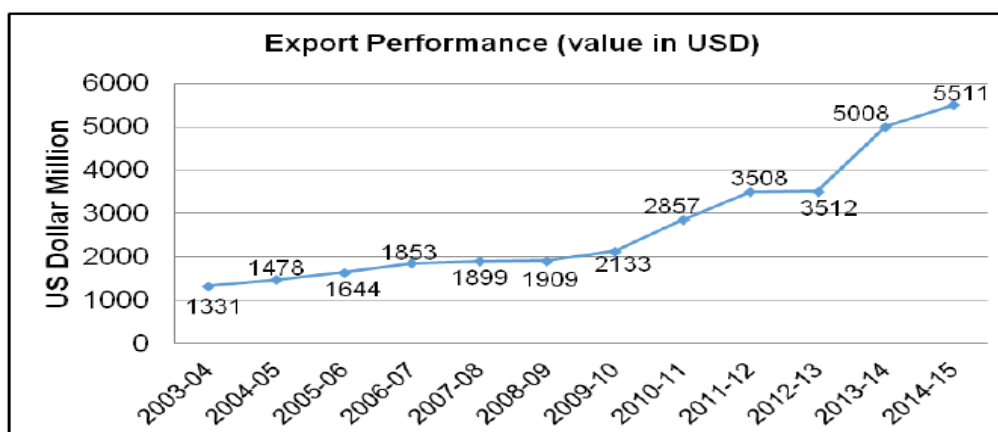
*Source: USDA GAIN Report No. KS1624.*



### INDIA: FISHERY EXPORTS: 2014 -2015

During the financial year 2014-15, exports of fishery products reached an all-time high of US\$ 5,511.12 million. Fishery product exports crossed all previous records in quantity, rupee value and US\$ terms. Exports totalled to 1,051,243 MT valued at INR 33,441.61 crores and US\$ 5,511.12 million. Compared to the previous year, seafood exports recorded a growth of 6.86% in quantity and 10.05% growth in US\$ earnings. This growth may be viewed under the prevailing international market situation. The depreciation of Euro, weaker economic condition in China, devaluation of Yen, depreciation of Indian rupee, improvement in supply conditions in Southeast Asian countries in comparison to the previous year has resulted in continuous drop in prices of shrimp, a principle commodity of the Indian seafood export basket.

Export Performance During 2014-15 compared to 2013-14			
Export Details	2014-15	2013-14	Growth %
Quantity in Tons	1051243	983756	6.86
Value in 10 lakhs	334416.06	302132.60	10.69
USD in '0000	551111.85	500769.75	10.05
Unit Value (USD/Kg)	5.24	5.09	2.99



#### Major items of export

Frozen shrimp continued to be the major export item in the export basket in terms of quantity and value, accounting for a share of 34.01 % in quantity and 67.19% of the total US\$ earnings. Shrimp exports during the period increased by 18.60% and 15.54% in quantity and US\$ value respectively. However unit value realization decreased to 10.38 US\$/Kg from 10.65 in 2013-14, a negative growth of 2.59%.

The overall export of shrimp during 2014-15 was to the tune of 357,505 MT worth US\$ 3,709.76 million. USA is the largest market (112,702 MT) for frozen shrimp exports in quantity terms followed by European Union (81,952 MT), Southeast Asia (69,068 MT) and Japan (30,434 MT). The contribution of cultured shrimp to the total shrimp export is 76.45% in terms of US\$. The export of cultured shrimp has shown positive growth of 21.66% in quantity and 15.53% in US\$ terms. During 2014 -15 shrimp aquaculture has shown a tremendous growth (30.64%) and achieved highest production (434,558 MT). Production of *L vannamei* increased by 41% to 353,413 MT. Black tiger production remained stagnant at 71,400 MT. Scampi production increased by 32% to 7989 MT. Major shrimp producing states have shown positive growth - Andhra Pradesh 2,79,727 MT (+31%), Tamil Nadu 32,785 MT (+20%), Gujarat 30,156 MT (+182%), Maharashtra 4,426 MT (+113%), Orissa 22,539 MT (+56.13%).

The export of *vannamei* has shown positive growth of 222,176 MT from 175,071 MT and US\$ 2,372.80 million from 1,994.27 million, compared to 2013-14. The export of *vannamei* recorded a growth of 26.90% in quantity and 18.98% in US\$ terms. About 42.77 % of total *vannamei* shrimp was exported to USA followed by 20.46% to Southeast Asian countries, 17.45% to EU, 4.55% to Middle East and 4.18 % to Japan in terms quantity. Export of black tiger shrimp has picked up from negative growth during 2013-14 to a positive growth of 0.64% during 2014-15.

Frozen cuttlefish recorded a growth of 20.09% in quantity and 31.81% in US\$ terms. Unit value realization also increased by 9.76%. Export of frozen squid has shown negative growth of 20.44% and 26.27% in terms of quantity and US\$ terms. It has also shown decrease in unit value realization by 7.33%. Dried item have shown a positive growth in terms of quantity by 3.89% but it has shown negative growth in US\$ terms by 1.41%. Live items exports have increased by 8.03% and 2.25% in quantity and US\$ realization respectively compared to the previous year. Chilled items have shown 59% increase in quantity. Unit value realization reduced by more than 25%. Other items like *surimi* & analogue products have shown a growth of 14.41% and 29% in quantity and US\$ terms respectively.

Export of value added products during 2014-15 has been increased to 95,436 MT from 84,549 MT with a growth of 12.88% and to US\$ 746.59 million from US\$ 634.67 million with a growth of 17.63 %. The major contributor to the export of value added item is value added shrimp items with a share of 63.54% in quantity terms and 75.37% in US\$ terms. EU is the biggest destination for the value added items. About 42.06% of total value added products been exported to EU during 2014-15 in terms of quantity and 32.82% in terms of US\$ followed by USA, Southeast Asia, Middle East, China and Japan. The share of value added products to the total export is 9.07 % in quantity terms and 13.54 % in US\$ terms.

### Major export markets

USA is the largest market for Indian seafood products with a share of 26.46% in terms of US\$ followed by Southeast Asia (25.71%), European Union (20.08%), Japan (9.11%), other countries (8.58%), Middle East (6.04%) and China (4.02%). Exports to USA had registered a growth of 16.94% in quantity and 13.39% in US\$ realization and are mainly attributed to the export of frozen shrimp which showed a growth of about 17.49% in volume and 12.87% in US\$ terms. Exports of *vannamei* shrimp showed increase in US market by 21.71 % in quantity and 15.44% in US\$ realization.

Exports to Southeast Asian countries have shown positive growth by 7.86% and 7.26% in terms of quantity and US\$ terms respectively. Exports to European Union have shown growth of 7.64% and 9.22% in terms of quantity and US\$ respectively. Export to Japan registered increase in terms of US\$ by 22.23%. Export of frozen shrimp increased by 5.97% in quantity terms and 11.32 % in US\$ terms. Export to Middle East countries has shown good growth of 11.32% and 22.17% in terms of quantity and US\$ terms respectively.

Export to China has decreased drastically. The export has registered negative growth of 21.46% and 24.45% in terms of quantity and US dollar terms. All products including frozen shrimps, frozen fish, frozen squid, frozen cuttle fish etc has registered negative growth. Export of *L vannamei* decreased significantly by 47.45% in quantity and 44.82% in US dollar terms. The weaker economic condition in China has lead to decrease in overall export to China.

The details on major markets for Indian marine products are given in the following table:

Market wise Export – 2014-2015					
Q: Quantity in MT, V: US\$ in millions					
Country		Share %	2014-15	2013-14	Growth %
Japan	Q	7.49	78 772	71 484	10.20
	V	9.11	502.29	410.95	22.23
USA	Q	12.33	129 667	110 880	16.94
	V	26.46	1458.24	1286.04	13.39
European Union	Q	17.89	188 031	174 686	7.64
	V	20.08	1106.67	1013.28	9.22
China	Q	5.66	59 519	75 783	-21.46
	V	4.02	221.44	293.12	-24.45
Southeast Asia	Q	38.99	409 931	380 061	7.86
	V	25.71	1416.82	1320.95	7.26
Middle East	Q	6.15	64 608	58 040	11.32
	V	6.04	333.10	272.65	22.17
Others	Q	11.48	120 716	112 823	7.00
	V	8.58	472.56	410.71	15.06
Total	Q	100.00	1 051 243	983 756	6.86
	V	100.00	5511.12	5007.70	10.05

Source: Marine Products Export Development Authority (MPEDA) of India.

## EU FINFISH SUPPLY 2014

### Total Fish Supply (all species)

Total food fish supply in 2014 increased by 241,000 MT to a level of 14.43 million MT (food use) indicating a recovery close to the high levels of 2007/8. Should the early indications for 2015 be consolidated the supply of fish into the EU will be at the highest levels in the era of publishing the Finfish Study.

### Key Species Categories

The Key Species which make up the EU finfish supply are: Wild capture whitefish species up 66,000 MT (2.2%); Freshwater species (mainly aquaculture) down by 64,400 MT (-9.6%); Salmon up by 105,000 MT (+8.2%); *Surimi* base and products up marginally by 3,800 MT (1.4%); Tuna up 21,100 MT (+1.7%); Small pelagics up by 43,400 MT (+2.8%); Shrimp up by 22,400 MT (+2.6%) and Cephalopods up by 29,500 MT (+6.2%).

### Whitefish Summary

In 2014, whitefish volumes coming in was above 3 million MT. At the heart of this is the improved supply environment amongst the key species. Cod in particular has reached much higher levels of availability and the familiarity of the species has enabled an easy expansion of the market in all sectors. Backing this up is Alaska-pollock that provides secure supply and even though growth is less spectacular the advancement is still apparent and re-assuring. Indications for 2015 are that this positive trend will continue. EU fisheries struggle to advance beyond the 11% share of wild capture supply but there are promising signs that the situation for quota and importantly utilisation is improving in several of the most important species.

Continued unconstrained access to global whitefish fisheries is essential if the processing industry is to be viable and offer the longer terms opportunity to the EU catching sector. The cumulative EU quota for the seven key whitefish species measured is less than the individual consumption of any one of the top five species eaten in Europe so one must be careful not to overstate the potential for self-sufficiency or underplay the importance of imports. 2014 figures show that market growth can cope with both improvements in domestic supply often assigning these to the highest value product formats (e.g. hakes going to fresh) at the same time as expanding opportunities for more commoditised formats such as fillet blocks. 2013 was the first year of application of the new tariff regulation for fish imports and AIPCE-CEP and in 2014 several of the ATQs are exhausting earlier than before.

**China** is still the largest supplying nation and whilst volume grew slightly in 2014 being up 1.5%, the share of supply is marginally down at 23.5% of whitefish imports (in addition there has been a sharp reduction of around 22,000 MT of freshwater whitefish, tilapia mainly, that comes to the EU).

As China acts as converter of wild capture fish originating in other countries then the volumes of the individual species inevitably reflect the availability levels according to quota and catch in the supplying nations. Within the whitefish complex, it is not surprising to see the China has plusses and minuses.

For cod there was growth of 17% on 2014 to 170,862 MT WFE which represents 15.6% share of imported volumes in that species. That share is down compared to the period before the recent major quota adjustments in the Barents Sea fishery when China routinely exceeded 18%.

**Vietnam** continues its struggle with pangasius sales into the EU which have continued to slide by another 10% in 2014 and are now down by more than 40% from their peak.

EU share of Vietnamese sales is now at 19.1% in 2014 (VASEP).

For other whitefish species, Vietnam is beginning to appear as a processor albeit at very limited levels so far. In 2014, analysis shows processing of Alaska-pollock to the tune of 3,031 MT and cod 4,609 MT (both at WFE).

**Norway** maintained momentum and saw 6.5% growth in volumes of whitefish supplied into the EU during 2014. That makes Norway the second biggest supplier to the EU using our way of measurement at WFE. It may well be that once fish that originates in Norway but is processed in a third country before reaching the EU (eg. China) then Norway may well be the largest source of whitefish into the EU.

### **Total Supply of Freshwater Fish**

The cumulative change to supplies in freshwater fish is quite negative with slippage of close to 10% being recorded in 2014. By our calculations we reckon the market to now be 603,436 MT WFE.

All three individually reported species show decline and the generic catch all group is down.

- *Pangasius* has not been able to stop the decline of the last five years. Another 10% reduction is recorded in 2014 and there has now been an accumulated loss of 40% since the peak year of 2009.

The EU accounts for around 19% of the global market for *pangasius*. This too is well below the historical peaks that achieved above 35% share.

*Pangasius* has not had universal acceptance across EU but there are member states where the consumption trend remains positive. The dominant product format is IQF fillets.

The new regulatory requirements regarding moisture levels and glazing that were to be introduced in January 2015 by the Vietnamese authorities have been delayed after pressure from the exporters to provide more time to assess the potential market reaction and impact of the regulation.

The regulation established a moisture content standard of 83% and a glaze limit maximum of 10% for exported products. This was acknowledged as being designed to provide more consistency to the product on offer from Vietnam.

If these standards are finally adopted then it will remove much of the uncertainty around the true use of resources represented by pangasius. The AIPCE-CEP conversion factor of 3 is based on primary filleting yield and takes no account of any additives or glazing variables.

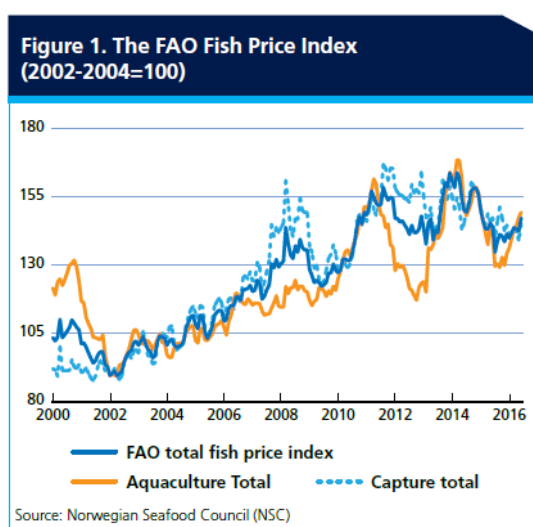
- Nile Perch fell back by 12% for the second year in a row.
- Tilapia lost some of the ground it gained last year with a reversal of 8%. China lost 25% of its volume so leaving Vietnam and Thailand to grow albeit from relatively low bases. Tilapia is a major species globally but the EU is a minor player with well below 2% of global consumption.

**Source:** EU Fish Processors and Traders Association (AIPCE.CEP), 2015.

## FAO FOOD OUTLOOK: FISH AND FISHERY PRODUCTS

### GLOBAL FISH ECONOMY

Global fish production in 2016 is forecast to expand by 1.8%, to 174.1 million MT, well below the ten-year trend of 2.3%. The relatively modest world growth reflects a number of setbacks, including diseases and regulatory constraints. Under current expectations, the increase in global seafood production would stem from a 5% expansion of aquaculture to 81.4 million MT, confirming the sector as the main engine for fishery growth, which would compensate for a 0.9% contraction in wild fish output to 92.7 million MT.



Across different species, shrimp production continues on a downward trend in some major Asian producing countries, constrained by a recurrence of parasites, bacterial, fungal and viral diseases. Nonetheless, the world production outlook for 2016 is positive overall, thanks to gains in Ecuador, Indonesia and Thailand. Fresh cod faces an upward price trend, and Asian developing countries are expanding their role as important global whitefish processors. Tuna supply is facing constraints associated with seasonal fishing bans and the imposition of import restrictions.

Developing countries continue to play a significant role in the international supply of fish. Among developed nations, Norway, one of the world's largest producers, continues to enjoy an increased positive performance due to the upward trends of salmon and cod prices. Among the world's major importers, the US, the European Union and Japan are all expected to see marginal declines in total import value. The overall outlook for the value of seafood trade in 2016 continues to be positive, mainly thanks to rising price prospects.

After the sharp declines registered in the second half of 2015, international seafood prices have shown a tendency to recover over the first months of 2016, while still remaining below their corresponding levels in 2015.

According to the FAO Fish Price Index, fish prices averaged 2% lower in the first six months of 2016

compared to the same period last year, reflecting a decline of 4% for captured fish, while prices of aquaculture products remained stable. Only salmon prices made substantial gains year-on-year, due to a combination of tight supplies in major exporting countries and sustained import demand.

By contrast, the losses incurred in the second half of 2015 brought average prices down for the other fish species, in particular shrimp and pelagic fish. Since January, however, most seafood products have witnessed a firming of prices, including fish meal and fish oil, reflecting a significant reduction in the supply of anchoveta together with growing demands for animal and aquaculture feed.

Consumer demand for fish remains strong, with more people worldwide appreciating the health benefits of regular fish consumption. Direct human consumption, which accounts for more than 85% of all fish uses, is projected to grow by 2.3% to 152.8 million MT in 2016. This would result in a slight increase in per capita fish intake, from 20.3 kg in 2015 to 20.5 kg in 2016.

In July 2016, FAO, UNCTAD and UNEP issued a Joint Statement highlighting the importance for countries and the international community to move forward on trade-related targets under Sustainable Development Goal (SDG) 14, particularly under a specific target, SDG 14.6, which deals with fisheries subsidies. More than 90 countries, international governmental organisations, and active civil society organisations have endorsed the Joint Statement. In this regard, a future international regulatory framework implemented for fisheries subsidies will have a significant market-oriented impact on production patterns, prices and trade flows.

### SHRIMP

Production of farmed shrimp in Asia remains relatively weak for some producers in 2016, due to an on-going disease problem in China and the effects of drought and a delayed monsoon in some parts of Southeast Asia. Thailand, however, is ramping up production after suffering severely from disease outbreaks in recent years; it expects a strong production volume of 270,000 to 300,000 MT for 2016. Ecuador and Indonesia are also expecting to show strong volume growth rates for 2016 and 2017. Global production is estimated to be positive for 2016 and 2017, but increased regional demand, particularly from China, is absorbing supplies previously channelled to traditional developed markets. Overall, China will likely continue to influence the global market and international prices, particularly if its domestic production does not improve. In the near term, the market will also be determined by the supply situation in India, where the 2016 production forecast is not promising. However, on a global scale, the direction of future price trends largely depends on the extent to which demand growth in regional markets in Asia offsets global supply increases.

**TUNA** Canned tuna production in Ecuador, the largest supplier to the European market, was lower in May following a mid-April earthquake that slowed

cannery operations and impacted the port infrastructure at Manta, making it impossible to land raw material. Combined with a scarcity of tuna arrivals from the Eastern Pacific, this situation pushed prices upwards in early 2016, but they have since stabilised. Starting from 1 July, purse seine operations in the Western and Central Pacific were subjected to the seasonal three-month ban on fish aggregating devices (FADs), which, combined with positive demand for tuna from processors, is likely to keep prices stable or lead to further increases for the remainder of 2016. The most significant trade-related news for the tuna sector in the future is the European Commission's formal notice (yellow card) issued to Thailand in April 2016 for not taking sufficient measures in the international fight against IUU fishing. In April, the EU stated that it had given Thailand six months to implement a corrective action plan. Should the situation not improve, the EU could resort to banning fisheries imports from Thailand. Last year, the EU imported US\$ 184 million worth of canned tuna from the country, so if the ban goes into effect, there could be serious repercussions not only for Thailand, but also the EU, which would have to seek new sources of supply.

### **CEPHALOPODS**

The 2016 squid season off South America has been a significant disappointment for the sector thus far. Landings are dramatically down, with the drop generally attributed to the strong *El Niño* in 2015 and 2016. Catches have been so poor that the authorities are considering at least partial reimbursement of licence fees. As a result of the tightening supply, squid prices are up by more than 30%. In contrast, there seems to be reason for a more optimistic view of cephalopod supply in the longer term, as recent research has shown that global cephalopod populations are growing. In the more immediate future, scientists are expecting the current *El Niño* to taper off and temperature conditions to return to normal in the next 6 to 12 months; this should bring about an improvement in landings in the affected regions over the next year. Squid prices, however, can be expected to remain high for some time with sustained strong demand, while the need to make up for a shortfall in supplies of *Illex* and *Loligo* squid may stimulate demand for alternative species.

### **PANGASIIUS**

The current low international prices of *pangasius* will continue to encourage imports throughout 2016, particularly in the important US market. For the world's number one producer, Vietnam, lower prices have led the Vietnam Association of Seafood Exporters and Producers (VASEP) to forecast a 5% reduction in the total export value for 2016. Growing import demand for farmed *pangasius* is expected to support growth in producing countries other than Vietnam and prevent prices from dropping further. In fact, it is likely that increasing feed costs will necessitate a price hike in the medium term.

**Source:** FAO Food Outlook, October 2016.

### **TILAPIA**

Despite the weakening of major markets such as the US and production problems in China, the outlook for the world's farmed tilapia industry remains promising as demand is strong and growing in a range of markets in Asia, Africa, Latin America and the Caribbean. Prices of Chinese tilapia are expected to start rising again on the back of supply shortages, and a number of countries are looking to significantly expand their tilapia farming industries. In particular, the Indian and Brazilian sectors are set to receive heavy investment from both government and private sources, which may boost global supply in the long term.

### **SALMON**

The global salmon market, from producer to consumer, has to now come to terms with a new, higher price plateau. After months of upward revisions, forward prices for Norwegian farmed salmon are now set to remain above US\$ 6/kg until 2019. For the remainder of 2016, the drop in prices following the traditional late summer harvest in Norway is expected to reverse significantly, moving above last year's levels as year-end demand takes effect. In the longer term, Norwegian farmers will continue to reap the benefits of physical and regulatory limits on supply.

Despite the obvious price benefits of slower and regulated production growth in Chile, the business implications of new regulations on its industry led to additional costs associated with the regulations' sanitary requirements. The process of regulatory change is still effectively on-going in Chile, and certain industry representatives are looking to have the 3% annual production growth limit revisited. In the wild salmon sector, with Alaskan harvests exceptionally high this year in contrast to the overall supply situation, the current market conditions may be seen as an opportunity, particularly if product innovation and improved quality control can more closely integrate the wild and farmed fish markets.

### **FISHMEAL AND FISH OIL**

When Peru established a higher than expected (1.8 million MT) anchoveta quota for the first fishing season in June 2016, the fishmeal and fish oil industry was optimistic that the supply of fishmeal from the Southeastern Pacific would be adequate in the short term, despite the disruptive impact of *El Niño*. However, the authorities ended the season sooner, at the beginning of August to make way for the spawning season, with only 50% of the quota caught and the season's catch of 920,000 MT being the lowest in a decade. This shortfall has inevitably pushed prices upwards once again: fishmeal prices rose some 27% from June to August. Although commentators expect the situation to normalise later in the year, the persistent volatility of prices and an ever-increasing gap between demand from the global aquaculture and livestock sectors and fishery supply can be expected to continue to push prices upwards and drive the development of alternative sources of animal and fish feed.

