

- Market
Advisory
Council

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- President of the Market Advisory Council
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1

The EU Fish Market

- A major market for seafood



EU is the top trader of fishery and aquaculture products in the world in value

Source: EUMOFA

• EU Fish Consumption

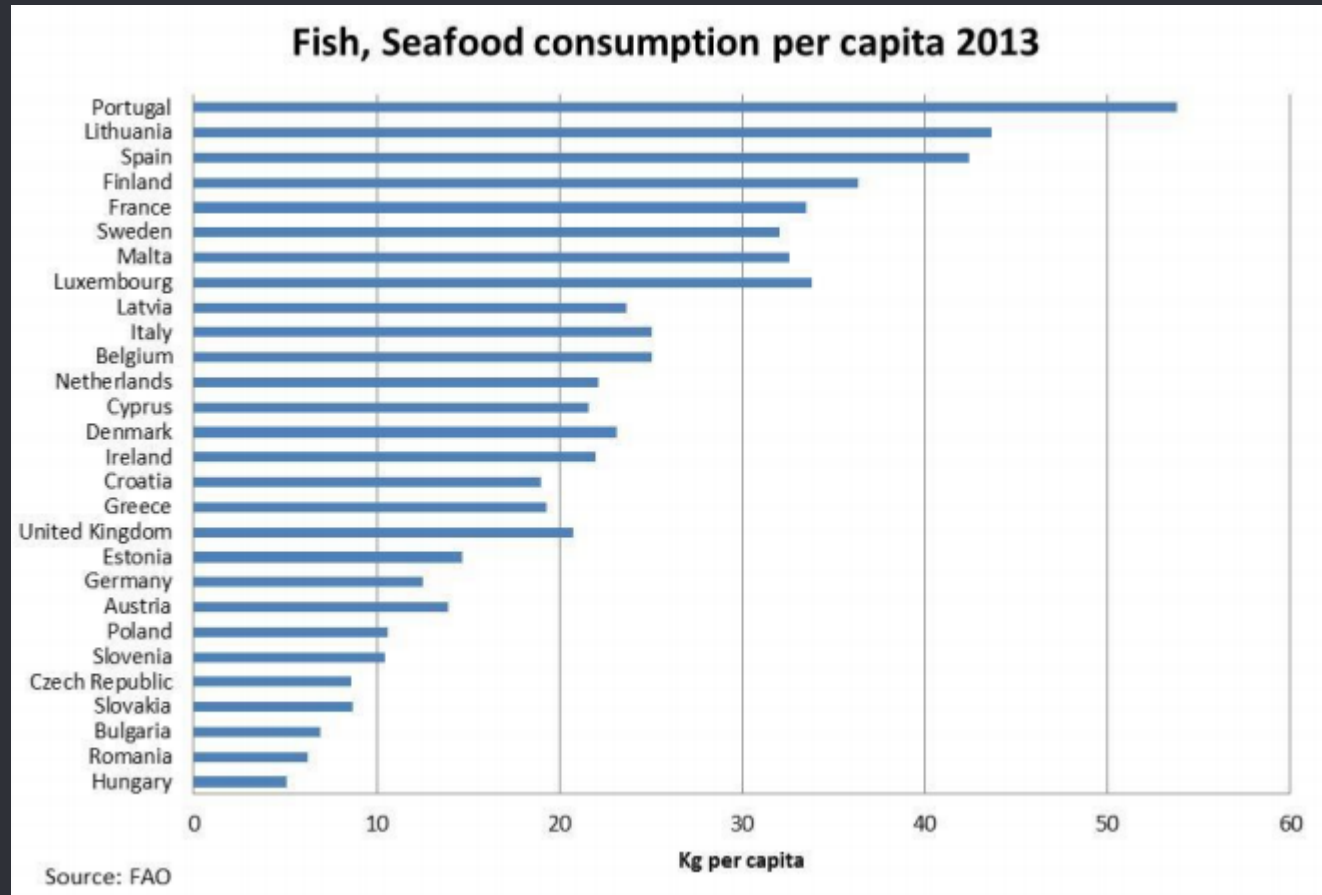
EU consumers spent 54 billion euro for buying fisheries and aquaculture products in 2015

In 2014 the fish consumption per capita was 25,5 kg/ year

Tuna, Cod, Salmon: most consumed species

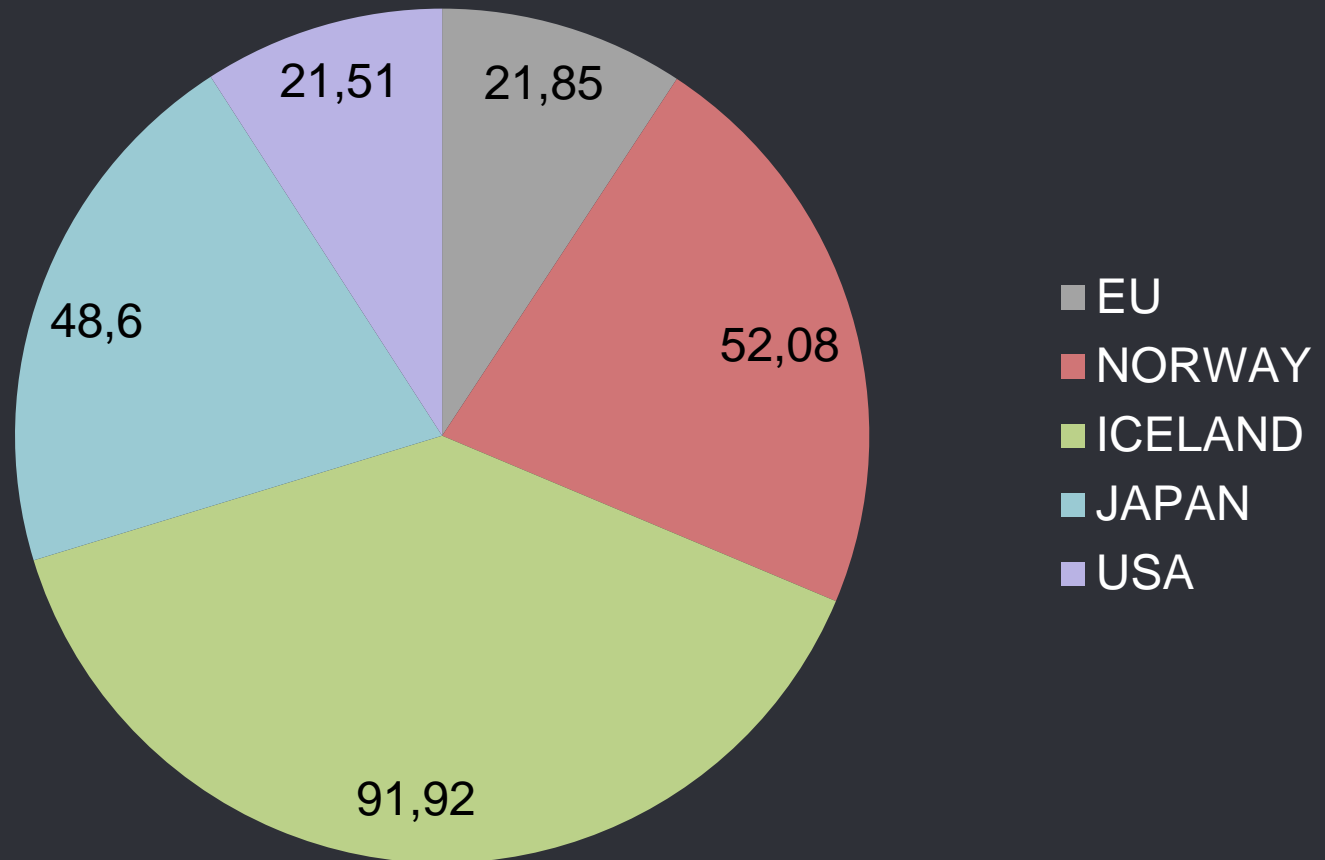
Source: EUMOFA

Fish, seafood consumption per capita in the EU



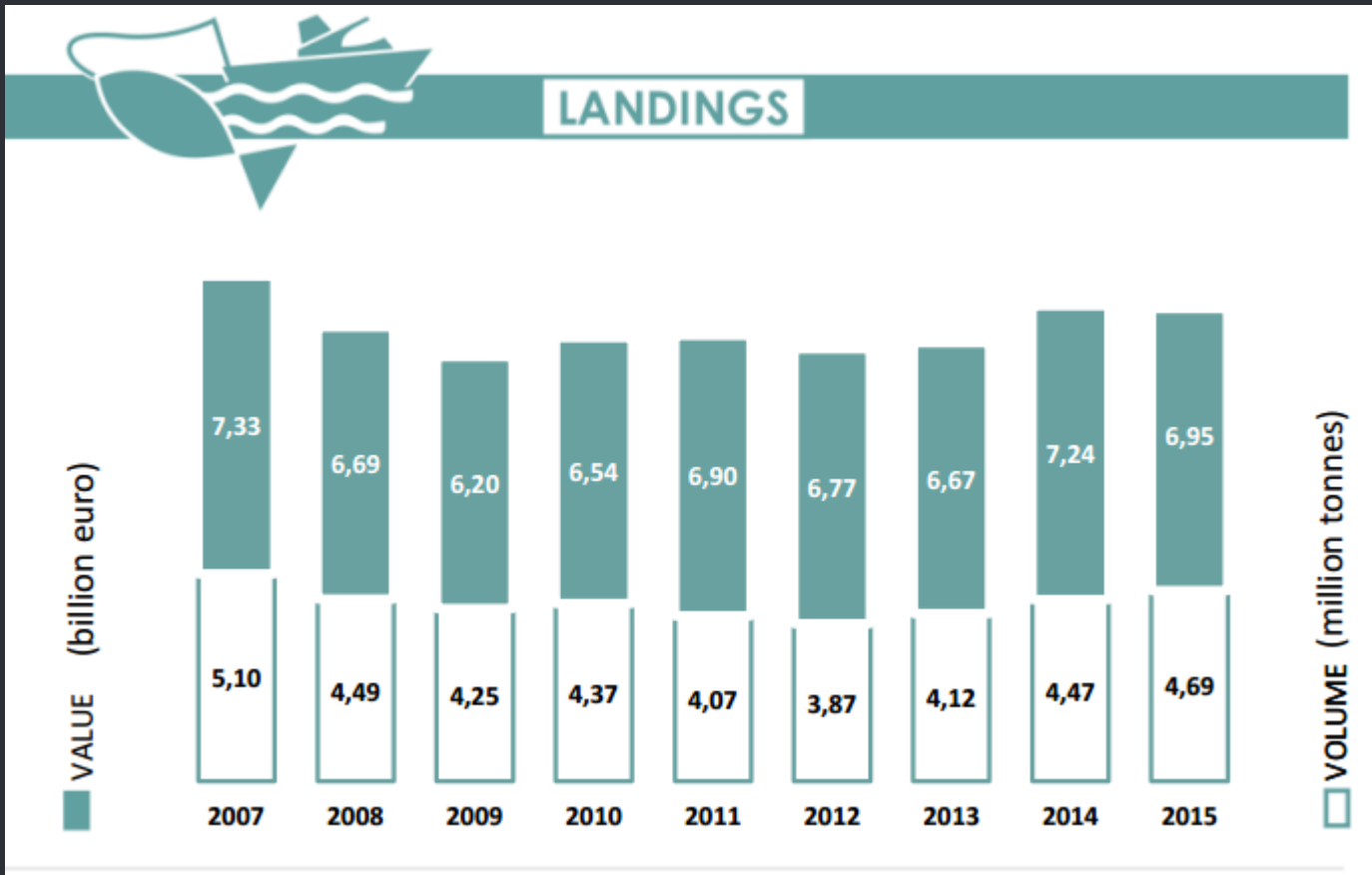
Fish Consumption Comparative (2013)

KG/per capita/year



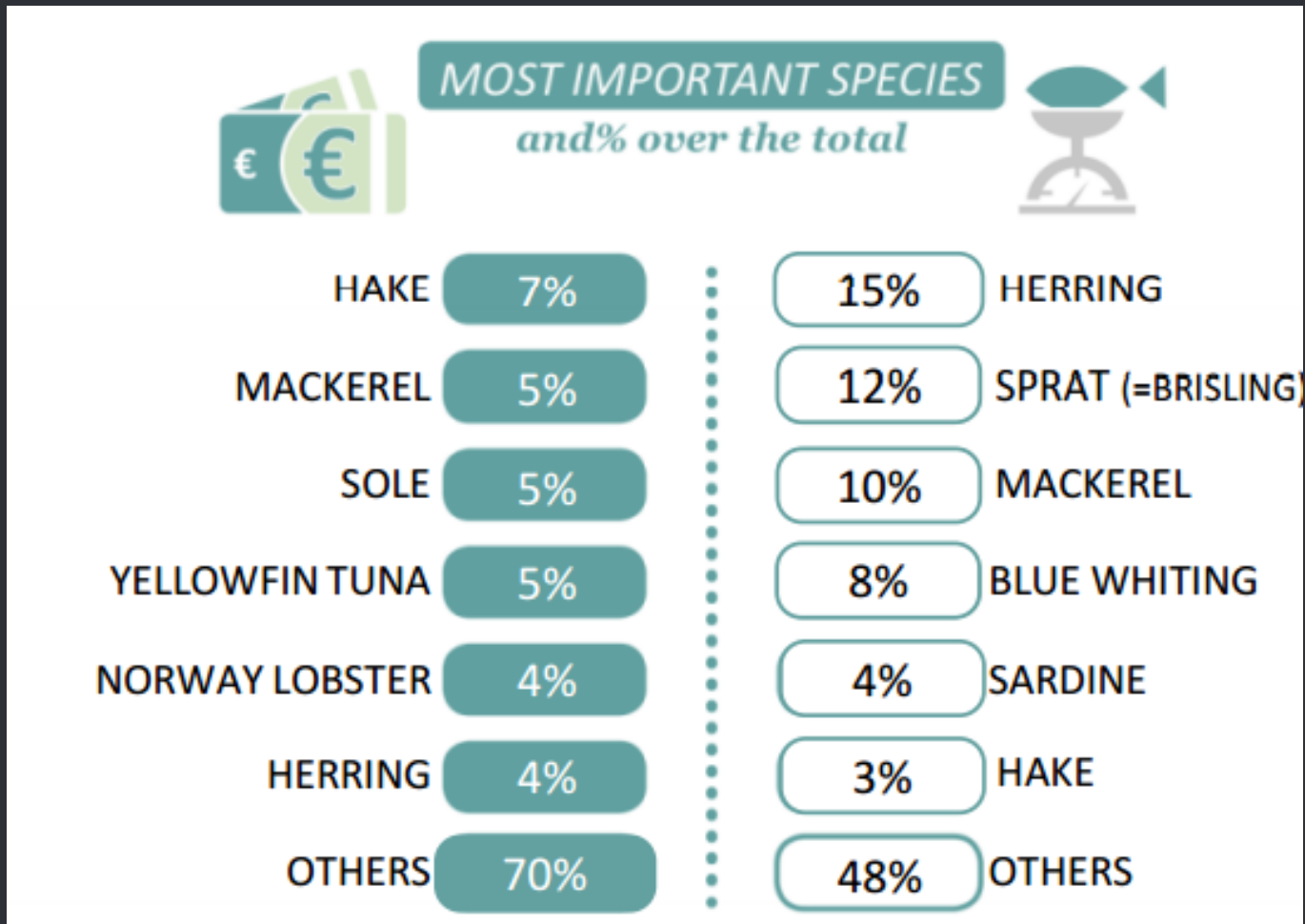
Source: FAO

EU Production: Landings



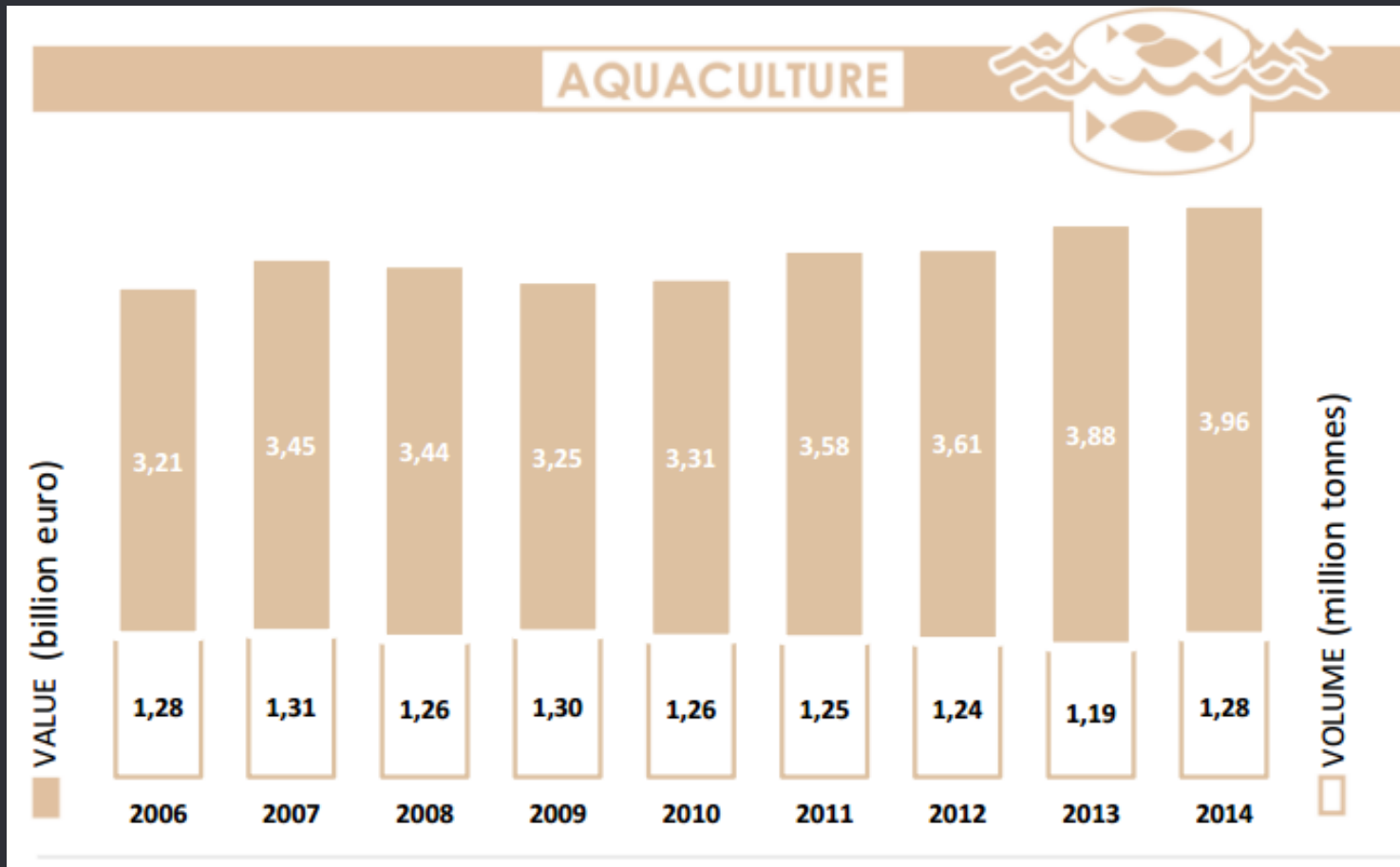
Source: EUMOFA

EU Production: Landings



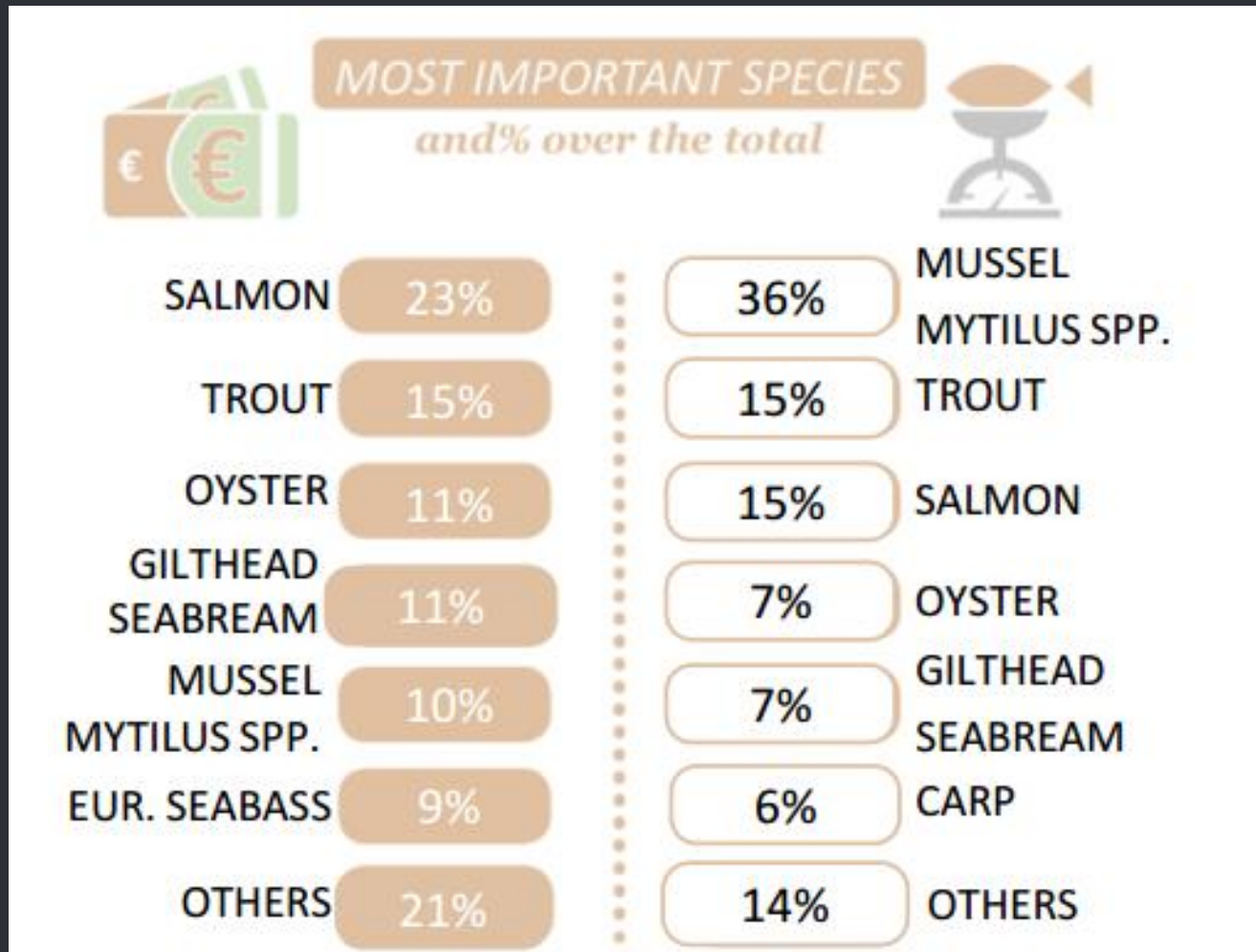
Source: EUMOFA

EU Production: Aquaculture



Source: EUMOFA

EU Production: Aquaculture



Source: EUMOFA

● IMPORTS: The Figures

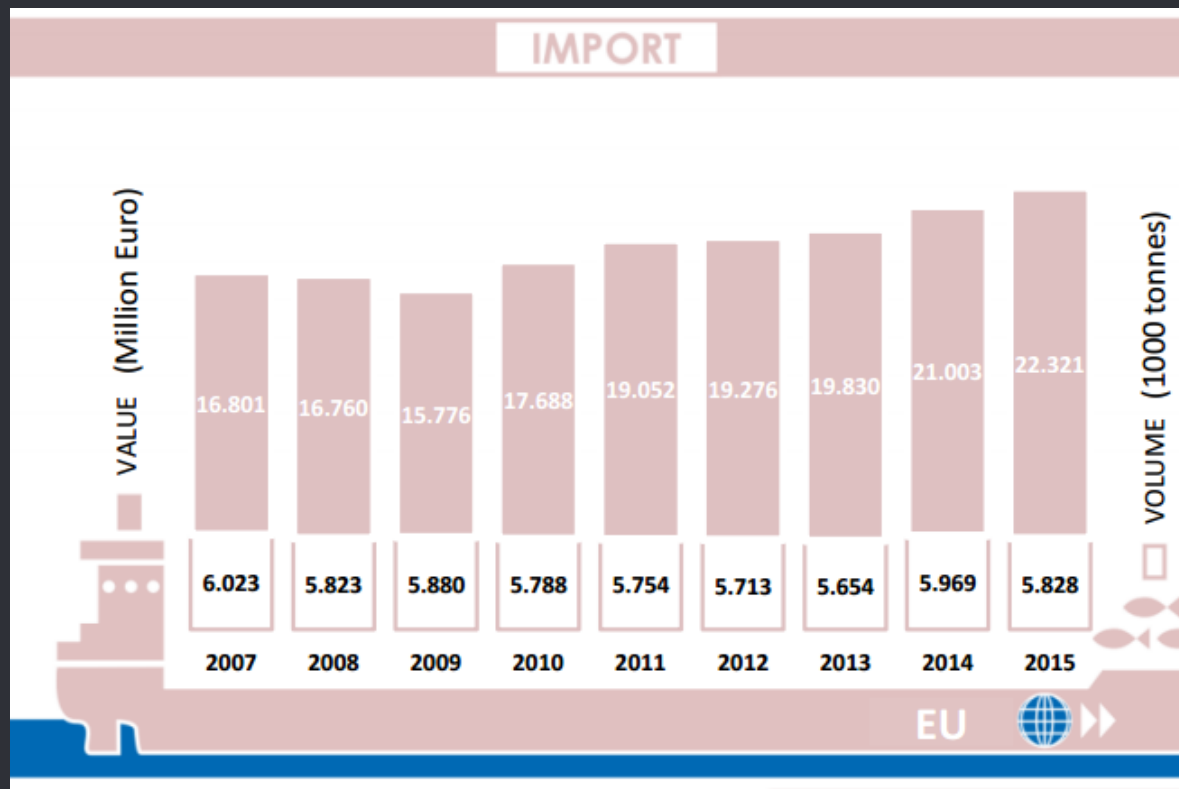
● Fish alone represents almost 20% of the overall EUR 120 billion worth of food products imported by the EU.

● Shrimps, tuna, whitefish and fish-meal are the most imported products

● Norway, China and Iceland are the largest EU suppliers

Source: EUMOFA

IMPORTS: The Figures (value)



MAIN IMPORTERS

Norway: 24%

China: 7%

Iceland: 5%

MAIN PRODUCTS IMPORTED

Salmon: 19%

Cod: 10%

Tropical Shrimp: 9%

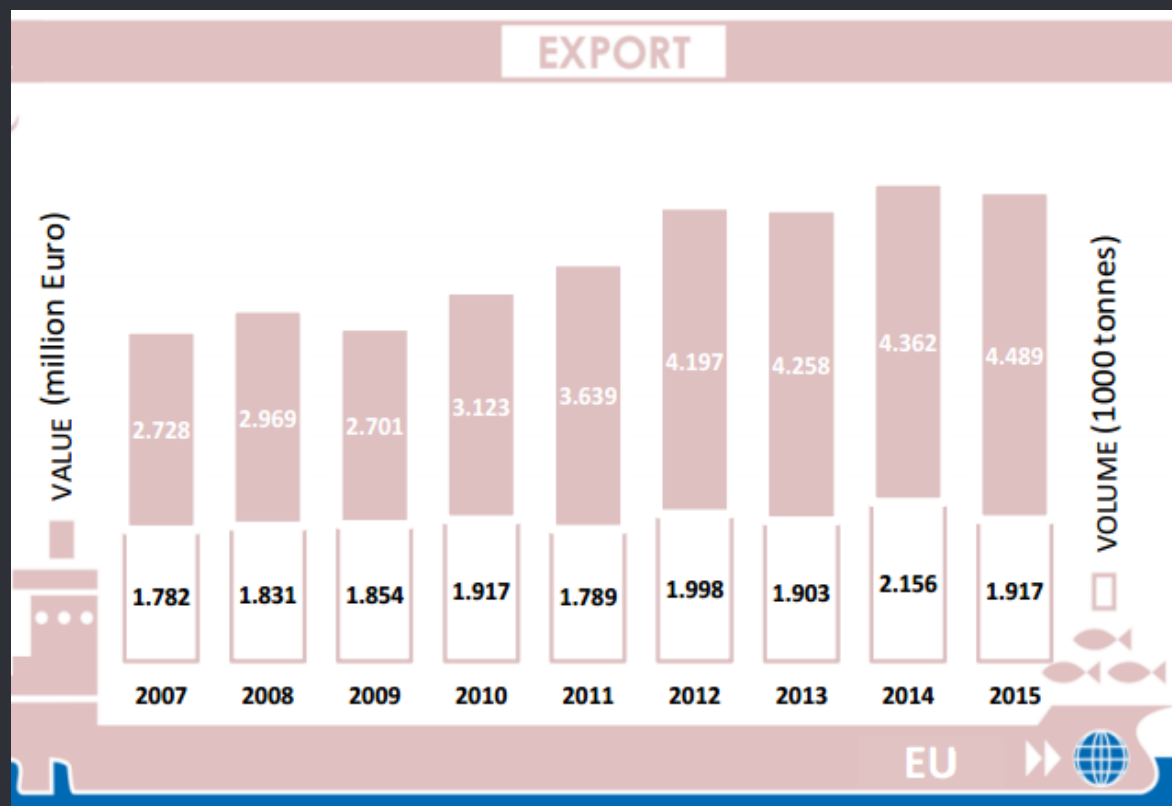
EXPORTS: The Figures

In 2015, the EU exports value rose to EUR 4,5 billion, the highest amount ever registered

Intra-EU exports were 4 times higher than exports to extra-EU countries (EUR 22,5 billion)

Spain, Denmark and UK are the largest EU exporters in terms of volume. Netherlands, Spain and Denmark, in terms of value.

EXPORTS: The Figures (value)



MAIN DESTINATION

USA: 12%

Norway: 10%

Switzerland: 9%

MAIN PRODUCTS EXPORTED

Salmon: 13%

Fishmeal: 7%

Mackerel: 6%



2

MAC Objectives

To contribute to the development of the EU Market of fishery and aquaculture products by preparing and providing advice to the EC and other relevant institutions.

In particular,

“

- 1. Facilitating the CFP implementation.*
- 2. Contributing to the evaluation of the Control Regulation and to the improvement of the implementation of IUU Regulation.*
- 3. Achieving a better understanding of the markets for aquaculture and fishery products to ensure a coherent common organisation of the market.*

3

MAC Structure

MAC STRUCTURE

General Assembly

60 members from 13
Member States

- 8 NGOs
- 52 Sector

Executive Committee

25 seats, 18 members:

- A) 60% Representatives of Value Supply Chain :
- B) Environmental or development NGOs and consumers

Working Groups

WG1: EU Production

WG2: EU Market

WG3: EU control and sanitary issues, consumer rules

4

MAC Work Programme

Working Group 1

EU Production

- Common Markets Organisation and the European Maritime and Fisheries Fund (2014-2020)
- Evaluation of first sale trends
- Impact of recovery plans on markets
- No-commercialization of undersized fish/juveniles in the context of new technical measures regulation and discard ban implementation.
- Promotion and competitiveness of products

Working Group 2

EU Markets

- Supply (annual status and trends)
- Trade with third countries: Community Custom Code, General System of Preferences (GSP), Free Trade Agreements, Economic Partnership Agreements, World Trade Organisation
- Monitoring of community imports and tariff situation, regulation of suspension and tariff quotas for fishery and aquaculture products
- Promoting social and environmental aspects of the international trade in fishery and aquaculture products.
- Analysis of consumption trends
- Price developments 'from sea to table' (from the fisherman to the consumer)
 - Studying market efficiency and diversity in the Member States, inter alia, using data from EUMOFA.
- Effects of the IUU regulation on the market

Working Group 3: EU control and sanitary issues, consumer rules

- Labelling issues
- Voluntary information on fish products
- Hygiene Regulation implementation
- Relevant contaminants legislation; additives and residues issues
- Traceability of seafood products
- Food fraud
- Implementation of IUU Regulation-issues other than tackled by WG2
- Possible revision and implementation of the Control Regulation when related to trade and markets

5

Becoming a Member

STEPS TO BECOME A MEMBER

1. Fill in the application form provided by the Secretariat of the MAC

2. Endorsement by the Member State concerned

Art, 3.3 Delegated Regulation (EU) 2015/242 The Member States concerned shall determine whether the application is signed by representative sector organisations and other interest groups”

3. Endorsement by Executive Committee

4. Settle the membership fee

Thanks!

ANY QUESTIONS?

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