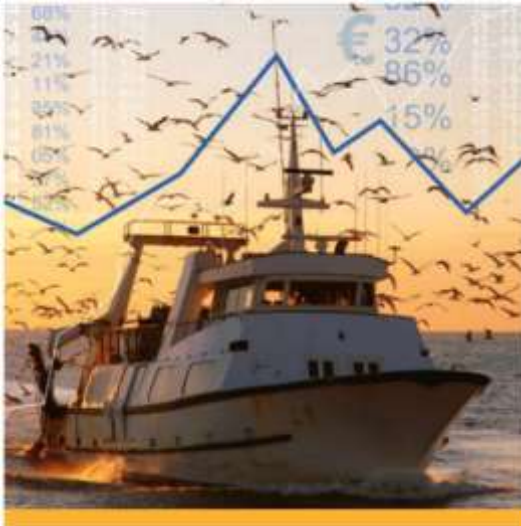


# DG Mare and the European Market Observatory for Fisheries and Aquaculture

## **The PrimeFish project**

Science-based Competitiveness and Policy-  
Making for the European Seafood Market

2nd Annual Meeting - Vilanova I la Geltrú · Spain -6th April, 2017



# EUMOFA

European Market Observatory for  
Fisheries and Aquaculture Products

An initiative of the



1. EUMOFA – purpose and main EUMOFA services
2. 2017 : a year of consolidation
3. Future development of EUMOFA



**E U M O F A**  
European Market Observatory for  
Fisheries and Aquaculture Products

**is a tool that contributes to achieving the goals of the Common Fisheries Policy**

The European Market Observatory for fisheries and aquaculture (EUMOFA) is a **market intelligence** tool on the European Union fisheries and aquaculture sector.

The EUMOFA contributes to the commitments of the European Commission in terms of market intelligence as defined in **Art. 42 of EU Regulation No 1379/2013**.

It aims at:

- ✓ Increasing market transparency and efficiency
- ✓ Analysing EU markets dynamics
- ✓ Supporting business decisions and policy-making



- Overview of market phenomena:
  - **Monthly Highlights**
  - **The EU fish market**
  - **Price transmission case studies**
  
- Exhaustive **database**
  - **Predefined queries**
  - **Ad-hoc queries**
  
- Member States
  - **Country profiles**
  - **Supply balance sheets**
  - **Country fiches "Consumer habits"**

- ❖ **Extension of data coverage to all EU Member States for all stages of the supply chain.**

Transmission **already initiated for:** **First sale** (Spain, Croatia, Poland); **Retail** Hungary.

- ❖ Further extension to **non-EU countries** market data (Faroe Islands, Vietnam, Nigeria, Greenland, etc.)
- ❖ Dissemination of **first sales and import/export data at more detailed level** (specific species and size, products' codes)



- ❖ **Feasibility analysis** on the setting up of a **possible prospective analysis** tool.
- ❖ The feasibility analysis' purpose is to assess the possibility to project current trends and analyse changes for some selected species



- More user-friendly webpage
- ad-hoc studies (ex. Organic Aquaculture)
- MS's needs (Antenna 's meeting)
- Sector needs (MAC)



Data are harmonised in **97 Main commercial species** and **12 Commodity groups**

## Weekly

- First sales
- Wholesale
- Import
- Retail prices

## Monthly

- First sales
- Import-Export
- Consumption

## Yearly

- Consumption & supply balance
- Landings
- Aquaculture
- Import-Export
- Processing

**Supply chain stages**

Want to get to know your market better?



About EUMOFA | How to | Site Map

English (en)

Sign in

Video tutorials



# EUMOFA European Market Observatory for Fisheries and Aquaculture Products

Data & Reports

Latest publications

- Weekly prices**
  - Predefined queries
  - Ad-hoc queries
- Monthly Trends**
  - Monthly Highlights
  - Predefined queries
  - Ad-hoc queries
- Yearly data**
  - The EU fish market
  - Predefined queries
  - Ad-hoc queries
- Price structure analysis**
- Bulk Download**

Methodology

Library

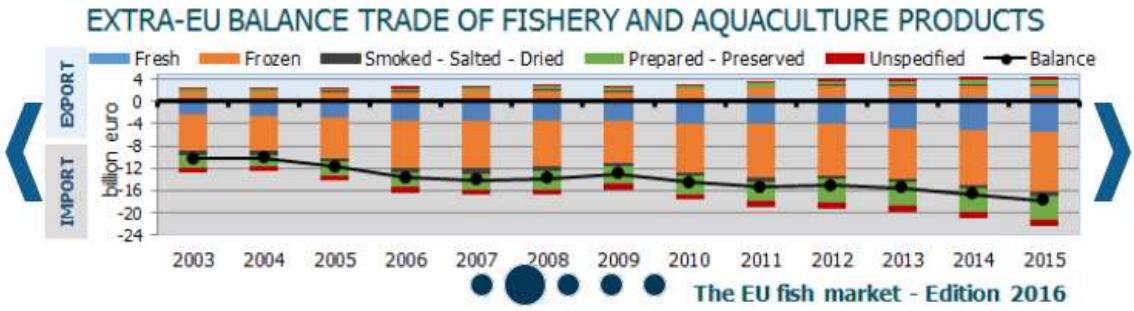
Links

Contact us

Did you find what you needed?

Yes No

Leave us a comment



The EU fish market – 2016 Edition



Monthly Highlights No.8-2016

Subscribe to the Mailing List

EU fishery market data

Key figures by EU Member states



Key data for each MS

More data and longer time series

Available in 24 languages

Regular reports and studies. **Subscribe!**

- ❖ Prompt dissemination of **weekly prices in neighbouring places of sale and imports** through user friendly dashboards
- ❖ New **facilities for helping users to extract data** from the EUMOFA
  - ✓ Support throughout **all steps of the query construction**
  - ✓ Detailed **metadata pages** with main information on the query
  - ✓ Reports **summarizing all filters selected in the extraction done**
  - ✓ Maps showing the **geographical coverage of the specific data queried to the database**



81.716 15%  
 55.794 68%  
 43.144 44%  
 15.944 21%  
 57.758 11%  
 81.453 35%  
 54.764 81%  
 24.774 65%  
 11.733 37%  
 81.484  
 80.603

55.794  
 57.121  
 34.944  
 45.574  
 75.574  
 48.764  
 34.944  
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 48.764

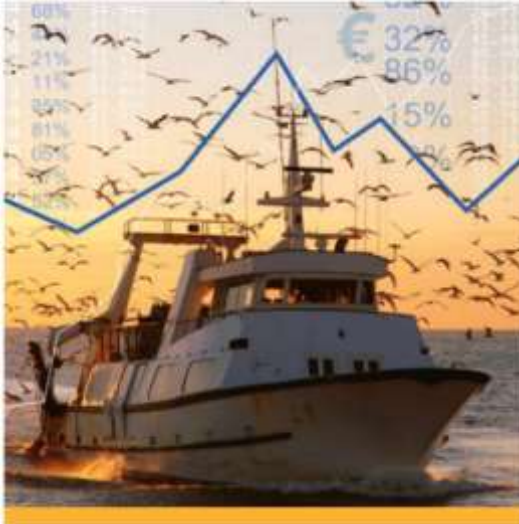
€ 52%  
 32%  
 86%  
 15%  
 68%

75.574  
 48.764  
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 11.728  
 41.484  
 80.604

# EUMOFA

Your online source for European market intelligence

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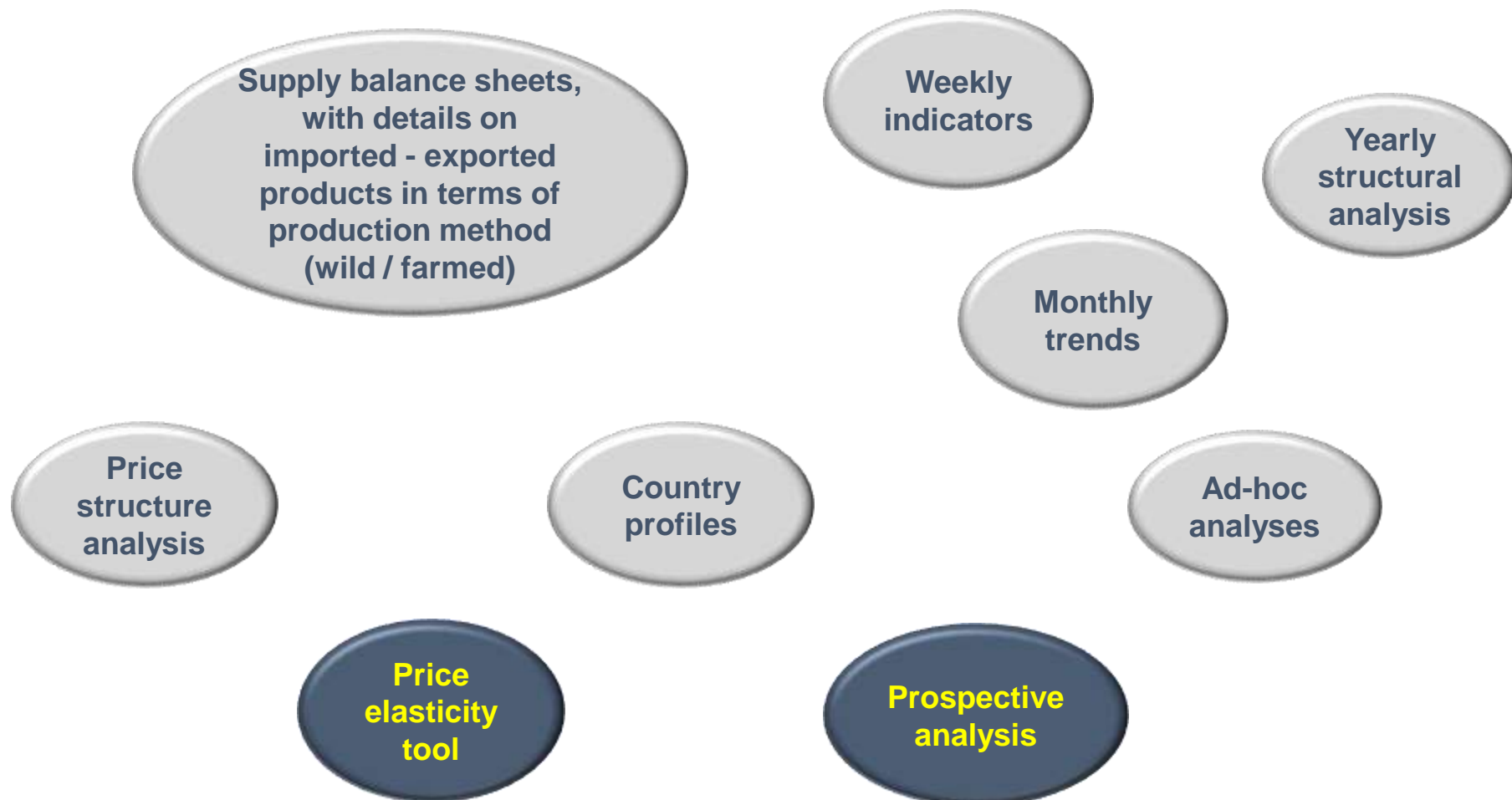


- Overview of market phenomena:
  - **Monthly Highlights**
  - **The EU fish market**
  - **Price transmission case studies**
- Exhaustive **database**
  - **Predefined queries**
  - **Ad-hoc queries**
- **Users support**

The set of **user friendly queries** publically  
available on [www.eumofa.eu](http://www.eumofa.eu)  
in all 24 EU languages  
allow to develop market analyses



# Data analysis and market intelligence





# Price structure analysis

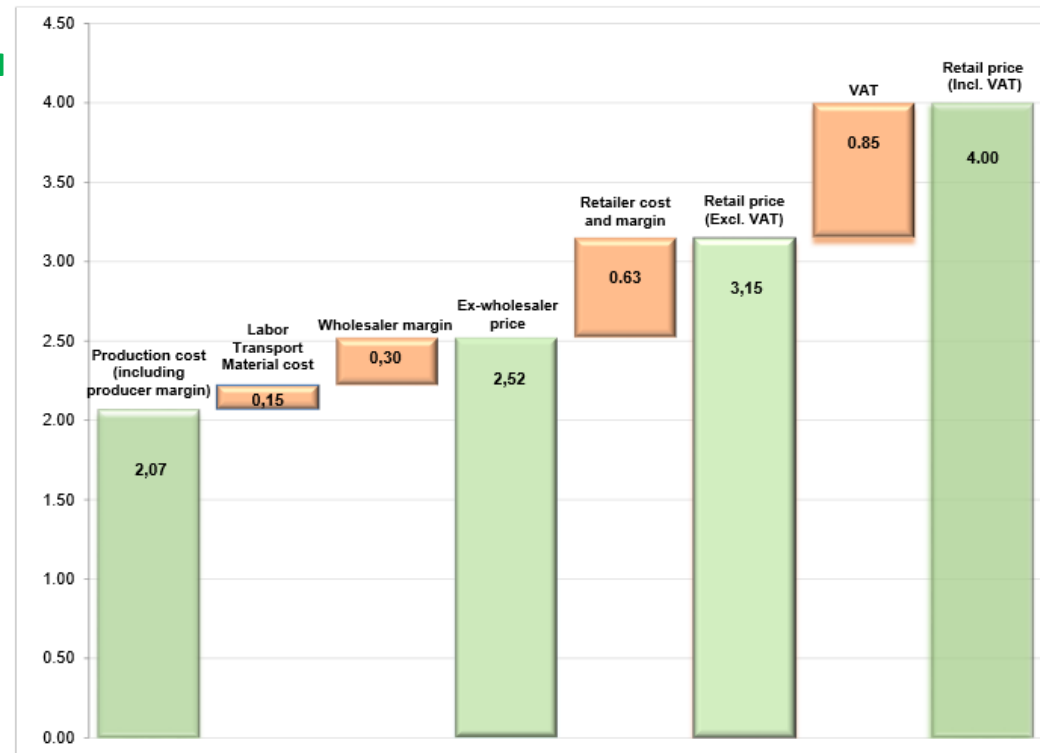


The EUMOFA developed :

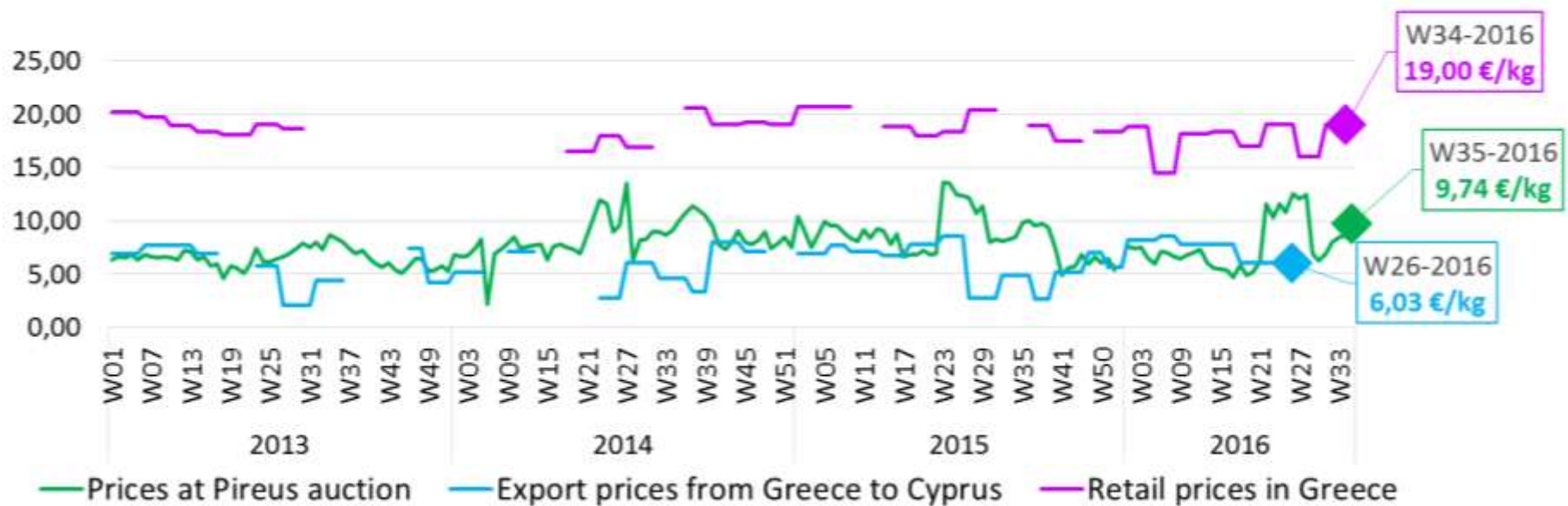
- a **methodology and guidelines** for understanding the links between prices at the different levels of the supply chain
- using **EUMOFA prices** and other **macroeconomic datasets**
- **examples of a possible use of this tool** for specific products in specific countries.

## Case studies available on [www.eumofa.eu](http://www.eumofa.eu)

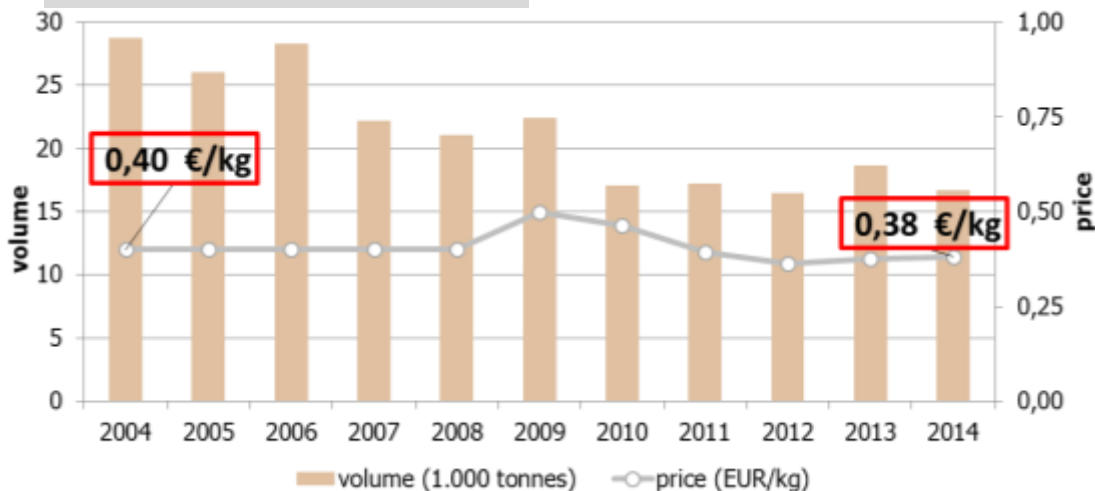
- ✓ Fresh cod in United Kingdom
- ✓ Alaska pollock fish fingers in Germany
- ✓ Fresh seabream in Italy
- ✓ Fresh hake in Spain
- ✓ Plaice in the Netherlands
- ✓ Fresh carp in Central Europe
- Sardine in Portugal
- Smoked salmon in France



## Price trends at different levels of the supply chain (hake, whole, fresh)



## Farmed production



## Trade (2015)

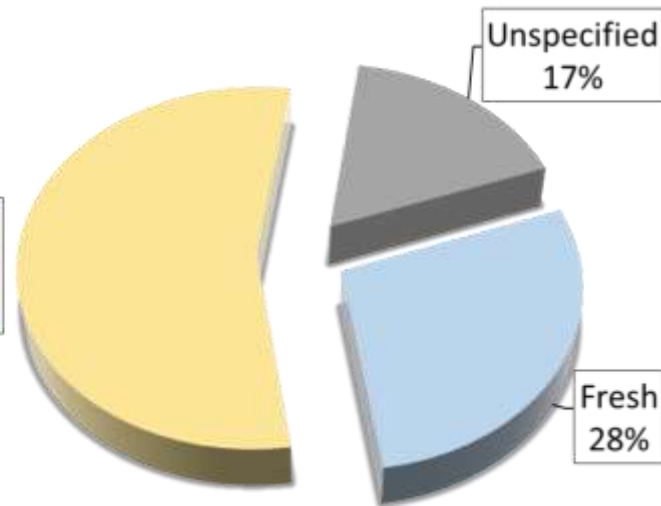
**Exports:** 11.000 tonnes, almost entirely fresh.

**70% to Italy** at 0,61 €/kg.

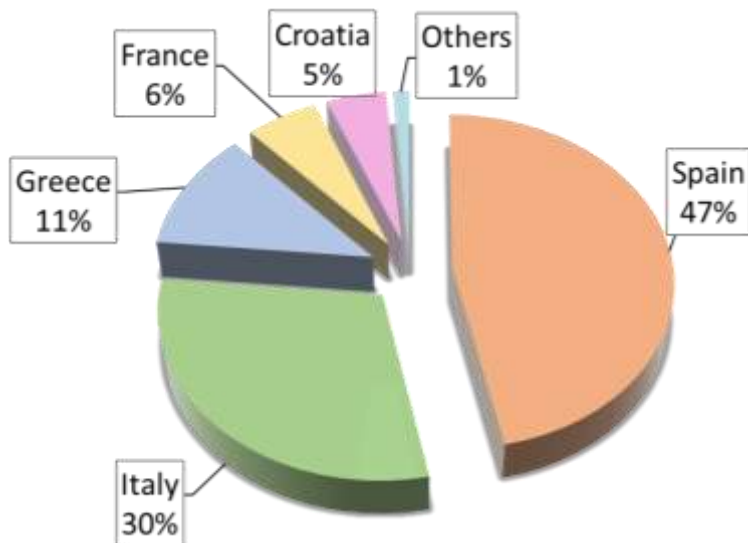
**Imports:** 2.000 tonnes more than a half **canned:**

- 87% from Chile: 3,11 €/kg
- 11% from Spain: 3,57 €/kg

Prepared-Preserved  
55%



## Main Member States landing anchovy (value, 2014)



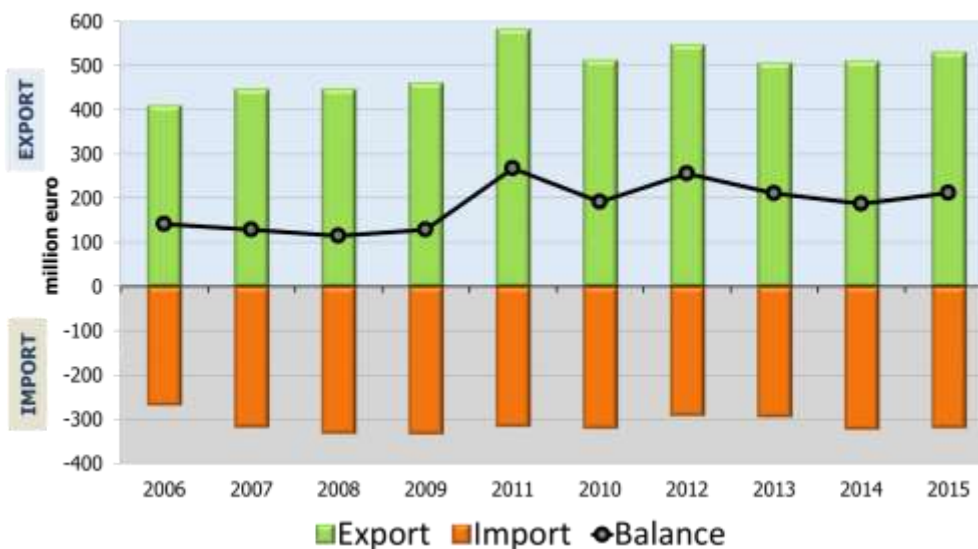
**Trade** → Anchovy ranks 4° in seafood products **exported** by Greece. It is mostly sold to **Italy (salted)**, to **Spain (fresh and frozen)** and to **Turkey and Albania (fresh)**.

## Retail prices in main Member States

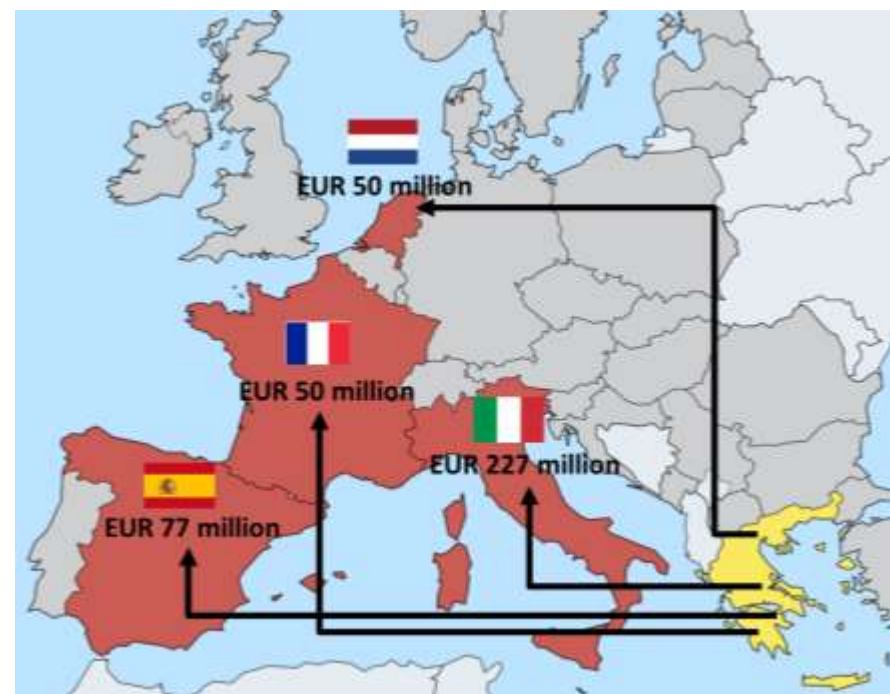


## Greece trade with EU countries

### Trade balance (in value)



### Main exports (2015)



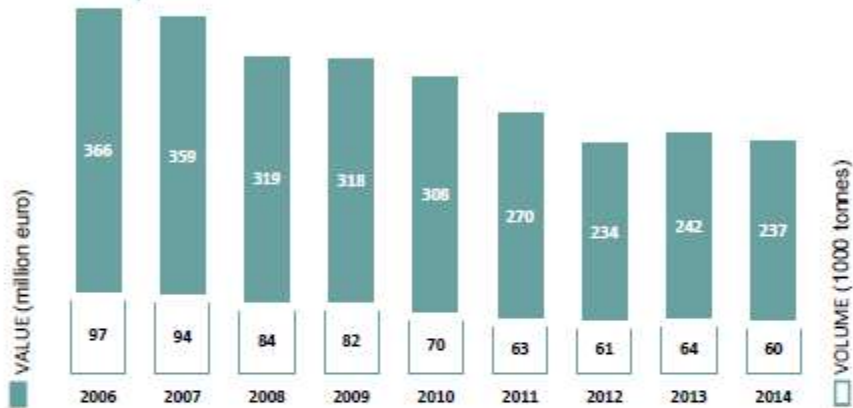


## COUNTRY PROFILE

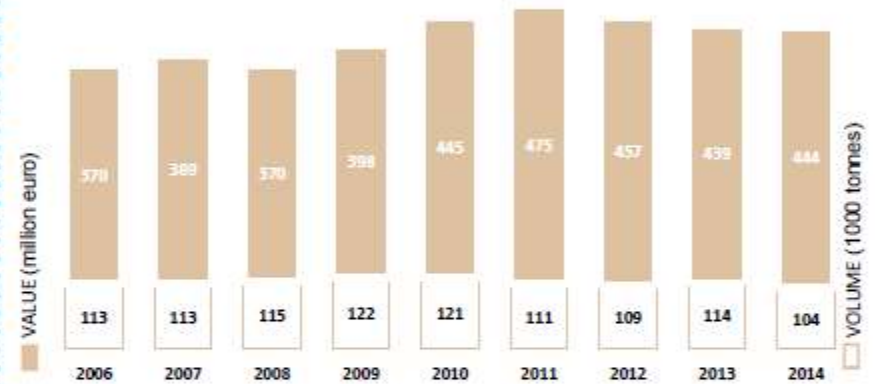
Greece



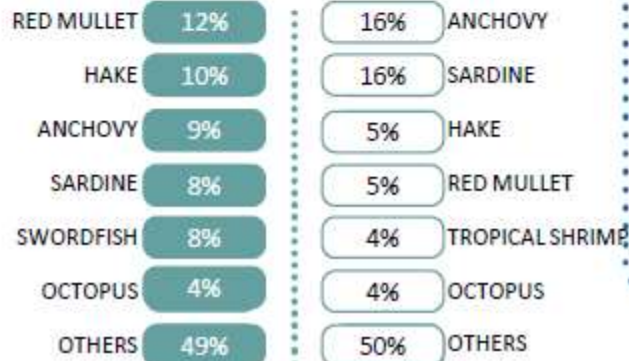
### LANDINGS



### AQUACULTURE



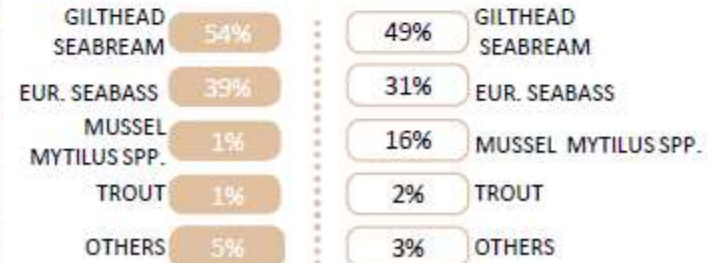
### MOST IMPORTANT SPECIES and % over the total



### CONSUMPTION

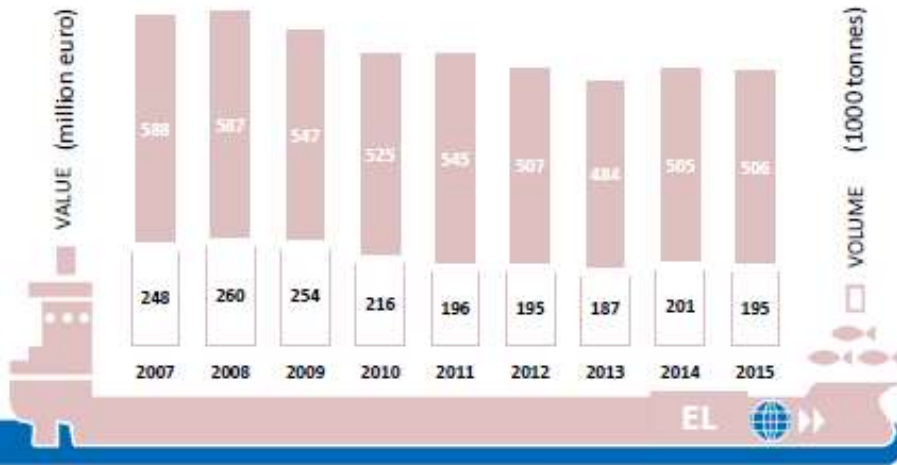


### MOST IMPORTANT SPECIES and % over the total

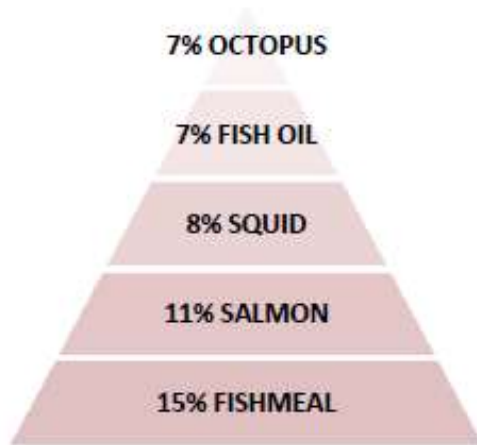


# Country profiles

## IMPORT



### MAIN PRODUCTS IMPORTED AND % OVER TOTAL IMPORTS (IN VALUE)



### ORIGIN and % over total imports (in value)

	SPAIN	12%
	DENMARK	11%
	NETHERLANDS	10%
	GERMANY	10%
	ITALY	8%
	CHINA	5%
	INDIA	4%
	NORWAY	3%
	OTHERS	37%

### DESTINATION and % over total exports (in value)

	ITALY	39%
	SPAIN	13%
	FRANCE	9%
	NETHERLANDS	9%
	PORTUGAL	7%
	GERMANY	5%
	UNITED KINGDOM	3%
	UNITED STATES	3%
	OTHERS	12%

### MAIN PRODUCTS EXPORTED AND % OVER TOTAL EXPORTS (IN VALUE)





## Weekly

COUNTRY	FIRST SALE	WHOLE SALE	CONSUMPTION/RETAIL PRICES	TRADE
Austria				DG TAXUD
Belgium				
Bulgaria*				
Cyprus*				
Croatia*				
Czech Republic*				
Denmark				
Estonia				
Finland				
France				
Germany				
Greece				
Hungary*				
Ireland**				
Italy				
Luxembourg*				
Lithuania				
Latvia				
Malta*				
Netherlands				
Poland				
Portugal				
Romania*				
Slovakia*				
Slovenia*				
Spain				
Sweden				
UK				
Norway				
Iceland				





## Monthly

COUNTRY	FIRST SALE	WHOLE SALE	CONSUMPTION	TRADE
Austria				EUROSTAT - COMEXT
Belgium				
Bulgaria				
Cyprus				
Croatia				
Czech Republic				
Denmark				
Estonia				
Finland				
France				
Germany				
Greece				
Hungary				
Ireland				
Italy				
Luxembourg				
Lithuania				
Latvia				
Malta				
Netherlands				
Poland				
Portugal				
Romania				
Slovakia				
Slovenia				
Spain				
Sweden				
UK				
Norway				
Iceland				



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