Market Advisory Council
Guus Pastoor

- President of the Market Advisory Council
- President of AIPCE
- Chairman of the General Assembly of the North Sea Advisory Council
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

In 2014 the fish consumption per capita was 25.5 kg/year.

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

Tuna, Cod, Salmon: most consumed species.

Source: EUMOFA
Fish, seafood consumption per capita in the EU

Source: FAO
Fish Consumption Comparative (2013) KG/per capita/year

Source: FAO
EU Production: Landings

Source: EUMOFA
EU Production: Landings

MOST IMPORTANT SPECIES and % over the total

- HAKE: 7%
- HERRING: 15%
- MACKEREL: 5%
- SPRAT (=BRISLING): 12%
- SOLE: 5%
- MACKEREL: 10%
- YELLOWFIN TUNA: 5%
- BLUE WHITING: 8%
- NORWAY LOBSTER: 4%
- SARDINE: 4%
- HERRING: 4%
- HAKE: 3%
- OTHERS: 70%
- OTHERS: 48%

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)

Source: EUMOFA

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.

Source: EUMOFA
**EXPORTS: The Figures (value)**

**MAIN DESTINATION**
- USA: 12%
- Norway: 10%
- Switzerland: 9%

**MAIN PRODUCTS EXPORTED**
- Salmon: 13%
- Fishmeal: 7%
- Mackerel: 6%

Source: EUMOFA
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
MAC Work Programme
Working Group 1
EU Production

- 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
Becoming 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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