

Trends in the European Market for Seafood

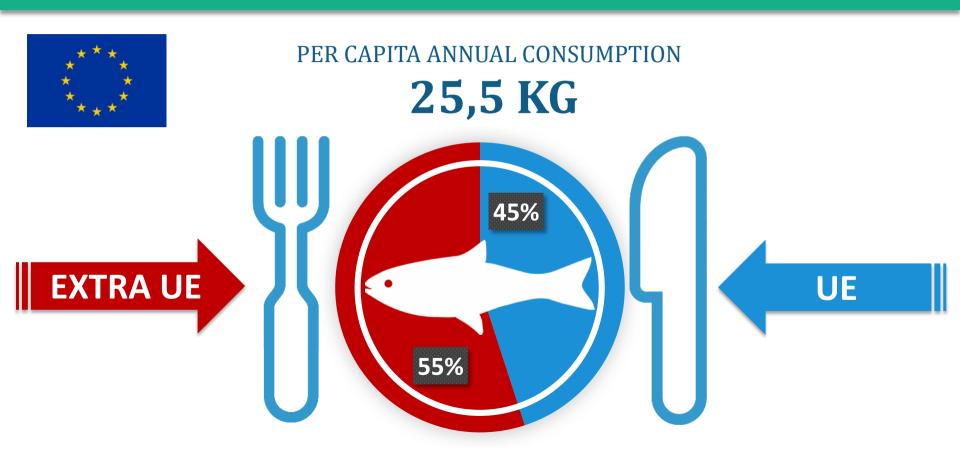
VIEWS OF THE PROFESSIONAL FARMER

Aquaculture in Motion Brussels, 7th December 2016

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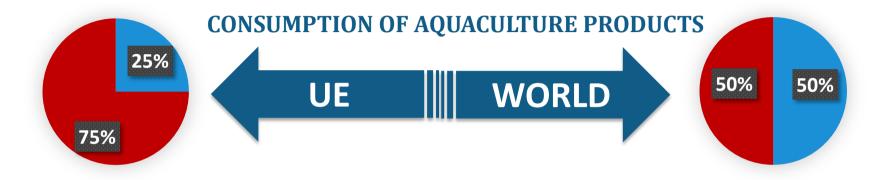


IN THE SEAFOOD SECTOR EUROPE HAS A BIG PROBLEM





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DEFICIT IN EU TRADE BALANCE ON SEAFOOD

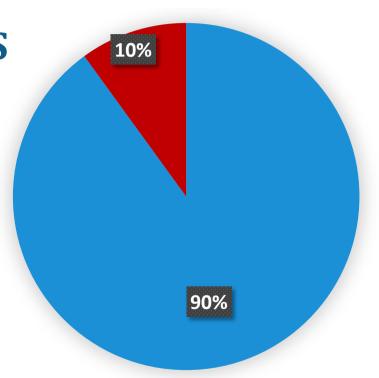
17.800.000.000 €



IN THE SEAFOOD SECTOR EUROPE HAS A BIG PROBLEM

EU AQUACULTURE PRODUCES ABOUT 1,3 OF THE 13,8 MILLION TONS CONSUMED FARMED FISH 0,7 TONS

I.E. LESS THAN 10%
OF THE PRODUCT
CONSUMED IN EUROPE







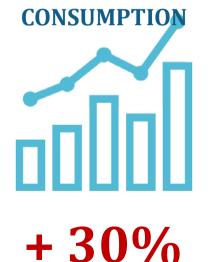
WILL HAVE TO INCREASE FISH PRODUCTION IN THE WORLD BY

~1,5 M TON PER YEAR FROM NOW TO 2050

TO GUARANTEE THE CURRENT LEVEL PER CAPITA SEAFOOD PRODUCTS



CURRENT 7.400.000.000 PEOPLE



2050 9.700.000.000 PEOPLE

WE ARE THE SOLUTION







90 MILLION TONS



THE ONLY POSSIBILITY THAT WE HAVE – TO BE ABLE TO FILL THE GAP BETWEEN **PRODUCTION AND CONSUMPTION** – IS TO

DEVELOP AQUACULTURE

THE EU KNOWS THIS, WE KNOW THIS AND I BELIEVE THAT THE CONSUMER INCREASINGLY KNOWS THIS AS WELL!

WHY IS PRODUCTION NOT INCREASING?



WE KNOW IT / EU KNOWS IT / CONSUMERS KNOWS IT

BUT AS EU PRODUCERS WE ARE UNABLE TO GROWTH, OUR GRAPH IS FLAT



5 MILLION PEOPLE

1,4 MILLION TONS





500 MILLION PEOPLE

0,7 MILLION TONS



WHAT IS WRONG? EU SYSTEM?

WHY IS PRODUCTION NOT INCREASING?



EU PRODUCERS **RULES**: FEEDS, VETERINARY TREATMENTS, WASTE WATER CONDITIONS, ENVIRONMENTAL MATTERS, SOCIAL CONDITIONS, FISH WELFARE, STAFF SECURITY, TRACEABILITY...



ANOTHER PRODUCERS

NOT OBLIGED TO FOLLOW THE SAME RULES BUT BENEFITS ENORMOUSLY FROM ACCESS TO THE EUROPEAN MARKET



THE MARKET DOES NOT LOOK AT RULES AND THE LEVEL PLAYING FIELD?

IT IS FISH. IT IS CHIP AND COMES IN THROUGH THE FRONT DOOR



- EUROPE NEEDS IMPORTED FISH. OTHERWISE WE DECREASE TO 12 KG PER CAPITE OUR CONSUMPTION.
- EU CAN'T CONTROL THE IMPORTED PRODUCT AS EU PRODUCTS
- NO ANALYSYS TELL YOU DATA ABOUT CHILD LABOR, EMPLOYM, ENT AND SOCIAL RIGHTS, FEED INGREDIENTS, WELFARE AND.......
- WE WOULD LIKE THE BEST QUALITY AND THE CHEAPEST PRICE
- EU MUST FOCUS ON THE SECTOR THAT CAN PROVIDE THE ANSWER
- TO REDUCE TRADE DEFICIT AND MAINTAINING CURRENT STANDARDS FOR SEAFOOD

WE ARE PROUD OF WHAT WE DO!



AS A RESULT WE HAVE:

- COMPLETE TRACEABILITY FROM THE EGG TO THE FINAL PRODUCT
- THE MOST EFFICIENT PRODUCER OF SAFE, HIGH QUALITY AND CONTROLLED FOOD
- WE ARE LESS THAN 10% CONSUMED FISH, A NICHE PRODUCT
- HOW TO RECOGNISE THIS?



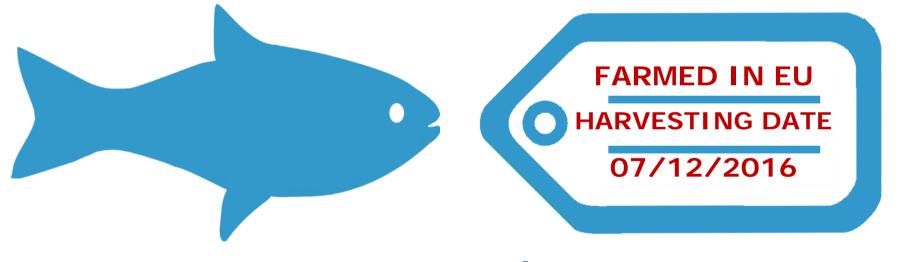
EU label?

HOW EU COULD ENCOURAGE THE GROWTH OF EU AQUACULTURE?

AQUACULTURE IS THE SOLUTION



FARMED IN THE EU



OBLIGATORY CATCH/HARVEST DATE

AN ADDITIONAL ISSUE DIET



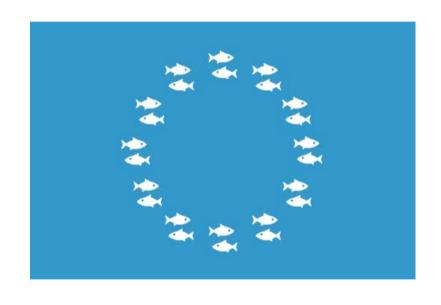
- 50 % OF EUROPEANS ARE OVERWEIGHT
- 25% ARE OBESE
- HUGE PUBLIC HEALTH COST



- LET'S FOCUS AND TARGET THIS ISSUE
- SCHOOLS, UNIVERSITIES, HOSPITALS AND ALL OF SOCIETY

THANK YOU FOR ATTENTION!





AQUACULTURE IS THE ANSWER!