

EUROFISH and its activities in the Mediterranean region

AINA AFANASJEVA, DIRECTOR

EKATERINA TRIBILUSTOVA, MARKET SPECIALIST

EUROFISH INTERNATIONAL ORGANISATION

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MADRID, SPAIN



Outline

EUROFISH in brief

Consumption of the main farmed Mediterranean species

What is EUROFISH?

The International Organisation for the Development of Fisheries and Aquaculture in Eastern and Central Europe,

Acts as a neutral forum,

Deals with fish after they have been caught (post-harvest fisheries), aquaculture, trade and markets,

Gathers and disseminates information and analysis through reports, technical publications, EUROFISH Magazine and websites (eurofish.dk and eurofishmagazine.com),

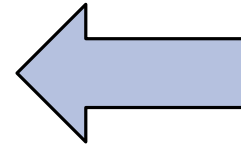
Is the publisher and owner of the EUROFISH Magazine,

Carries out capacity building activities sharing knowledge through organizing seminars, workshops, business-to-business meetings, etc.

Carries out promotion and advertising activities,

Project management

EUROFISH members



Albania
Croatia
Denmark
Estonia
Italy
Latvia
Lithuania
Norway
Poland
Romania
Spain
Turkey

Strategic partner organisations

EUROFISH has a cooperation agreement with FAO approved by the FAO Conference (Fisheries and Aquaculture Department, GLOBEFISH and Regional and Sub-regional offices),

Memorandum of Understanding with GFCM - General Fisheries Commission for the Mediterranean Region,

Memorandum of Understanding with the European Aquaculture Society,

Member of EATiP (European Aquaculture and Innovation Platform),

Observer of the Baltic Sea Advisory Council



Food and Agriculture Organization
of the United Nations



European Aquaculture
Technology and Innovation Platform



What we can offer

Promotion and awareness raising,

Design, publishing and translation,

Market research/surveys,

Sectoral/consumer studies,

Policy evaluations,

Support to SME's and sectoral associations,

Organisation of workshops, seminars, conferences, B2B meetings



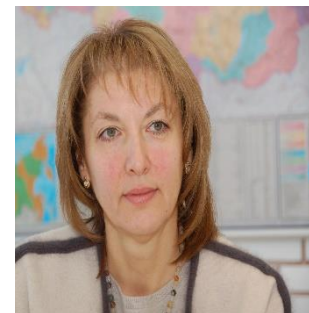
EUROFISH MAGAZINE



Leading fishery and seafood magazine,
Bi-monthly,
Only magazine to regularly cover sector in member countries in English,
Unique country features in aquaculture, processing and trade with latest data,
Promotes industry and events in Eurofish member countries,
Features on equipment and technology,
Advertising,
Distribution to member countries – 50 to 200 copies per country



Guest page's interviews



Prof. Stefano Cataudella, University of Tor Vergata, Italy

Niels Wichmann, Danish Fishermen Association

Asbjørn Warvik Rørtveit, Norwegian Seafood Council

Matthias Keller, German Federation of Fish Processors and Fish Wholesalers

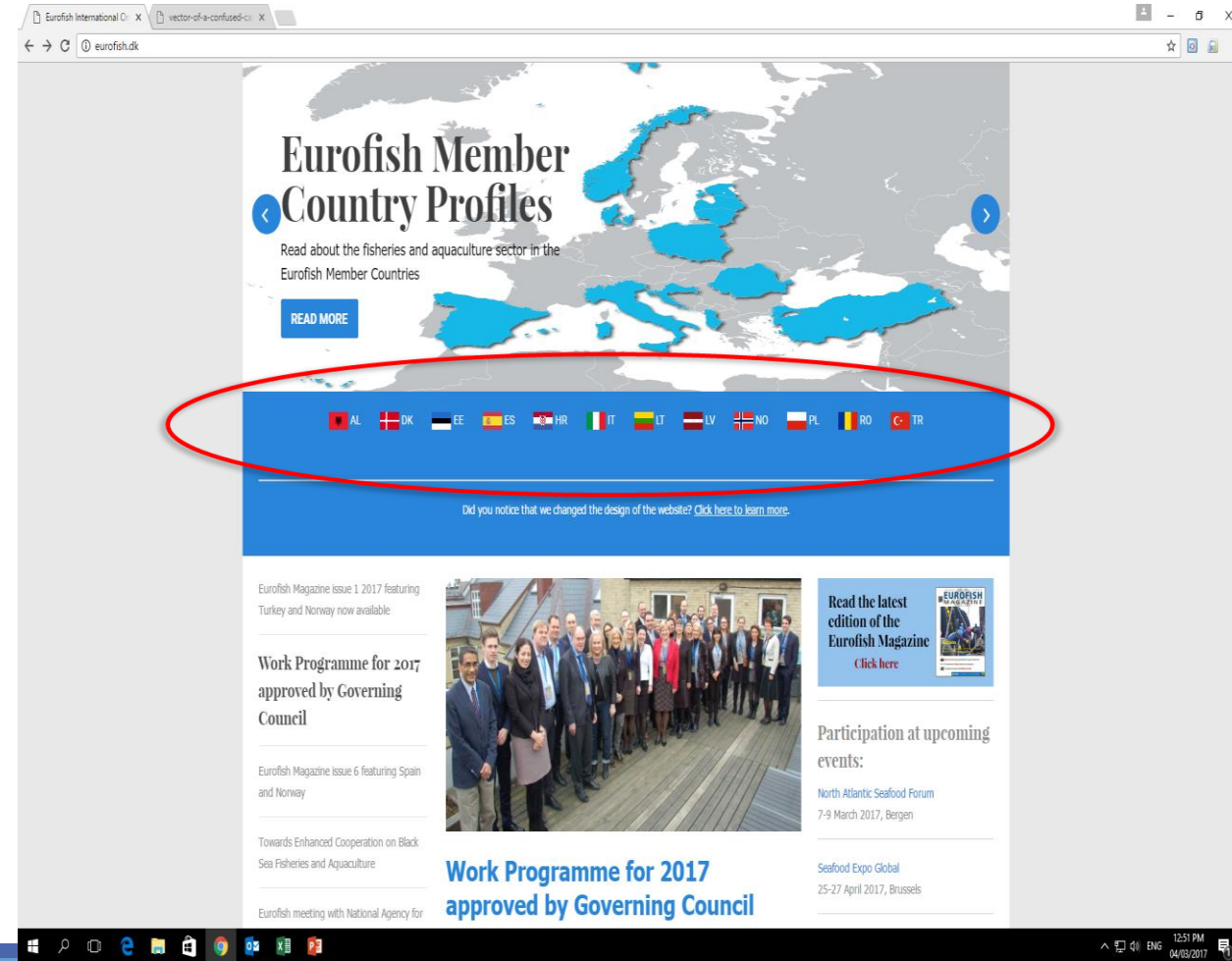
Jose Luis Freire Freire, CONXEMAR, Spain

Tatiana Volozhiskaya, the Trade Representative of the Eussian Federation in Denmark

Prof. Lluís Serra-Majem, President of the International Foundation of Mediterranean Diet, Italy

www.Eurofish.dk

Highlights EUROFISH products and services,
Promotes member countries,
Distribution and sale of publications



www.EurofishMagazine.com

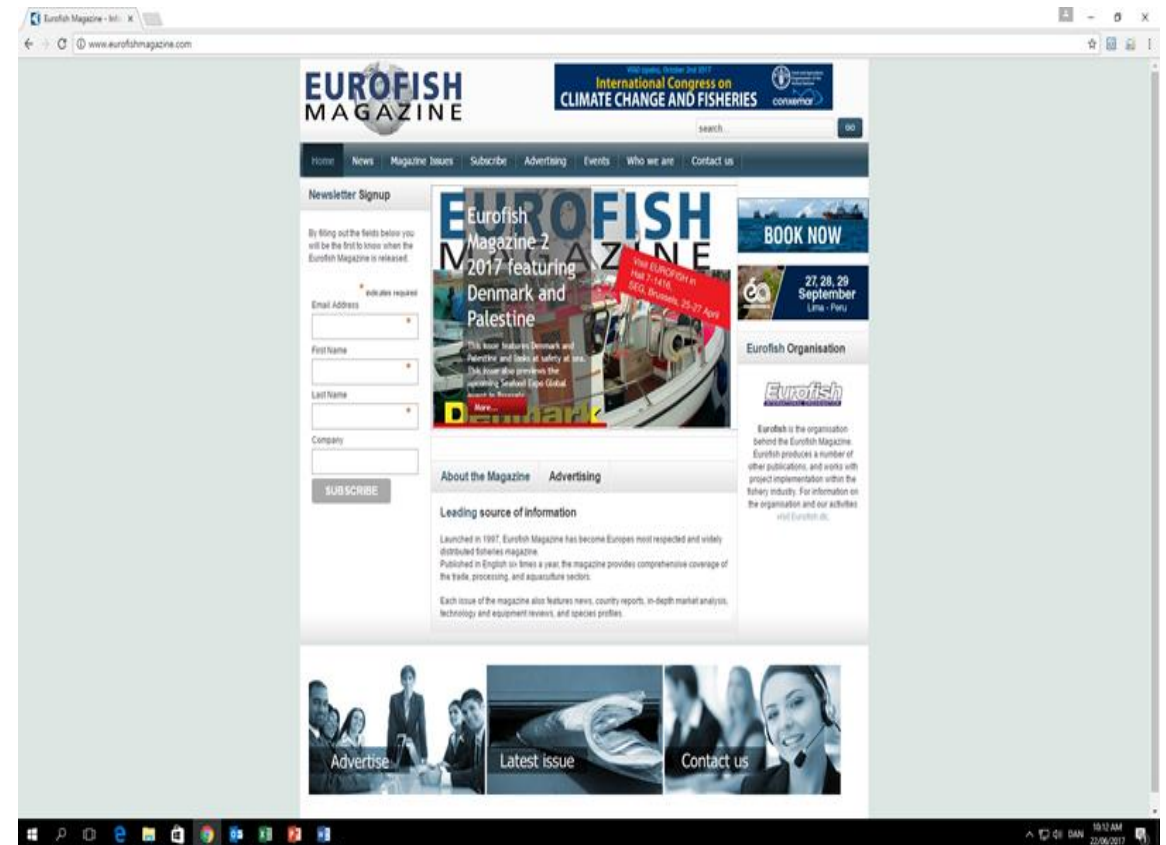
Online access to Eurofish Magazine,
News,
Advertising (banners)



"Advertising our fish processing machines (FPM Series for smaller fish) in the EUROFISH MAGAZINE has helped position SEAC as a leader with almost 80 brand new machines in operation all over the world."

Mr Ulf Groenqvist, President/CEO, SEAC AB, Sweden

Become the next success story – contact Eurofish:
Ms A. Peteraen, +45 33377763, alexandra.peteraen@eurofish.dk • Mr E. Prusse, +49 4149 8020, www.pruse@t-online.de



The screenshot shows the website www.eurofishmagazine.com. The page features the Eurofish Magazine logo at the top left, a navigation menu (Home, News, Magazine Issues, Subscribe, Advertising, Events, Who we are, Contact us), and a search bar. A prominent banner for the "International Congress on CLIMATE CHANGE AND FISHERIES" is displayed. Below the navigation, there is a "Newsletter Signup" form with fields for Email Address, First Name, Last Name, and Company, and a "SUBSCRIBE" button. The main content area highlights "Eurofish Magazine 2 2017 featuring Denmark and Palestine" with a cover image of a boat. To the right, there is a "BOOK NOW" section for the magazine issue dated "27.28.29 September" and a "Eurofish Organisation" section. At the bottom, there are three buttons: "Advertise", "Latest issue", and "Contact us". The Windows taskbar at the bottom shows the date as 22/06/2017 and the time as 10:13 AM.

Various publications/events



Business-to-business meetings

B2B meetings for fish processing and aquaculture companies from EUROFISH member countries



Conference on trade and markets

Conference for EUROFISH member- and partner countries,

In cooperation with the Spanish Ministry of Agriculture and Fisheries, Food and Environment,

To be held in Madrid, November 2017,

To focus on innovations, use of by-products



The European Market Observatory for Fisheries and Aquaculture Products - EUMOFA

An initiative of the European Commission

An online market intelligence tool for the European Union (EU) fisheries and aquaculture sector (www.eumofa.eu)

Managed by the consortium: Cogea (Italy), AND International (France), EUROFISH (Denmark), Kontali Analyse (Norway) and BIP (Italy)

EUROFISH participates at:

- Data collection and processing,
- Preparation of a monthly publication “EUMOFA Monthly Highlights”,
- Dissemination and communication activities,
- Study on EU consumer habits,
- Study on organic aquaculture



Find data, information,
and more at:
www.eumofa.eu

Follow us on twitter:
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Aquaculture industry in GFCM countries: markets for selected farmed finfish and shellfish products



- In cooperation with the General Fisheries Commission for the Mediterranean (GFCM), INFOSAMAK (Morocco) and the University of Mersin (Turkey),
- Under the framework of activities of the GFCM Aquaculture Task Force for the definition of a **“Strategy for the sustainable development of Mediterranean and Black Sea Aquaculture”**



Analysis of:

- Production and structure,
- Trade and market,
- Self-sufficiency and consumption of main aquaculture products in the Mediterranean and Black Sea region

Study was conducted in 2016; report is not published yet

Consumption of the main farmed Mediterranean species

Main features

All the countries considered were **net importers** with a negative net trade balance, with the exception of Croatia and Turkey,

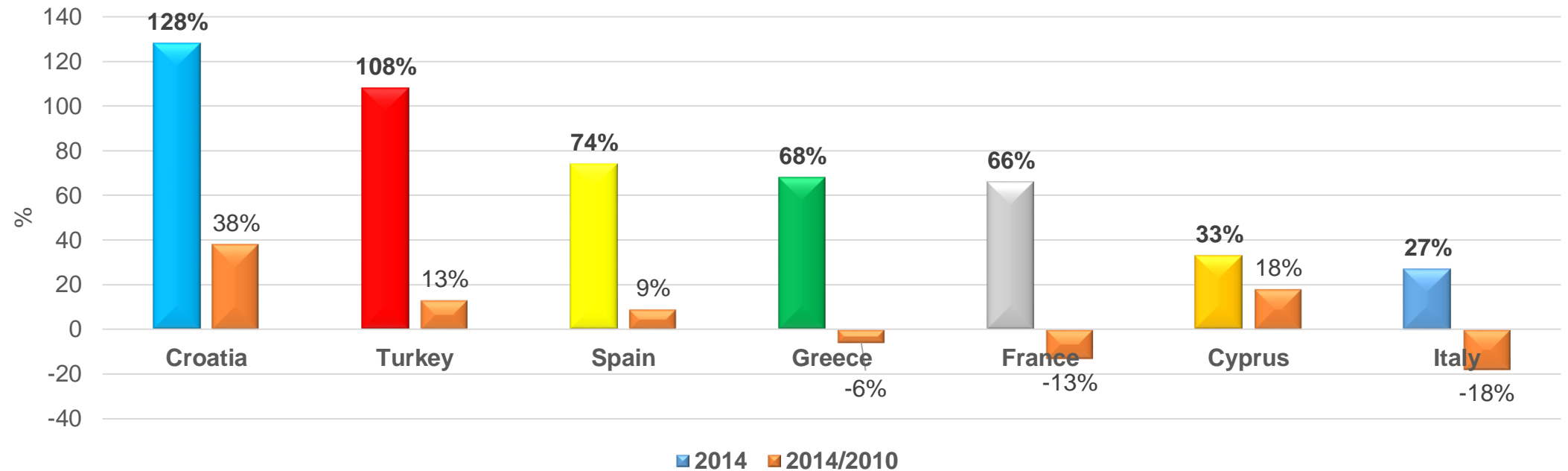
Production from **capture fisheries** is still predominant in some countries,

Aquaculture production almost equal to that from fisheries or exceeding that from capture fisheries.

Focused countries
Croatia
Cyprus
France
Greece
Italy
Spain
Turkey

Self-sufficiency

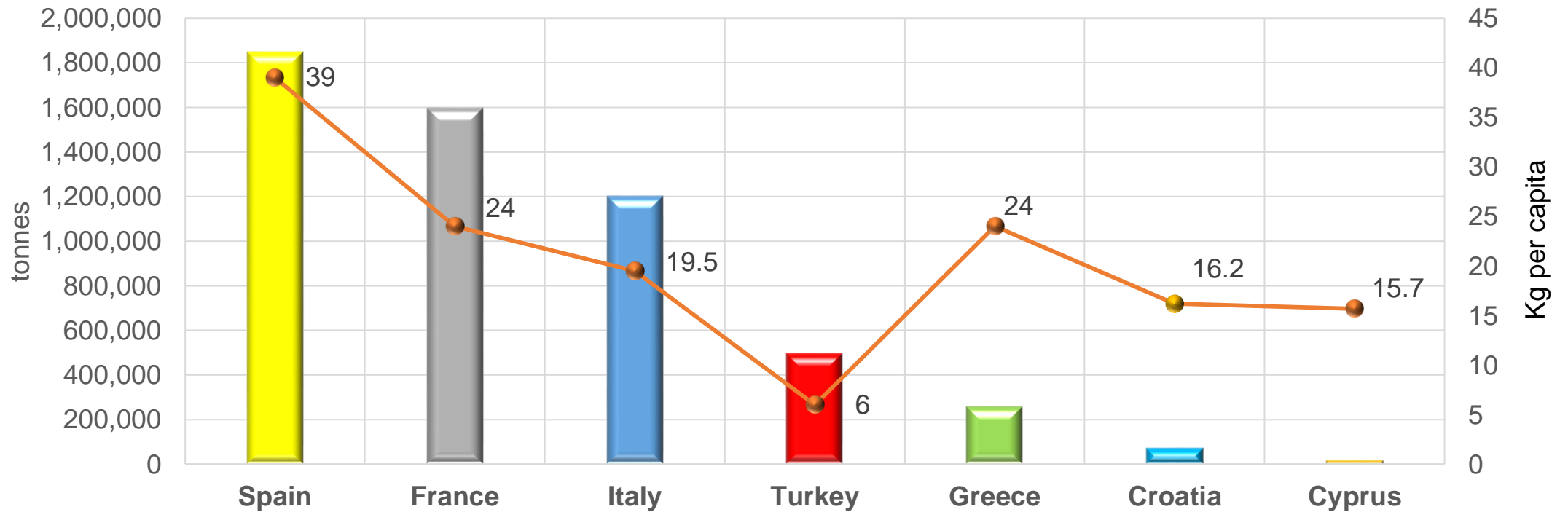
Self-efficiency of fisheries and aquaculture products in the selected countries



Source: based on elaborations of GFCM data

Apparent consumption

Apparent domestic consumption of fisheries and aquaculture products*



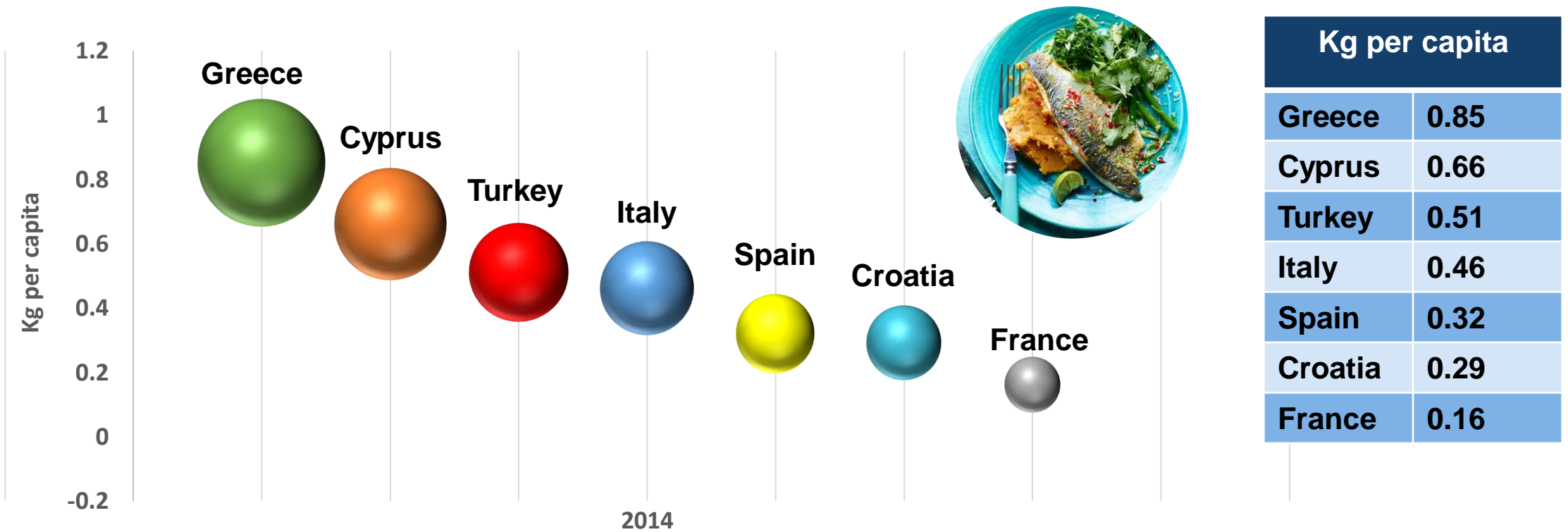
* Equivalent to live weight

Source: based on elaborations of GFCM data

2014 (total per country) 2014 (kg per capita)

Seabass

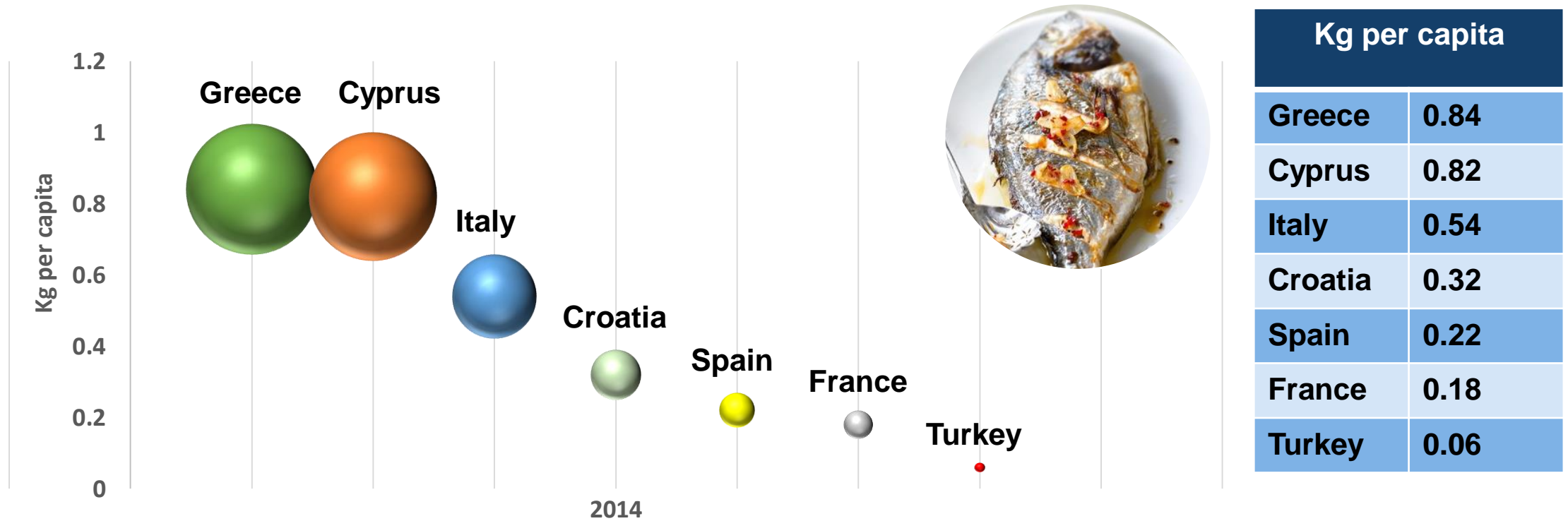
Apparent domestic per capita consumption of seabass



Source: based on elaborations of GFCM data

Seabream

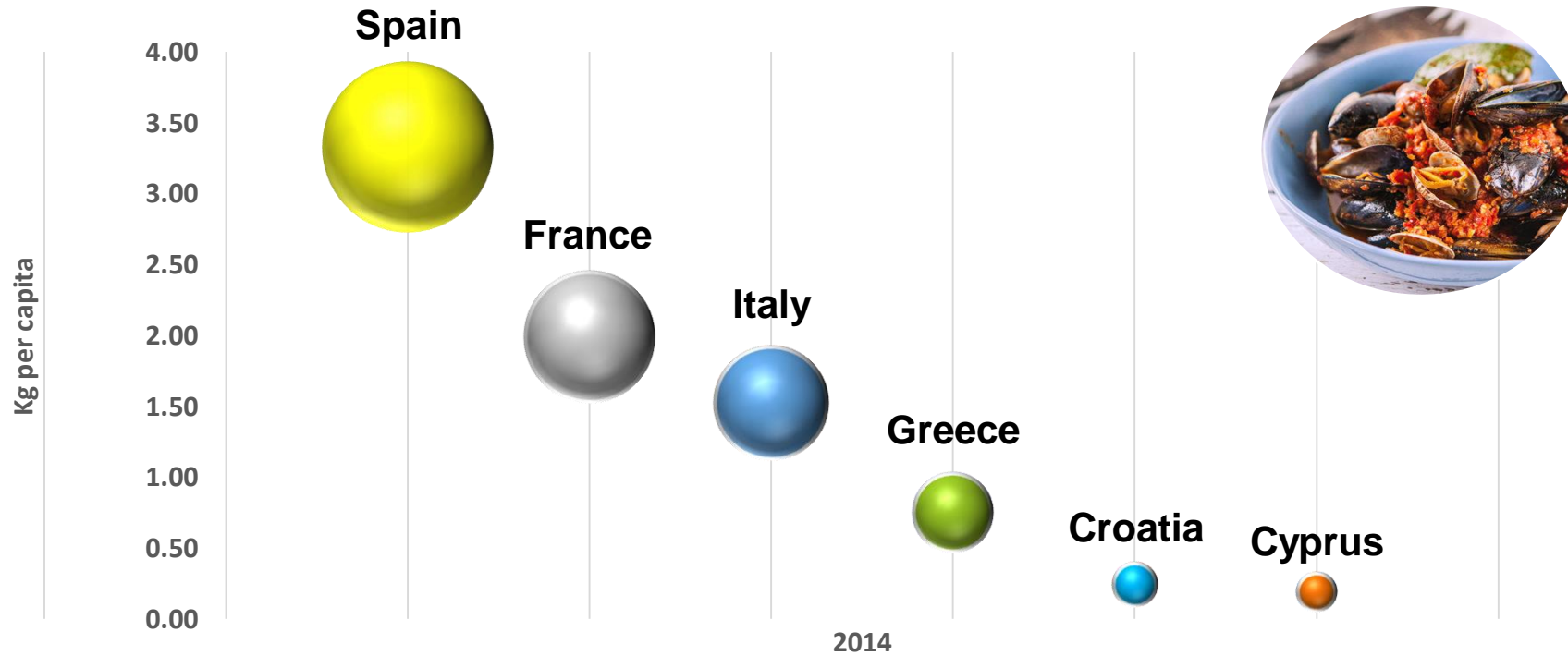
Apparent domestic per capita consumption of seabream



Source: based on elaborations of GFCM data

Mussels

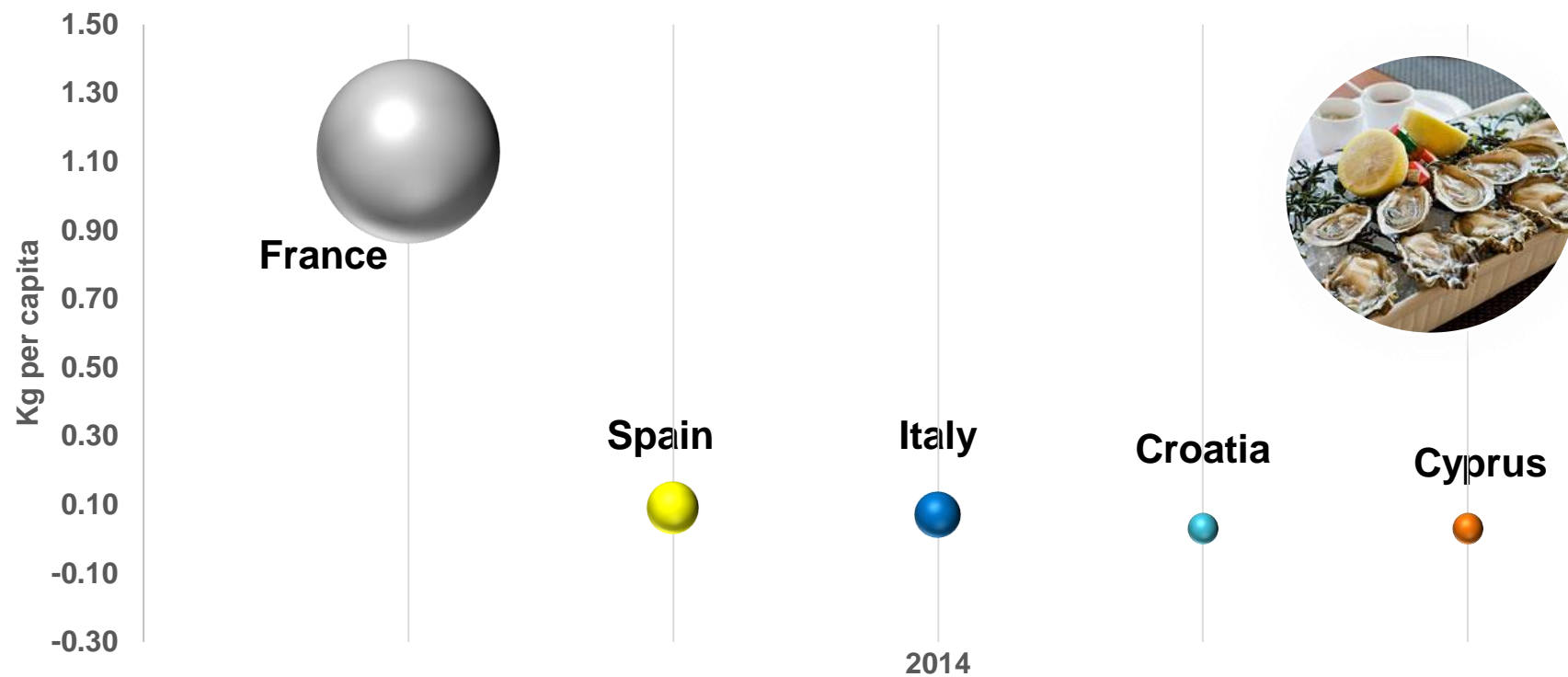
Apparent domestic per capita consumption of mussels



Kg per capita	
Spain	3.33
France	1.99
Italy	1.52
Greece	0.75
Croatia	0.24
Cyprus	0.19

Oysters

Apparent domestic per capita consumption of oysters

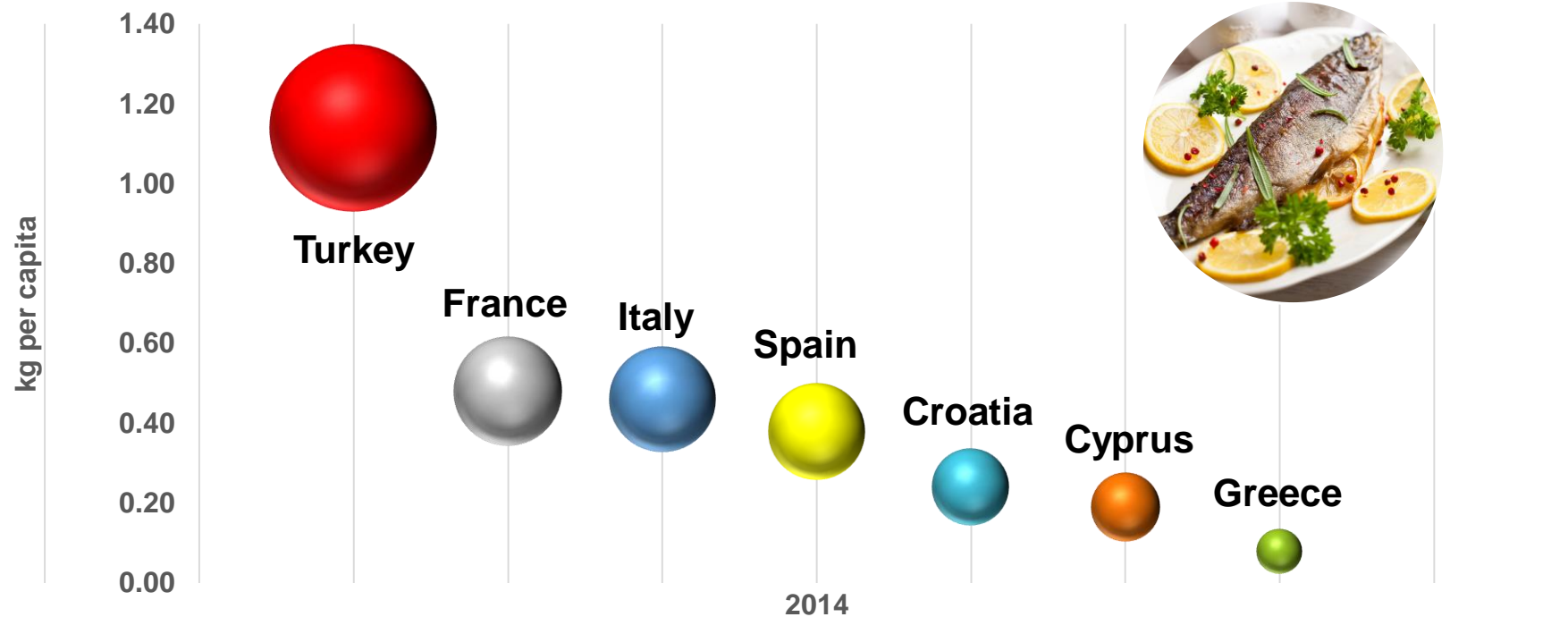


Kg per capita	
France	1.13
Spain	0.09
Italy	0.07
Croatia	0.03
Cyprus	0.03

Source: based on elaborations of GFCM data

Trout

Apparent domestic per capita consumption of trout



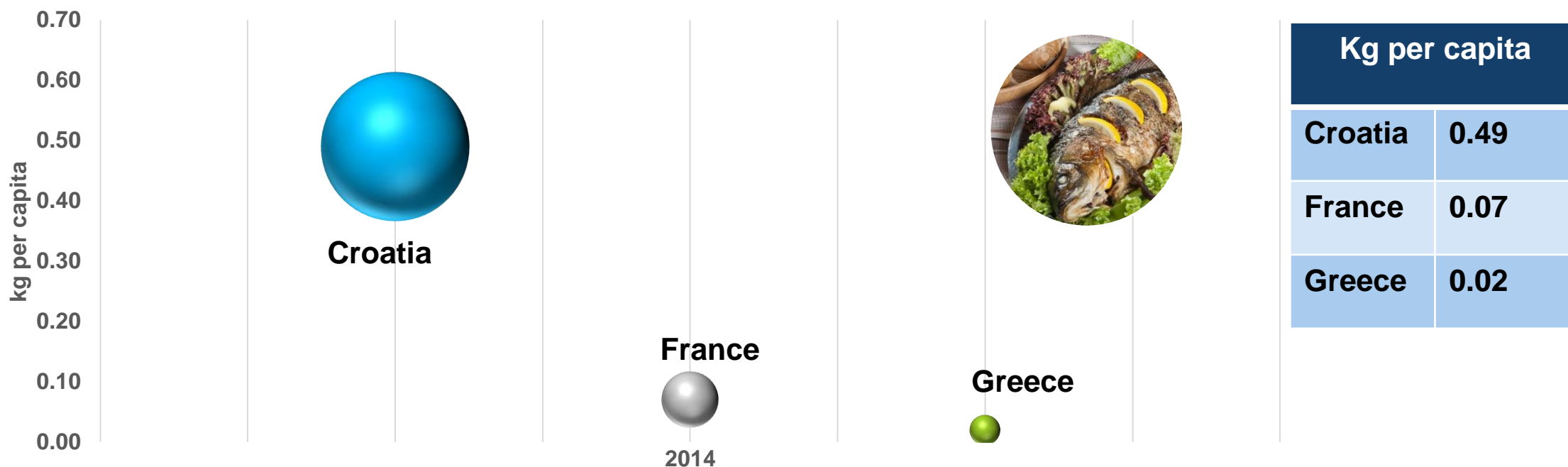
Kg per capita

Turkey	1.14
France	0.48
Italy	0.46
Spain	0.38
Croatia	0.24
Cyprus	0.19
Greece	0.08

Source: based on elaborations of GFCM data

Carp

Apparent domestic per capita consumption of carp



Source: based on elaborations of GFCM data

Summary

Italy is the largest market for seabass and seabream, while the highest per capita consumption is in **Greece**,

Spain is the largest market for mussels, as well as the market with the highest per capita consumption,

France is the major market for oysters along with the highest per capita consumption,

France and **Italy** are the major markets for trout, while **Turkey** has the highest per capita consumption,

France is the largest market for carp, while the highest per capita consumption is in **Croatia**.