Marketing and labelling

CFP
Which future for Aquaculture?
Salzburg 2012.05.11

Per Baummann The Swedish Food Retailers Federation

Preconditions:

- Consumers find fish and aquaculture products, seafood, healthy and very tasty
- In the light of the obesity discussions, the demand for seafood has increased
- As there is a scarcity of wild caught fish, this demand is a golden opportunity for the aquaculture production in Europe.

Strategic Review of Aquaculture Potential –

- It is recommended that the UK and England actively seeks to develop sustainable aquaculture to reduce the projected shortfalls in seafood supplies that are likely to result from:
  - Increasing domestic, EU and world population
  - Increasing per capita consumption
  - Reduced access to and availability of imports
  - Stagnant or declining wild fisheries landings

England april 2009

SUMMARY OF SEAFOOD SECURITY INDICATORS				Status		
				Currently	in 2015	in 2035
Theme	**1**	**Global Availability, Trends and Trade**				
Headline Indicator		Global Seafood Production (from a global perspective)	Wild Catch	=	=	X
			Aquaculture	√	√	√
Supporting Indicator	1.1	Global Production Per Capita	Wild Catch	=	=	X
			Aquaculture	√	√	√
	1.2	Global Trade in Seafood		√	=	X
	1.3	Global Aquaculture Trends (from a UK perspective)		=	=	=
Theme	**2**	**European Availability, Trends and Trade**				
Headline Indicator		European Seafood Availability	Wild Catch	=	=	X
			Net Imports	√	=	= / X
			Aquaculture	=	=	=
Supporting Indicator	2.1	EU Per Capita Seafood Availability		√	=	= / X
	2.2	European Aquaculture Trends		=	=	=
	2.3	European Seafood Trade	Net Imports	√	=	X
Theme	**3**	**UK Availability, Trends and Trade**				
Headline Indicator		UK Seafood Availability	Wild Catch	=	=	X
			Net Imports	√	=	= / X
			Aquaculture	=	=	= / X
Key:		Favourable position		√		

The role of Retail

- Could I promise that retailers will be interested in European Aquaculture products?
  - Yes…if…

- Could I promise that retailers will pay more?
  - No…no one can!

Consumption

- The Food Standard Agency in UK has announced that at least 2 portions of fish a week should be recommended from a health point of view.
- In Sweden, last year the production was equal to 1,5 kg/capita and **year**!

Eurocommerce position

- The CMO proposal is not consistent with the Food Information Regulation (1169/2011)
- The date of catch of fishery products will add significant costs in the supply chain and will not provide any added value to the consumer
- The harvest date of aquaculture products, as above
- Whether the product is fresh or has been defrosted, as above

Eurocommerce 2

- Traceability of aquaculture products should be fully harmonized with the requirements for any food products.

Unwieldy???

Thank You for Your attention

Per Baumann

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