

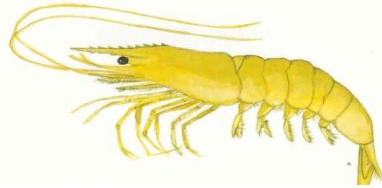
The Role of Emerging and New Markets in the Shrimp Trade & Value Addition



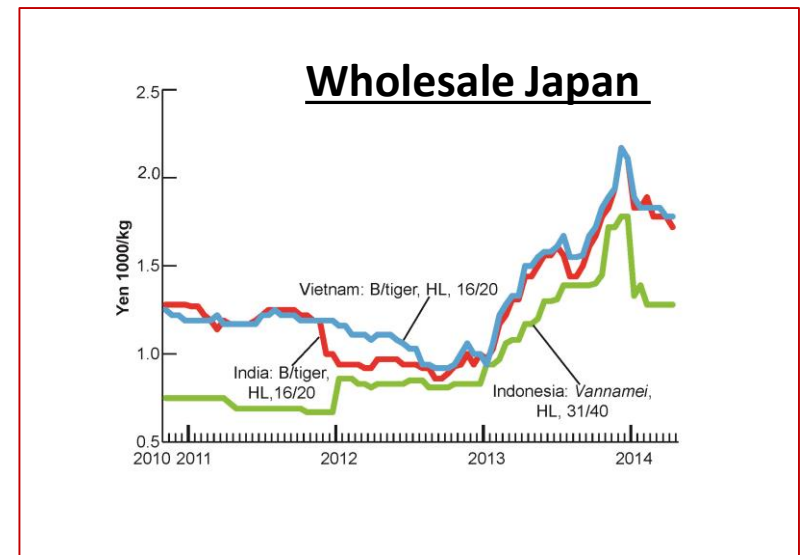
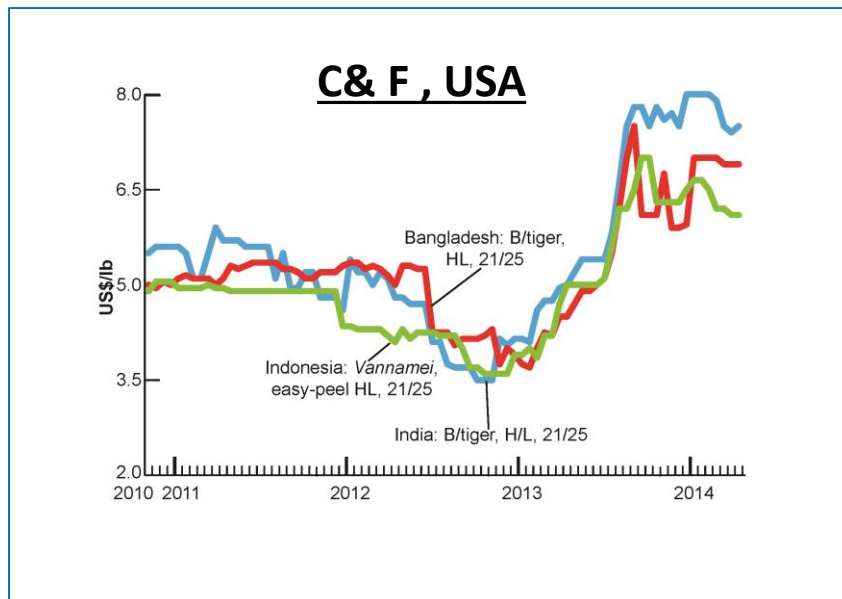
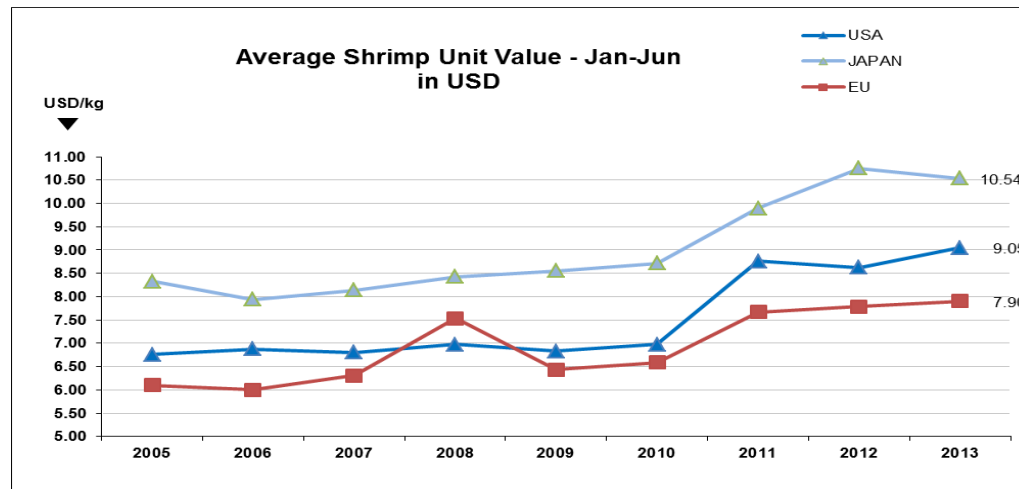
Fatima Ferdouse
INFOFISH

Shrimp Trade : Domestic and International

- Shrimp is one of the most popular seafood traded and consumed worldwide. Demand expanded not only in the international arena, but also in the producing countries
- USA, EU and Japan remained the large import markets but with stagnant or falling demand
- Meanwhile demand for shrimp in the non-traditional and emerging markets in Asia , Middle East, Latin America and else where has increased despite the steady rise in prices.
- Producing countries namely China, Brazil, Malaysia, Mexico have large and growing domestic markets
- Domestic demand for shrimp has also increased in other producing countries in Asia and Latin America.
- There are also a whole lot of non-producing countries--- small and medium , particularly in the developing world, where demand for seafood in general is rising along with the populations' growing income. Many of these markets have shown better demand potentials

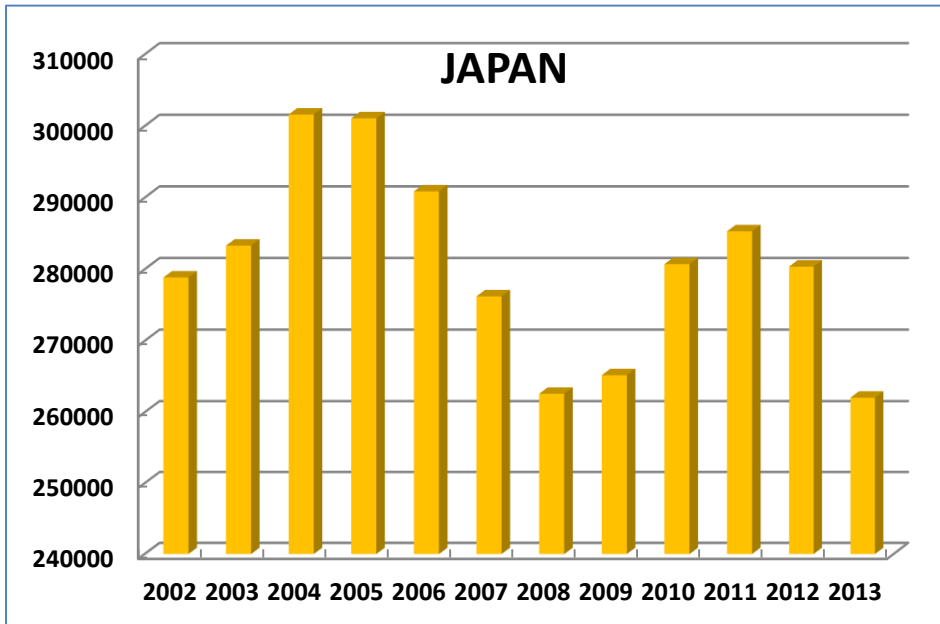
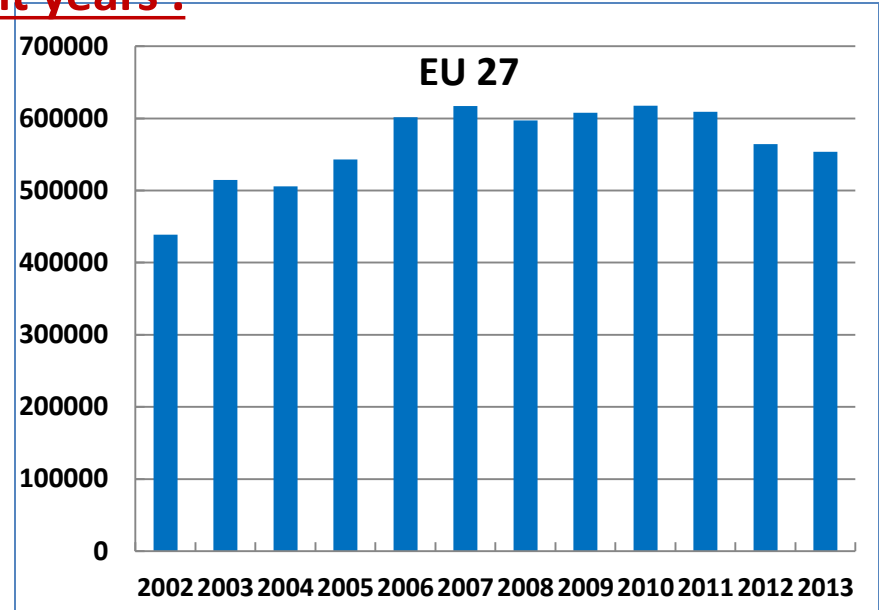
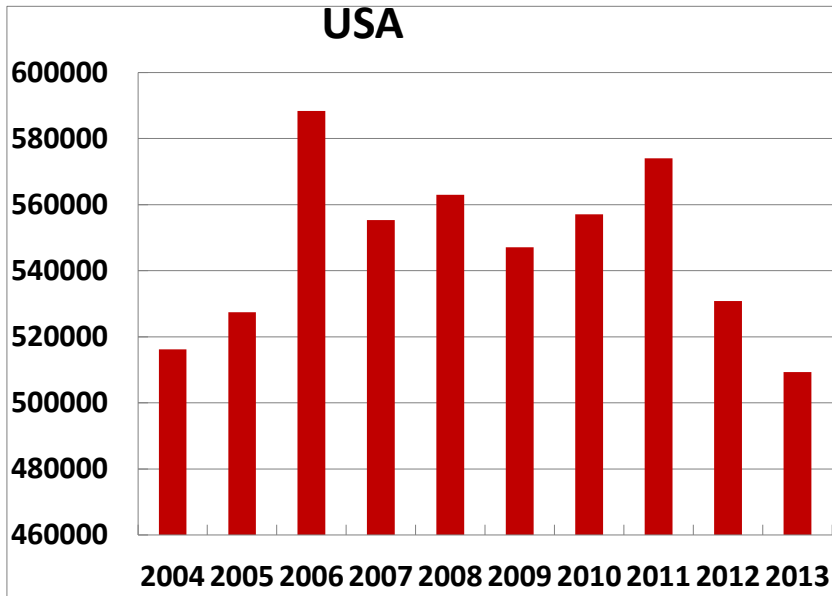


Global production of farmed shrimp fell below 4 million tons in 2013 and shrimp prices remained high and firm for more than two years.



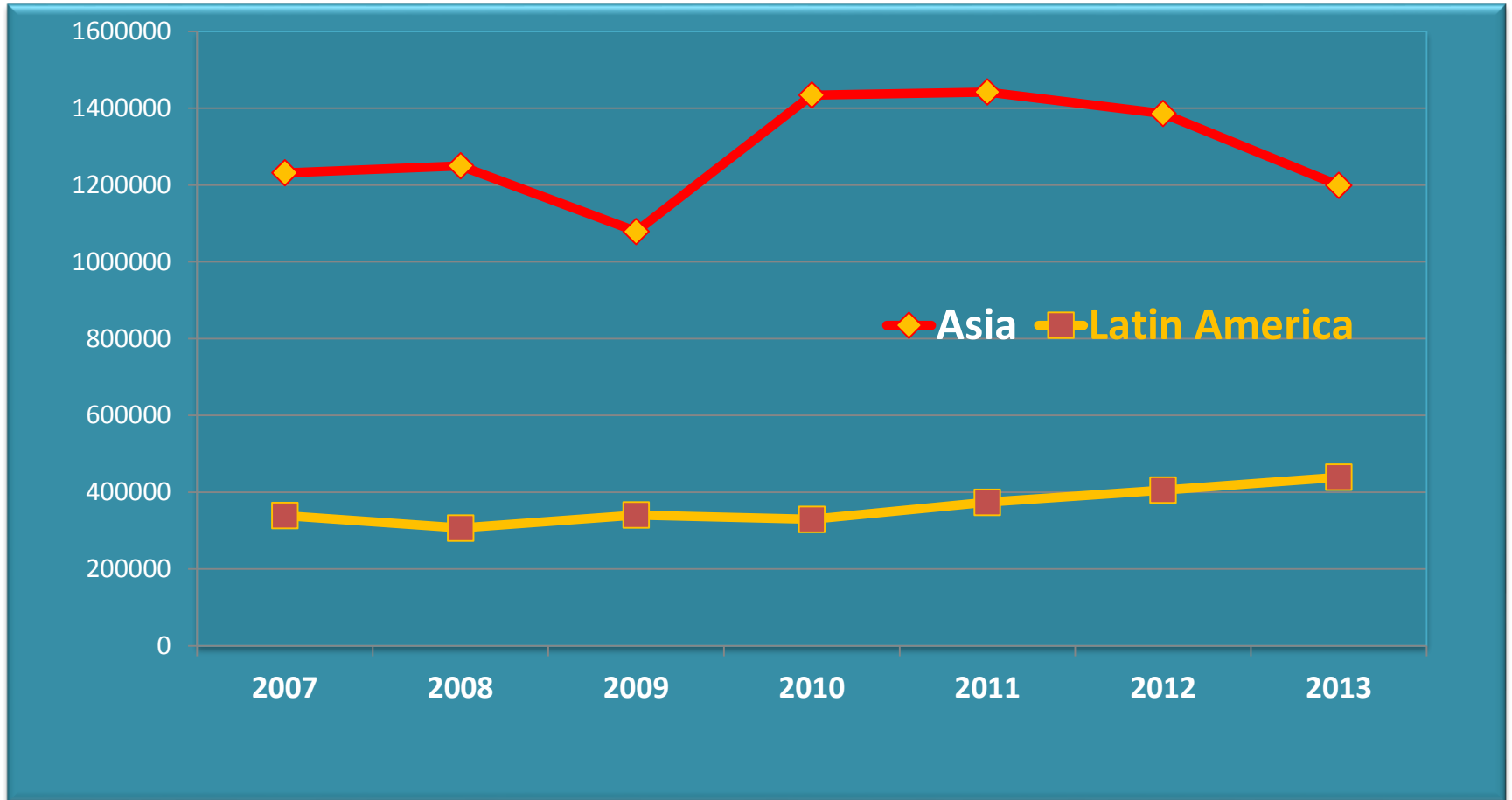
- **Subsequently consumer demand in the traditional large markets dwindled ...**
- **However, there have been a lot more imports in southeast Asia for export processing and also for domestic consumption**
- **Some other markets have also developed in the region and beyond**

EU, US and Japan turned out to be the NON-GROWING MARKETS in the recent years .



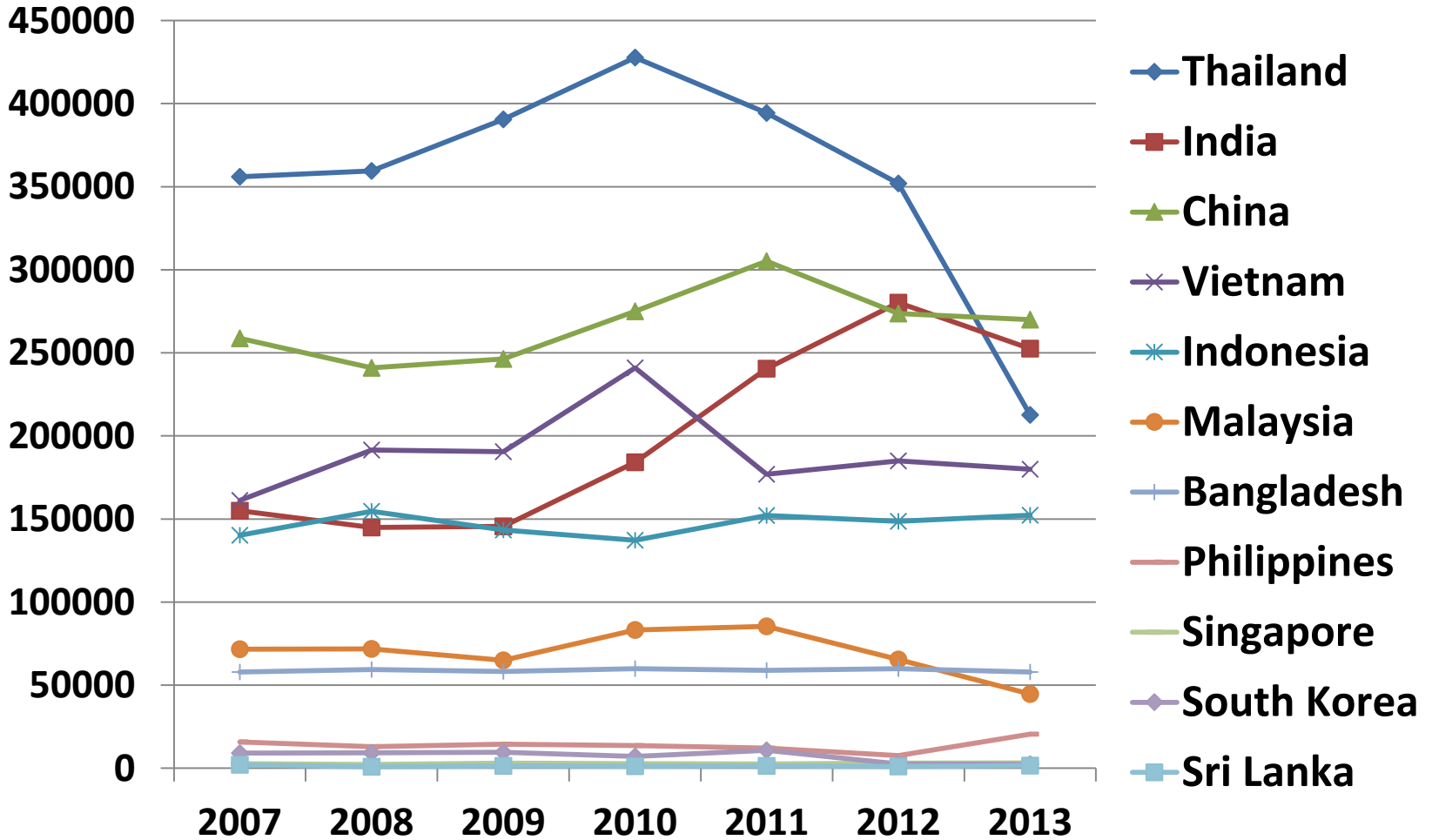
- The combined share of these three major markets was 64% of the international shrimp trade in 2007;
- The percentage dropped to 62% in 2011
- and declined further in 2012 and 2013.

GLOBAL SHRIMP EXPORTS



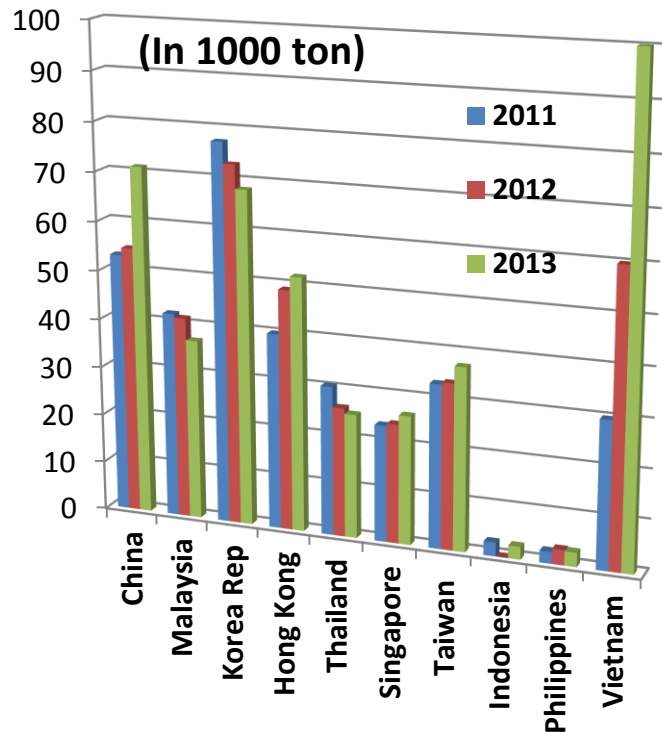
Asian Shrimp Exports

Tons



Leading Shrimp Importers in Asia

- During 2012-2013, the non- Japanese markets in Asia imported nearly 400,000 tons of shrimp annually. In 2007, the volume was 200 000 tons!
- An estimated 60% of these was for domestic consumption imported into South Korea, China, Hong Kong, Singapore , Malaysia and Taiwan
- The largest importer Vietnam bought for re-exports, with or with out further processing . In 2013, was the second largest import market for Ecuadorean and Indian farmed shrimp
- Thailand also imports raw shrimp to produce value-added products for exports

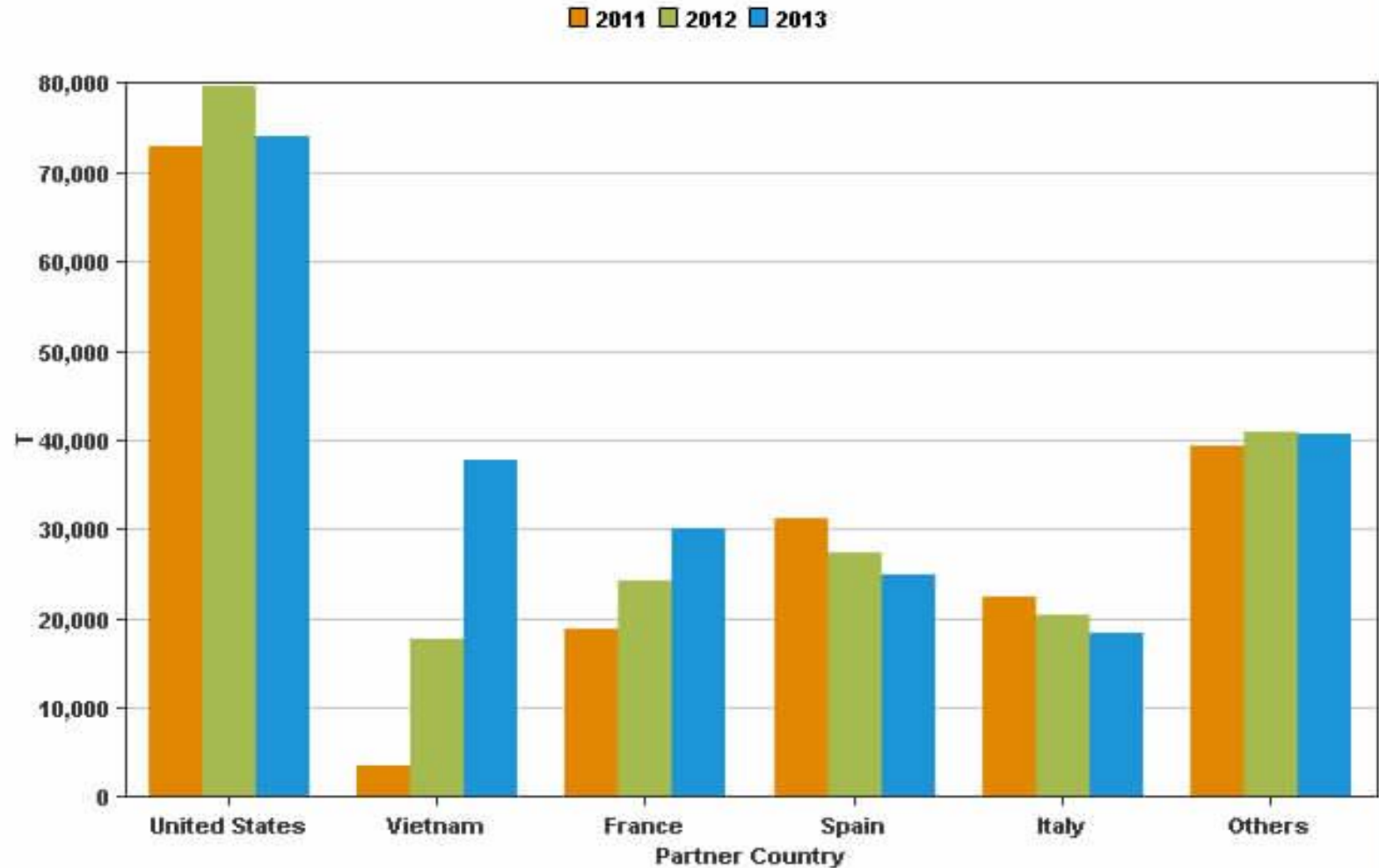


Asian Shrimp Imports

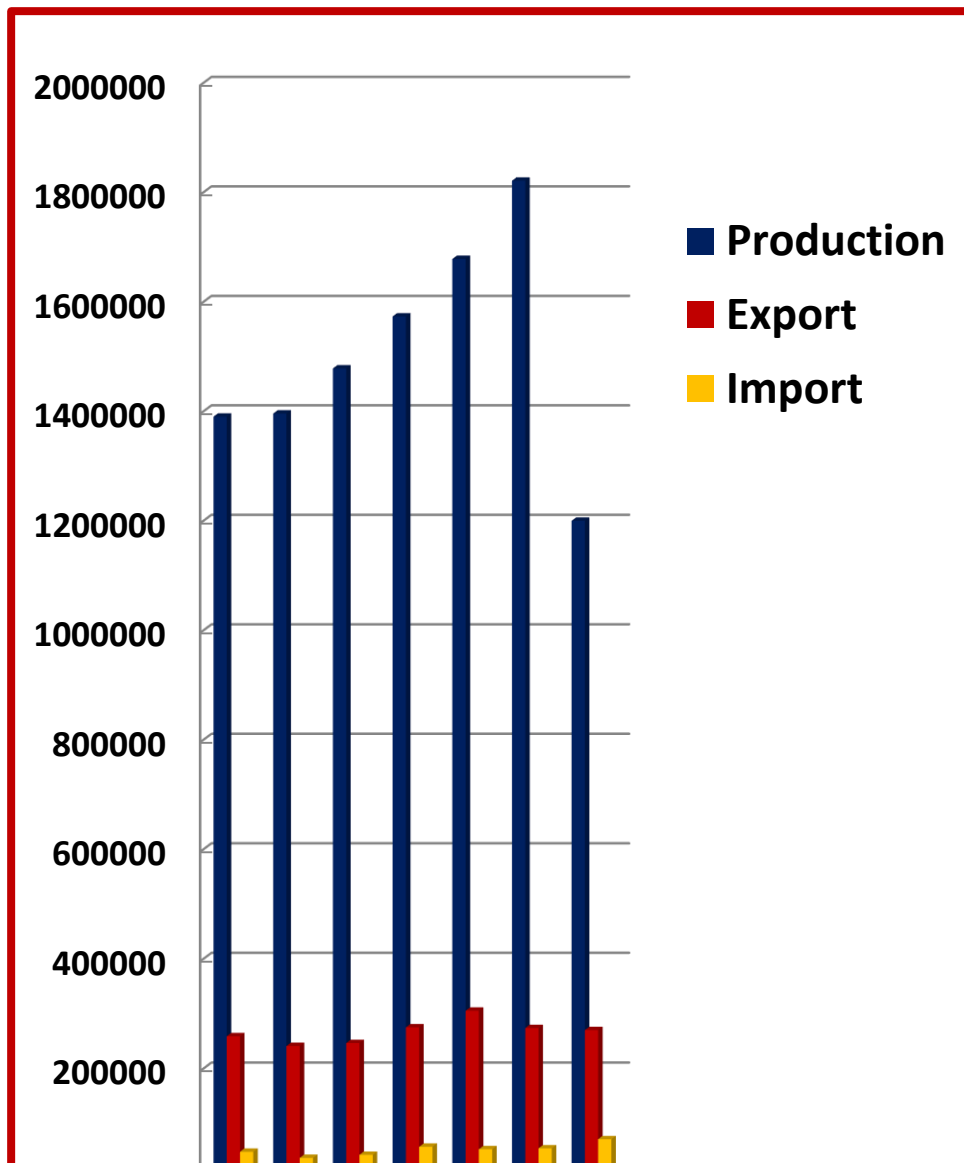
(tons)

	2007	2008	2009	2010	2011	2012	2013
South Korea	76721	65861	63918	66935	77466	73173	60832
China	48468	37307	42891	57573	53109	54698	71292
Hong Kong	38183	33046	38528	42042	40003	49111	51945
Malaysia	33359	20234	29209	36916	42052	43675	36972
Taiwan	11582	31504	30997	35584	33400	33846	37327
Thailand	15834	19676	19392	21988	30515	26485	25307
Singapore	23084	22861	24041	23928	23826	24330	26355
Indonesia	2609	2261	4010	1551	2821	3313	2859
Philippines	1989	1915	1875	2207	2444	3124	2935
India	911	1067	965	887	889	652	597
Sri Lanka	177	628	330	360	518	608	623
Vietnam	6090	9143	13057	20441	39310	73825	100000

**Vietnam was Ecuador's second largest shrimp market in 2013.
Exports increased further this year to this destination.....**



CHINA : Shrimp Production and International Trade



- Supply gaps between domestic production and local demand are often met through imports into China
- During January- June 2014, China's shrimp exports declined by 20% and imports increased by 16% compared with the same period last year.
- Supplies increased by 52% from Ecuador and 218% from Vietnam during this

Other Emerging Markets....

- Russia has been a growing import market for seafood including shrimp . Imports of shrimp were 62,000 tons in 2013
- Although supplies are dominated with cold water species from Canada and Denmark, farmed shrimp imports increased significantly from India, Bangladesh, Ecuador , Vietnam .
- During January-May2014, imports from Ecuador increased by 57% , crossing 1000 tons and from India by 73% at 2444 tons .

Other Emerging Markets....

- Middle East : The markets in the Middle East namely UAE, Saudi Arabia , Kuwait, Qatar imported more shrimp in the recent years , particularly from Asian suppliers.
UAE is a large distribution hub for Brazilian meat and poultry ; which offers the opportunity to export farmed shrimp to this region
- South Asia : There are many non- producing niche markets importing shrimp from the neighbouring producing countries....for example Maldives imports shrimp from Sri Lanka and India for its large tourism industry and also for local consumers.

Imports are taking place in land locked Nepal, Bhutan and the non-producing country- Maldives

MYANAMR : *Vannamei* Promotion in Yangon

ပုစွန်ခြူး
(Vannamei)
0.5 Kg
1500 Kyats

18 7:10AM



Mexico is the newly emerged shrimp market in Latin America

- Imports in 2013 were 31,000 tons
- This year January –August , imports increased to over 25, 000 tons, mainly from Latin America and for the first time from Ecuador.
- Large supplies also came from India;
- Imports also took place from other Asian countries

The other small and new markets are....

- Turkey
- Cyprus
- Morocco
- Jordan
- Algeria
- Mauritius
- South Africa
- Chile
- Belarus, etc. etc.



Value-added Shrimp

Asian shrimp exports incline towards value-added products : semi-processed and processed

- The large producers are Thailand, Vietnam , China and Indonesia. Their main markets are : USA , EU and Japan
- Taking advantage of increasing vannamei production, Indian producers have increased their capacity of value-added shrimp , particularly cooked products (cooked & peeled , PTO etc.)
- Many countries also focus to produce more semi - processed shrimp such as Easy peel, PTO , P&D, butterfly cut etc ., because of market demand and better return of profit

Value Addition and Price Premium for *vannamei* shrimp (CFR USA from India)

P&D tail on , Raw IQF,

- 61/20 US\$14.88/kg
- 21/25 US\$12.70/kg



Cooked and Peeled tail-on IQF, CFR USA, Origin: India

- 16/20 US\$24.69/kg
- 21/25 US\$ 20.28/kg
- 26/30 US\$ 18.08/kg
- 31/40 US\$ 15.76/kg
- 41/50 US\$ 14.99/kg
- 51/60 US\$ 14.55/kg
- 61/70 US\$ 14.33/kg
- 71/90 US\$14.11/kg
-

Aquaculture & Shrimp Trade

- *Value addition - Raw or prepared – is a way to get better prices in import and even in local markets*

- » *Deep-cut easy peel : head-on and headless*

- » *Raw shrimp skewer*

- » *Peeled nobashi*

- » *Butterfly cut*

- » *Cooked and peeled*

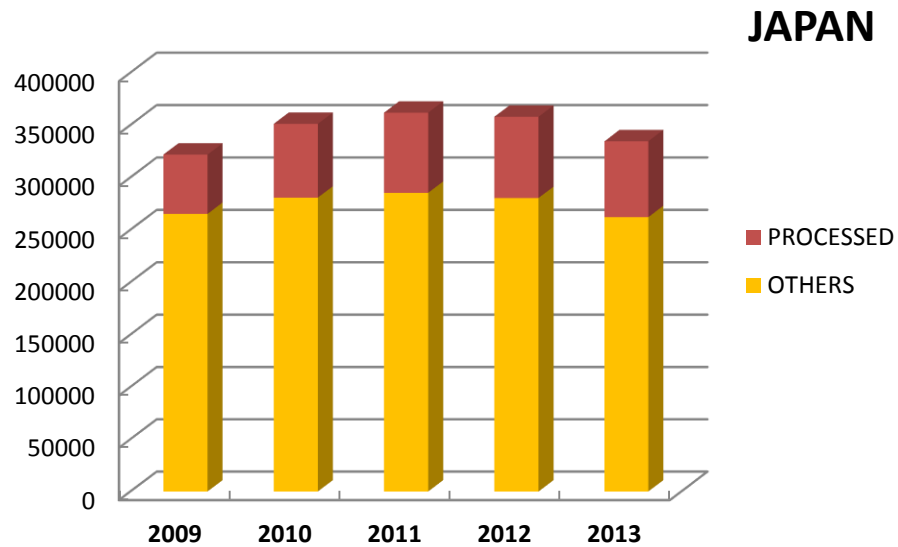
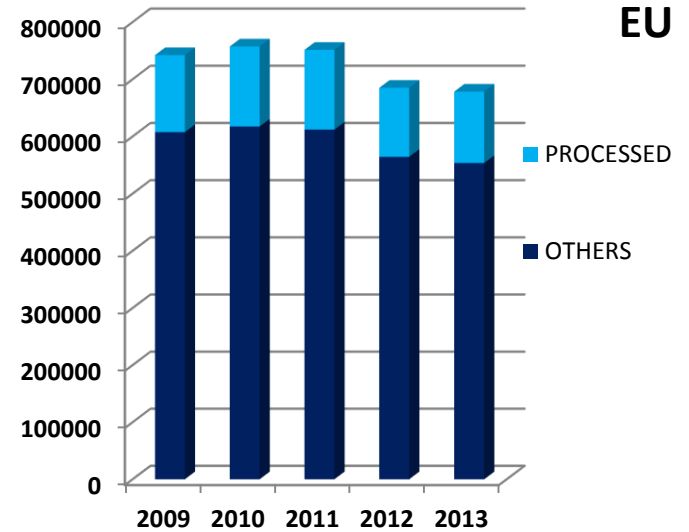
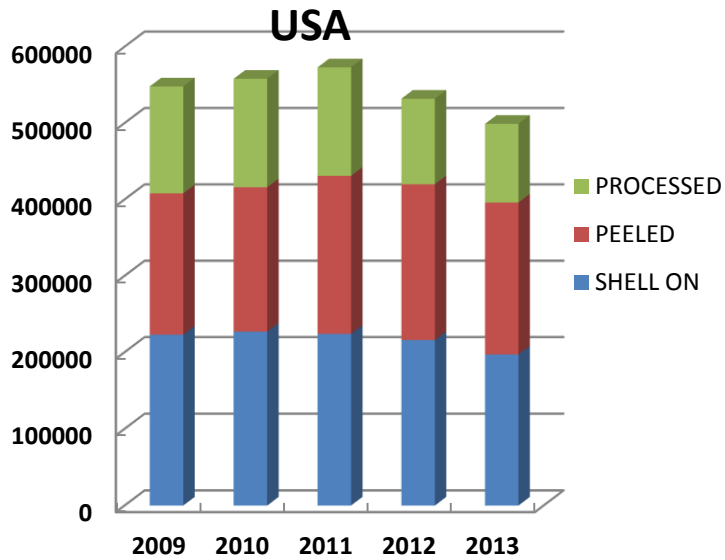
- » *Sushi shrimp; cooked*

- » *Breaded shrimp*

- »



Import trend for value added shrimp in the developed markets.



Processed shrimp from Asia





Thailand exports a wide range of processed shrimp



Valued addition in Asian Markets starts with live shrrmp

Live



Fresh / Chilled



Processed /prepared



Live shrimp fetches the higher price in East Asian markets





Usages of semi-processed shrimp in Asian catering trade is wide and increasing



take-away food



Value-added Shrimp

Western fast food *McDonald's* and *Pizza Hut* added shrimp items in Japan and South Korea.



Pizza Hut shrimp crust



McDoland's Ebi Burger

Shrimp sales increased broadly in Asian retail trade: Thanks to *vannamei* shrimp



During this Chinese New Year , shrimp price increased from US\$5 in 2013 to US\$ 10/kg, in the retail trade ; size 50-60 pc/kg.



THANK YOU