



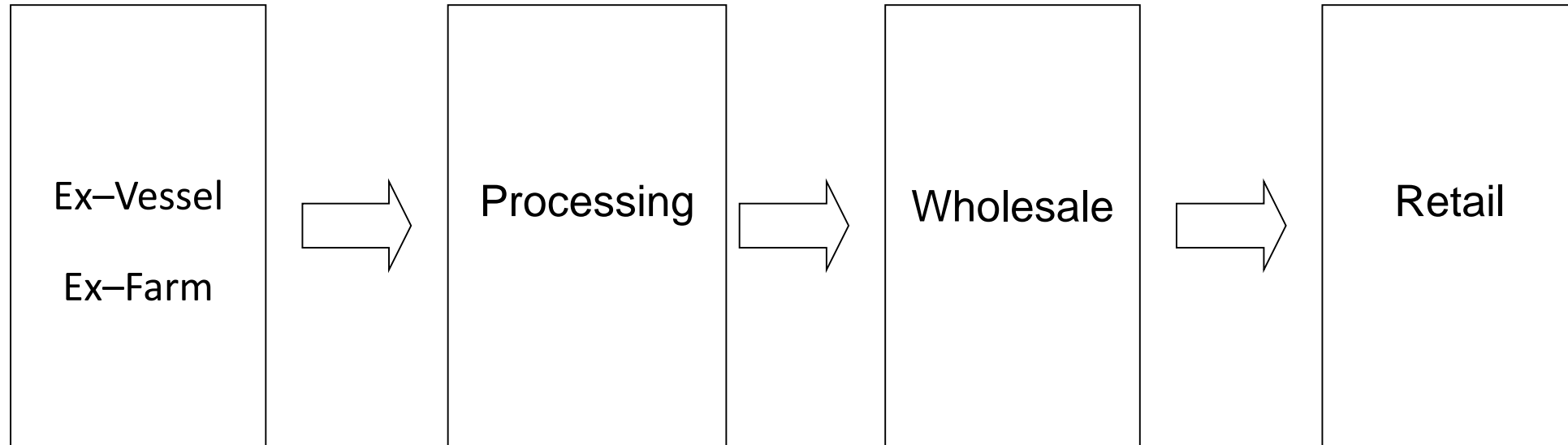
Description of the seafood value chain in the EU

Ignacio Llorente, José M. Fernández Polanco, José L. Fernández Sánchez, Maria D. Odriozola, Elisa Baraibar-Diez, and Ladislao Luna Sotorrio

University of Cantabria (UC) – Spain Faculty of Economics and Business Administration
Avda. de los Castros s/n 39005 Santander (Spain)



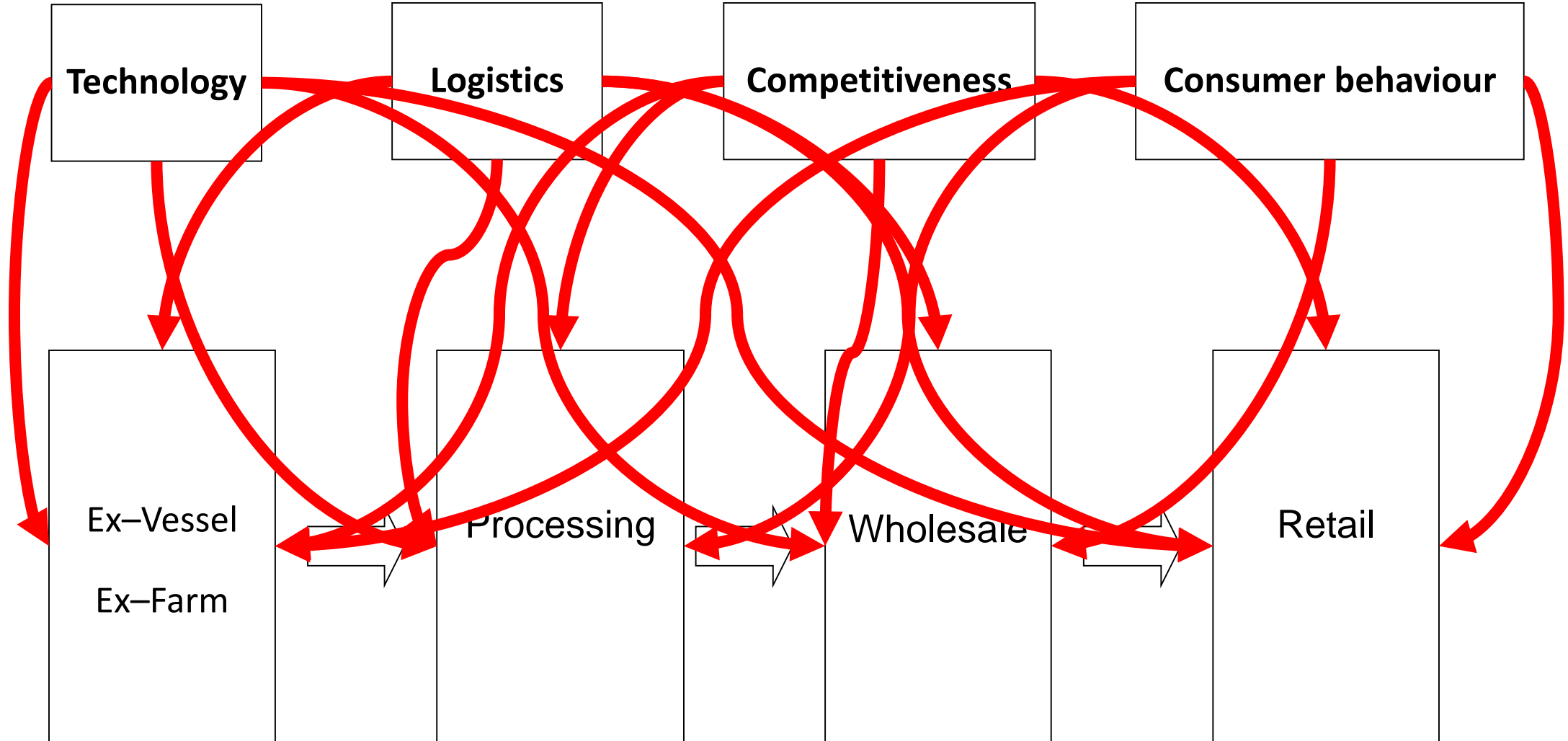
What is the seafood value chain?



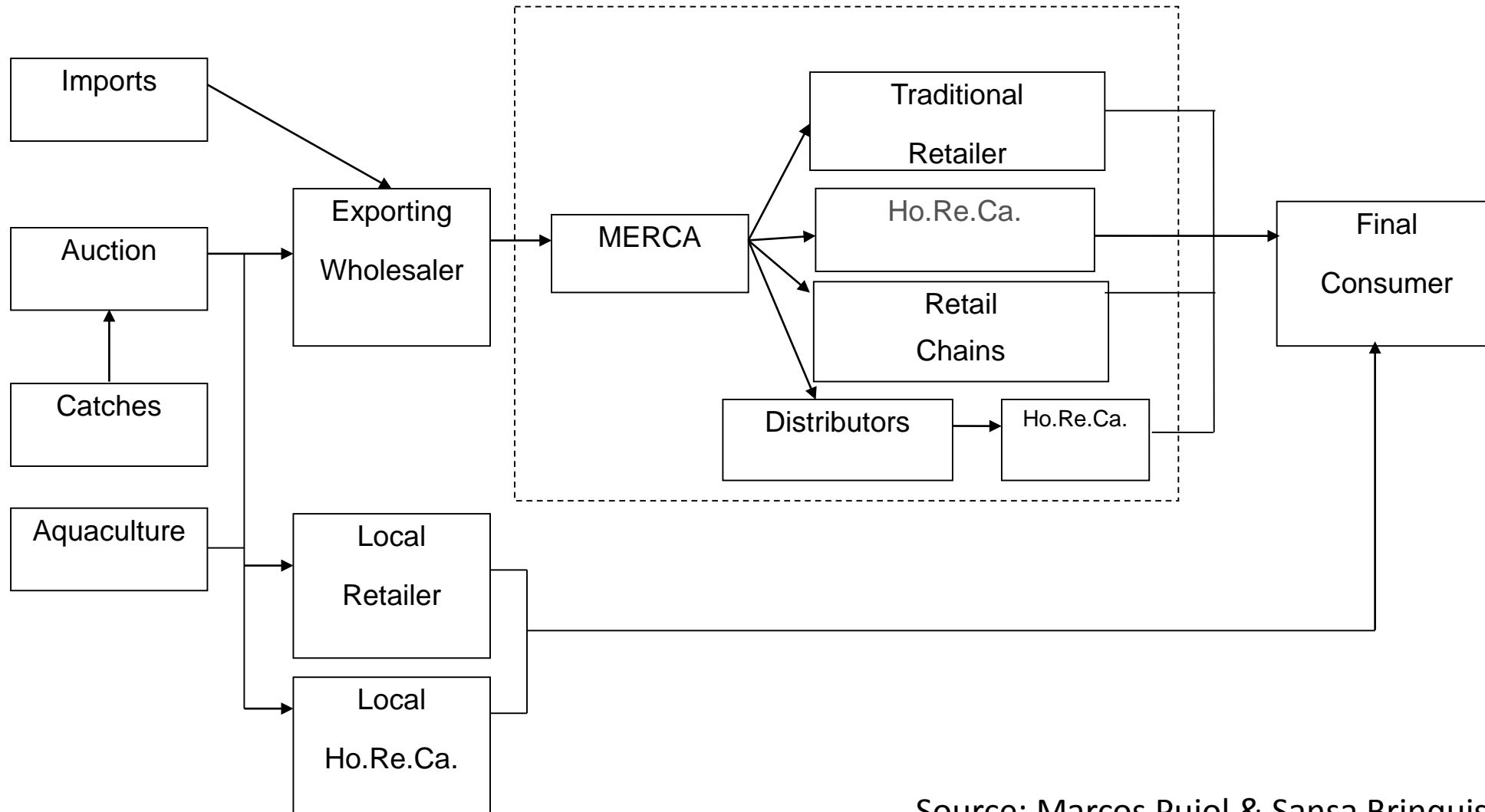
Are all the seafood value chains the same?

There are differences by....

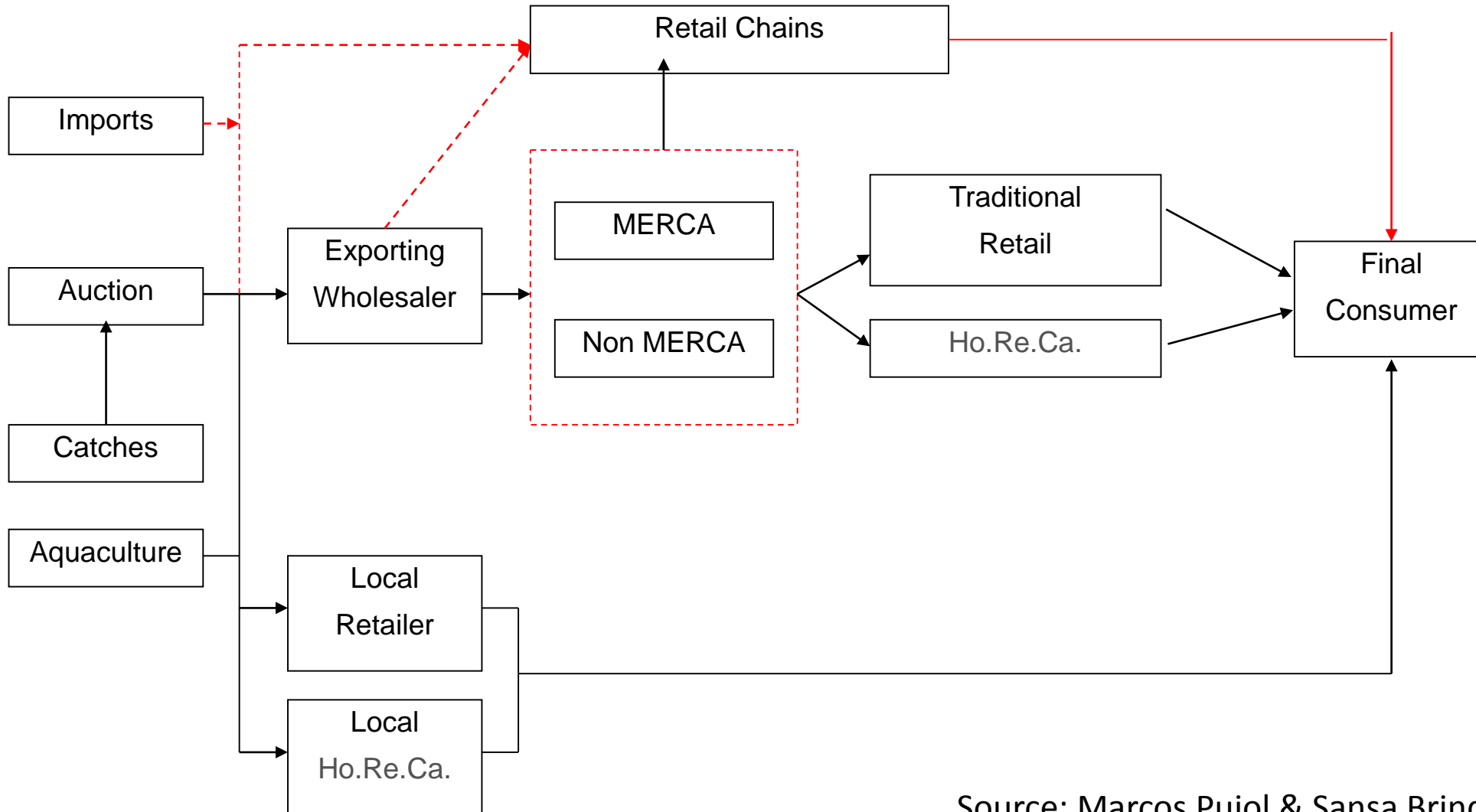
- Countries
- Species
- Production systems (fisheries, aquaculture (extensive, intensive...))
- Production volumes
- Retail concentration
- Producers atomization...
- ...



Traditional structure of the seafood value chain in Spain.



Modern structure of the seafood value chain in Spain.



SUCCESS is a European research project financed for 3 years (2015-2018). It is part of the H2020 Strategy

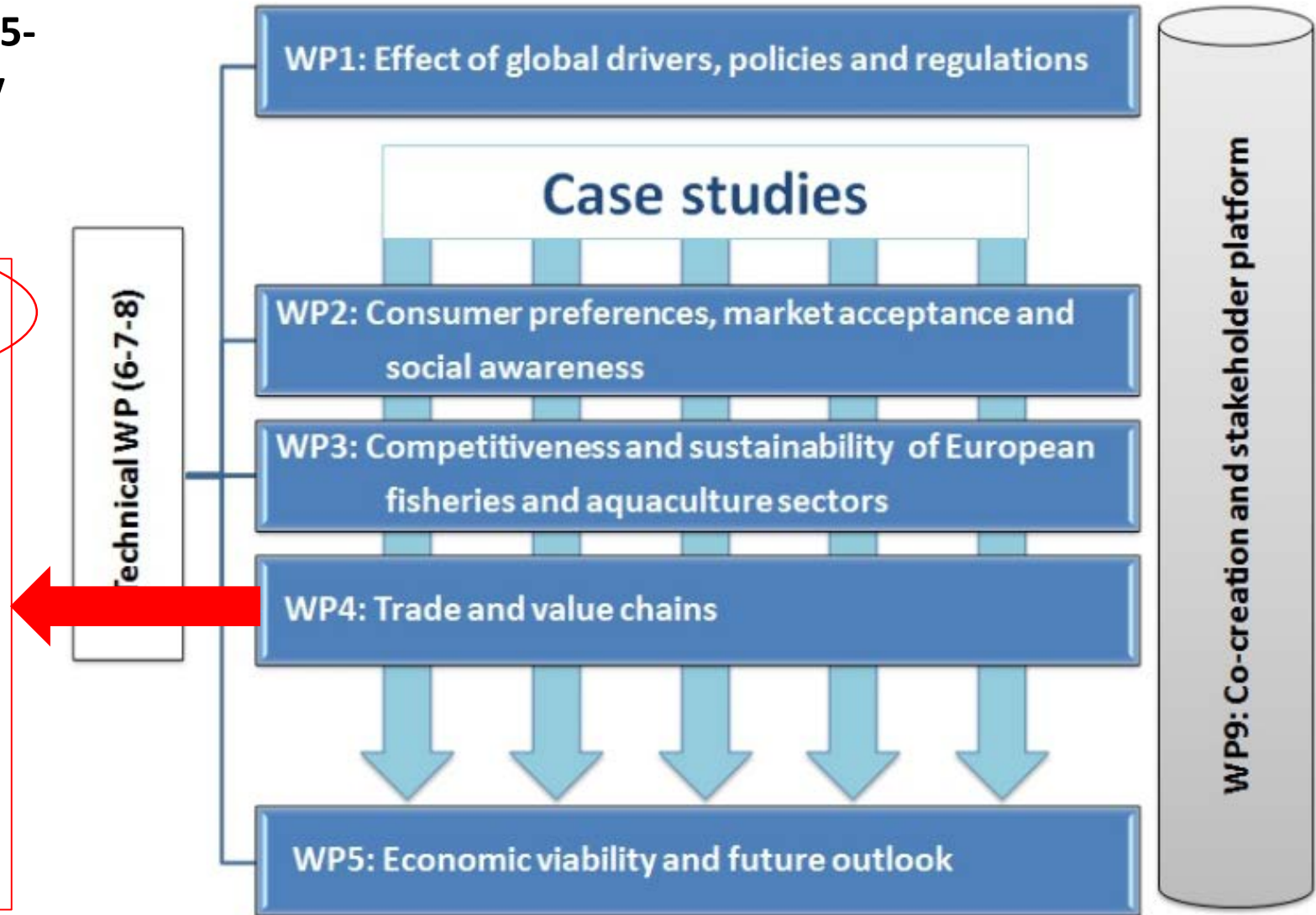
<http://www.success-h2020.eu/>

T.4.1: Description of the seafood value chain

T.4.2: Analysis of price transmission and market power

T.4.3: Analyse the effect of margins of processors-traders on fish and seafood producers' incomes and margins

T.4.4: Analyse the economic impact of transparency, (CSR), and industry requirements on seafood producers



- **Identify, classify and describe** the different **structures and agents** participating in the **value chain** for a **variety of species** operating in the **most relevant seafood markets** in the EU
- **Identify and understand** the potential **causes of bottlenecks** and **conflicts in the distribution of incomes** along the **value chain**

- Analysis and synthesis of information obtained from **official data sources** (FAO, EUMOFA, STECF etc.) and **the contributions made by the project partners**.
- These contributions have been built on the basis of **statistical information** from international and national sources, **communications and interviews with different value chain agents**, and the **experience and expertise of the project participants**.
- The task has interacted with all the Case Studies developed in the SUCCESS project and has had the active **contribution of 20 partners** and **around 40 people**.
- The **work provides novel information about the value chains of the main seafood species in the main European Union markets**.

!!!! Really successful collaborative process!!!

- The seafood value chain and involved agents
- Sources of seafood supply
 - Wild fishery
 - Aquaculture production
 - Seafood imports
- First sale (exvessel/exfarm level)
- Processing
- Wholesale channels
- Retail channels
- Structures of agents, cost and prices
- Trends in the value chain

Grant Agreement number: 635188
SUCCESS

Strategic Use of Competitiveness towards
Consolidating the Economic Sustainability of
the European Seafood sector

Start date of project: 01/04/2015 Duration: 36 Months

Deliverable: D4.1
**Value chains for fishery and aquaculture
products in the EU**

WP4. Trade and Value Chain



Project co-funded by European Commission within the H2020 Programme

- **“Market map” of the seafood sector in Europe**, through the **identification of the different stages , agents and relations between them in the main markets.**
- Include the main **characteristics of the economic agents involved** and some key variables such as **levels of fragmentation/concentration, business dimension, activities undertaken and cost structure**
- Provide information about:
 - General seafood value chain in the EU
 - Description of 5 National value chains
 - 7 value chains for the different CSs
 - Description of 30 different value chains at species/country level.

Main changes

- Increasing complexity of seafood VCHs
- New agents
- Alternative channels to traditional ones
- Forward Vertical integration
- Backward Vertical integration
- Shortening of marketing channels
- Concentration of the retail segment in the retail chains
- Increasing bargaining power of the large retail chains through logistic platforms

Bottleneck and constrains

- Large retail chains demand very standardized products
- This standardization model moves the supply at retail chains to a few species that can achieve the standardization requested
- Producers in this new context need a larger scale of production
- Productions that cannot increase their scale of production need to find alternative marketing channels

Initiatives

- Producers incorporate new chain roles in their activities
- Producer associations with the aim of concentrate sales and increase their bargain power
- Big producers act as wholesalers, purchasing production to small producers.
- Commercialization of fish products directly from the producer to the consumer through commercial platforms on the internet.
- Labelling initiatives to differentiate the product, especially in local fisheries and aquaculture productions.



Thank you!

<http://www.success-h2020.eu/>

Acknowledgements: This paper is part of the SUCCESS project which has received funding from the European Union's H2020 program under grant agreement No 635188.

