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## United Kingdom

### Seafood

### Annual Report

**1999**

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#### **Report Highlights:**

**Although seafood consumption is declining in the UK, consumers are increasingly expanding their range of fish consumption through a shift to convenience orientated foods. This shift will create opportunities for U.S. exporters in the higher end and value added markets for a number of different fish and fish products. A temporary slowing in salmon production in Scotland due to disease problems may offer opportunities for additional market penetration for U.S. fresh and frozen salmon.**

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Includes PSD changes: Yes  
Includes Trade Matrix: Yes  
Annual Report  
London [UK1], UK

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## **Executive Summary**

The United Kingdom is a major producer of seafood but is also heavily dependent on imports. In 1998, UK production totaled almost 264,000 MT while imports stood at around 534,000 MT. Of this tonnage, over 46,000 MT was imported from the United States.

UK seafood production remains predominantly a result of the wild harvest. However, the UK's growing farmed sector is becoming increasingly important. That said, an outbreak of Infectious Salmon Anaemia in Scotland in 1998 means that no significant growth is expected in this latter sector until 2001 when smolt stocks have recovered. This is expected to cause a short term increase in the UK's reliance on imports of salmon in particular.

While the U.S. remains the main supplier of canned salmon to the UK market, the proximity of major commodity seafood suppliers to the UK means that new opportunities for the U.S. exporter are most significant at the high end of the market. Although total seafood consumption (in tonnage terms) is declining in the UK, as highlighted in previous reports the consumer is increasingly looking for convenient, quick product which requires little or no preparation whether it be seafood or another source of protein. These changes in purchasing patterns offer opportunities and U.S. companies able to supply the UK with added value and convenience products should be able to gain from the rise in the value of the UK seafood market. As is the case in the canned salmon sector, the U.S. should work at retaining consumer loyalty across the seafood sector through branding and highlighting the country of origin. The UK consumer is also becoming increasingly adventurous when it comes to fish consumption and recent growth in the demand for exotic fish, particularly from the catering sector, is expected to continue. Again, this sector offers excellent opportunities for the determined U.S. exporter.

## Total Edible Fishery Products

PSD Table

Commodity	Total Edible Fishery Products				(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1999		01/2000
Landings/Comm'l Catch	714983	672861	714550	632550	0	601100
Fresh/Frz Production	243000	235261	235000	232000	0	228500
Canned Production	3800	3800	3800	3800	0	3800
Cured Production	30000	24779	31000	24490	0	23980
Total Production	276800	263840	269800	260290	0	256280
Fresh/Frozen Imports	357000	363612	355000	360000	0	356000
Canned Imports	148000	154984	145000	155000	0	155000
Cured Imports	15000	14941	15500	14500	0	14000
TOTAL Imports	520000	533537	515500	529500	0	525000
Fresh/Frozen Exports	276000	286004	275000	285000	0	280000
Canned Exports	28000	44011	26000	44000	0	44000
Cured Exports	17500	15775	19000	16000	0	16000
TOTAL Exports	321500	345790	320000	345000	0	340000
Domestic Consumption	471868	454656	470000	445500	0	442000

The UK's commercial catch in 1999 is likely to be around 6 percent lower than in 1998, itself 6 percent below the 714,000 metric tons recorded in 1997. A further 5 percent decline is forecast for 2000, bringing the commercial catch to just over 600,000 metric tons. These forecast reductions are the result of a combination of two factors. Firstly, UK sea fish landings are on the decline. In 1998, UK sea fish landings fell over 50,000 metric tons (9 percent). Within this headline figure, pelagic landings fell 11 percent, with large falls recorded for herring and mackerel, while demersal landings fell 8 percent, largely a consequence of falling whiting and anglerfish catches, and shellfish landings fell 8 percent. This drop, which mirrors a similar fall in 1997, has largely been price driven (despite price rises for some species, UK prices remain low) although the ongoing reduction in quota sizes and the average size, and hence weight, of many species are reducing the catching volume. Hence, sea fish landings in 1999 and 2000 are currently forecast at 500,000 and 460,000 metric tons respectively.

The second major factor affecting the commercial catch in 1999 and beyond is the expected influence of farmed salmon supplies. In recent years, farmed salmon production has been rising sharply, partly offsetting the declining sea fish landings. However, the Scottish outbreak of Infectious Salmon Anaemia (ISA) in 1998 will temper the increase in production volume until 2001 when it is anticipated the supply of smolts will have recovered (this latter point is covered in more detail later in the report).

Seafood consumption demand fell sharply in 1998, a result of consumers switching their consumption from seafood to other meats, particularly beef. This has been partly price driven but is more a reversal of the trend seen in 1996 when the fish sector saw large increases in demand as a result of consumer concerns over BSE. Much of the tonnage reduction in consumption in 1998 can be accounted for by reduced consumption of fresh and frozen seafood, which fell 34,000 metric tons (10 percent). However, similar percentage falls in consumption of canned and cured seafood mean that consumption demand remains split in the ratio 70:25:5 between fresh/frozen, canned and cured seafood. Industry observers believe that the "BSE-effect" is now over. But, total consumption of edible fishery products is forecast to decline only marginally in 1999 and 2000 as a result of consumers switching toward an increasing proportion of value-added product which tends to have a lower percentage seafood content.

According to the Sea Fish Industry Authority (SFIA), household purchases of fresh and chilled fish in Great Britain (which excludes Northern Ireland) fell 7 percent in 1998. Among the seafood products experiencing the most significant falls were cod, plaice and herring. However, salmon, trout and shellfish were among those products which went against the overall trend, showing increases on 1997. The same data source indicates that household purchases of both branded and private label frozen seafood fell, down 6 percent in total. While most frozen products showed a decline of some form, a noticeable exception was purchases of branded specialty fish which rose 4 percent in volume and 16 percent in value terms. This may be an area U.S. companies would wish to exploit by developing products differentiated by content or by brand identity. Indeed while household purchases of fresh/frozen seafood are currently running around 7 percent below 1998, fresh salmon, trout and shellfish continue to show resilience to the overall downward trend and frozen speciality fish is showing the sign of sustained growth.

Consumption demand in the catering sector is also declining. However, the headline drop hides ongoing demand by the sector for innovative ready prepared, added value seafood products. These are particularly suited to pubs which continue to adopt a strategy of increasing food sales through improving their menus.

Despite the reduced consumption volume, British seafood imports remained steady in 1998, mainly as a consequence of the reduced commercial catch which added support to the import requirement for fresh/frozen seafood. This highlights the UK's dependence on imports which are forecast to remain at around 530,000 metric tons in 1999, falling slightly in 2000. The four main suppliers (in rank order) remain Spain, Iceland, Norway and the U.S. which together account for around 35 percent of the import volume.

As far as competitor activities are concerned, much of the promotion work is spearheaded by the SFIA. Its aim is to increase the total consumption of sea fish in the UK. As the organization's income derives partly from a levy on imported fish, its generic promotional activities help raise consumer awareness of all seafood products. National branding takes place in the higher value products, such as fresh and canned salmon, where consumers perceive a quality difference.

## UK Wild Catch

Quantity (metric tonnes, liveweight)				
		1996	1997	1998 % change
Cod		75557	71024	71404 1
Dogfish		9673	8512	7254 -15
Haddock		88828	82610	82079 -1
Hake		2854	2711	2526 -7
Lemon Sole		5054	5206	4635 -11
Ling		9170	9353	9945 6
Anglerfish		29495	25661	18441 -28
Plaice		12434	12931	11522 -11
Saithe		13201	12277	10005 -19
Skate		8275	7199	6763 -6
Sole		2420	2299	2009 -13
Whiting		37069	34474	26515 -23
Sand eels		9342	14574	11595 -20
Other Demersal		26761	26493	24153 -9
<b>Total Demersal</b>		<b>330133</b>	<b>315324</b>	<b>288846 -8</b>
Herring		71760	57408	39585 -31
Horse Mackerel		22196	5549	5038 -9
Mackerel		60430	63452	54127 -15
Sprats		7228	8312	4950 -40
Blue Whiting		3492	13655	27756 103
Other Pelagic		7115	4838	4883 1
<b>Total Pelagic</b>		<b>172221</b>	<b>153214</b>	<b>136339 -11</b>
Cockles		21163	19470	1304 -93
Crabs		15584	19012	22772 20
Lobsters		1228	1289	1382 7
Mussels		8002	17684	10793 -39
Nephrops		28984	31013	28609 -8
Scallops		16755	18263	19540 7
Queen Scallops		2291	5614	8081 44
Whelks		10700	7169	3385 -53
Other Shellfish		11604	7891	21026 166
<b>Total Shellfish</b>		<b>116311</b>	<b>127405</b>	<b>116892 -8</b>
<b>TOTAL</b>		<b>618665</b>	<b>595943</b>	<b>542077 -9</b>

## Retail Sector for Edible Fish

	Volume (000 mt)			Value (USD Million)	
	1997	1998		1997	1998
Total	206	193		1587	1550
of which:					
wet/smoked	72	67		640	618
frozen	129	121		879	866
fresh/chilled					
shellfish	5	5		68	66
BPS 1 = USD 1.65					

### Import Matrix

Commodity	Total Edible Fishery Products		
Time period	Calendar Year	Units:	MT
Imports for:	1997		1998
U.S.	40007	U.S.	46300
Others		Others	
Spain	64462	Spain	55782
Iceland	55558	Iceland	44600
Norway	45044	Norway	38807
Thailand	21738	Thailand	22307
Germany	15892	Denmark	21494
Denmark	15074	Faroe Islands	17185
Faroe Islands	13064	Germany	14495
Irish Republic	11118	Netherlands	9890
Russia	8587	Russia	9773
Netherlands	8423	China	8595
Total for Others	258960		242928
Others not Listed	230649		244309
Grand Total	529616		533537

### Export Matrix

Commodity	Total Edible Fishery Products		
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Time period	Calendar Year	Units:	MT
Exports for:	1997		1998
U.S.	5842	U.S.	5931
Others		Others	
France	92554	France	111885
Spain	38485	Germany	39717
Germany	31169	Spain	36741
Netherlands	25538	Netherlands	27375
Irish Republic	16784	Italy	19102
Italy	13607	Irish Republic	17117
Russia	10879	Belgium-Lux	11148
Belgium-Lux	10195	Egypt	8478
Egypt	7047	Russia	8099
Poland	6195	Poland	5874
Total for Others	252453		285536
Others not Listed	55894		54323
Grand Total	314189		345790



## Salmon & Salmon Products

### PSD Table

Commodity	Salmon, Whole/Eviscerated				(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1999		01/2000
Beginning Stocks	1200	1200	1700	1000	2200	1200
Total Production	115483	110784	125000	112000	0	120000
Intra-EC Imports	4000	2914	2000	6500	0	5000
Other Imports	11500	10046	10000	14000	0	13000
TOTAL Imports	15500	12960	12000	20500	0	18000
TOTAL SUPPLY	132183	124944	138700	133500	2200	139200
Intra-EC Exports	37500	39279	40500	40500	0	38500
Other Exports	5000	6095	5000	6000	0	5500
TOTAL Exports	42500	45374	45500	46500	0	44000
Domestic Consumption	57983	54540	62000	62500	0	62500
Other Use/Loss	30000	24030	29000	25000	0	27500
TOTAL Utilization	87983	78570	91000	87500	0	90000
Ending Stocks	1700	1000	2200	1200	0	1200
TOTAL DISTRIBUTION	132183	124944	138700	135200	0	135200

In line with the steady increase in farmed salmon production in Scotland over the past few years, production reached 111,000 metric tons in 1998. However, the widespread outbreak of Infectious Salmon Anaemia (ISA) will negatively effect any growth in production in 1999 and 2000: the outbreak of ISA meant the slaughter of all smolts on affected farms and this is expected to have a two year lagged effect on the industry, effectively causing production to partially stagnate until the stocks of young fish have fully recovered. Hence, total output in 1999 is forecast to rise to just 112,000 metric tons and to 120,000 metric tons in 2000 with more dramatic increases factored in for the following years. It is interesting to note that the Scottish industry believes its current production capacity, assuming no disease constraints, is around 200,000 metric tons. It should be noted that any increases in production are strictly controlled and monitored by so-called "Producer Organizations" so any increases are likely to be stepped.

The UK market for fresh salmon, which has been the major growth area in the UK seafood sector for several years, continues to increase. Sea Fish Industry Authority (SFIA) figures show household purchases of fresh and chilled salmon rose 9 percent to over 10,000 metric tons in 1998. Although no figures are available for household purchases of frozen and value-added salmon, these two sectors are also thought to be increasing at a similar rate. The ongoing reduction in the price of salmon is

encouraging its use in forms other than fresh steaks, which themselves have shown a decline in popularity. Amongst other destinations, this salmon is being incorporated in the value added seafood sector where an increasing number of products have salmon as the main ingredient. This has increased the visibility of seafood (although not the tonnage) and may encourage both greater usage by existing purchasers and more importantly, initial purchases by new, mainly younger, users.

While the majority of salmon sold in the UK originates from Scottish farms, despite its geographic disadvantage the image and quality of U.S. product means that U.S. pacific salmon accounted for 9.5 percent of imports in 1998. Although falling in tonnage terms, the U.S. import share grew from 7.9 percent in 1997 . The potential shortfall in UK domestic production over the next couple of years may offer U.S. exporters the opportunity to increase market penetration. As in the past, it is recommended that exporters highlight the natural and perceived characteristics of U.S. salmon as a means to further cementing their grip on the UK market. The UK market also wants guaranteed supply so frozen or preserved salmon may also offer opportunities for the U.S.

The tightening in domestic supply will also likely lead to a reduced export availability in 1999. Over the past few years, export volumes have been rising, France being the main destination. However, this rise will likely be tempered in 1999 while 2000 may see a slight reduction in these exports as additional supplies are utilized domestically.

Scottish salmon exports are promoted by the levy-funded Scottish Salmon Board (SSB). The primary focus of the salmon trade associations (Scottish Salmon Growers Association and Shetland Salmon Farmers Association) is to build the salmon market, creating and developing a brand position for Scottish salmon. As such, this has been achieved through the SSB which has utilized its tartan quality mark in the UK and label rouge in France. Besides point of sale marketing campaigns, the SSB seeks to provide a high degree of origin identity through the use of its Tartan Quality Mark.

**Prices Table**

Commodity	Salmon, Whole/Eviscerated		
Prices in	pence	per uom	Kilogram
Year	1998	1999	% Change
Jan	253	286	13.04%
Feb	264	286	8.33%
Mar	264	292	10.61%
Apr	286	275	-3.85%
May	330	275	-16.67%
Jun	330	275	-16.67%
Jul	314	270	-14.01%
Aug	297	275	-7.41%
Sep	275		-100.00%
Oct	297		-100.00%
Nov	286		-100.00%
Dec	286		-100.00%
Exchange Rate	1.62	Local currency/US \$	

**Import Matrix**

Commodity	Salmon, Whole/Eviscerated		
Time period	Calendar year	Units:	MT
Imports for:	1997		1998
U.S.	1652	U.S.	1232
Others		Others	
Norway	6536	Norway	4914
Spain	5175	Faroe Islands	2323
Faroe Islands	4917	Sweden	1349
Sweden	801	Chile	694
Chile	473	Irish Republic	653
Germany	265	Denmark	633
Canada	254	China	359
Irish Republic	207	Canada	255
Iceland	206	France	210
Denmark	198	Netherlands	99
Total for Others	19032		11489
Others not Listed	283		239
Grand Total	20967		12960

**Export Matrix**

Commodity	Salmon, Whole/Eviscerated		
Time period	Calendar year	Units:	MT
Exports for:	1997		1998
U.S.	2453	U.S.	4115
Others		Others	
France	17836	France	21918
Spain	6235	Germany	7439
Germany	4465	Spain	4675
Belgium-Lux	2665	Belgium-Lux	2924
Netherlands	2028	Irish Republic	1253
Irish Republic	1159	Switzerland	731
Switzerland	666	Netherlands	623
Japan	506	Japan	501
Hong Kong	501	Hong Kong	287
Israel	129	Italy	264
Total for Others	36190		40615
Others not Listed	615		643
Grand Total	39258		45373

## Salmon Canned

### PSD Table

Commodity	Salmon, Canned				(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1999		01/2000
Beginning Stocks	1500	1500	1100	900	1000	850
Total Production	0	0	0	0	0	0
Intra-EC Imports	200	177	200	190	0	160
Other Imports	23000	22261	22300	20160	0	21300
TOTAL Imports	23200	22438	22500	20350	0	21460
TOTAL SUPPLY	24700	23938	23600	21250	1000	22310
Intra-EC Exports	1000	983	1000	940	0	880
Other Exports	100	107	100	110	0	100
TOTAL Exports	1100	1090	1100	1050	0	980
Domestic Consumption	22500	21948	21500	19350	0	20430
Other Use/Loss	0	0	0	0	0	0
TOTAL Utilization	22500	21948	21500	19350	0	20430
Ending Stocks	1100	900	1000	850	0	900
TOTAL DISTRIBUTION	24700	23938	23600	21250	0	22310

There is no canned salmon production in the UK, the market being completely dependent on imports. The main suppliers of canned salmon to the UK market are the United States and Canada, accounting for 64 and 29 percent, respectively, of the import volume in 1998. Canned salmon consumption is very price sensitive and the reliance on imports means that the two major factors affecting trade are sterling's strength against the U.S. and Canadian dollars and the availability (price) of salmon in the U.S. and Canada. Despite the strong pound in 1998, higher prices have detrimentally affected imports, which fell a further 6 percent on 1997. The higher prices have also caused importers to further draw down on their stocks. Also of interest are exports of canned salmon. In 1998, the UK re-exported canned salmon to 38 countries. The majority was destined for the Irish Republic.

The high canned salmon prices have continued into 1999 and are forecast to lead to further reductions in consumption, imports and stock levels. The UK canned fish sector also remains highly competitive, with consumers seemingly happy to substitute canned salmon for other canned fish such as tuna. The U.S. industry must continue its strategy of promoting product loyalty and repeat purchases, continuing to emphasize the wild nature of pacific salmon thereby minimizing the reduction in consumption of the U.S. product as opposed to the competitor product. Industry sources are currently forecasting a slight up-turn in consumption in 2000, when the ongoing work being done by the U.S. sector should help it increase its

market share.

Varietal development plays a large part in the maintenance of the UK canned fish market. Taking tuna as an example, you can now buy tuna not only flaked or in chunks but also in a variety of sauces. This not only gives the consumer increased choice and convenience but also encourages younger age groups to purchase what is often considered an unexciting product. This successful approach to marketing could be more fully paralleled in the canned salmon sector. The UK consumer is also becoming increasingly convenience orientated and developments such as innovative packaging which make the cans easier to open will also appeal to the UK market.

### Prices Table

Canned Salmon Landed Prices (BPS/MT)			
Country of Origin	1996	1997	1998
US	2803	3024	3367
Canada	3817	3663	4541
EU (1)	3398	4074	3546
(1) Intra EU shipments are not subject to customs tariffs, charged at the rate of 5.5 percent			
Source: Customs and Excise, Intrastat			

**Import Matrix**

Commodity	Salmon, Canned		
Time period	Calendar year	Units:	MT
Imports for:	1997		1998
U.S.	15617	U.S.	14265
Others		Others	
Canada	7515	Canada	6486
Russia	392	Russia	515
Germany	80	Chile	457
Chile	78	Malaysia	172
Thailand	65	Thailand	127
Norway	49	South Korea	126
Denmark	36	Norway	59
Portugal	11	Denmark	53
Irish Republic	9	Portugal	42
Netherlands	6	Indonesia	35
Total for Others	8241		8072
Others not Listed	11		101
Grand Total	23869		22438



**Export Matrix**

Commodity	Salmon, Canned		
Time period	Calendar year	Units:	MT
Exports for:	1997		1998
U.S.	0	U.S.	0
Others		Others	
Irish Republic	852	Irish Republic	840
Netherlands	380	France	53
France	87	Netherlands	43
Poland	33	Spain	32
Malta	25	Poland	31
Spain	19	Israel	12
South Africa	8	Iceland	12
Greece	6	Colombia	8
Japan	6	Greece	8
Cyprus	5	Cyprus	8
Total for Others	1421		1047
Others not Listed	50		43
Grand Total	1471		1090

## Groundfish, Whole/Eviscerated

PSD Table

Commodity	Groundfish, Whole/Eviscerated				(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1999		01/2000
Beginning Stocks	7750	7750	7600	7500	7500	7500
Total Production	190000	187840	188000	185000	0	182000
Intra-EC Imports	14000	17236	14000	17000	0	16000
Other Imports	62000	58034	62000	56000	0	55000
TOTAL Imports	76000	75270	76000	73000	0	71000
TOTAL SUPPLY	273750	270860	271600	265500	7500	260500
Intra-EC Exports	12500	9377	12500	9000	0	9000
Other Exports	1150	2110	1100	2000	0	1900
TOTAL Exports	13650	11487	13600	11000	0	10900
Domestic Consumption	9500	9278	9500	9000	0	8900
Other Use/Loss	243000	242595	241000	238000	0	233200
TOTAL Utilization	252500	251873	250500	247000	0	242100
Ending Stocks	7600	7500	7500	7500	0	7500
TOTAL DISTRIBUTION	273750	270860	271600	265500	0	260500

Demand for whole and eviscerated fish continues to be predominantly for further processing by UK manufacturers into fresh and frozen value added items while whole items remain niche and retail. Although consumption demand by the processors fell in 1998, down a further 3 percent on 1997. This is partly a symptom of the price of seafood, which has caused a switch by processors into substitute products. It is also partly a symptom of the move towards processed product with a reduced percentage content of fish.

The British processing sector has always been reliant on imports of groundfish and, despite the reduced consumption demand, imports only fell to 75,000 metric tons in 1998, the reduced UK groundfish catch adding support. The ongoing strength of sterling was felt on the export market, traded volume remaining little over 11,000 metric tons. The further reduction in groundfish landings in 1999, and steady prices, will likely reduce processor demand. While export volumes are expected to remain low, the further reduction in the groundfish catch will limit the reduction in import demand.

Despite increasing sharply in 1998, U.S. shipments to the UK of whole and eviscerate groundfish still remain minor, accounting for less than 2 percent of total imports in that year. As far as the provision of commodity fish for processing is concerned, the incorporation of U.S. product is likely to remain very

small given the proximity of the UK's major suppliers: Russia, Faroe Islands, Iceland and Norway together account for around three quarters of total imports. That said, and as cited previously, it is already the case that U.S. suppliers are targeting the comparatively small seasonal supply of the specialist market for high quality whole fish. These initiatives should be continued given the growth in this sector. This is especially true given that such product generally goes into the premium end of the restaurant trade where quality is important and better prices are paid.

### Prices Table

Commodity	Groundfish, Whole/Eviscerated		
Prices in	pence	per uom	Kilogram
Year	1998	1999	% Change
Jan	330	330	0.00%
Feb	363	352	-3.03%
Mar	330	308	-6.67%
Apr	361	363	0.55%
May	420	352	-16.19%
Jun	355	407	14.65%
Jul	418	407	-2.63%
Aug	385	407	5.71%
Sep	374		-100.00%
Oct	374		-100.00%
Nov	440		-100.00%
Dec	297		-100.00%
Exchange Rate	1.62	Local currency/US \$	

**Import Matrix**

Commodity	Groundfish, Whole/Eviscerated		
Time period	Calendar Year	Units:	MT
Imports for:	1997		1998
U.S.	94	U.S.	1394
Others		Others	
Faroe Islands	23108	Russia	18782
Russia	17636	Faroe Islands	13074
Norway	13161	Iceland	12207
Iceland	10866	Norway	11631
Denmark	6961	Denmark	6932
Irish Republic	3271	Irish Republic	4119
Netherlands	1810	Spain	2553
Spain	1223	Sweden	1384
Sweden	688	Germany	1363
France	474	Netherlands	406
Total for Others	79198		72451
Others not Listed	607		1424
Grand Total	79899		75269

**Export Matrix**

Commodity	Groundfish, Whole/Eviscerated		
Time period	Calendar year	Units:	MT
Exports for:	1997		1998
U.S.	115	U.S.	55
Others		Others	
France	5859	France	4790
Portugal	1514	Netherlands	930
Netherlands	968	Portugal	883
Spain	799	Spain	834
Irish Republic	364	Russia	780
Belgium-Lux	333	Denmark	757
Poland	324	Canada	551
Germany	210	Irish Republic	546
Canada	118	Norway	410
Denmark	82	Belgium-Lux	262
Total for Others	10571		10743
Others not Listed	355		690
Grand Total	11041		11488

## Groundfish, Fillets

**PSD Table**

Commodity	Groundfish, Fillets				(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1999		01/2000
Beginning Stocks	17500	17500	17050	17000	17000	17000
Total Production	62000	60500	60000	60000	0	59500
Intra-EC Imports	15000	15127	15500	15500	0	16000
Other Imports	80500	87311	81000	88000	0	87000
TOTAL Imports	95500	102438	96500	103500	0	103000
TOTAL SUPPLY	175000	180438	173550	180500	17000	179500
Intra-EC Exports	6550	11236	6600	12000	0	11750
Other Exports	900	714	950	750	0	750
TOTAL Exports	7450	11950	7550	12750	0	12500
Domestic Consumption	150500	151488	149000	150750	0	150000
Other Use/Loss	0	0	0	0	0	0
TOTAL Utilization	150500	151488	149000	150750	0	150000
Ending Stocks	17050	17000	17000	17000	0	17000
TOTAL DISTRIBUTION	175000	180438	173550	180500	0	179500

The UK production of groundfish fillets fell in 1998, as with the utilization of whole groundfish for processing, due to the raw material constraints (supply and price) as discussed earlier. The reduced domestic supply added support to import demand which was buoyed by steady demand for fillets, an increased percentage of which were sourced from third countries.

As with the market for whole and eviscerated groundfish, the majority of groundfish fillet imports continue to be sourced from Norway, Iceland, the Faroe Islands and Russia (76 percent in 1998). It should be noted that a proportion of imported fillets are themselves further processed for the growing market in value added products. These are not included in the volume of domestic consumption.

Initial forecasts for 1999 indicate a slight drop in demand for fillets in line with the general consumer shift towards convenience products. Imports are expected to remain buoyant, mainly because of the reduced domestic supply of groundfish.

**Prices Table**

Commodity	Groundfish, Fillets		
Prices in	pence	per uom	Kilogram
Year	1998	1999	% Change
Jan	392	407	3.83%
Feb	440	440	0.00%
Mar	376	376	0.00%
Apr	407	502	23.34%
May	450	440	-2.22%
Jun	410	471	14.88%
Jul	407	565	38.82%
Aug	471	502	6.58%
Sep	471		-100.00%
Oct	440		-100.00%
Nov	471		-100.00%
Dec	376		-100.00%
Exchange Rate	1.62	Local currency/US \$	

**Import Matrix**

Commodity	Groundfish, Fillets		
Time period	Calendar Year	Units:	MT
Imports for:	1997		1998
U.S.	215	U.S.	1263
Others		Others	
Norway	38806	Norway	32334
Russia	13894	Iceland	21464
Iceland	13703	Faroe Islands	12358
Faroe Islands	12230	Russia	11823
Denmark	7882	Denmark	7413
Germany	6377	Germany	6447
China	2233	China	5337
Poland	2192	Poland	1411
Greenland	995	Greenland	804
Netherlands	483	France	747
Total for Others	98795		100138
Others not Listed	1557		1037
Grand Total	100567		102438



**Export Matrix**

Commodity	Groundfish, Fillets		
Time period	Calendar year	Units:	MT
Exports for:	1997		1998
U.S.	112	U.S.	80
Others		Others	
France	3901	France	6777
Irish Republic	1344	Irish Republic	1324
Germany	738	Netherlands	1078
Denmark	626	Germany	877
Spain	338	Portugal	296
Netherlands	319	Spain	288
Australia	317	Canada	219
Ivory Coast	264	Denmark	171
Italy	184	Italy	141
Iceland	171	Ivory Coast	118
Total for Others	8202		11289
Others not Listed	584		581
Grand Total	8898		11950

## Statistical Appendix

### Retail Price Indices

January 1987 = 100			Current Prices	
	1997	1998	1999	% change
Beef	130.7	128.5	131.8	2.6
Lamb	157.1	151.2	155.1	2.6
Pork	151	131.3	129.3	-1.5
Bacon	168.4	147.3	150.4	2.1
Poultry Meat	113.7	111.9	112.6	0.6
Other Meat	133.7	133.3	132.3	-0.8
Fish	124.1	133.4	146.9	10.1
Of which fresh	125	133.7	147.6	10.4
All food	142.8	143.5	144.2	0.5
All Items	157.5	163.4	165.6	1.3

### Market Share

Wet/Smoked		1997(%)	1998(%)	1999(%)
Multiples		59.4	64.1	65.7
Fish Mongers		24.5	21.6	21.6
Market Stalls		6.7	4.9	3.7
Other		9.4	9.4	9
Frozen				
Top 5 Multiples (1)		61	61.6	59.7
Other Multiples		11.5	10.7	11.5
Freezer Centers		15.9	16.5	17.7
Other		11.6	11.2	11.1
(1) Argyll, Asda, Gateway/Somerfield, Sainsbury & Tesco				