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France

Seafood

Seafood Annual Report

1999

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Report Highlights:

In 1998, France remained a net importer of seafood. Imports amounted to 892,004 MT and exports to 361,790 MT. French seafood production in 1998 (including wild catch and aquaculture) remained stable, amounting 819,869 MT. Demand increased by 1 percent. France is a good market for U.S. seafood. In 1998, the United States was France's leading supplier of dogfish and monkfish, and second supplier of lobster and fish roe.

Includes PSD changes:Yes
Includes Trade Matrix:Yes
Annual Report
Paris,FR

Executive Summary

Seafood production and demand in France remained stable in 1998, although fish stocks are declining and prices are rising. Total French seafood production in 1998 (including wild catch and aquaculture) amounted to 819,869 MT. Imports amounted 892,004 MT and exports 361,790 MT. It is likely that the wild catch will slowly decline and that aquaculture will make some progress. Total French demand is expected to be unchanged, with some gradual shifts in products categories over next two years.

France is a market for U.S. seafood. In 1998, the United States was France's leading supplier of dogfish and monkfish, and second supplier of lobster and fish roe. While U.S. exports of salmon to France were cut by half, the U.S. market share in groundfish rose sharply in 1998. Lobster, scallops, flatfish and fish roe U.S. exports to France increased in 1998 but are expected to remain relatively stable in the next few years.

French consumers are increasingly turning to fresh fish and consumer-ready products, which offer product diversity and are benefiting from improvements in quality. In particular, it is likely that these products will increasingly be consumed year-round rather than on a holiday-season basis.

Section I: Situation and Outlook

France is a net importer of seafood products and a good market for U.S. producers and processors, in particular for lobster. In 1998, net imports rose by 21 per cent over 1997 and reached USD 2.32 billion for 530,214 MT net imports. French demand for seafood in 1998 increased for lobster and scallops. Value of sales rose by 5 percent in 1998, but this trend is slowing in 1999. Wild catches declined for a number of species, in particular groundfish, monkfish, and tuna. However, French production of tuna is expected to be very good in 1999. But globally, the wild catch is expected to decrease in 1999 and 2000 by around 6 percent because of declining resources, in particular in groundfish and scallops.

The United States is one of France's top ten leading suppliers of total seafood products. It is the first supplier of dogfish (75 percent of French imports) and monkfish (38 percent of French imports), the second supplier of lobster (21 percent of French imports) and fish roe (18 percent). It is likely that French market will remain stable for some products, such as lobster and scallops, but the sharp decline in salmon imports from the U.S. is not likely to be reversed in the next few years.

In 1998, French consumers purchased 67 percent of seafood products at supermarkets (70 percent in 1997). French consumers currently tend to prefer fresh to frozen and deep-frozen seafood products. The market share of frozen and deep-frozen seafood products sold in supermarket outlets is likely to increase in the next 10 years. Consumption is expected to continue to increase thanks to innovation and diversification. Consumers are expected to turn increasingly to fresh and consumer-ready products.

Section II: Statistical Tables

1. PS&D Tables and Trade Matrices

PSD Table						
Country	France					
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	20710	20710	20810	19700	19410	19300
Total Production	0	0	0	0	0	0
Intra-EC Imports	30500	37550	30000	38000	0	38000
Other Imports	63000	59214	63000	60000	0	60000
TOTAL Imports	93500	96764	93000	98000	0	98000
TOTAL SUPPLY	114210	117474	113810	117700	19410	117300
Intra-EC Exports	4000	7520	4000	7000	0	7000
Other Exports	400	354	400	400	0	400
TOTAL Exports	4400	7874	4400	7400	0	7400
Domestic Consumption	86000	86900	87000	88000	0	89000
Other Use/Loss	3000	3000	3000	3000	0	3000
TOTAL Utilization	89000	89900	90000	91000	0	92000
Ending Stocks	20810	19700	19410	19300	0	17900
TOTAL DISTRIBUTION	114210	117474	113810	117700	0	117300

Note: Salmon fillets are included in the salmon PS&D and trade matrices data because they represent a significant part of U.S. salmon exports to France.

Export Trade Matrix			
Country	France		
Commodity	Salmon, Whole/Eviscerated		
Time period	January 1997	Units:	Metric Tons
Exports for:	1997		1998
U.S.	7	U.S.	18
Others		Others	
Belgium/Lux	1092	Belgium/Lux	1650
Italy	862	United King.	4092
Spain	380	Netherlands	449
Netherlands	375	Spain	339
Germany	211	Italy	337
United King.	107	Germany	262
Portugal	64	Denmark	192
Denmark	57	Portugal	166
Switzerland	45	Russia	99
Japan	32	Switzerland	78
Total for Others	3225		7664
Others not Listed	148		192
Grand Total	3380		7874

Import Trade Matrix			
Country	France		
Commodity	Salmon, Whole/Eviscerated		
Time period	January 1997	Units:	Metric tons
Imports for:	1997		1998
U.S.	12611	U.S.	6538
Others		Others	
Norway	45644	Norway	46943
United King.	16228	United King.	20113
Ireland	6374	Denmark	7689
Denmark	5599	Ireland	5359
Chile	1743	Chile	3492
Canada	1634	Sweden	1345
Netherlands	1592	Germany	1339
Faroe	1332	Spain	1222
Sweden	630	Canada	1217
China	587	Feroe	654
Total for Others	81363		89373
Others not Listed	1209		1053
Grand Total	95183		96964

PSD Table						
Country	France					
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	1000	1000	1000	1000	1000	900
Total Production	27000	26261	27000	26000	0	26000
Intra-EC Imports	16500	16430	16500	16000	0	16000
Other Imports	60000	63831	60000	64000	0	64000
TOTAL Imports	76500	80261	76500	80000	0	80000
TOTAL SUPPLY	104500	107522	104500	107000	1000	106900
Intra-EC Exports	6000	5120	6000	5000	0	5000
Other Exports	500	31	500	100	0	100
TOTAL Exports	6500	5151	6500	5100	0	5100
Domestic Consumption	96000	100371	96000	100000	0	100000
Other Use/Loss	1000	1000	1000	1000	0	1000
TOTAL Utilization	97000	101371	97000	101000	0	101000
Ending Stocks	1000	1000	1000	900	0	800
TOTAL DISTRIBUTION	104500	107522	104500	107000	0	106900

Export Trade Matrix			
Country	France		
Commodity	Groundfish, Fillets		
Time period	January 1997	Units:	Metric tons
Exports for:	1997		1998
U.S.	0	U.S.	0
Others		Others	
Germany	1265	Germany	1165
Spain	1019	Belgium/Lux	871
Italy	722	Spain	766
Belgium/Lux	645	Netherlands	739
United Kingd.	573	Italy	616
Netherlands	541	United Kingd.	394
Sweden	431	Austria	308
Austria	358	Denmark	131
Russia	220	Poland	62
Denmark	132	Switzerland	54
Total for Others	5906		5106
Others not Listed	194		45
Grand Total	6100		5151

Import Trade Matrix			
Country	France		
Commodity	Groundfish, Fillets		
Time period	January 1997	Units:	Metric tons
Imports for:	1997		1998
U.S.	15	U.S.	1430
Others		Others	
Russia	13553	Russia	14682
Norway	10392	China	13371
China	9758	Argentina	9109
Argentina	8565	Norway	7542
Poland	5298	Germany	6585
Germany	4985	Iceland	5784
Denmark	4659	United Kingd.	4546
Peru	4248	Poland	3934
Iceland	3915	Peru	2960
United kingd.	3737	Faroe	2183
Total for Others	69110		70696
Others not Listed	7856		8135
Grand Total	76981		80261

PSD Table						
Country	France					
Commodity	Lobster				(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1999		01/2000
Beginning Stocks	100	100	100	100	100	100
Total Production	300	276	300	301	0	301
Intra-EC Imports	1400	1971	1400	2000	0	2000
Other Imports	6980	7014	6980	7000	0	7000
TOTAL Imports	8380	8985	8380	9000	0	9000
TOTAL SUPPLY	8780	9361	8780	9401	100	9401
Intra-EC Exports	450	470	450	500	0	500
Other Exports	320	327	320	300	0	300
TOTAL Exports	770	797	770	800	0	800
Domestic Consumption	7909	8463	7909	8500	0	8500
Other Use/Loss	1	1	1	1	0	1
TOTAL Utilization	7910	8464	7910	8501	0	8501
Ending Stocks	100	100	100	100	0	100
TOTAL DISTRIBUTION	8780	9361	8780	9401	0	9401

Export Trade Matrix			
Country	France		
Commodity	Lobster		
Time period	January 1997	Units:	Metric tons
Exports for:	1997		1998
U.S.	0	U.S.	2
Others		Others	
Japan	270	Japan	303
Germany	108	Germany	120
Italy	93	Belgium	114
Belgium/Lux	93	Italy	110
Spain	62	Spain	76
United Kingd.	48	Switzerland	54
Switzerland	47	United Kingd.	13
		Portugal	5
Total for Others	721		795
Others not Listed	52		0
Grand Total	773		797

Import Trade Matrix			
Country	France		
Commodity	Lobster		
Time period	January 1997	Units:	Metric tons
Imports for:	1997		1998
U.S.	1586	U.S.	1901
Others		Others	
Canada	2770	Canada	2644
Cuba	944	Bahamas	959
United Kingd.	807	cuba	843
Bahamas	805	United Kingd.	841
Spain	315	Spain	477
Mexico	158	Ireland	340
Ireland	115	South Africa	136
South Africa	97	Brazil	136
Yemen	75	Belgium/Lux	131
Nicaragua	55	Mexico	123
Total for Others	6141		6630
Others not Listed	664		454
Grand Total	8391		8985

PSD Table						
Country	France					
Commodity	Scallops				(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1999		01/2000
Beginning Stocks	1000	1000	1000	1000	1000	1000
Total Production	12860	12154	12900	12200	0	12200
Intra-EC Imports	5200	4876	5200	4800	0	4800
Other Imports	8600	8809	8600	8800	0	8800
TOTAL Imports	13800	13685	13800	13600	0	13600
TOTAL SUPPLY	27660	26839	27700	26800	1000	26800
Intra-EC Exports	3600	3028	3640	2990	0	2940
Other Exports	50	0	50	0	0	50
TOTAL Exports	3650	3028	3690	2990	0	2990
Domestic Consumption	23000	22801	23000	22800	0	22800
Other Use/Loss	10	10	10	10	0	10
TOTAL Utilization	23010	22811	23010	22810	0	22810
Ending Stocks	1000	1000	1000	1000	0	1000
TOTAL DISTRIBUTION	27660	26839	27700	26800	0	26800

Export Trade Matrix			
Country	France		
Commodity	Scallops		
Time period	January 1997	Units:	Metric tons
Exports for:	1997		1998
U.S.	0	U.S.	0
Others		Others	
Spain	2170	Spain	1748
Belgium/Lux	478	Belgium/Lux	543
Italy	305	Italy	429
Netherlands	295	Germany	124
United Kingd.	181	Netherlands	116
Germany	106	United Kingd.	68
Total for Others	3535		3028
Others not Listed	86		0
Grand Total	3621		3028

Import Trade Matrix			
Country	France		
Commodity	Scallops		
Time period	January 1997	Units:	Metric tons
Imports for:	1997		1998
U.S.	446	U.S.	760
Others		Others	
China	3070	Peru	3398
United Kingd.	2828	United Kingd.	3315
Belgium/Lux	1505	Chile	1708
Chile	901	Argentina	1232
Iceland	866	Belgium/Lux	775
Argentina	691	Iceland	706
Russia	595	Russia	647
Netherlands	520	Canada	383
peru	439	Faroe	372
New Zealand	398	New Zealand	289
Total for Others	11813		12825
Others not Listed	1613		100
Grand Total	13872		13685

PSD Table						
Country	France					
Commodity	Flatfish, 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	500	500	500	500	500	500
Total Production	17300	16795	17300	17000	0	17000
Intra-EC Imports	7500	8302	7500	8300	0	8300
Other Imports	1000	1318	1000	1300	0	1300
TOTAL Imports	8500	9620	8500	9600	0	9600
TOTAL SUPPLY	26300	26915	26300	27100	500	27100
Intra-EC Exports	9500	10463	9500	10300	0	10300
Other Exports	100	0	100	100	0	100
TOTAL Exports	9600	10463	9600	10400	0	10400
Domestic Consumption	16050	15802	16050	16050	0	16050
Other Use/Loss	150	150	150	150	0	150
TOTAL Utilization	16200	15952	16200	16200	0	16200
Ending Stocks	500	500	500	500	0	500
TOTAL DISTRIBUTION	26300	26915	26300	27100	0	27100

Export Trade Matrix			
Country	France		
Commodity	Flatfish, Whole/Eviscerated		
Time period	January 1997	Units:	Metric tons
Exports for:	1997		1998
U.S.	15	U.S.	14
Others		Others	
Spain	5313	Spain	5991
Netherlands	2142	Netherlands	2048
Italy	1206	Italy	1321
Belgium/lux	614	Belgium/Lux	707
Germany	317	Germany	334
United Kingd.	72	United Kingd.	62
Total for Others	9664		10463
Others not Listed	189		0
Grand Total	9868		10477

Import Trade Matrix			
Country	France		
Commodity	Flatfish, Whole/Eviscerated		
Time period	January 1997	Units:	Metric tons
Imports for:	1997		1998
U.S.	136	U.S.	415
Others		Others	
United Kingd.	2742	Netherlands	2683
Netherlands	2107	United Kingd.	2482
Denmark	1099	Denmark	1151
Belgium/Lux	673	Belgium/Lux	924
Norway	387	Norway	771
Spain	213	Spain	715
Ireland	170	Ireland	175
Faroe	162	Senegal	125
Iceland	112	Italy	90
		Feroe	89
Total for Others	7665		9205
Others not Listed	341		0
Grand Total	8142		9620

Note: No PS&D was made for fish roe because there is no data available for production and consumption in France

Export Trade Matrix			
Country	France		
Commodity	Fish,Urchin Roe/Caviar,Livers		
Time period	January 1997	Units:	Metric tons
Exports for:	1997		1998
U.S.	0	U.S.	1
Others		Others	
Italy	80	Netherlands	185
Spain	61	Norway	161
Russia	41	Germany	148
Germany	36	iceland	80
Denmark	33	United Kingd.	520
		Belgium/Lux	32
		Denmark	19
		Greece	12
Total for Others	251		1157
Others not Listed	115		0
Grand Total	366		1158

Import Trade Matrix			
Country	France		
Commodity	Fish,Urchin Roe/Caviar,Livers		

Time period	January 1997	Units:	Metric tons
Imports for:	1997		1998
U.S.	377	U.S.	528
Others		Others	
Iceland	845	Iceland	781
Spain	410	Belgium/Lux	405
Denmark	409	Denmark	309
Sweden	304	Sweden	306
United Kingd.	298	United Kingd.	258
		Mauritania	96
		Spain	94
		Germany	47
		Netherlands	43
		Greece	29
Total for Others	2266		2368
Others not Listed	399		62
Grand Total	3042		2958

Note: Following Monkfish and Dogfish trade matrices were prepared on a voluntary basis, because U.S. exports of these commodities to France are significant.

Export Trade Matrix			Metric tons

Country	France	Units	
Commodity	**Dogfish**		
Time period	Jan 1997		
Exports for	1997		1998
U.S.	0	U.S.	0
Others			
Italy	1307	Italy	882
Belgium/Lux	124	Belgium	94
Germany	17	Spain	74
Netherlands	12	Portugal	26
		Netherlands	23
Total for others	1460		1099
Others non listed	37		21
Grand Total	1497		1120

Import Trade Matrix			
Country	France	Units	Metric tons
Commodity	**Dogfish**		
Time period	Jan 1997		
Imports for	1997		1998
U.S.	5656	U.S.	4458
Others			
United Kingdom	751	United Kingdom	690
Canada	151	Canada	282
Ireland	133	Faroe	115
Denmark	87	Ireland	114
Spain	73	Denmark	79
Norway	49	Venezuela	53
Venezuela	49	Spain	52
Faroe	19	Oman	51
		Norway	42
Total for others	1312		1478
Others non listed	496		0
Grand Total	7464		5936

Export Trade Matrix			
Country	France	Units	Metric tons
Commodity	Monkfish		
Time period	Jan 1997		
Exports for	1997		1998
U.S.	0	U.S.	0
Others			
Spain	610	Spain	567
Italy	369	Germany	313
Germany	283	Italy	311
Belgium/Lux	120	Belgium/Lux	147
Total for others	1382		1338
Others non listed	50		0
Grand Total	1432		1338

Import Trade Matrix			
Country	France	Units	Metric tons
Commodity	Monkfish		
Time period	Jan 1997		
Imports for	1997		1998
U.S.	2718	U.S.	2929
Others			
United Kingdom	3516	United Kingdom	2571
China	1057	China	603
Faroe	338	Ireland	600
Ireland	292	South Africa	241
South Africa	169	Spain	216
Denmark	122	Belgium/Lux	112
Spain	121	Netherlands	101
Total for others	5615		4444
Others non listed	28		241
Grand Total	8361		7513

2. Strategic Indicator Table

Current year: 1999		Previous	Current	Next	5 Year
		Year	Year	Year	Projections/
Market Attractiveness	Measurement *	Situation	Situation	Expectations	Expectations
Per Capita Consumption of All Fishery Products	Kg per person	20	20	21	25
Per Capita Consumption of animal proteins (excluding fishery products)	Kg per person	246	246	246	246
		Note: 246 = 143 (dairy) + 93 (meat and poultry)			
Percent of population with refrigerators	Percent	99.9	99.9	99.9	99.9
Percent of fishery product sales at supermarkets	Percent	71	67	70	70
Percent of total food sales at supermarkets	Percent	65	70	70	73
Percent of animal protein sales at supermarkets (excluding fishery products)	Percent	91	92	92	92
		Note: 90 = average of 94 (dairy) and 70 (meat and poultry)			
Percent of fishery sales at HRI establishments	Percent	n/a	n/a	n/a	n/a
Percent of fishery sales at open markets	Percent	19	19	19	19

3. Tariff Tables:

Customs Codes Salmon	Tariffs 1999
03 02 12 00	2
03 02 19 00	8
03 03 10 00	2
03 03 22 00	2
03 03 29 00	9
03 04 10 13	2

03 04 20 13	2

Customs Codes Groundfish Fillets	Tariffs 1998
03 04 10 31	18
03 04 20 21	7.5
03 04 20 29	7.5
03 04 20 31	7.5
03 04 20 33	7.5
03 04 20 41	7.5
03 04 20 55	7.5
03 04 20 58	7.5
03 04 20 59	7.5
03 04 20 85	15

Customs Codes Lobster	Tariffs 1998
03 06 11 10	12.5
03 06 11 90	12.5
03 06 21 00	12.5
03 06 12 10	6
03 06 12 90	16
03 06 22 10	8
03 06 22 91	8
03 06 22 99	10

Customs Codes Scallops	Tariffs 1998
03 07 21 00	8
03 07 29 10	8
03 07 29 90	8

Customs Codes Flatfish	Tariffs 1998
03 02 21 10	8
03 02 21 30	8
03 02 21 90	15
03 02 22 00	7.5
03 02 23 00	15
03 02 29 10	15
03 02 29 90	15
03 03 31 10	7.5
03 03 31 30	7.5
03 03 31 90	15
03 03 32 00	15
03 03 33 00	7.5
03 03 39 10	7.5
03 03 39 20	15
03 03 39 80	15

Customs Codes Fish Roe	Tariffs 1998
03 02 70 00	10
03 03 80 10	0
03 03 80 90	10
03 05 20 00	11
16 04 30 10	20
16 04 30 90	20

Customs Codes Monkfish	Tariffs 1998
03 02 69 81	15
03 03 79 81	15
03 04 20 83	15
03 04 90 57	7.5

Customs Codes Dogfish	Tariffs 1998
03 02 65 20	6
03 02 65 50	6
03 02 65 90	8
03 03 75 20	6
03 03 75 50	6

03 03 75 90	8
03 04 20 61	7.5
03 04 20 69	7.5

Section III: Supply, Demand, Policy and Marketing

Production

1. Total
The French fishing fleet consists of 6,000 boats and employs 21,000 fishermen, down 22 per cent from 1991.

French fishing fleet was broken down as follows in 1998:

Boat length	Number of boats
Less than 12 meters	4,512
From 12 to 16 meters	560
From 16 to 25 meters	842
From 25 to 38 meters	89
More than 38 meters	71
Total	6,074

There are 43 ports with fish auction markets in France. Total French wild catch in 1998 reached 604,869 MT, corresponding to FF 6.3 billion (USD 1.1 billion) in value for first sale. A lot of species, including hake, have seen a sharp decline and catches are being restricted by the European Community. Resources are declining, in particular for cod and coalfish. France’s domestic grounds mostly supply the chilled segment, supplemented by imports.

According to the French Ministry of Agriculture and Fisheries, total French seafood production was broken down as follows in 1998 (in MT and million USD):

	Quantity	Value
Finfish	367,725	679.9
Crustaceans	23,130	110.2
Shellfish	57,590	70.7
Cephalopods	23,602	57.9
Sea Weeds	13,500	3.0
Tropical Tuna	107,630	135.0
Industrial Fishing	11,692	6.9
TOTAL WILD CATCH	604,869	1,063.6
Shellfish farming	150,000	339.0
Fish farming	65,000	220.3
TOTAL AQUACULTURE	215,000	559.3
GRAND TOTAL	819,869	1,622.9

Note: 1 USD = 5.90 FF in 1998

2. Salmon

There is no production of salmon in France since 1997.

3. Groundfish fillets

French catch of groundfish was broken down as follows in 1997 and 1998 (in MT):

Species	1997	1998
Cod	16,316	16,994

Haddock	6,453	4,327
Coalfish	14,908	15,829
Whiting	19,229	22,583
Hake	7,979	5,920
Total Whole Fish	64,885	65,653
Fillet Equivalent	25,954	26,261

Note: 1 Kg of fillets equals 2.5 Kg of whole fish.

4. Lobster
French lobster was broken down as follows in 1997 and 1998 (in MT):

Species	1997	1998
Homarus	184	207
Crayfish	87	69
Total	271	276

5. Scallops:
French scallop production amounted to 12,716 MT in 1997 and 12,154 MT in 1998.

6. Flatfish:
French flatfish production was broken down as follows in 1997 and 1998 (in MT):

Species	1997	1998
Lepidhorombus	3,645	3,500
Halibut	585	263
Plaice	5,170	5,209
Sole	7,869	7,823
Total	17,269	16,795

Note: Lepidhorombus species corresponds to French Customs Codes 03 02 29 10 and 03 02 29 90, and is called "cardine" in French.

France is the second largest European producer of sole. 60 percent of the boats still use nets.

7. Fish Roe:
There are no data available for fish roe production in France.

8. Aquaculture:
Aquaculture in France has not had the success expected when it started around 30 years ago. This seems not to be due to production costs, as is frequently heard, because French companies are competitive. The reason seems to be the lack of entrepreneurship and reduced access to production sites. French legislation covering aquaculture is also very complicated. Shellfish farming employs 18,500 people and production, mainly oyster and mussels, reached 150,000 MT in 1998, representing FF 2 billion (USD 338,983 million). Fish farming employs 4,500 people and produced 65,000 MT in 1998, worth FF 1.3 billion (USD 220,339 million). Main fishes are trout, bass, sea-bream and turbot. Quality standards are improving, with some producers using the "Red Label" standard for bass. Current development of French aquaculture is slow and competition from other countries (in particular Greece and Turkey) is feared.

Consumption

1. Total
Total French seafood consumption is estimated at 1,150,000 MT, which represents 21 kg per person. This includes household consumption, for which detailed data are available from the consumer survey agency SECODIP, and institutional use, for which there is no such information available. In 1998, French household consumption of seafood products was broken down as follows (1 USD = 5.90 FF):

FRESH	Quantity (MT)	Value (1,000 USD)
Finfish	142,089	1,376,122
Shellfish	99,804	406,775
Crustaceans	30,689	368,310
Cephalopods	4,526	37,641
Total Fresh	277,108	2,188,848

FROZEN	Quantity (MT)	Value (1,000 USD)
Finfish	64,011	433,264
Prepared Meals	32,255	229,324
Crustaceans	10,900	118,811
Shellfish	12,589	122,843
Cephalopods	2,036	11,722
Total Frozen	120,055	915,964

Figures are available for the first five months of 1999:

FRESH	Quantity (MT)	Value (1,000 USD)
Finfish	55,423	547,365
Pre-packaged fish	5,437	60,695
Shellfish	36,494	158,271
Crustaceans	10,762	134,066
Cephalopods	1,357	11,497
Total Fresh	109,473	154,558

OTHERS	Quantity (MT)	Value (1,000 USD)
	7,332	81,189
Cured (Smoked, Salted, Dried)	10,744	174,437
Surimi	4,795	46,204
Total Others	22,871	301,830

Figures for consumption of frozen seafood are available for the first four months of 1999:

FROZEN	Quantity (MT)	Value (1,000 USD)
Finfish	21,105	151,855
Prepared Meals	10,018	75,370
Crustaceans	3,178	34,643
Shellfish	4,323	45,948
Cephalopods	645	3,582
Total Frozen	67,879	311,398

Consumption of fresh fish increased compared to frozen products.

Total seafood products sales in French market are quite stabilize, except for consumer-ready products whose sales rose sharply in 1998 (39.5 per cent more than last year). These products benefit from growing diversification and good advertizing. French consumption of consumer-ready products was more than 20,000 MT in 1998.

2. Salmon
Salmon is the species French people like most. Consumption remained stable in 1998, increasing by 1 percent. Demand is shifting from whole fish to cut fish. This is partly shown by the fact that imports of fresh fillets increased by 68 percent in 1998. U.S. salmon cannot be consumed in "white-table" restaurants, even if the quality is good, because chefs do not want to use frozen products.

3. Groundfish
Consumption of groundfish increased in 1998, mostly resulting from higher consumption of surimi and frozen products.

4. Lobster
While European sea crayfish resources are declining, French demand is increasing, especially for frozen sea crayfish. In general, French consumers tend to prefer sea crayfish tails rather than whole animals.

5. Scallops
French consumers are amongst the world's largest per capita consumers, eating around 1.7 kg per person per year. Because French production of scallops is for fresh market only, there is some potential for U.S. exports of frozen scallops.

Trade

1. Total
Fresh fish represented 25 per cent of seafood imports. The biggest fresh fish import was fresh salmon, for which imports increased by 8 per cent in value compared to 1997 and represented half of total imports of fresh fish in 1998. Other fresh fish imports were mostly cod and monkfish. The most important foreign suppliers were Norway and the United Kingdom, which supplied mostly fresh salmon and lobster. Other suppliers were the Netherlands, Denmark, Iceland, the United States, Equador and Ireland.

Exports of fresh fish increased slightly in 1998. Tuna was the most important exported species. French exports were geographically more concentrated since seven clients bought 81 per cent of total exports. The first was Spain with 73,291 MT. However, French exports of hake to Spain decreased by 64 per cent, largely due to an agreement between the EU and Argentina, which now allows Spain to buy more products from Argentina. France's other big clients are Italy and Belgium/Luxemburg.

2. Salmon
Salmon, the most important import into France, increased by 1.6 percent in 1998. Most of these imports came from Northern Europe.

Imports of salmon from the U.S. were cut by half in 1998. This is due to difficult wild catch in 1998, which led to a loss of market share, which is not expected to be recovered in the next few years, for three reasons. First is that most salmon in France comes from Norway where the production is expected to continue rising. Norwegian salmon exports to France benefit from easy and fast transport, while trade with the U.S. requires three-week transportation. Second, French consumers are increasingly turning to fillets and consumer-ready products, whereas making fillets is expensive in the U.S., and French tariffs on processed products are high (18 percent). Third, relations between French and U.S. market participants currently are difficult, as was seen during the last European Seafood Exhibition (ESE) which took place last April, in Brussels.

3. Groundfish
Groundfish prices increased in 1998, mostly because domestic supply decreased by 14 per cent, partly due to El Nino and exhaustion of resources. The U.S. entered the market in 1998, and American exports to France are expected to remain around 1,500 MT.

4. Lobster
Canada, France's largest supplier of lobster, represents 30 per cent of total French imports of lobster. Canada supplies France with small lobsters intended to be frozen. Imports of whole frozen lobster from Canada decreased by 9.5 percent between 1997 and 1998, mostly because consumers tend to prefer frozen sea-crayfish tails.

The U.S. is the second leading supplier of lobster. Imports from the U.S. increased by 20 percent between 1997 and 1998. Large American exporting companies shipping to France include "East Coast Seafood", with one third of the French live lobster market. Most of American lobster is sold at supermarkets. The average price of American lobster in France is FF 71 per Kg (USD 12.03 per Kg), allowing supermarket chains to sell at prices lower than FF 100 per kg (USD 16.95 per kg). Imports of American lobster are expected to rise because U.S. catch was very good in 1998. However, this will depend on the market share taken by Canada which provides France with the same product.

European lobster is mostly sold in fancy restaurants, at prices between FF 130 (USD 22) and FF 250 (USD 42.4) per Kg. Suppliers from the EU watched their prices increase by 10 to 15 per cent in 1998, because of bad weather conditions.

French imports of live lobster changed between 1993 and 1997 as follows, in MT:

	1993	1994	1995	1996	1997
Total Imports	3,231	3,427	3,355	3,357	3,047
Imports from Canada	1,106	1,112	1,096	916	778
Imports from the U.S.	1,399	1,446	1,487	1,626	1,432

Source: French Customs, Embassy of Canada.

6. Scallops
Before the ban on Chinese scallops, French traders and processors stocked up on scallops for 1997 and 1998. Then, they turned to other sources such as Chile, Argentina and Peru.

France imported 4,000 MT of chilled scallops in 1998, mainly shucked meats processed at origin, of which 2,500 MT came from the United Kingdom. Imports from the U.S. rose by 70 percent, because of a good American catch in 1998. Stronger U.S. exports of scallops are expected to remain the norm over the next few years.

Policy

Fisheries in France receive large subsidies from the European Community. These European subsidies have recently been attacked by the "World Wide Fund for Nature" (WWF) as contributors to "excess capacity and over fishing". The WWF wants to raise this issue during the next WTO round of negotiations. The table below shows the amount of subsidies given to the French fisheries sector between 1994 and 1999 in million ECU:

	1994-1999 EU's fisheries budget	National Public Funding	Other Structural Funds	Total
France	27	20	0	47
Total Europe	2,675	1,430	156	4,262

Source: WWF

It was announced in February 1999 that a reform of European fisheries policy will likely take place soon, to encourage fishermen to catch only what they can sell, and to strengthen the role of producers organizations. Consumer information and controls on imports are also expected. This reform's main features will be the following:
- Fishermen's organizations shall institute operational programs that will adapt catches to market demand.
- Funding will go to interprofessional organizations that will take action to adapt supply to demand and prioritize quality.
- Financial support will go to fishermen organizations to help them coordinate with buyers before fishing starts.
- New intervention mechanisms will reduce permanent withdrawals and increase temporary withdrawals by freezing and stocking: a sliding scale of compensations is forecasted. Nothing would be allocated if permanent withdrawals exceed eight per cent of sales.
- Mandatory labeling will select species, production method (wild catch or aquaculture) and catch region.
- To facilitate processing industries' competitiveness, consideration shall be given to partially suspending maximum tariffs on imported products.
- More rigorous controls shall be implemented.

Besides this European legislation, the new French pluriannual orientation program (POP) for 1997-2001 is expected to drive down French fishing capacity by 3 per cent.

The European Commission will soon determine what dioxin level will be authorized in fish meals and oils. The dioxin level will likely be around 2,000 and 10,000 picograms by kilograms of fat. A level near 2,000 picograms in 1kg of fat would penalize Chile and Argentina's exports of fish meals and oils to France, and European aquaculture which currently uses animal oils for feed. First hit would be Norwegian salmon. If Norwegian exports to France decline, the market would most likely be more receptive to U.S. exports.

Marketing

1. Scallops
The shell-off items are sold to wet fish counters in supermarkets, to fishmongers, or to "white tablecloth" restaurants.

Frozen scallop meat is sold to the processing industry depending on size and presence or not of roe (small size 40/60 and above, roe-off), the catering industry (medium and large size, roe-on) and to supermarkets (roe-on, all sizes). However, sales of frozen scallops in supermarkets have decreased by 5.6 percent in 1996 and by 11.4 per cent in 1997.

Sales of scallop in sauce are quite strong. Yet, the industry faces severe constraints including fluctuations in raw product prices, and the lack of willingness among supermarkets chains to accept price increases. As the result of the ban on cheap products from China, which hit processors hard, the 1999 generation of scallop-based products launched on the French market contains less scallop meat and more of other seafood.

The 1998 price for big roe-off Canadian scallops was USD 1 to 2 more than last year's.

2. Customer-ready seafood

Seafood customer-ready products include surimi, fish mousses and potted spreads, seafood butter spreads, taramasalata and tapenades, fish roe and prepared meals. This sector grew by 15 per cent in 1998, is most popular among younger families and city dwellers, and is consumed mostly during holiday seasons. Sales peak during two short periods: Christmas holiday and summer seasons.

Total sales of surimi in France are estimated at 20,300 MT in 1998, compared with 17,350 MT in 1997, an increase of 18 per cent. Domestic suppliers predominate, delivering 17,800 MT worth USD 113.4 million, compared to 14,580 MT worth USD 95.4 million the previous year. The industry focused on chilled products, which account for more than 90 per cent of total sales by volume. In 1998, imports of surimi base (raw product) reached 8,492 MT, of which 7,017 MT came from the U.S. and 615 MT from Argentina. Imports of kamaboko (surimi-based products) reached 5,360 MT worth USD 12.7 million, of which 2,245 MT were from South Korea and 2,152 MT from Thailand.

In 1997, fish mousses, spreads, taramasalata, tapenades and fish roe reached 3,923 MT with a total value of USD 75.7 million. 54 percent of sales were through supermarket outlets. In 1998, the best selling product was fish roe, although sales decreased by 3.6 percent. Fish spreads can be marketed as fresh or tinned, and there are roughly 4 types of mousses: salmon, tuna, crab and mackerel. Fish spreads increased by 21.7 percent in volume compared to the previous year with an almost identical rise in value of sales of 20.21 percent reaching a final figure of USD 34.9 million. The third most valuable market segment (USD 18.7 million) was that of fish butters which rose dramatically. Some new products have been created such as low fat fish butter. Quantities sold increased by 34.4 percent (equivalent to 1,521 MT). The rise in value of sales was 42.7 percent. The 6.2 percent increase in customer retail price partly explains this increase.

Overall, high tariff rates will continue to prevent high-value U.S. products from being fully competitive in the EU markets. However, the outlook is for maintenance of existing trade patterns, with gradual increases in US exports of fish and shellfish to France.