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Report Highlights:
Since Poland's accession into the European Union, seafood imports have increased 61 percent with the Polish processing industry driving trade demand. U.S. market contributions remain consistent with frozen seafood products - Pacific Sockeye salmon and Alaskan Pollock fillets, representing 91 percent of the U.S. seafood exported to Poland. The trade structure for these US commodities is changing as Poland is increasing imports of filleted Pollock but decreasing imports of Sockeye salmon for processing, reflecting a movement in the opposite direction of the fresh market. As the EU recovers from the economic downturn, Polish processed seafood product exports are expected to grow, further driving demand for raw product imports the U.S. is capable of supplying.

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Section I. Market Overview

Since accession to the EU in 2004, Poland's total seafood catch has declined in parallel to its shrinking fishing fleet. Seafood imports have increased substantially, partly in relation to the decrease fish catch but primarily due to the success of Poland's privatized processing sector. In 2012, Norwegian seafood exports, namely salmon, dominated Polish seafood imports with nearly 40 percent of value in the market. Germany (10 percent), China (9 percent), and Denmark (6 percent) held the next highest market share values while the US maintained a 3 percent stake in the market.

Demand for Polish exports of processed seafood remains strong despite the recent slowdown in economic growth across the EU, indicating continued and increasing demand for raw imports into Poland. Germany remains Poland's largest export market for all seafood products with nearly 55 percent market share in value, half of which consists of exports of smoked salmon, with an additional ten percent consisting of salmon fillets or other processed salmon. These factors indicate that Poland increasingly possesses great market potential for US seafood products as the global economy rebounds.

Marketing events, including the September 2013, "Taste of America" event hosted at the Ambassador's residence, help drive demand for US seafood commodities by showcasing the standards they set for quality in the industry, explain the management practices of US fisheries which ensure sustainability and long run productivity, and reduce market access barriers for US seafood exporters.

Advantages	Challenges
Polish seafood imports are expected to continue to increase.	EU suppliers face no tariffs, as compared to up to 22% faced by US exporters.
Demand is growing for salmon and cod as Poles gain exposure through the HORECA industry.	Salmon and cod fillets are among the highest priced seafood goods especially compared to Pollock and herring.
Increased per capita GDP in Poland will drive demand for greater variety of foods and perceived luxury foods such as high quality US wild Pacific salmon or Atlantic lobster.	Currently most salmon is imported, processed, and then exported while crustacean and mollusk consumption remains low. A structural change in consumption must occur.

Section II. Demand, Trade and Marketing Strategies

Consumption

From 2011 to 2012, per capita consumption of seafood products fell by 2.5 percent to 11.8kg, half of the EU average. However, overall imports increased by 2.5 percent indicating that the seafood processing sector is driving demand in the Polish market, and represents market potential for US seafood exports. Eighty-seven percent of fish consumed in Poland is saltwater fish, 7.2 percent is freshwater fish, and the remaining share is other seafood such as crustaceans and mollusks. Pollock, herring, and mackerel are the most popular saltwater species, while panga, carp, and trout are the most popular freshwater species. Since 2007, panga consumption has significantly declined due to perceived inferiority and health concerns. In the same time period, Pollock consumption has steadily declined, while salmon, cod, and trout have gained traction in the market, indicating a structural change in consumption may be underway.

Distribution

Seafood is sold in stores ranging from specialized stores, supermarkets, hypermarkets, and small independent grocers. The greatest variety of processed fish products is found in specialized stores, supermarkets, and hypermarkets, the latter two of which dedicate the most shelf space and selection of processed seafood products much broader than that of most US stores. Many hypermarkets also feature extensive displays for fresh seafood products including live fish (in tanks) for purchase. Small independent grocers typically lack fresh options but instead offer processed, brand labeled options or frozen filets frequently with no brand association.

Trade

Since joining the EU in 2004, Polish seafood product trade has doubled in value for both import and export markets. Growth in the market continues, but at a slower rate. From 2011 to 2012, exports increased by 5.2 percent while imports increased by 2.5 percent. These increases occurred despite a slight overall decline in per capita consumption due to higher prices.

In 2012, US exports to Poland fell by five percent compared to 2011 levels, to 37.5 million USD. Frozen Pacific Sockeye Salmon and frozen Alaska Pollock are the primary US seafood exports to the Polish market accounting for 47 and 44 percent of exports, respectively. However, these market shares have begun to shift paradoxically to consumption trends in Poland. Polish imports of US Pollock fillets increased by 55 percent from Jan-July 2012 to Jan-July 2013, while over the same time frame, imports of frozen Sockeye salmon decreased by 81 percent. Since 2010, Polish exports of seafood products to the US have decreased. From 2011 to 2012, exports decreased by 19.4 percent for products like processed herring, sardines, frozen cod, and smoked salmon, which combined account for 94 percent of the market.

Table I: Polish (Customs) Seafood Imports in metric tons, 2011-2012

Year	**2011**		**2012**	
	USD	**Quantity**	**USD**	**Quantity**
Whole fish	813,167,370	201,433	810,963,975	219,868
Fillets/fish meat	559,589,672	184,021	539,083,815	175,372
Processed	13,211,483	1,592	13,875,547	1,358
Total Imports	**1,530,101,161**	**426,547**	**1,538,366,751**	**437,282**

Source: Global Trade Atlas

Table II: Polish (Customs) US Seafood Imports in USD, 2011-Jul 2013

	2011	**2012**	**2013 (Jan-Jul)**
Whole fish	$20,071,384	$17,579,229	$2,584,926
Fillets/fish meat	$18,919,885	$20,226,441	$15,509,514
Processed	$49,517	$0	$10,896
Total Imports	**$39,040,786**	**$37,805,670**	**$18,105,336**

Source: Global Trade Atlas

Table III. Polish (Customs) Seafood Exports in metric tons, 2011-2012

Year	2011		2012	
	USD	**Quantity**	**USD**	**Quantity**
Whole fish	52,560,759	49,763	47,743,453	50,714
Fillets/fish meat	377,922,871	52,159	372,634,618	58,111
Processed	588,083,353	38,156	571,777,145	45,780
Total Exports	**1,463,433,186**	**258,092**	**1,509,570,739**	**271,490**

Source: Global Trade Atlas

Table IV: Polish (Customs) Seafood Trade in Specific Commodities in metric tons, 2012

Code	**Product**	**Imports**		**Exports**	
		USD	Quantity	USD	Quantity
030214	Atlantic Salmon and Danube Salmon: fresh or chilled	521,977,779	106,157	3,486,753	880
030541	Pacific, Atlantic and Danube Salmon: smoked	11,250,728	838	505,786,804	39,373
030481	Pacific, Atlantic and Danube Salmon: fillets frozen	36,113,331	4,896	146,113,298	17,783
030475	Alaska Pollock: fillets, frozen	75,602,501	31,645	10,138,927	3,131
160412	Herring: prepared or preserved, whole or in pieces	70,493,619	21,491	211,496,019	53,528
0306	Crustaceans: live, fresh, etc. smoked/cooked, flours, etc.	28,525,007	5,850	2,499,048	727
0307	Mollusks: live, fresh etc; smoked; flours etc. edible	4,008,915	816	2,769,647	608
1605	Crustaceans, Mollusks Etc.: prepared or preserved	12,271,678	1,777	16,941,633	1,863

Source: Global Trade Atlas

Table III illustrates how the Polish seafood processing sector drives demand for imports. Norwegian salmon holds the largest share of the Polish seafood import market. Once the salmon is processed in Poland, either smoked, canned, or filleted, the majority is exported to Germany. Imports of mackerel, cod, sprat, and flounder are also important for the Polish seafood processing. Some of these species are supplied by the Polish fishery. Despite higher retail prices for cod and salmon compared to Pollock or other whitefish, they are increasingly consumed. Imports of highly processed seafood products are relatively small and primarily limited to prepared herring from Germany and Denmark and prepared tuna imported from Mauritius and Thailand.

The Hotel/Restaurant/Catering (HORECA) industry has an important strategic role in helping shift Polish consumption towards salmon, trout, and cod as Polish consumers prefer these three fish species over all others when they dine out. Further exposure through this industry will increase consumer confidence in preparing these fish types at home, further driving demand.

Current Tariff for Seafood Products

Tariffs for seafood products exported to the EU range from zero to 22 percent depending on species, level of processing, and the time of year. Detailed information on seafood tariffs can be found in the official EU Journal in pages 47-69 and 134-139.

http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2012:304:0001:0915:EN:PDF

Market Access

A health certificate issued by a government-approved veterinarian from the exporting country must accompany all fish shipments to Poland. Products packed for retail sale also must bear a label in the Polish language with the date of production clearly stated. Exporters should also check with Polish importers regarding standards.

For guidelines regarding seafood exports to Poland and the EU in general, information is available from the National Oceanic and Atmospheric Association, NOAA.

http://www.seafood.nmfs.noaa.gov/Howtoexportseafood2013.pdf

Entry Strategy

Contact through trade shows such as the annual European Seafood Exposition in Brussels is an excellent way to enter the market. The next show is set for May 6-8, 2014. Additionally, Poland has its own tradeshow, POLFISH, one of the largest seafood exhibitions in Central Europe. POLFISH is held biannually in Gdansk on the Baltic Sea in northern Poland and the next tradeshow is scheduled for May 27-29, 2015. US exporters of seafood products may also obtain a list of current importers by contacting the Office of Agricultural Affairs of the U.S. Embassy in Warsaw. Please refer to Section IV of the report for information on the tradeshows and office contacts.

Section III. Production

Domestic catch and aquaculture production do not provide nearly enough resources to sustain the processing industry, which annually produces 380,000 tons of products. The processing industry features the world's largest salmon smokehouse and total production is valued at 2.1 billion USD.

Table IV: Domestic Catch and Aquaculture Production

Year	**2007**	**2008**	**2009**	**2010**	**2011**
Catch in tons(t)	151,820	142,496	223,893	189,722	192,295
Aquaculture Production (t)	35,628	36,813	36,503	30,757	29,043
Total Domestic(t)	187,448	179,309	260,396	220,479	221,338

Source: FAO

Poland's 2011 catch was 192,295 tons and consisted primarily of sprat, herring, and cod. The total catch is a one and a half percent increase over 2010, but overall down from pre-EU accession levels. As an EU member, Poland is subject to the Common Fisheries Policy (CFP) and was required to decrease the number of fishing vessels as part of an overall EU measure to reduce fishing overcapacity across all member states. Based upon total catch, the most inefficient vessels were removed as catch has not decreased as significantly as the rate of decommissioning would suggest. The majority of Poland's catch is sourced from the Baltic Sea, while a very small long distance fleet operates in East Atlantic waters. Quotas for Baltic Sea catch are expected to remain at their current levels.

Aquaculture production has declined since 2009, but this trend is not expected to continue. In 2012, consumption of farmed trout increased by 20 percent, which is attributed to a successful advertising campaign and changing consumer preferences. Other important aquaculture species include pike, carp, eel, tench, and vendance.

Section IV. Trade Shows and Contact

European Seafood Exposition, Brussels, Belgium
May 6-8, 2014
www.euroseafood.com

POLFISH Trade Show, Gdansk, Poland
May 27-29, 2015
Contact: Monika Juszkiewicz, tel. (+4858) 554 93 62
e-mail: monika.juszkiewicz@mtgsa.com.pl
http://polfishtargi.amberexpo.pl/title,Jezyk,lang,2.html

For more information concerning market entry and a current importer list contact:

Office of Agricultural Affairs, Warsaw, Poland
Embassy of the United States of America
Ms. Jolanta Figurska
E-mail: agwarsaw@usda.gov
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