



EUMOFA

European Market Observatory for
Fisheries and Aquaculture Products

MARKETS FOR LOW TROPHIC AQUACULTURE PRODUCTS

SOME CRITICAL MARKET CONSIDERATIONS

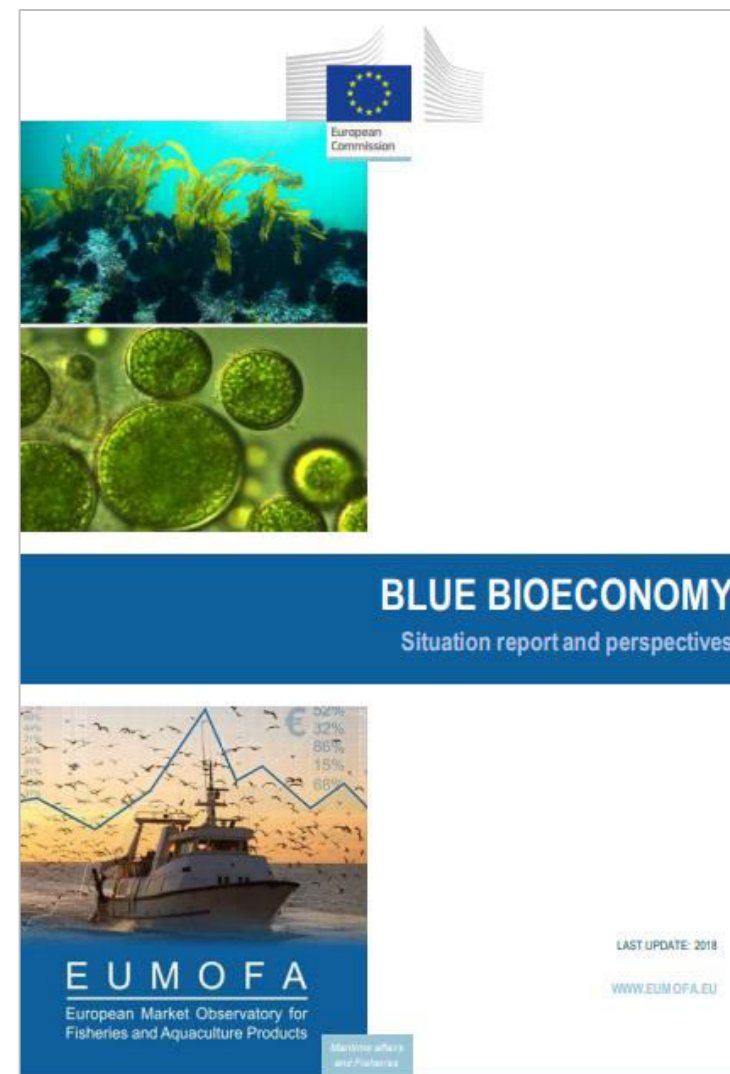
Ragnar Nystøyl

EUMOFA – Kontali Analyse

(in a consortium under contract with the European Commission)

Blue bioeconomy. Situation report and perspectives

EUMOFA study published in October 2018



Low trophic species categories:

- **Macroalgae**
- **Microalgae**
- **Molluscs**

Market challenges and growth in the EU

Despite any set of positive growth drivers.

A product needs to:

- **find or create** its market, in the right amount,
- the right **product-form**, and be offered at a
- **feasible price/cost**, with
- none or **limited negative attributes**

in order to be successful.

Consumers & Consumer preferences: they are changing

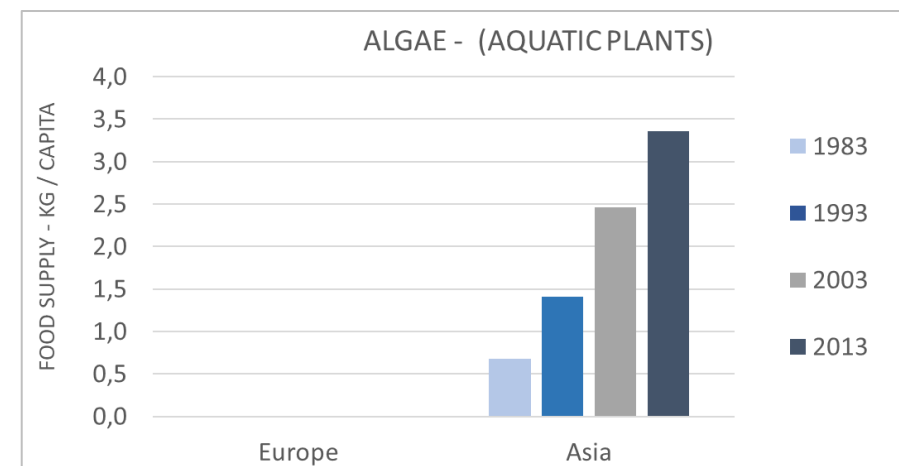


Algae

EU; Not a reference market, nor a mature market for Algae

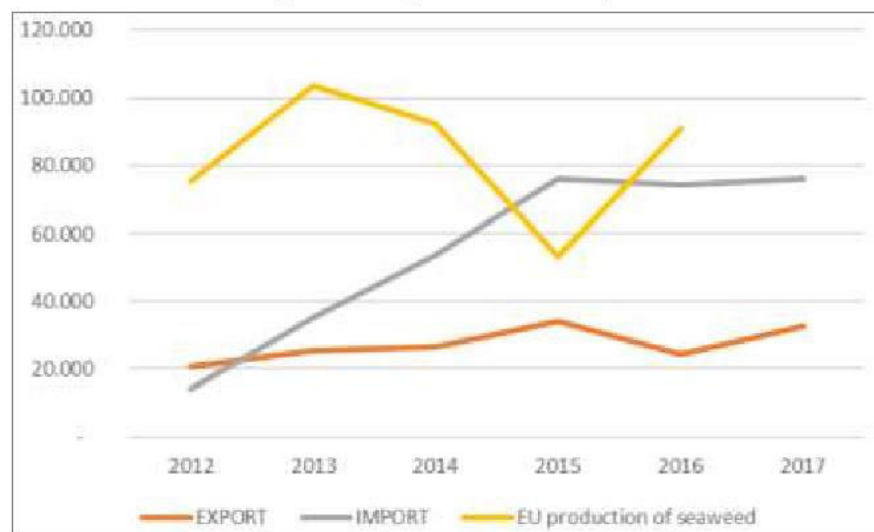
Production & Consumption of Algae -> An Asian issue

Low labour costs & Nutritional culture & preferences

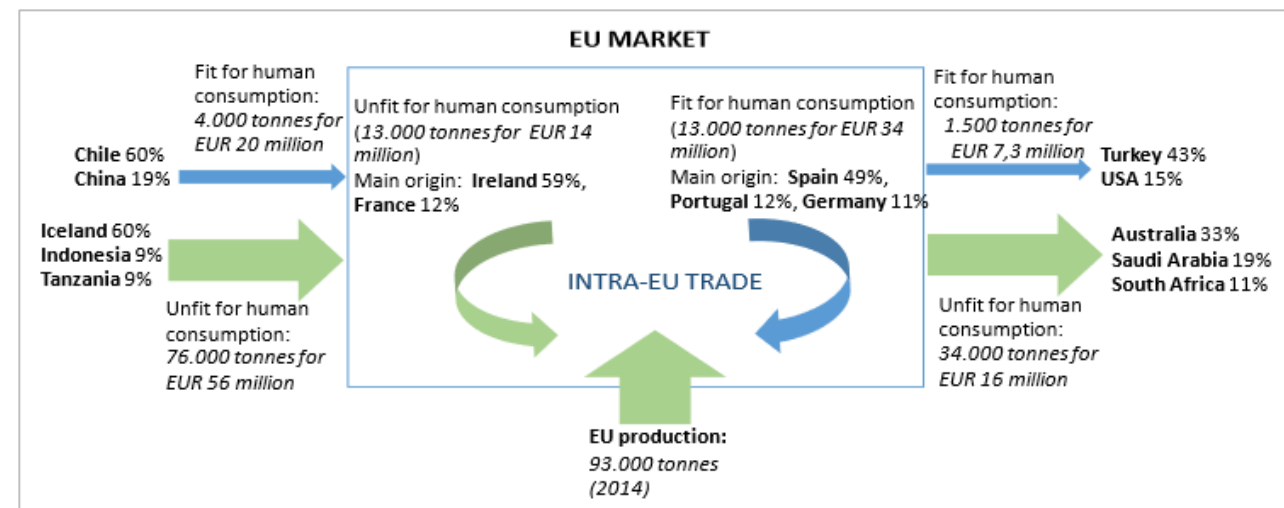


Source:
FAO STAT

Evolution of extra EU trade flows for seaweed unfit for human consumption and EU seaweed production (volume in tonnes)



EU TRADE BALANCE OF SEAWEED AND OTHER ALGAE IN 2015



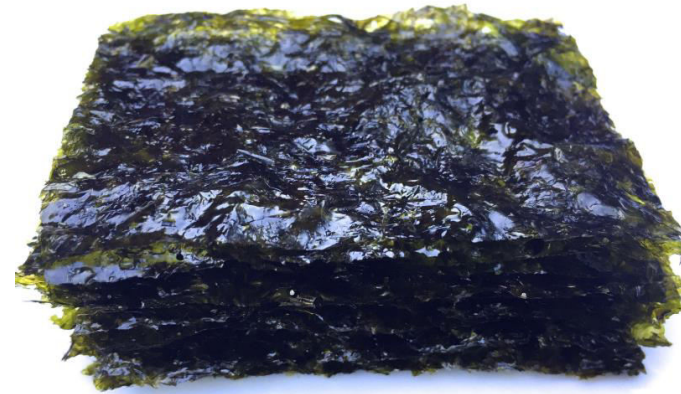
Source: EUMOFA, *BLUE BIOECONOMY* & EUMOFA *SPECIES ANALYSIS*

Micro-algae

- Vast majority of projects;
- **Land-based**, bio-processing with marine algae as the «biomass converter», but with **terrestrial biomass/waste** and **freshwater** as the major resources used...
- Not for human consumption, but as **feed ingredients / other industrial use**
- Huge potential ! -> If achieving **competitiveness** in **cost/price**

Macro-algae

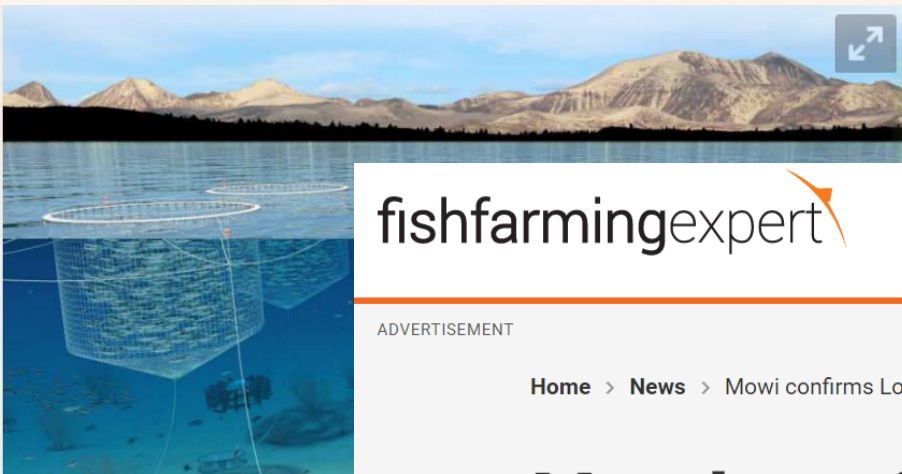
- A cultural challenge to **rapidly increase** EU-consumption of macro-algae in «natural» product forms, but definitively a growth-segment...
- **New generations -> New preferences**
We could see a dramatic change in acceptance of powdered or extracted food ingredients or supplements in 10 – 15 years !?
- Also a potential for industrial / feed use



Macro-algae growth

Leroy, NGO launch multi-trophic farming project

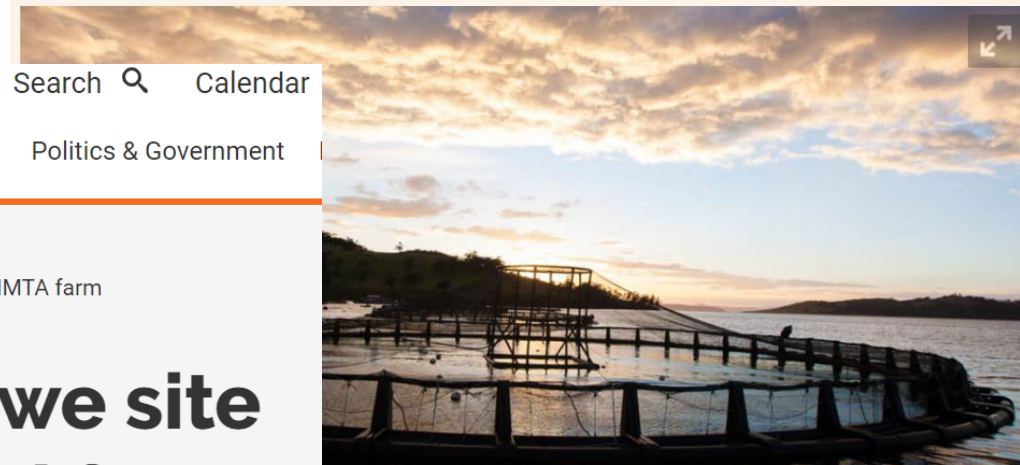
By [Eva Tallaksen](#) Aug. 16, 2013 09:10 BST



Driven by IMTA-projects?

Tassal wins funding for giant kelp research project

By [Undercurrent News](#) Jan. 2, 2019 09:37 BST



fishfarmingexpert

Community Fish Health Lice Politics & Government

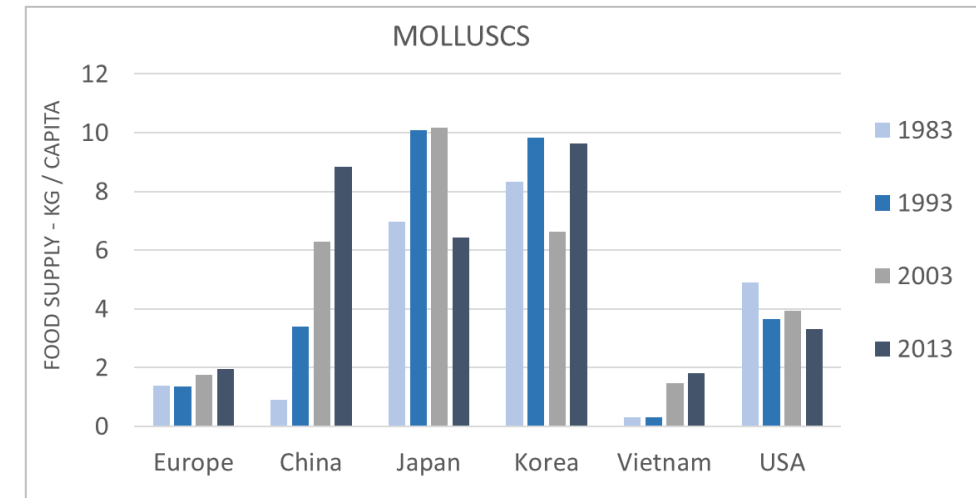
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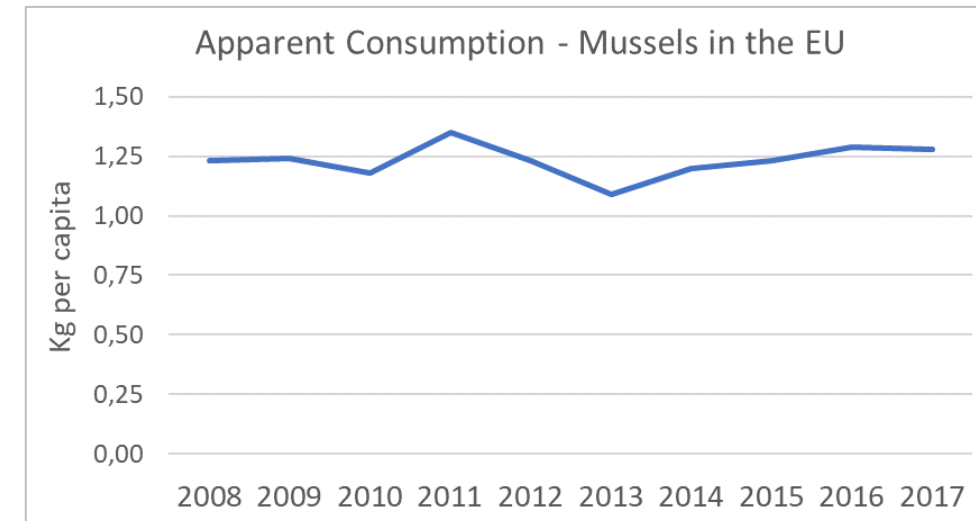
Mowi confirms Loch Ewe site closure after go-ahead for new IMTA farm

Molluscs

- Far behind in per capita **consumption level**, compared to major Asian markets, as well as USA.
- Mussels – Although a European well-known species and dish, **no growth in consumption per capita** last 10 years
- Currently, majority of processing (cleaning – edible meat removal) done at «table».
- With a relatively **low yield** (< 25 %), and **low market value for Rest Raw Materials (RRM)** (shells), current market price/utilization yield low to moderate price to farmer.....



Source: FAO-Stat



Source: EUMOFA, The EU Fish Market

Conclusive Remarks

- Although strong sustainability- and socio-economic drivers for aquaculture production in EU, there are **obstacles** that limit rapid and strong growth in market value.
- These are both **culturally based** in the typical «European cuisine», in **limitations and complexity in access to farming area**, and in relatively high labour costs.
- Alongside aid to production growth, a parallel need exists for:
 - * **Innovation in production** methodology and productivity
 - * Innovations and productivity/scale in **processing**
 - * Major **product innovation and diversification**



THE Mc MUSSEL?



BLUE MUSSEL & KELP KEBAB ?



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EUM OFA

European Market Observatory for
Fisheries and Aquaculture Products

www.eumofa.eu

contact-us@eumofa.eu

@EU_MARE

#EUMOFA

Or

RN@kontali.no