ECONOMIC DATA COLLECTION, NEW DATA NEEDS AND BEST PRACTICES

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REQUIREMENTS FOR MARKETING

- Own research,
- Information from government departments,
- Information and publications,
- Producer/trade associations

Understanding consumer values
Creating consumer values
Marketing
Delivering consumer values
Communicating consumer values
IMPLICATIONS FOR STRATEGIC DECISIONS – FAO FOOD OUTLOOK

- Changing dietary habits, influenced by several demographic, social and economic transformations:
  - Population growth
  - Rapid urbanization
  - Increased women in the labour force
  - Rising incomes
  - Increasing international trade
  - Improvements in food science, technology, transportation, distribution, marketing
IMPLICATIONS FOR STRATEGIC DECISIONS

• **Changing retail dynamics,**
  - Greater price emphasis,
  - Shifting structure of the supermarkets share (local/international),

• **Future trends for food:**
  - Major increase in the demand from developing countries
  - More consumption of animal products in developing countries
  - Food demand in industrialized countries will grow moderately
  - More importance on issues like safety, quality, health, environment, animal welfare
CONCLUSIONS FROM THE REGIONAL FAO/GFCM/EUROFISH WORKSHOP

“Predicting the market for seabass and seabream”, Istanbul, November 2014

- Current regional or global data collection systems are more production-focused, rather than trade and market oriented,

- Contrary to the need of industry and governments, available data allows for assessment of past trends, and does not allow for future predictions,
CONCLUSIONS FROM THE REGIONAL FAO/GFCM/EUROFISH WORKSHOP

• Timely data and market analysis are necessary to better understand new developments in markets and value chains; however, reliability and transparency of data are essential,

• The level of aggregation needs to be expanded providing more disaggregated data, however, this could raise confidentiality issues,

• Both industry and national authorities’ roles in data transmission and data collection need to be further supported.
CONCLUSIONS FROM THE REGIONAL FAO/GFCM/EUROFISH WORKSHOP

• In the aquaculture industry, for production planning and market forecast purposes, there is a need for timely submitted quantitative data (including hatchery production, fish feed, and consumption data) and qualitative data and information.
CONCLUSIONS FROM THE REGIONAL FAO/GFCM/EUROFISH WORKSHOP

• Potential strategies to respond to the sectorial challenges include increased availability of trade and market data, and efficient dissemination of information to all stakeholders in the supply-chain in order to promote sustainable growth and production.

• Improved collaboration among stakeholders in the industry is essential to continue to address obstacles and encourage market-driven growth in the sector.
GOOD PRACTICES

• **FAO** *(FishStatJ, statistics yearbooks, internet query panel, SOFIA, etc.)*

• Fish INFONetwork

• GFCM (SIPAM)

• Eurostat (Easy Comext)

• EUMOFA
Thank you for your attention!