

MAC ADVICE

Suggestions of case studies on price structure analysis via EUMOFA

Brussels, 11 May 2020

On 30 September 2019, the Market Advisory Council adopted an advice on the European Market Observatory for Fisheries and Aquaculture products (EUMOFA)¹. Among its recommendations, the MAC invited the European Commission to perform additional price studies via EUMOFA, without prejudicing competition laws, and committed to identifying specific species for which studies would be particularly relevant. In its reply² and subsequent exchanges, the Commission welcomed this recommendation.

Considering the recent COVID-19 outbreak, specific studies will be required to assess the significant impact of this crisis on the entire seafood supply chain. The MAC is committed to providing suggestions of particularly relevant topics in its aftermath.

Therefore, the MAC recommends the development of EUMOFA studies on:

- In relation to the production of mussels, oysters, and clams by the European shellfish farming sector, if possible according to market sizes, production costs for companies, sales prices and margins (between producers, purifiers, wholesalers and various points of sale, such as fishmongers, restaurants, and supermarkets), and direct sales by producers to consumers;
- Trends in canned fish and shellfish consumption in European markets, including the causes of changes in consumption levels and price, particularly tuna, sardines, sprats, mackerel, anchovies, salmon, brislings, and herring;
- The supply chains, in all of the European Union, of seabream, portion trout, large trout, and meagre.

The MAC further recommends an update of previous case studies on price structure analysis, particularly the EUMOFA study “The caviar market. Production, trade and consumption in and outside the EU”, with the newest available data, since the sector regards this study as considerably valuable. This study should be expanded to include the sturgeon market as well as the caviar analogues market, such as lump eggs, salmon and trout eggs.

Finally, the MAC highlights the importance of ensuring accurate identification of the products for which price analysis is carried out. For example, when developing cases studies on fresh hake in Spain, the same type of hake should be followed across the value chain. If price references from longline hake sold in local auction markets are used, the price references in wholesale markets and in retailers should be for the same type and not for the most sold hake, potentially imported trawler hake, since it could lead to the dispersion of the results and inaccurate interpretations.

¹ Available on the MAC’s website: <https://marketac.eu/wp-content/uploads/2019/09/MAC-Advice-EUMOFA-30.09.2019.pdf>

² Available on the MAC’s website: https://marketac.eu/wp-content/uploads/2019/10/lettre_reponse_EUMOFA.pdf