

Market perspectives for pike perch

General characteristics and experiences from the Dutch seafood market

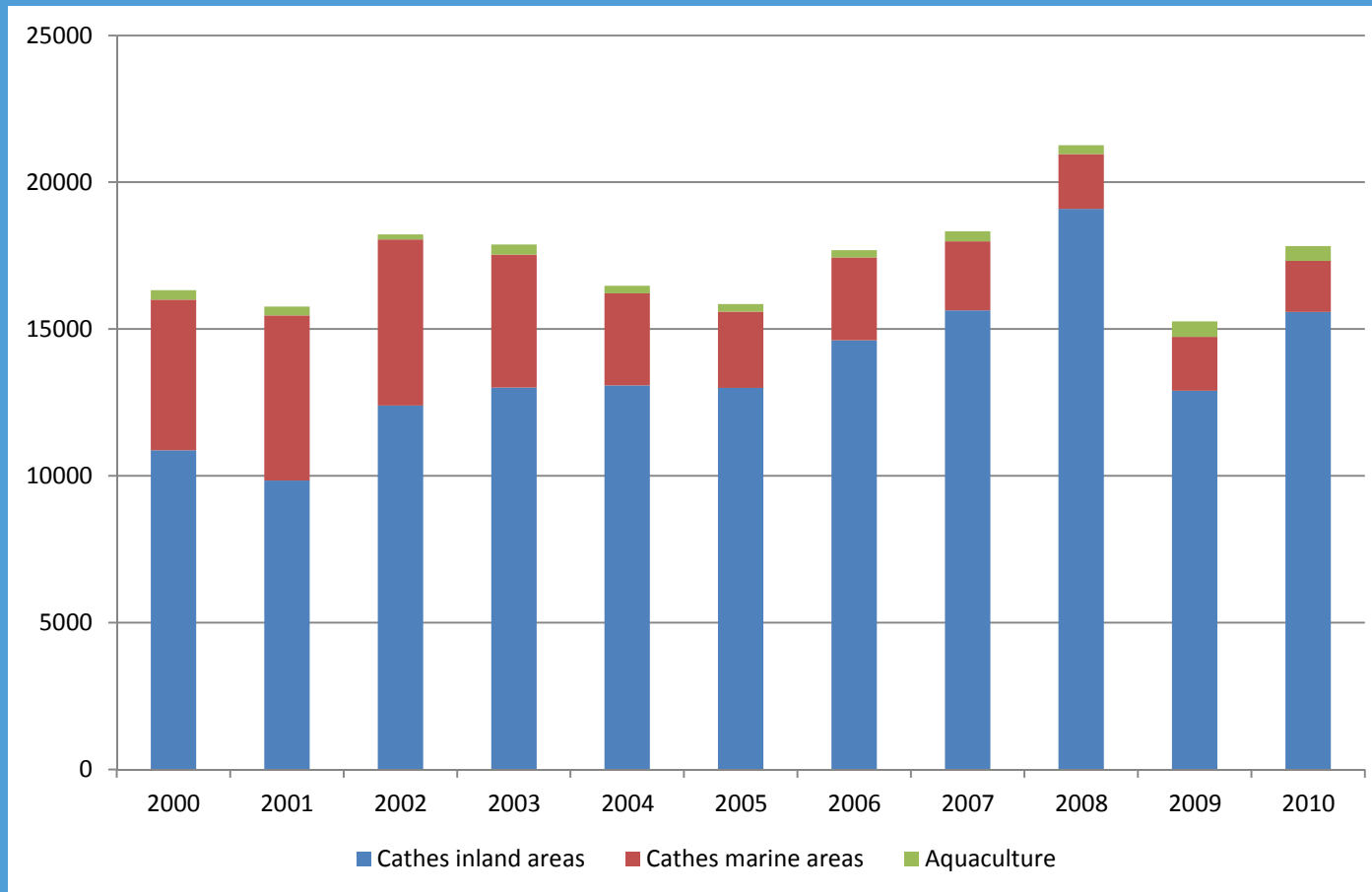
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Pike perch catches and production in Europe and Asia (tonnes)



Catches in Europe and Asia (tonnes)

	2005	2006	2007	2008	2009	2010
Kazakhstan	2940	3515	4876	9811	4099	5525
Russia	4073	4367	3935	3304	3011	3920
Finland	2805	3371	3296	2789	2788	2832
Turkey	1768	1656	1586	1346	1234	1476
Estonia	786	1225	1031	736	796	611
Sweden	525	684	578	559	462	533
Netherlands	302	303	305	301	303	305
Other countries	2396	2322	2375	2117	2043	2121
Total catches	15595	17443	17982	20963	14736	17323

Aquaculture production in Europe and Asia (tonnes)

	2005	2006	2007	2008	2009	2010
Denmark	49	36	47	49	104	105
Netherlands	0	0	0	0	80	100
Ukraine	67	70	94	69	120	83
Romania	32	30	93	49	45	57
Czech Republic	47	47	48	58	58	48
Other countries	56	61	69	73	113	111
Total aquaculture production	251	244	351	298	520	505

Dutch market for pike perch

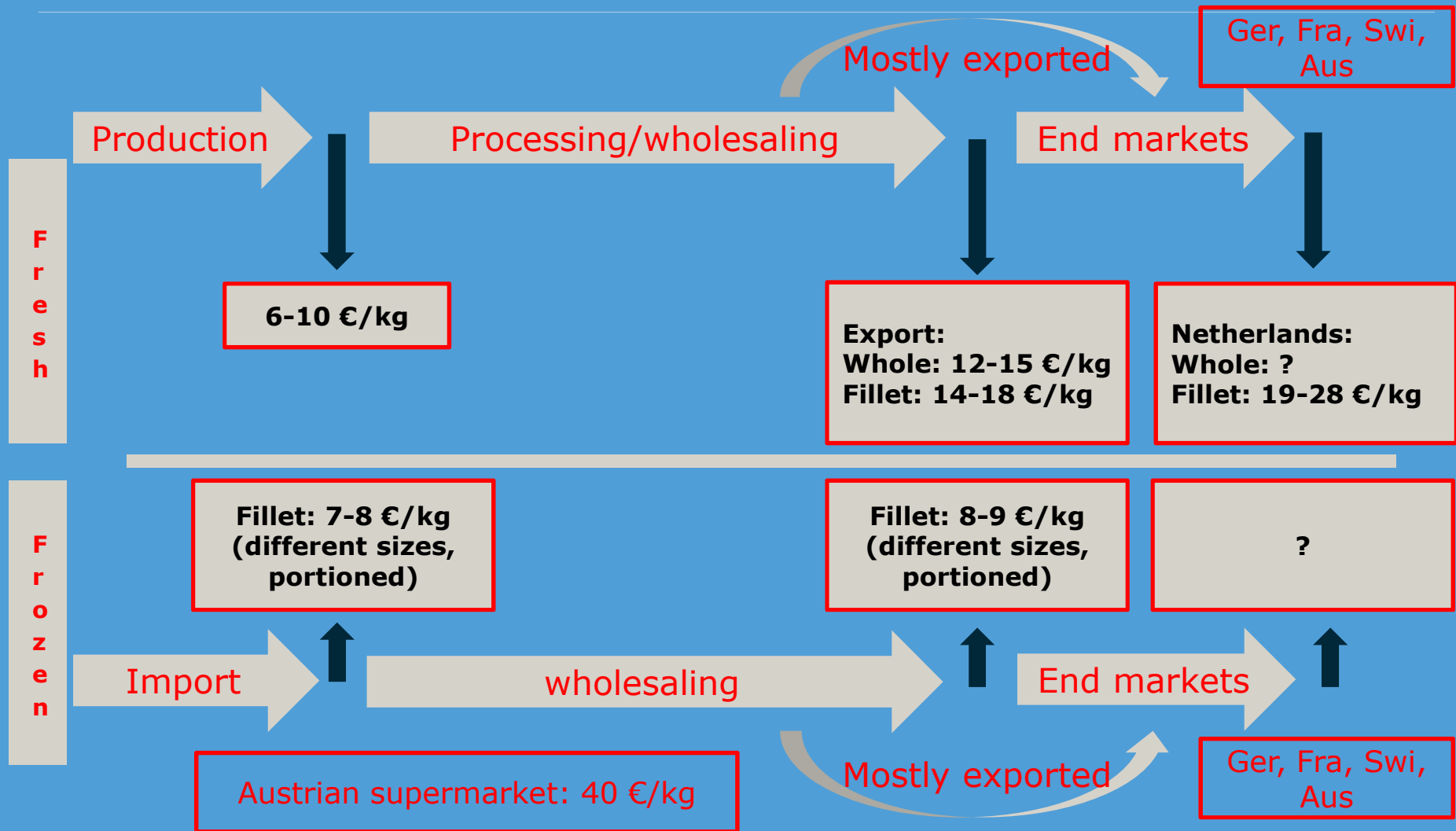
■ Production in 2010

- Catches: +/- 300 tonnes
- Aquaculture: +/- 100 tonnes

■ Imports

- Frozen fillets of freshwater fish (excl. trout, salmon, Nile perch, pangasius and tilapia)
- In 2010 and 2011 +/- 450 tonnes (75% from Kazakhstan)
- EU-import: in 2011 +/- 6,000 tonnes from Kazakhstan

Price development (estimated)



Conclusions and recommendations

- Fresh fish market \neq frozen fish market
- Market for farmed and captured pike perch seems integrated
- Fish farming \neq fish trading
- Find the market segment that matches with your product specifications
- How to improve the competitive position of pike perch?

Thank you for your attention

Questions or comments??

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