

European Seafood Show

William Ferguson



AUSTRALIAN
SEAFOOD
COOPERATIVE
RESEARCH CENTRE

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PROJECT NO: European Seafood Show

PRINCIPAL INVESTIGATOR:

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OBJECTIVES OF RESEARCH TRAVEL GRANT

- To research and identify new export opportunities for Australian seafood products.
- To research and identify new processing/packaging methods.
- General market research

NON TECHNICAL SUMMARY:

Due to the Volcano issues at the time the trip was cut short to just the European seafood show. I attended the show for the duration where I visited a lot of stands both for products and equipment. I also spent some time on the Australian stand where I helped and assisted when needed.

OUTCOMES ACHIEVED TO DATE

- Photo evidence of new packaging and processing equipment
- Company and product info for equipment
- Met with current importers
- General market research

BACKGROUND AND NEED

European Seafood Show is the bench mark in Global seafood trends. The trip was very crucial in identifying current and future market opportunities for Australian seafood. There is a demand for fairly priced premium value-added Australian seafood products.

Over the last 5-10years Europe has lead the way in value adding seafood. The retail opportunity was highlighted when 6 of the 7 show awards went to retail products.

RESULTS

- Greater understanding on where the market is at to date
- Detailed research into processing equipment
- Face-to-face meet value of importers and distributors
- Greater understanding of distribution channel
- Australian presence at the show

PROJECT OUTCOMES (THAT INITIATED CHANGE IN INDUSTRY)

I think this trip really enforced the need for Australian producers to keep up with market trends. The distance that the Australian domestic market is behind the European market in regards to packaging and convenience is massive. This is highlighted with the number of MAP products now available on the retail market. One company in Spain does this very well, it is the largest producer of MAP seafood in Europe (75,000 trays per day) – I have photos of there products for reference.

SUMMARY OF CHANGE IN INDUSTRY, WHAT FUTURE AND ONGOING CHANGES ARE EXPECTED?

Obviously the Australian market isn't as sophisticated as the European market but we can learn a lot in regards to future trends. I think the Australian market will follow suit in regards to the global seafood trends, we need to learn from the leaders in the market and recreate on the local level.

This isn't so cut and dry though, the investment to get to this level is large, and volume in procurement and market need is also very large.

I would recommend any value added domestic product to be EU approved to take full advantage of the global market.

To get to this point would be very difficult for any Australia producer through organic growth. Capital investment or processing consolidation would have to be an option.

HOW WILL YOU COMMUNICATE AND SHARE WHAT YOU LEARNT WITH OTHER CRC MEMBERS?

I am more than happy to be contacted by any CRC member.

ACKNOWLEDGEMENTS

Thank you to Bob Fleming and the Seafood CRC for the opportunity to attend the European Seafood Show.