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The European Fish and Seafood Value Chain: Analysis of the period 2009-2013

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The objective of this study is to show how the revenues, costs, and profits of different agents are distributed over the entire fish and seafood value chain (VC) in Europe. A typical fish and seafood value chain consists of harvesting (either through fishing or aquaculture, or a combination of both), processing, distribution and marketing and finally consumption. To perform this analysis, we employ the VC methodology, which attempts to understand value creation, activities of actors and their financial performance along the chain (Deng et al., 2016). We have employed fish and seafood prices obtained from EUMOFA and economic data of EU28 firms obtained from the AMADEUS (total) database for the period 2009-2013. Regarding the figure, the average retail prices of fish and seafood products grew in Europe a 19.1% in 5 years, whereas production prices increased by a 2.2%. According to the figures in the table, some European countries with a high participation of producers in the VC as Italy, Sweden, Portugal, France, and Greece with percentage values in a range of 40%-80% of the retail price. Other countries, however, have a low participation, below 30%, of producers in the VC as Netherlands, United Kingdom, Germany, Lithuania, and Latvia. Producers' VC participation is positively correlated with production prices, but it is not correlated with retail prices. So, we can infer that in some countries some agents in the VC can moderate their own prices to compensate high producers' prices.

Biography

Ladislao Luna Sotorrio is economist and professor of business economics and organization in the department of business administration at University of Cantabria (UC) in Santander (Spain). He gets a doctoral degree in Business Administration from University of Oviedo and leads the UC's research group IDES. His research interests are related to corporate social responsibility, corporate reputation and strategy, as well as the sustainability of the primary sector and the food industry.

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