

Global Alliance Against Industrial Aquaculture, 7 September 2014

The Great International Salmon Swap

- Cheap Imports of Foreign Farmed Salmon Flooding UK Market
- Increasing Exports of Norway's 'Scottish' Salmon to China & United States



Read the exclusive "[Exposed: the madness of the great international salmon swap](#)" by Rob Edwards for the Sunday Herald (7 September)

Trade data obtained from the UK Government bursts the bubble on one of symbols of Scotland's economic success: Scottish salmon. [Freedom of Information documents](#) obtained from the Department for Environment, Food and Rural Affairs (DEFRA) reveal that the rise in global exports of Scottish farmed salmon to China and the United States is being fuelled by a much steeper rise in imports of cheaper foreign farmed salmon.

UK consumers are unwittingly eating smoked and previously frozen farmed salmon from Norway and the Faroe Islands processed in Sweden, Poland, China, Germany, Denmark and the Netherlands rather than fresh 'Scottish' salmon. The New York Times [revealed](#) in June 2014 that 86% of seafood consumed in the US was imported (read full story via "[Why Are We Importing Our Own Fish?](#)").

The [data from DEFRA](#) reveals that UK imports of salmon have increased ten times more than exports in the last decade - an increase in volume of 520% for imports compared to only a 51% increase for exports. The value of salmon imports increased from £26.9 million in 2003 to £345.2 million in 2013 - a staggering increase in value of 1,183% compared to an increase in the value of salmon exports of only 191% (increasing from £197.7 million in 2003 to £575.2 million in 2013). Nearly three quarters (73%) of Scotland's salmon farming production is now exported - up from 43% in 2003.

"The so-called success story of 'Scottish' salmon farming is exposed as a scam, sham and consumer con," said Don Staniford, Director of the [Global Alliance Against Industrial Aquaculture](#) (GAAIA). "Whilst the media takes the bait of leaping farmed salmon exports,

cheap imports of farmed salmon from the Faroe Islands and Norway are flooding the UK market via processing plants and smokehouses in Sweden, Poland, Germany, Denmark and even China. Alex Salmond is a shady salmon salesman straight out of the Arthur Daley and Del Boy Trotter handbook!"

Salmond's 'Scottish' Salmon Scam



"Salmond's shameless 'Scottish' salmon scam reeks of a Ponzi scheme even Bernie Madoff and the Royal Bank of Scotland would be wary of," continued Staniford. "Norwegian salmon farming companies are being allowed to trade on the iconic image of Scottish wild salmon. Scotland is being shamelessly used to launder Norwegian farmed salmon for export to China and the United States. The Scottish environment and Scotland's wild salmon are paying a huge price for the Scottish Government's false accounting practices. How long will the public tolerate a Scottish National Party willing to re-mortgage Scotland's future to line the pockets of foreign multinationals who now control [over 80%](#) of the salmon farming industry? Shame on Salmond's salmon laundering policy!"



The [data obtained from DEFRA via Freedom of Information](#) reveals:

- UK imports of fresh, frozen and smoked salmon increased from 11,176 tonnes in 2003 to 69,328 tonnes in 2013 - a staggering increase in volume of 520%
- The value of salmon imports increased from £26.9 million in 2003 to £345.2 million in 2013 - a staggering increase in value of 1,183%

- UK exports of fresh, frozen and smoked salmon increased from 73,529 tonnes in 2003 to 111,293 tonnes in 2013 - an increase in volume of only 51%

- The value of salmon exports increased from £197.7 million in 2003 to £575.2 million in 2013 - an increase in value of only 191%

UK trade in Fresh, Frozen and Smoked Salmon													
Type	Flow	Unit	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Salmon (inc. smoked)	Imports	(£000s)	26,912	42,431	83,533	141,136	144,108	150,189	197,049	223,826	251,920	252,652	345,262
		(Tonnes)	11,176	16,759	29,931	43,563	48,050	46,734	52,599	50,146	57,003	62,650	69,328
	Exports	(£000s)	197,650	175,949	158,257	197,359	194,209	210,089	290,291	390,811	483,793	441,628	575,242
		(Tonnes)	73,529	65,325	48,583	53,775	60,260	57,089	70,796	82,594	96,186	100,113	111,293
© Crown Copyright													
Source: HM Revenue and Customs													
Data prepared by Trade Statistics, Analysis & Evidence Team, DEFRA													
2013 data is subject to amendments													

Exports of salmon to China increased from 5 tonnes in 2009 to 9,709 tonnes in 2013 - an increase of 194,080%

Exports of salmon to China increased from £16,000 in value in 2009 to £50,426,000 in value in 2013 - an increase of 315,063%

In 2013, China accounted for 9% of exports of salmon

In 2013, the biggest importing country was the Faroe Islands with for 46% of salmon imports (32,000 out of 69,000 tonnes) followed by Sweden with 29% of salmon imports (20,000 out of 69,000 tonnes)

Other countries importing salmon in 2013 included China (ca. 3,000 tonnes), Germany (ca. 2,000 tonnes), Poland (ca. 1,800 tonnes), Irish Republic (ca. 1,700 tonnes), Norway (ca. 1,500 tonnes), USA (ca. 1,000 tonnes), Chile (ca. 700 tonnes), Netherlands (ca. 300 tonnes) and France (ca. 200 tonnes)

Read in full via "[FOI Dossier: UK Exports & Imports of Salmon \(2003-2013\)](#)"

Comparing the [data from DEFRA](#) with the latest annual salmon farming production data [published by the Scottish Government](#) reveals:

Exports in 2003 (73,529 tonnes) represented 43% of Scottish farmed salmon production (169,736 tonnes)

Exports in 2013 (111,293 tonnes) represented 73% of Scottish farmed salmon production (152,507 tonnes)

Imports in 2003 (11,176 tonnes) compared to 7% of Scottish farmed salmon production (169,736 tonnes)

Imports in 2013 (69,328 tonnes) compared to 45% Scottish farmed salmon production (152,507 tonnes)

"If 'Scottish' farmed salmon is such a prized product then why are UK consumers being fobbed off with cheap imports of foreign farmed salmon?" concluded Staniford. "Increasing imports of farmed salmon from Norway and the Faroe Islands is hiding the Scottish salmon farming industry's losses. The ugly truth is the Scottish salmon farming production is now less than it was a decade ago due to crippling infections such as [Amoebic Gill Disease](#), [lice infestations](#) and [listeria contamination](#). This damning data blows out of the water the [policy of Scottish Ministers to expand salmon farming by 50% by 2020](#)."

The revelations come in the wake of critical comments by BBC Newsnight's Jeremy Paxman who in an [interview in The Daily Mail](#) (14 June) accused "that man Alex Salmond" and the Scottish Government of "environmental vandalism of the highest order" for their stewardship of the salmon farming industry.

MailOnline



Even now, he happily accuses 'that man Alex Salmond' and the Scottish government of 'environmental vandalism of the highest order' for their stewardship of Scotland's salmon industry.

He is particularly appalled by a new trade deal pledging a 'massive' increase in farmed salmon to cater for seemingly insatiable Chinese demand, at the expense of home waters. Explaining in graphic detail how salmon farms pollute large sea areas and infect wild species with deadly sea lice, it's pure Paxman.

'A disgrace!' he thunders. 'It's so misguided.'

Last month, Protect Wild Scotland [filed complaints](#) with Trading Standards and the Competition & Markets Authority regarding "systemic failures" in the marketing of 'Scottish Salmon'. [Russia also banned imports](#) of Norwegian, Scottish & Irish farmed salmon leading to a [fall in share prices of Norwegian salmon farming companies](#) including Marine Harvest as well as Leroy and SalMar (owners of Scottish Sea Farms). To circumvent the Russian ban, Norwegian-owned companies have sought to [re-route salmon farmed in Chile](#) and imports of Norwegian farmed salmon to the UK have recently [increased by 74%](#).

Contact:

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Follow on Twitter via [The GAAIA](#)

Media Backgrounder:

[1] Salmond's Salmon Scam Exposed:

In August 2014, Scotland On Sunday [reported](#): "Intensively farmed Norwegian fish are being sold as wild Scottish salmon, according to campaigners who have called in the competition authority over what they claim are "systemic failures" in the industry".



Read more via "[Supermarkets sell Norwegian fish as 'Scots' salmon](#)"

In April 2014, The Sunday Times [revealed](#) that Tesco was forced to tone down a "100% Scottish" advertising campaign after conceding that many of the farmed salmon products were Norwegian.



John Robins of Animal Concern told [The Grocer](#) in April 2014: "The Scottish First Minister, Trade Minister and Environment Minister have all been acting as international fishmongers, heavily promoting Scottish salmon in China and the USA. As a result export sales to these countries have risen by circa tenfold and outstripped the production capacity of the Scottish industry. As Norwegian owned companies export salmon from their Scottish farms to China and the USA, British retailers increasingly have to seek supplies direct from Norway."

"By making their Norwegian farmed salmon look more Scottish than Billy Connolly in a kilt at a ceilidh Tesco obviously think they will increase their sales," said Robins in a [press release](#) (6 April 2014). "Tough luck Tesco, Scottish shoppers are not as daft as you think and will see through your scam."

In March 2014, GAAIA echoed [Save Our Seals Fund's call for a ban on exports of farmed salmon to China](#). Since 2010, [China has blocked exports of farmed salmon from Norway](#) leading to Norwegian companies [using Scotland as a gateway to enter the Chinese market](#). In January 2014, The Sunday Times [revealed](#) that Scotland was being used as a "back door" by Norwegian companies banned from entering the Chinese market.



In March 2014, a [Sainsbury's TV advert](#) took a swipe at Tesco for not sourcing from Scotland - watch the video featuring Nessie [online here](#). Watch a video of Marine Harvest Scotland shot at a "[Doing Business in China](#)" seminar in Inverness in March 2014 - online via "[Marine Harvest's Chinese 'Scottish' Norwegian Salmon Scam](#)"



In 2012, Alex Salmond, visited the world's largest salmon farming company (Marine Harvest) in Norway last year and [pledged](#) to increase Scottish salmon farming production to 210,000 tonnes by 2020.

The screenshot shows the Scottish Government website (Riaghaltas na h-Alba) with a blue header. The main navigation menu includes Home, About, Topics, News, Publications, and Consultations. A breadcrumb trail reads: You are here: News | News Releases | 2012 | May | Marine Harvest. The main content area features a news article titled "Marine Harvest pursues net gains in Scotland" dated 16/05/2012. The article text states: "First Minister Alex Salmond today welcomed Marine Harvest's plan to invest around £80 million to grow its business and support jobs in rural communities, as he met the chair of the Norwegian-based company in Oslo to discuss its new 'five-year' plan for Scotland." It further notes that Marine Harvest operates 38 fish farms in Scotland supporting 460 jobs and is the world's largest producer of farmed salmon. A video player is embedded with the title "watch the video" and a thumbnail showing Alex Salmond. The left sidebar contains navigation links for Today, News, Speeches and statements, Media Briefings, News Archive, This week's news, Last week's news, Archive, and News By Topic (Agriculture, Arts and Culture, Building, Business and Industry).

Following the meeting, the First Minister said:

"The Scottish Government is determined to support a vibrant, sustainable salmon farming industry, which already employs more than 2,100 people in Scotland directly, with many more indirect jobs supported, particularly in rural communities in the West Highlands, Western and Northern Isles.

"Scottish salmon now accounts for more than a third of the value of our national food exports - reflecting the premium that discerning consumers place on Scottish salmon, including in expanding markets such as China, where we were able to secure agreement with the Government in Beijing to enable direct exports to the country last year.

"Fresh farmed salmon sales in the Far East soared nearly 900 per cent last year to a record 6,779 tonnes - demonstrating the growing demand for Scottish seafood from new marketplaces.

"I was pleased to hear first hand about Marine Harvest's plans for their operations in Scotland and delighted by their latest investment commitment that will benefit local communities. Clearly they are set to play a key role in our ambitions for growth in the industry, including our aim of increasing production by 50 per cent on 2009 levels to 210,000 tonnes by 2020."

Watch a video of the First Minister of Scotland flying the flag for farmed salmon in Norway and describing Norwegian-owned farmed salmon as “the essence of Scotland” [online here](#)



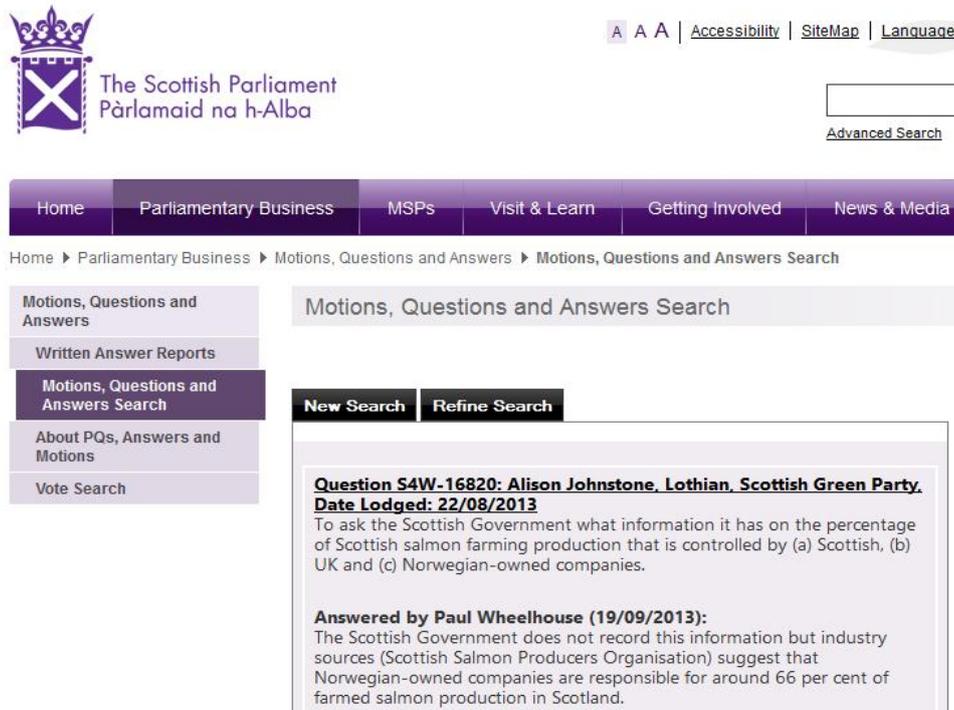
Watch a "hugely proud" First Minister of Scotland opening a Marine Harvest hatchery in Lochailort in June 2013 [online here](#)



Scotland's First Minister Alex Salmond at Marine Harvest, Lochailort

[2] Foreign Ownership of 'Scottish' Salmon Farming:

The Guardian [revealed](#) in May 2014 that "well over 80% of Scotland's salmon industry is owned by companies based outside Scotland". A [Scottish Parliamentary Reply](#) answered in September 2013 stated that "Norwegian-owned companies are responsible for around 66 per cent of farmed salmon production in Scotland".



The screenshot shows the Scottish Parliament website. At the top left is the logo of the Scottish Parliament, featuring a crown and a shield with a white saltire on a blue background, with the text "The Scottish Parliament Pàrlamaid na h-Alba" below it. To the right of the logo are links for "A A A | Accessibility | SiteMap | Language". Below the logo is a search bar with the text "Advanced Search" underneath it. A navigation menu is visible below the search bar, with items: Home, Parliamentary Business, MSPs, Visit & Learn, Getting Involved, and News & Media. Below the navigation menu is a breadcrumb trail: Home > Parliamentary Business > Motions, Questions and Answers > Motions, Questions and Answers Search. On the left side, there is a sidebar menu with items: Motions, Questions and Answers, Written Answer Reports, Motions, Questions and Answers Search (highlighted), About PQs, Answers and Motions, and Vote Search. The main content area is titled "Motions, Questions and Answers Search" and contains a search result for "Question S4W-16820: Alison Johnstone, Lothian, Scottish Green Party, Date Lodged: 22/08/2013". The question text is: "To ask the Scottish Government what information it has on the percentage of Scottish salmon farming production that is controlled by (a) Scottish, (b) UK and (c) Norwegian-owned companies." The answer is: "Answered by Paul Wheelhouse (19/09/2013): The Scottish Government does not record this information but industry sources (Scottish Salmon Producers Organisation) suggest that Norwegian-owned companies are responsible for around 66 per cent of farmed salmon production in Scotland."

[3] Breathless Reporting of Leaping Scottish Salmon Exports:

"Scottish salmon was enjoyed in 65 countries since January with the USA leading the way," reported [Hebrides News](#) (24 August 2014). "An extra 5,000 tonnes of Scottish salmon crossed the Atlantic pushing up sales by £26 million. This is a trend replicated in other key markets including France and China where export volumes have outstripped performance over the same period last year."

"Reflecting on the last six months' performance, Scott Landsburgh, chief executive of the Scottish Salmon Producers' Organisation said: "This has been another strong period of growth for Scottish salmon producers and demonstrates just how important Scottish salmon has become in foreign markets and to the Scottish economy," reported [Fisheries Information Service](#) (22 August 2014). "Industry is committed to raising the profile of Scottish salmon in new and emerging markets and I think these results are proof that we are beginning to reap the rewards. We are developing both international markets and domestic opportunities in order to ensure long-lasting business growth."

"Overseas exports of Scottish salmon grew by £60million in the first six months of the year, industry figures show," reported [The Press & Journal](#) (21 August 2014). "The Scottish

Salmon Producers' Organisation (SSPO) said it was proof that global demand for the fish remained high."

"Exports up £60 million: Scottish salmon enjoyed in 65 countries," trumpeted the [Scottish Salmon Producers Organisation](#) (21 August).

"[Scottish farmed salmon sales leap by £100m in year](#)," reported The Scotsman (6 May 2014). "Farmed salmon trade has seen huge growth in sales mostly due to popularity in emerging foreign markets".

"[Salmon leaps to boost food export figures](#)" reported The Herald (24 March 2014). "Salmon was one of the best performing products, up 38% to £465m".

"[Scottish salmon boosts UK food exports](#)" trumpeted the Daily Telegraph (24 March 2014). "Exports of the Scottish fish to the US rose by £43m to hit £199m, while sales to China almost doubled from £23m to £50m," reported [Rebecca Burn-Callander](#), Enterprise Editor. "These impressive figures are the result of the fantastic reputation our salmon enjoys around the world," said Scott Landsburgh, chief executive of the Scottish Salmon Producers' Organisation.

"[Scottish seafood to feature at World Gourmet Summit](#)" reported Fish Farmer magazine (24 March 2014). "Between 2007 and 2012, exports of Scottish seafood to Asia increased by 247% to a value of £31.76 million, as a result of rising demand for top quality, luxury products amongst the region's top chefs and their discerning customers".

"[Scottish salmon exports to US hit £200m mark](#)" gushed the BBC (12 March 2014). "The new export plan involves deploying a team of global experts in seven highest priority markets - North America, France, Germany, the Middle East, China and Hong Kong, Japan and South East Asia."

"[Rise in worldwide exports of Scottish salmon is welcomed](#)," reported The Herald (13 August 2013). "Global exports of Scottish salmon have leapt by 13%, with growth in the biggest market, the US, up by £5 million alone in one year.....Scottish Development International (SDI) chief executive Anne MacColl said: "The fact farmed salmon is now Scotland's largest food export underlines the contribution it makes to our economy."

The Scottish Salmon Producers Organisation [claim on their web-site](#) that:

"Farmed salmon is the largest food export from Scotland, the only significant producer within the European Union. Its established, substantial overseas markets are worth over £300m per annum, underpinning its increasing importance to the domestic economy.....In 2012, exports of fresh salmon totalled 78,086 tonnes, the second highest level ever..... Scottish fresh salmon reached some 60 countries worldwide in 2012. Notable importers are USA, France, Belgium/Luxembourg, Netherlands, Germany, Italy, Spain, Irish Republic, Eastern Europe, with increasing volumes now heading to the Far East and other emerging markets."

The Scottish Government's Fisheries Secretary Richard Lochhead claimed in a [press release](#) (7 May 2014):

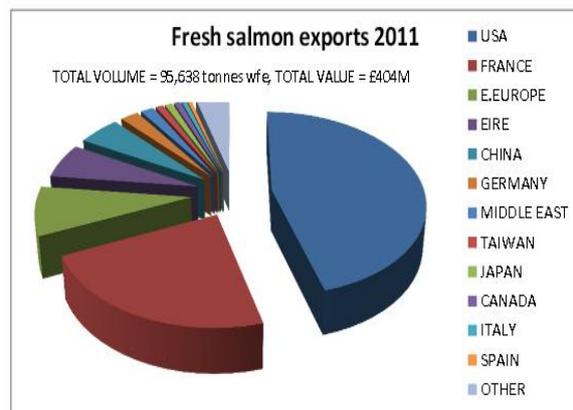
"Scottish salmon is already our largest food export and earlier this year I launched a new food export plan designed to allow all the sector to realise its huge potential. A key part of this ambitious plan involves appointing food and drink specialists in 16 key markets worldwide to champion Scottish produce."

[3] Media Reports on Norwegian/Scottish Farmed Salmon Exported to China:

- ["Curb China's Insatiable Appetite for 'Scottish' Farmed Salmon!"](#)
- ["Call for ban on salmon to China"](#)
- ["Chinese demand 'could make wild salmon rare as pandas'"](#)
- ["Chinese Year of the Norse: China asked to ban "Scottish" salmon"](#)
- ["Sunday Times: "Scotland 'used as back door' to ship salmon to China""](#)
- ["Salmond's Chinese/Norwegian 'Scottish' Salmon Takeaway!"](#)
- ["Customers 'taken for mugs' over 'tartan-tinted salmon'"](#)
- ["Fears for Scottish salmon farming after China production targets missed"](#)
- ["Scotsman Letter: "Salmond unhealthily close to aquaculture industry"](#)
- ["China salmon exports spark human rights row"](#)
- ["Freedom Food salmon sells in China"](#)
- ["Scotland's wild salmon face 'calamity' from trade deal with China: Deadly parasites found in fish farms will pose greater risk to wild fish if production soars because of Chinese deal, conservationists warn"](#)
- ["You're so wrong about salmon, Mr Salmond: The new trade deal with China has terrifying implications for our wild fish stocks"](#)
- ["Scottish salmon farmers set to clean up after China's Nobel dispute with Norway: China's dispute with Norway over the awarding of the Nobel prize to dissident Liu Xiaobo has produced an unlikely winner – the Scottish salmon"](#)
- ["Alex Salmond warned not to pander to China after panda gift"](#)
- ["How can Scotland cope with China's salmon demands?"](#)
- ["Chinese appetite for Scottish salmon leaps"](#)
- ["Costing the Earth: Chinese Salmon"](#)
- ["Norway's salmon rot as China takes revenge for dissident's Nobel Prize"](#)

[4] Export Data for Scottish Farmed Salmon:

UK FRESH SALMON EXPORTS				
	2011	2010	% INCREASE	% TOTAL
USA	43,703.71	31,924.22	37	46
FRANCE	21,699.73	26,475.78	-18	23
E.EUROPE	8,110.42	4,869.24	67	8
EIRE	5,869.20	4,509.20	30	6
CHINA	4,942.21	11.06	44569	5
GERMANY	2,152.01	2,458.38	-12	2
MIDDLE EAST	1,614.66	1,300.39	24	2
TAIWAN	929.31	83.49	1013	1
JAPAN	907.50	587.56	54	1
CANADA	749.86	1,111.22	-33	1
ITALY	562.88	456.79	23	1
SPAIN	474.41	209.81	126	0
OTHER	3,974.56	4,575.32	-13	4
TOTAL	95,637.53	78,611.67	22	100



According to a Scottish Government [news release](#) (April 2014), "the US is the largest importer of Scottish farmed salmon".

[5] Market Data for UK Salmon Sales:

Read Nielsen's market data for 2014 [online here](#) and 2008 to 2014 [online here](#)

	Value Sales (£000's)		Value % Chg YA	Volume Sales (tonnes)		Volume % Chg YA
	MAT TY	MAT YA	MAT TY	MAT TY	MAT YA	MAT TY
Total Salmon (incl Meals)	£ 823,627	£ 749,248	10%	53,263	53,033	0%
Total Salmon (excl. Meals)	£ 806,264	£ 730,875	10%	50,429	49,899	1%
Total Ambient	£ 77,855	£ 79,337	-2%	6,419	7,079	-9%
AMBIENT SALMON	£ 27,185	£ 23,619	15%	2,205	2,111	4%
AMBIENT WILD-SLMN	£ 50,670	£ 55,718	-9%	4,214	4,968	-15%
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Total Fresh	£ 699,277	£ 624,169	12%	40,924	39,862	3%
FRESH MEALS-SALMON	£ 10,841	£ 10,698	1%	1,416	1,484	-5%
FRESH SALMON	£ 653,374	£ 576,455	13%	36,604	34,790	5%
FRESH WILD-SLMN	£ 35,063	£ 37,015	-5%	2,904	3,588	-19%
			#DIV/0!			#DIV/0!
Total Frozen	£ 46,495	£ 45,743	2%	5,921	6,092	-3%
FROZEN MEALS-SALMON	£ 6,523	£ 7,675	-15%	1,418	1,649	-14%
FROZEN MEALS-WILD-SLMN		£ 0	-100%		0	-100%
FROZEN SALMON	£ 22,638	£ 21,459	5%	2,837	2,795	1%
FROZEN WILD-SLMN	£ 17,335	£ 16,609	4%	1,666	1,647	1%
Total Market: Total Coverage Total Product: FISH Source: ScanTrack Data to: WE 01.03.14						
(10)						
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Intrafish [reported](#) (2 April 2014):

UK fresh salmon sales up 5% despite price rise

Britons keep purchasing in spite of continued climb in prices; frozen and canned salmon purchases fall off.

 Dominic Welling

Published: 02.04.2014 09:59 Updated: 02.04.2014 09:59

Fresh salmon remained popular with UK consumers over the past year, despite the price per kilo increasing 6 percent to £18.05 (€21.8/\$30)/kg.

The volume of fresh salmon sold over the past 12 months to Feb. 19 climbed 5 percent to 37,727 metric tons while the value was up 12 percent £680.9 million (€821 million/\$1.1 billion), according to the latest figures from market research company Nielsen.

Consumers were less appreciative of the rise in canned salmon prices. Sales of canned salmon in the UK retail market fell 10 percent to just 6,434 metric tons.

In terms of value, sales fell 2 percent to £77.9 million (€93.9 million/\$129.6 million) while the price per kilogram increase 9 percent over the same period to £12.11 (€14.6/\$20.1) per kilogram.

Frozen salmon sales also dropped over the period but not by quite as much. In terms of volumes, the United Kingdom consumed 1 percent less in the period running up to February at 4,450 metric tons.

The value of frozen, however, climbed 3 percent to £39.5 million (€47.6 million/\$65.7 million) as price per kilo also went up 4 percent to £8.87 (€10.7/\$14.8) per kg.

In terms of overall seafood sales in the United Kingdom, salmon still generates by far the most value, in fact a quarter of the total, with consumers spending £798.4 million (€962.7 million/\$1.3 billion) on the product in the 12 months to Feb. 1.

This was also an increase of 10.2 percent when compared with the £724.7 million (€873.8 million/\$1.2 billion) consumers spent on salmon in the same period a year earlier.

The volume of total salmon being sold climbed 2.5 percent over the year to 48,612 metric tons.

But these figures are not surprising, Jack-Robert Moller, director UK at the Norwegian Seafood Council (NSC) told **IntraFish**.

"If you look at the consumer profile on the canned salmon you will probably see it is consumed more by people aged 50-plus, while the fresh salmon they will be much younger, and we see consumer trends of people eating much, much more fresh salmon," he said.

A lot of it also come down to the availability of fresh salmon, the "competitive prices" and also because of a number of promotions put on by the many different retailers, according to Moller.

"We did research four weeks ago, and we were trying to find the most important drivers of seafood in the different age groups," Moller said.

"In the 50-plus generation you will find health as the most important driver, in the 20-30 age group it will be quick, and in the 30-40 it will be easy, so I think fresh salmon meets these requirements and that is the reason it is still going."

According to Moller, price does not really play a part in these trends.

"We did a focus group in Birmingham recently asking whether prices were too high and people felt salmon was really fairly priced, compared with the value they were getting from the product," Moller added.

Associated Articles

- UK consumers spend 4.2% more on seafood purchases
- US salmon exports double in January
- Ocean Beauty wins contract to supply canned salmon
- ASMI gets to work pushing canned salmon in UK, Europe
- ASMI launches canned pink salmon campaign

Intrafish [reported](#) (1 April 2014):

UK consumers spend 4.2% more on seafood purchases

Consumers are buying less fish, but they're paying more for it; salmon makes up a quarter of all sales.

 Dominic Welling

Published: 01.04.2014 15:10 Updated: 01.04.2014 14:20

The total volume of seafood sales in the UK fell to 349,982 metric tons in the 12 months ending February 1, 2014 -- a drop of 2 percent compared with the 356,997 metric tons sold a year earlier.

Despite this, consumers spent 4.2 percent more on fish over the same period, boosting the total value of seafood sales to more than £3.2 billion (€3.8 billion/\$5.3 billion), up from £3 billion (€3.7 billion/\$5.1 billion) a year earlier, according to the latest statistics from market research company Nielsen.

Fresh fish was the only category to see a rise both in volume and value, while frozen saw a drop across the sector.

In terms of value, shoppers spent more than £1.9 billion (€2.3 billion/\$3.2 billion) on fresh fish over the year up to February, up 7.5 percent from the £1.7 billion (€2.1 billion/\$2.8 billion) spent in the previous 52-week period.

They also bought more volume of fresh fish over the period, with volumes up 2.5 percent to 153,349 metric tons, up from 149,642 metric tons.

On the other hand, frozen fish sales fell by both volume and value over the year.

In terms of value, consumers spent 2.4 percent less at £732 million (€886.1 million/\$1.2 billion) on frozen fish products, down from £750 million (€907.9 million/\$1.3 billion) a year earlier. Volumes also fell, from 125,413 metric tons to 120,305 metric tons -- a drop of 4.1 percent.

Ambient fish took the biggest hit on volume, falling 6.9 percent to 76,328 metric tons, but value increased 2.3 percent to £526.9 million (€637.8 million/\$878.5 million) in the period up to Feb. 1.

Fresh fish is still clearly the most popular product among consumers in the UK, accounting for more than 60.3 percent of total sales, the research found. Frozen, on the other hand makes up 23.1 percent while the ambient market accounts for just 16.6 percent of the total.

When it comes to the individual species, salmon still generates by far the most value, in fact a quarter of the total, with consumers spending £798.4 million (€966.5 million/\$1.3 billion) on the product in the 12 months to Feb. 1. This was an increase of 10.2 percent when compared with the £724.7 million (€877.2 million/\$1.2 billion) consumers spent on salmon in the same period a year earlier. Fresh salmon sales made up the majority at £680.9 million (€824.2 million/\$1.1 billion).

The volume of salmon being sold climbed 2.5 percent over the year to 48,612 metric tons, slowly catching up with tuna, the UK's No. 1 retail fish by volume.

Tuna came in second to salmon in overall in value, with sales of £371 million (€449.1 million/\$618.6 million), the majority of which came from canned or ambient products, which made up £336 million (€406.7 million/\$560.2 million) of the total. Tuna is still the most widely bought species, accounting for 54,805 metric tons of the total fish volume, however this has dropped 8.5 percent since the same time last year.

Lower cod sales seem to have spurred demand, with spend jumping 6.4 percent to £333 million (€403.1 million/\$555.2 million) on volumes of 40,389 metric tons (+2.7 percent) while haddock value fell 5.4 percent to £220.8 million (€267.3 million/\$368.2 million) on 9.3 percent lower volumes (23,081 metric tons) over the same period.

Associated Articles

- Race to the bottom in German fish finger market
- Strong UK retail holiday sales boosted by salmon, lobster
- Are salmon prices finally too high for consumers?
- UK retail seafood sales continue downward spiral; Why?

See also



North Atlantic Seafood Forum 2014

The value of warmwater prawns sales also fell 4.7 percent over the period to £207.9 million (€251.7 million/\$346.6 million), on 9.4 percent lower volumes of 14,614 metric tons.

Sales of pollock were also down by both value (-9 percent) and volume (-9.7 percent), the Nielsen figures showed, as were sales of scampi.

The volume of canned salmon products also fell 9.8 percent over the period to 6,434 metric tons from 7,132 metric tons.

Meanwhile, the seafood market remained fairly stable in terms of share among retailers. Tesco was still the leader with 25.9 percent, followed by Sainsbury's with 17.7 percent.

Aldi continued to grow its share of the total fish market, by 1.1 percent over the period, and in particular boosted its share of the frozen market by 2.1 percent to 9.2 percent.

[5] Increase in Imports from Norway:

Intrafish [reported](#) (21 August):

Stats show Norwegian salmon exports chaotic in wake of Russian ban

Great Britain and Spain show sharp hikes in imports, among other changes.

 Dominic Welling

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The effect of the Russian import ban on Norway has officially hit the books, with the Norwegian Seafood Council (NSC) reporting a 96 percent drop in salmon exports to the country the week after the embargo took hold.

In week 33, Norway exported just 57 metric tons to Russia, unsurprisingly down 96 percent on the 1,707 metric tons it exported in the same week a year earlier.

Despite this clear impact, however, total salmon exports from Norway during the week were still up 10.4 percent from 13,657 metric tons to 15,073 metric tons. Also to Europe, salmon exports climbed 31 percent to 12,422 metric tons from 9,484 metric tons in week 33 of 2013.

The drop of exports to Russia was partly offset by Great Britain and Spain, both of which doubled imports during the week.

In week 33, Great Britain imported 1,087 metric tons of salmon from Norway, up 74 percent from the 626 metric tons it imported in the same week a year earlier.

Spain more than doubled imports, increasing by 102 percent, to 1,047 metric tons from just 520 metric tons a year earlier.

Poland remained the largest customer with 2,266 metric tons, followed by France with 1,644 metric tons and Denmark with 1,323 metric tons. The United Kingdom was in fourth place and Spain in fifth.

Other countries to increase Norwegian salmon exports over the week included the Netherlands, up 65 percent to 976 metric tons and Lithuania, up 145 percent to 729 metric tons.

Associated Articles

- Norwegian salmon exports on rise before Russian ban
- Chilean salmon prices jump \$1 in two days
- Russia sanctions: EU associations optimistic despite market chaos

[6] Decreasing Scottish Salmon Farming Production:

According to the latest annual salmon farming production data [published by the Scottish Government](#) in September 2013, Scottish salmon farming production decreased by 10% between 2003 and 2013 (from 169,736 tonnes to 152,507 tonnes):

Table 24: Annual production of Atlantic salmon (tonnes) during 1992-2012 and projected production in 2013

Year	Tonnes	Percentage difference	Year	Tonnes	Percentage difference
1992	36,101	-11	2003	169,736	17
1993	48,691	35	2004	158,099	-7
1994	64,066	32	2005	129,588	-18
1995	70,060	9	2006	131,847	2
1996	83,121	19	2007	129,930	-1.4
1997	99,197	19	2008	128,606	-1
1998	110,897	12	2009	144,247	12
1999	126,686	14	2010	154,164	6.9
2000	128,959	2	2011	158,018	2.5
2001	138,519	7	2012	162,223	2.7
2002	144,589	4	2013	152,507*	

*Industry estimate of projected tonnage based on stocks currently being on-grown.

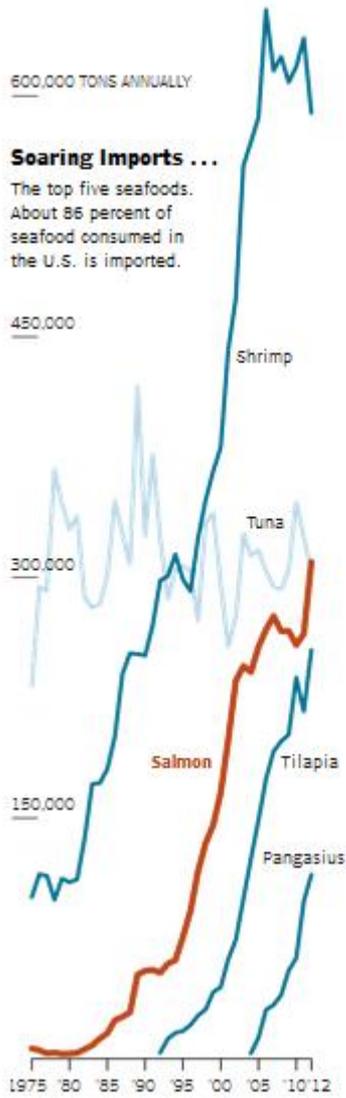
However, '[Scotland's National Marine Plan](#)' (2011) pledges that Scottish Ministers will increase salmon farming production by 4% annually throughout this decade with a 50% increase by 2020 (equivalent to 70,000 tonnes additional production – with average salmon farm size just over 1,000 tonnes that could mean 70 new salmon farms! Read more [online here](#)).

A report - "[An Assessment of the Benefits of Aquaculture to Scotland](#)" - published by Marine Scotland in May 2014 included: "Should the industry achieve the 2020 targets (set out in the Scottish Marine Plan consultation) to increase marine finfish production sustainably to 210,000 tonnes and shellfish to 13,000 tonnes, the industry and supply chain could directly be worth over £1.1 billion with a GVA of £345m, and provide 7,000 jobs for Scotland."

Launching a new Scottish Aquaculture Innovation Centre at the Royal Highland Show in June 2014, the Environment and Climate change Minister Paul Wheelhouse said in a [news release](#): "If the industry's 2020 sustainable production targets are met this could mean a turn-over value of £2 billion to the Scottish economy every year and the on-going support of 10,000 jobs."

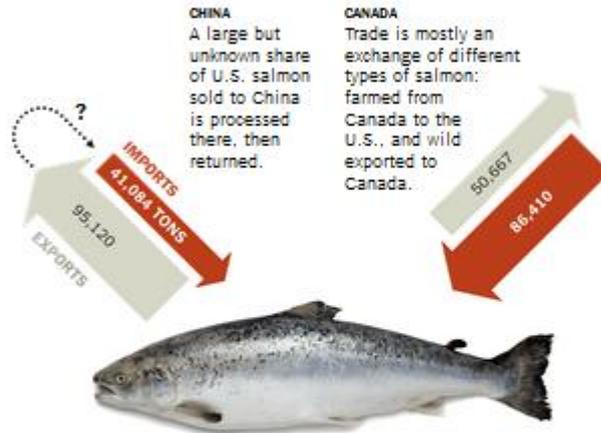
[7] Soaring Imports in the United States:

The New York Times [revealed](#) in June 2014 that 86% of seafood consumed in the US was imported (read full story via "[Why Are We Importing Our Own Fish?](#)"):

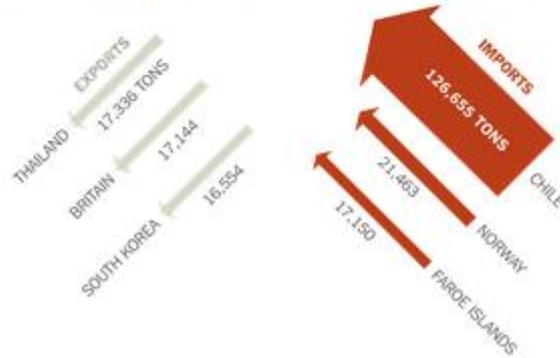


... Even for Salmon, Plentiful in the U.S.

Leading countries for salmon imports to and exports from the U.S., 2013.



Others with the greatest salmon exports from, or imports to, the U.S.:



Read more via "[The Great Fish Swap](#)"