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France

Fishery Products

Annual

2004

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Report Highlights:
France is a net importer and a major consumer of seafood products in Europe. In 2003, the best export opportunities for U.S. seafood were Alaska Pollock fillets, surimi base, lobster, scallops and salmon. The U.S. is France's leading supplier of surimi base, which is further processed in France. It competes with prepared surimi products principally and increasingly imported from Lithuania, where the largest European surimi products factory is based. In 2004, French salmon consumption and imports were negatively affected by press linking farm-raised salmon and cancer risk. U.S. lobster remains a premium seasonal product on the French market, and U.S. scallops are increasingly used by the food industry in prepared meals.

Includes PSD Changes: Yes
Includes Trade Matrix: Yes
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Executive Summary

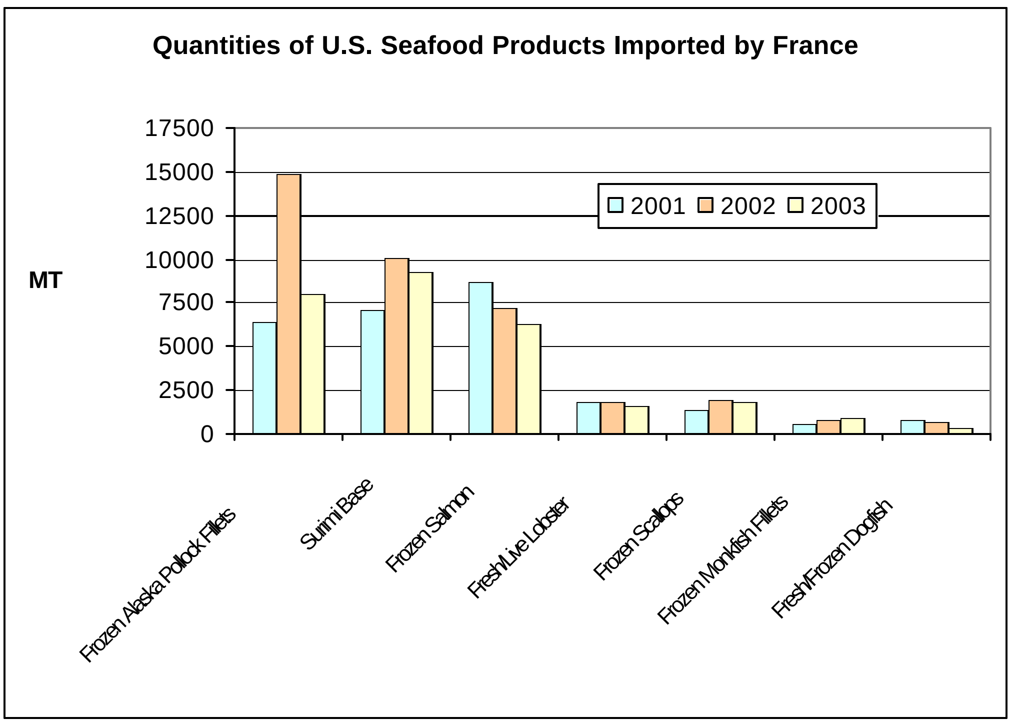
France is a net importer and a major consumer of seafood products in Europe. In 2003, the best export opportunities for U.S. seafood products to France were for Alaska Pollock fillets, surimi base, lobster, scallops and salmon. The U.S. is France's leading supplier of surimi base, which is further processed in France. It competes with prepared surimi products principally and increasingly imported from Lithuania, where the largest European surimi factory is based. In 2004, French salmon consumption and imports were negatively affected by press linking farm-raised salmon and cancer risk. U.S. lobster remains a premium seasonal product on the French market, and U.S. scallops are increasingly used by the food industry in prepared meals.

Situation and Outlook

France is a net importer of fishery products, because domestic production (including wild catch and aquaculture) is significantly lower than demand. France is a good market for seafood. With a large population (62 million) and high per capita consumption, French demand cannot be satisfied by domestic production. French per capita consumption is estimated at 27.5 kg per year, average EU per capita consumption is 23.4 kg and average world per capita consumption is 16.1 kg per year.

In 2003, France’s trade deficit for fishery products was 530,456 MT, or 2,125 million euros. The United States was France’s leading seafood supplier after European countries: the United Kingdom, Norway, Spain, Ireland, the Netherlands and Denmark.

As indicated in the graph below, the main categories of seafood products imported by France from the United States in 2003 were surimi base, frozen Alaska pollack fillets, and frozen salmon.



In 2003, French imports of Alaskan Pollock fillets fell back to 2001 levels, as a result of the return of Chinese and Russian product. During the first seven months of 2004, French imports of Alaskan Pollock from the United States and of Chinese product increased, at the expense of Russian product.

France is the largest European consumer of surimi, and the French surimi processing industry has significantly increased its production capacity in the past ten years to meet booming domestic demand. The United States is, by far, France's leading supplier of surimi base, which is mainly made from Alaskan Pollock. Surimi base is processed, flavored and packaged in France by French companies. U.S. product indirectly competes with prepared surimi products imported by France form Lithuania, where the largest EU surimi processor is based.

France is the largest European market for salmon, which is the French consumer's favorite fish. France is a mature and saturated market for salmon. Norway, Scotland and Ireland are the main suppliers of farm-raised salmon. This product competes with wild Alaska salmon. Price and supply seasonality are the drawbacks of Alaska salmon compared to farm-raised European salmon. In 2004, the image of salmon was significantly hurt by the publication of an article in Science magazine concluding that farm-raised salmon presents cancer risk to consumers. As a result, both domestic consump tion and imports declined in the first half of the year.

The United States is, by far, France's leading supplier of live/fresh lobster, while Canada is France's number one supplier of frozen lobster. Rock lobster is provided mainly by Cuba and the Bahamas. Lobster and rock lobster are considered festive products and their consumption is seasonal in France, most of it taking place during the Holiday season in December. The HRI sector consumes most of the lobster products imported.

The increase in U.S. exports of frozen scallops started in 2001 and continued in 2002 and 2003. During the first seven months of 2004, U.S. exports to France were slightly down to their 2002 levels. Also, scallops from the East coast are increasingly available and therefore more price-competitive on the French market. There is potential for growth of U.S. market share for scallops on the French market.

Note: Websites of interest on the French fishery sector:

http://www.ofimer.fr
OFIMER is the French seafood board. Its website contains economic data on French fishery production, consumption and trade.

http://www.agriculture.gouv.fr
The website of the French Ministry of Agriculture, Food, Fisheries and Rural Affairs contains general information on French fisheries.

Statistical Tables

PS&D Tables

PSD Table

Country	**France**						
Commodity	**Salmon, Whole/ Eviscerated**				(MT)		
	2002	Revised	2003	Estimate	2004	Forecast	UOM
	USDA Official [Old]	Post Estimate [New]	USDA Official [Old]	Post Estimate [New]	USDA Official [Old]	Post Estimate [New]	
Market Year Begin		01/2002		01/2003		01/2004	MM/YYYY
Beginning Stocks	32000	32000	31000	31000	31000	31000	(MT)
Total Production	10	8	10	8	0	8	(MT)
Intra-EC Imports	92400	44490	92400	43389	0	41000	(MT)
Other Imports	8300	53741	8300	59194	0	58000	(MT)
TOTAL Imports	100700	98231	100700	102583	0	99000	(MT)
TOTAL SUPPLY	132710	130239	131710	133591	31000	130008	(MT)
Intra-EC Exports	6000	7494	5500	8647	0	8000	(MT)
Other Exports	500	354	500	359	0	350	(MT)
TOTAL Exports	6500	7848	6000	9006	0	8350	(MT)
Domestic Consumption	91210	87391	90710	89585	0	86658	(MT)
Other Use/Loss	4000	4000	4000	4000	0	4000	(MT)
TOTAL Utilization	95210	91391	94710	93585	0	90658	(MT)
Ending Stocks	31000	31000	31000	31000	31000	31000	(MT)
TOTAL DISTRIBUTION	132710	130239	131710	133591	31000	130008	(MT)

Sources: MinAg, French Customs

PSD Table

Country	**France**						
Commodity	**Groundfish, Fillets**				(MT)		
	2002	Revised	2003	Estimate	2004	Forecast	UOM
	USDA Official [Old]	Post Estimate [New]	USDA Official [Old]	Post Estimate [New]	USDA Official [Old]	Post Estimate [New]	
Market Year Begin		01/2002		01/2003		01/2004	MM/YYYY
Beginning Stocks	1000	1000	1000	1000	1000	1000	(MT)
Total Production	33000	38000	33000	35000	0	35000	(MT)
Intra-EC Imports	85000	48291	85000	51291	0	53000	(MT)
Other Imports	82000	108492	82000	118563	0	120000	(MT)
TOTAL Imports	167000	156783	167000	169854	0	173000	(MT)
TOTAL SUPPLY	201000	195783	201000	205854	1000	209000	(MT)
Intra-EC Exports	12000	13382	12000	12914	0	15000	(MT)
Other Exports	1000	962	1000	959	0	1000	(MT)
TOTAL Exports	13000	14344	13000	13873	0	16000	(MT)
Domestic Consumption	186000	179439	186000	189981	0	191000	(MT)
Other Use/Loss	1000	1000	1000	1000	0	1000	(MT)
TOTAL Utilization	187000	180439	187000	190981	0	192000	(MT)
Ending Stocks	1000	1000	1000	1000	1000	1000	(MT)
TOTAL DISTRIBUTION	201000	195783	201000	205854	1000	209000	(MT)

Sources: MinAg, French Customs

PSD Table

Country **France**

Commodity **Lobster** (MT)

	2002 USDA Official [Old]	Revised Post Estimate [New]	2003 USDA Official [Old]	Estimate Post Estimate [New]	2004 USDA Official [Old]	Forecast Post Estimate [New]	UOM
Market Year Begin		01/2002		01/2003		01/2004	MM/YYYY
Beginning Stocks	100	100	100	100	100	100	(MT)
Total Production	405	356	405	377	0	370	(MT)
Intra-EC Imports	2900	2219	2900	1782	0	1850	(MT)
Other Imports	5900	6179	5900	6593	0	6500	(MT)
TOTAL Imports	8800	8398	8800	8375	0	8350	(MT)
TOTAL SUPPLY	9305	8854	9305	8852	100	8820	(MT)
Intra-EC Exports	1100	522	1100	529	0	520	(MT)
Other Exports	330	365	330	338	0	320	(MT)
TOTAL Exports	1430	887	1430	867	0	840	(MT)
Domestic Consumption	7775	7867	7775	7885	0	7880	(MT)
Other Use/Loss	0	0	0	0	0	0	(MT)
TOTAL Utilization	7775	7867	7775	7885	0	7880	(MT)
Ending Stocks	100	100	100	100	0	100	(MT)
TOTAL DISTRIBUTION	9305	8854	9305	8852	0	8820	(MT)

Sources: MinAg, French Customs

PSD Table

Country **France**

Commodity **Scallops** (MT)

	2002 USDA Official [Old]	Revised Post Estimate [New]	2003 USDA Official [Old]	Estimate Post Estimate [New]	2004 USDA Official [Old]	Forecast Post Estimate [New]	UOM
Market Year Begin		01/2002		01/2003		01/2004	MM/YYYY
Beginning Stocks	1500	1500	1500	1500	1500	1500	(MT)
Total Production	2300	20108	2300	18250	0	20000	(MT)
Intra-EC Imports	9200	5517	9200	5661	0	5500	(MT)
Other Imports	8200	11394	8200	13695	0	15500	(MT)
TOTAL Imports	17400	16911	17400	19356	0	21000	(MT)
TOTAL SUPPLY	21200	38519	21200	39106	1500	42500	(MT)
Intra-EC Exports	4500	5237	4500	5401	0	5400	(MT)
Other Exports	150	171	150	49	0	50	(MT)
TOTAL Exports	4650	5408	4650	5450	0	5450	(MT)
Domestic Consumption	15040	31601	15040	32146	0	35540	(MT)
Other Use/Loss	10	10	10	10	0	10	(MT)
TOTAL Utilization	15050	31611	15050	32156	0	35550	(MT)
Ending Stocks	1500	1500	1500	1500	0	1500	(MT)
TOTAL DISTRIBUTION	21200	38519	21200	39106	0	42500	(MT)

Sources: MinAg, French Customs

PSD Table

Country **France**

Commodity **Surimi** (MT)

	2002 USDA Official [Old]	Revised Post Estimate [New]	2003 USDA Official [Old]	Estimate Post Estimate [New]	2004 USDA Official [Old]	Forecast Post Estimate [New]	UOM
Market Year Begin		01/2002		01/2003		01/2004	MM/YYYY
Beginning Stocks	0	0	0	0	0	0	(MT)
Total Production	0	2000	0	2500	0	2500	(MT)
Intra-EC Imports	0	62	0	140	0	150	(MT)
Other Imports	0	14762	0	14912	0	15000	(MT)
TOTAL Imports	0	14824	0	15052	0	15150	(MT)
TOTAL SUPPLY	0	16824	0	17552	0	17650	(MT)
Intra-EC Exports	0	545	0	236	0	250	(MT)
Other Exports	0	14	0	5	0	5	(MT)
TOTAL Exports	0	559	0	241	0	255	(MT)
Domestic Consumption	0	0	0	0	0	0	(MT)
Other Use/Loss	0	16265	0	17311	0	17395	(MT)
TOTAL Utilization	0	16265	0	17311	0	17395	(MT)
Ending Stocks	0	0	0	0	0	0	(MT)
TOTAL DISTRIBUTION	0	16824	0	17552	0	17650	(MT)

Sources: ADISUR, French Customs

Note: Data in this PS&D table are for surimi base, not prepared surimi products.

Trade Matrices

Trade data were revised from previous reports, in which they were based from Eurostat data. In the current report, they are sourced from French Customs.

Salmon

Import Trade Matrix

Country	France		
Commodity	Salmon, Whole/Eviscerated		
Time Period	Jan-Dec	Units:	MT
Imports for:	2002		**2003**
U.S.	7185	U.S.	6392
Others		Others	
Norway	43210	Norway	48715
UK	25794	UK	29220
Ireland	9711	Ireland	6318
Denmark	5565	Denmark	4994
Faroe Islands	2050	Faroe Islands	2839
Spain	1113	Spain	905
Total for Others	87443		92991
Others not Listed	3603		3200
Grand Total	98231		102583

Export Trade Matrix

Country	France		
Commodity	Salmon, Whole/Eviscerated		
Time Period	Jan-Dec	Units:	MT
Exports for:	2002		**2003**
U.S.	0	U.S.	0
Others		Others	
Spain	4190	Spain	4676
Belgium	1098	Belgium	1382
Total for Others	5288		6058
Others not Listed	2560		2948
Grand Total	7848		9006

Source: French Customs

Groundfish Fillets

Import Trade Matrix

Country	France		
Commodity	Groundfish, Fillets		
Time Period	Jan-Dec	Units:	MT
Imports for:	2002		**2003**
U.S.	18418	U.S.	12018
Others		Others	
Germany	14317	China	19956
China	13539	Iceland	13109
Iceland	12960	Norway	11486
Chile	9782	Germany	11451
Norway	8789	Russia	9975
Russia	8194	Chile	9427
UK	7539	UK	8805
Netherlands	7067	Denmark	8167
Denmark	6966	Netherlands	7860
New Zealand	6183	New Zealand	6686
Total for Others	95336		106922
Others not Listed	43029		50914
Grand Total	156783		169854

Export Trade Matrix

Country	France		
Commodity	Groundfish, Fillets		
Time Period	Jan-Dec	Units:	MT
Exports for:	2002		**2003**
U.S.	0	U.S.	0
Others		Others	
Germany	2958	Germany	3454
Belgium	2692	Belgium	2588
Italy	1601	Italy	1832
UK	1400	Spain	1482
Spain	1297	UK	1059
Denmark	1032		
Total for Others	10980		10415
Others not Listed	3364		3458
Grand Total	14344		13873

Source: French Customs

French imports of Alaska Pollack frozen fillets and frozen meat:

French Imports Frozen Alaska Pollack (MT)	CY 2002		CY 2003	
	Frozen Fillets (03042085)	Frozen Meat (03049061)	Frozen Fillets (03042085)	Frozen Meat (03049061)
US	14890	2632	8020	2307
China	10870	849	15238	92
Russia	6035	295	7935	1756
Germany	5890	553	5401	608
Others	1461	10	2306	33
Total	39146	4339	38900	4796

Source: French Customs

Lobster

Import Trade Matrix

Country	France		
Commodity	Lobster		
Time Period	Jan-Dec	Units:	MT
Imports for:	2002		**2003**
U.S.	2008	U.S.	1779
Others		Others	
Canada	1725	Canada	1815
Bahamas	874	Bahamas	1031
UK	735	UK	719
Cuba	697	Cuba	695
Total for Others	4031		4260
Others not Listed	2359		2336
Grand Total	8398		8375

Export Trade Matrix

Country	France		
Commodity	Lobster		
Time Period	Jan-Dec	Units:	MT
Exports for:	2002		**2003**
U.S.	0	U.S.	0
Others		Others	
Japan	326	Japan	288
Spain	120	Spain	108
Italy	114	Italy	108
Belgium	95	Belgium	106
Total for Others	655		610
Others not Listed	232		257
Grand Total	887		867

Source: French Customs

Scallops

Import Trade Matrix

Country	France		
Commodity	Scallops		
Time Period	Jan-Dec	Units:	MT
Imports for:	2002		**2003**
U.S.	1947	U.S.	1956
Others		Others	
UK	3289	UK	4308
Argentina	2237	Argentina	3008
Canada	1995	Canada	2512
Chile	1674	Chile	2412
Peru	996	Peru	1141
Total for Others	10191		13381
Others not Listed	4773		4019
Grand Total	16911		19356

Export Trade Matrix

Country	France		
Commodity	Scallops		
Time Period	Jan-Dec	Units:	MT
Exports for:	2002		**2003**
U.S.	0	U.S.	0
Others		Others	
Spain	2641	Spain	2734
Italy	1630	Italy	1327
Total for Others	4271		4061
Others not Listed	1137		1389
Grand Total	5408		5450

Source: French Customs

Surimi

Import Trade Matrix

Country	France		
Commodity	Surimi		
Time Period	Jan-Dec	Units:	MT
Imports for:	2002		**2003**
U.S.	10119	U.S.	9237
Others		Others	
Chile	3139	Lithuania	5001
Lithuania	2594	Chile	4529
Thailand	1510	Thailand	1498
South Korea	1486	South Korea	954
Total for Others	8729		11982
Others not Listed	2097		1596
Grand Total	20945		22815

Export Trade Matrix

Country	France		
Commodity	Surimi		
Time Period	Jan-Dec	Units:	MT
Exports for:	2002		**2003**
U.S.	0	U.S.	0
Others		Others	
Spain	1485	Spain	959
Total for Others	1485		959
Others not Listed	767		614
Grand Total	2252		1573

Source: French Customs

French imports of surimi were broken down as follows in CY 2002 and CY 2003:

French Imports of Surimi	Surimi Base 03049005		Prepared Surimi 16042005		Total	
	CY 2002	CY 2003	CY 2002	CY 2003	CY 2002	CY 2003
United States	10,115	9,237	0	0	10,115	9,237
Lithuania	0	0	2,594	5,001	2,594	5,001
Chile	3,139	4,529	0	0	3,139	4,529
Thailand	237	398	1,277	1,100	1,514	1,498
South Korea	0	6	1,479	948	1,479	954
Argentina	586	434	0	0	586	434
China	0	46	413	224	413	270
Belgium	25	12	116	214	141	226
Faroe Islands	0	173	0	0	0	173
Peru	368	84	0	0	368	84
Others	354	133	243	276	597	409
Total	14,824	15,052	6,122	7,763	20,946	22,815

Source: French Customs

Monkfish

French Imports of Monkfish (Jan-Dec, MT)	2002	2003
U.S.	1454	1508
UK	3763	4335
China	170	1454
Brazil	423	624
Ireland	666	551
Others	864	1334
Total	7340	9806

Source: French Customs

Dogfish

French Imports of Dogfish (Jan-Dec, MT)	2002	2003
U.S.	768	400
Spain	578	954
Canada	937	861
UK	490	378
Russia	174	283
China	23	248
New Zealand	313	248
Ireland	236	243
Others	995	1055
Total	4514	4670

Source: French Customs

Tariff Tables

Customs Codes Fresh/Frozen Whole Salmon	Tariffs 2003/2004
03 02 12	2
03 02 19	8
03 03 11	2
03 03 19	2
03 03 22	2
03 03 29	9

Customs Codes Groundfish Fillets	Tariffs 2003
03 04 10 13	2
03 04 10 15	12
03 04 10 17	12
03 04 10 19	9
03 04 10 31	18
03 04 10 33	18
03 04 10 35	18
03 04 10 38	18
03 04 10 91	8
03 04 10 97	(*)
03 04 10 98	(*)
03 04 20 13	2
03 04 20 15	12
03 04 20 17	12
03 04 20 19	9
03 04 20 21 to 03 04 20 43	7.5

03 04 20 45	18
03 04 20 51	15
03 04 20 53	15
03 04 20 55 to 03 04 20 73	7.5
03 04 20 75 to 03 04 20 85	15
03 04 20 87	7.5
03 04 20 88	15
03 04 20 91	7.5
03 04 20 94	15(**)

(*) Jan 1st-Feb 14, and June 16-Dec 31: 15
TRQ of 34,000 MT: zero duty for reference price:
03 02 40 00
03 03 50 00
03 04 10 97
03 04 10 98
03 04 90 22
Feb 15-June 15: exempted

(**) TRQ of 200 MT: zero duty

Customs Codes Lobster	Tariffs 2003/2004
03 06 11 10	12.5
03 06 11 90	12.5
03 06 12 10	6
03 06 12 90	16
03 06 21 00	12.5
03 06 22 10	8
03 06 22 91	8
03 06 22 99	10

Customs Codes Scallops	Tariffs 2003/2004
03 07 21 00	8
03 07 29 10	8
03 07 29 90	8

Customs Codes Surimi	Tariffs 2003/2004
03 04 90 05	15
16 04 20 05	20

Customs Codes Monkfish	Tariffs 2003/2004
03 02 69 81	15
03 03 79 81	15
03 04 20 83	15
03 04 90 57	7.5

Customs Codes Dogfish	Tariffs 2003/2004
03 02 65 20	6
03 02 65 50	6
03 02 65 90	8
03 03 75 20	6
03 03 75 50	6
03 03 75 90	8
03 04 20 61	7.5
03 04 20 69	7.5

Production, Supply and Demand

Production

Total Fishery Products

The most recent complete data available on French seafood and aquaculture production from the French Ministry of Agriculture and Fisheries (MinAg) and the French Seafood board (OFIMER) is for 2002. It includes the following:

	2001		2002	
	Quantity (MT)	Value (million Euros)	Quantity (MT)	Value (million Euros)
Fresh Wild Catch Sold at Auction Markets	307,981	704	296,774	698
Fresh Wild Catch not Sold at Auction Markets	95,002	206	97,175	240
Aquaculture	254,020	483	250,378	512
Frozen Wild Catch	203,474	160	224,411	182
TOTAL	860,477	1,552	868,738	1,632

Sources: OFIMER, MinAg

To date, only sales at auction markets are available for 2003. They included the following:

	2002			2003		
	Quantity (MT)	Value (million Euros)	Average Price (Euro per kg)	Quantity (MT)	Value (million Euros)	Average Price (Euro per kg)
Finfish	217,632	525	2.41	207,585	517	2.49
Crustaceans	10,431	69	6.59	10,847	68	6.27
Shellfish	30,332	54	1.80	32,483	58	1.79
Cephalopods	23,066	62	2.69	25,726	71	2.76

Source: OFIMER

During the first half of 2004, 122,536 MT of seafood were sold at French auction markets, for a value of 337 million euros. This corresponds to a 9% decline in quantity and 2% decline in value from the first half of 2003.

Canned Fishery Products

France is a major producer of canned fishery products. As indicated in the following table, the major species canned in France are tuna, sardines and mackerel.

	2002		2003	
	Raw material used (whole fish equivalent, MT)	Processed Products (net weight, MT)	Raw material used (whole fish equivalent, MT)	Processed Products (net weight, MT)
Sardines	18,774	9,956	17,417	8,782
Tuna	39,960	43,005	43,277	46,272
Mackerel	33,885	21,305	26,584	16,283
Salmon/Trout	702	223	727	302
Other (incl. Herring, shellfish and other)	6,241	9,187	4,187	9,164
Total	98,860	83,453	91,465	80,501

Source: FIAC (French Federation for the Canning Industry)
http://www.adepale.org

Salmon

While salmon production is marginal in France, there is a significant production of trout through aquaculture. Salmon and trout products are in direct competition on the French market. Since salmon and trout belong to the same family (Salmonidae), the aspect and texture of their meat are similar. Salmon and trout are both sold fresh and smoked on the French market. French trout production amounts to 45,000 MT, which is significantly lower than the average 100,000 MT of salmon imported annually.

Groundfish

According to the French Ministry of Agriculture, Food, Fisheries and Rural Affairs, the following quantities of groundfish were caught by French boats in 2001, 2002 and 2003:

	2001		2002		2003	
	Quantities Produced (MT)	Sales Value (1,000 Euros)	Quantities Produced (MT)	Sales Value (1,000 Euros)	Quantities Produced (MT)	Sales Value (1,000 Euros)
Cod	11,308	30,142	11,614	29,306	8,912	22,717
Haddock	5,989	7,705	5,980	7,541	7,889	8,647
Pollack	28,754	26,855	30,738	27,482	23,552	19,103
Whiting	38,535	31,018	33,244	31,066	33,667	29,866
Hake	10,000	38,528	13,614	49,338	13,296	48,793
TOTAL	94,586	134,248	95,190	144,733	87,316	129,126

Lobster

According to the French MinAg, French production of lobster was the following in 2001, 2002 and 2003:

	2001		2002		2003	
	Quantities Produced (MT)	Sales Value (1,000 Euros)	Quantities Produced (MT)	Sales Value (1,000 Euros)	Quantities Produced (MT)	Sales Value (1,000 Euros)
Lobster	332	6,763	302	6,290	303	6,066
Rock Lobster	59	2,117	54	1,969	74	2,720
TOTAL	391	8,880	356	8,259	377	8,786

Scallops

French scallop production was the following in 2001, 2002 and 2003:

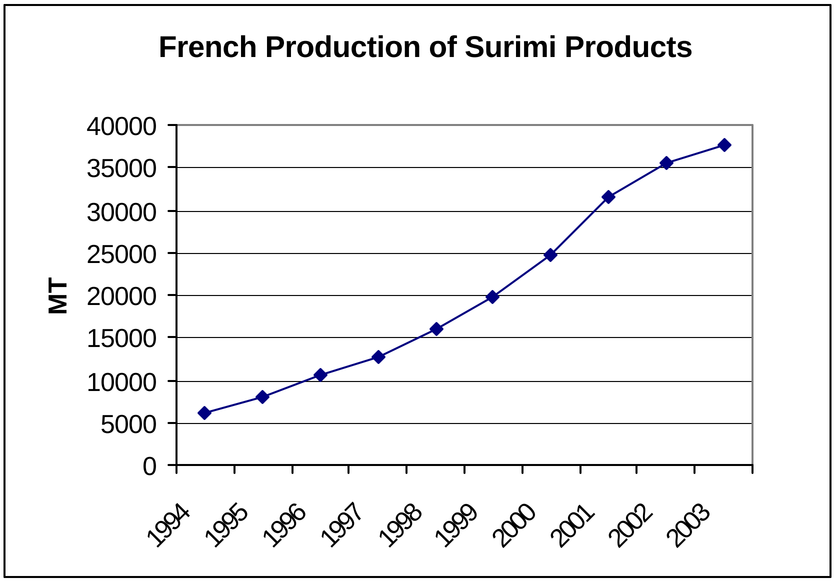
Scallops	2001		2002		2003	
	Quantities Produced (MT)	Sales Value (1,000 Euros)	Quantities Produced (MT)	Sales Value (1,000 Euros)	Quantities Produced (MT)	Sales Value (1,000 Euros)
in-shell scallops	16,903	50,946	20,108	53,737	18,250	49,205
shelled equivalent	2,486		2,957		2,684	

Note: the conversion factor used to convert in-shell scallop production into shelled scallop production is 6.8.

Surimi

French surimi base production is restricted to one company, Comapeche, based in Brittany. In 2004, it is estimated that Comapeche production of surimi base will remain stable from 2003 at 2,500 MT. Comapeche's subsidiary company Comaboko processes surimi base into prepared surimi products.

According to the French surimi development association (ADISUR), French domestic production of surimi continued to increase in 2003 to 37,600 MT. The following graph illustrates the continuing growth in both French domestic production and demand for surimi since 1994. Please note that these data do not correspond to PD&D data, as in the PS&D, data are for surimi base, and here, data are for processed surimi products.



http://www.adepale.org/adisur.htm

Monkfish and Dogfish

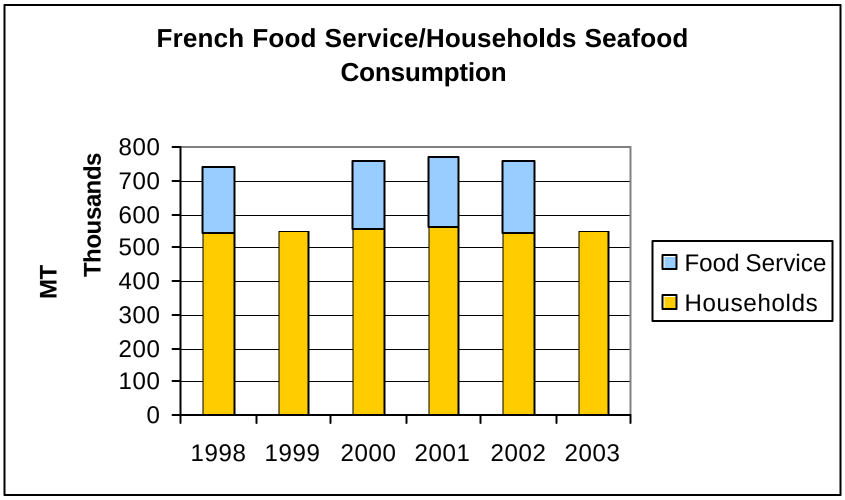
According to the French MinAg, French production of monkfish and dogfish was the following in 2001, 2002 and 2003:

	2001		2002		2003	
	Quantities Produced (MT)	Sales Value (1,000 Euros)	Quantities Produced (MT)	Sales Value (1,000 Euros)	Quantities Produced (MT)	Sales Value (1,000 Euros)
Monkfish	13,566	61,540	15,780	68,830	14,625	55,188
Dogfish	14,270	15,193	12,315	13,580	11,346	12,433

Consumption

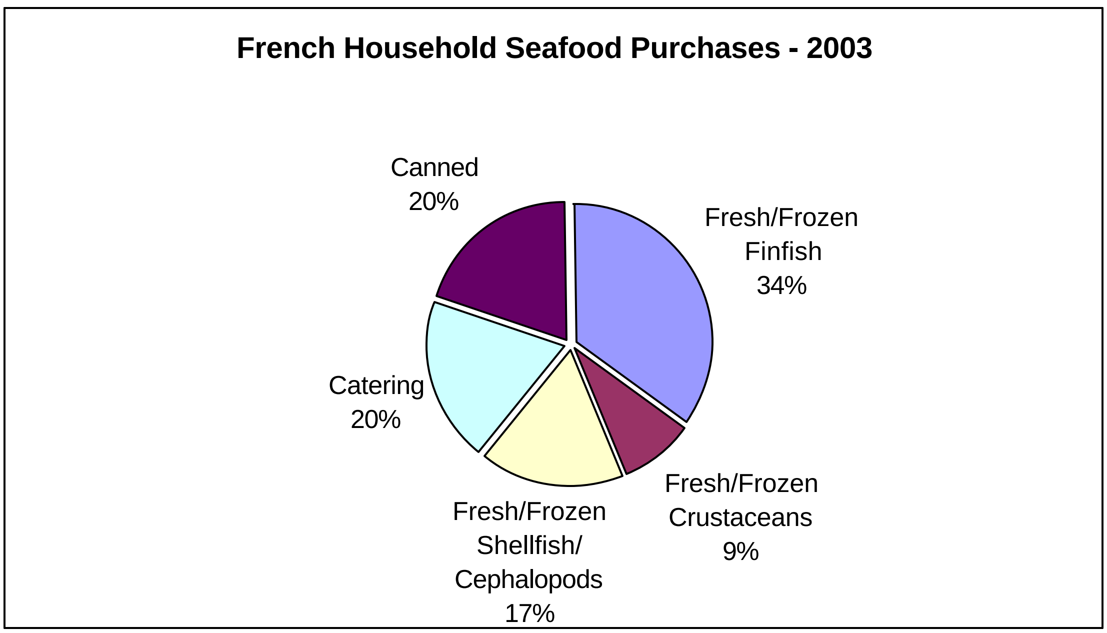
Total Fishery Products

According to OFIMER and SECODIP, French household consumption of seafood slightly decreased to 550,000 MT in 2003 from 543,000 MT in 2002. There is no data available for seafood consumption in hotels, restaurants and institutions in 2003, as indicated in the graph below.

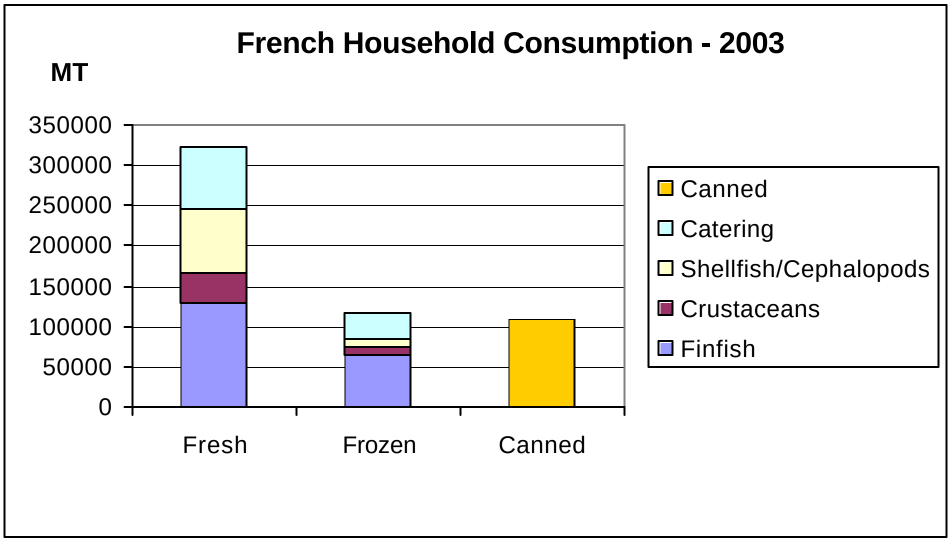


Note: Food service seafood consumption for 1999 and 2003 are not available.

As indicated in the graph below, fresh/frozen finfish is the main category of seafood purchased by French households, in quantity, followed by canned and catering seafood products.

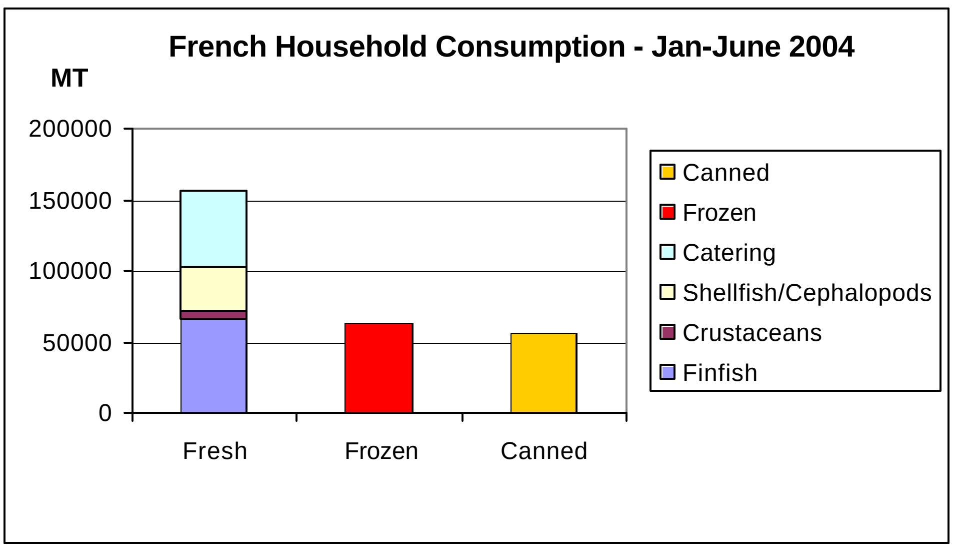


The graph below illustrates the preference of French households for fresh seafood products, although the share of frozen products, which is of interest for U.S. exporters, is significant (21%) and stable from 2002.



Sources: OFIMER, SECODIP

During the first half of 2004, French household consumption of seafood products increased by 4% in volume to 274,930 MT and 1.6% in value to 2,335 million euros from the first half of 2003. The following graph indicates that shellfish and crustaceans have a lower share in the first half of 2004 than in the whole year of 2003. This is due to the fact that these products (mainly lobster and scallops are festive products principally consumed during the Holiday season.



Sources: OFIMER, SECODIP

Salmon

General

France is the largest European consumer of salmon. Salmon products (fresh, frozen, and processed) represent 10 percent of the volume of finfish consumed in France every year. French per capita consumption is 2 kilograms per year, whole salmon equivalent. The French principally consume salmon fresh or smoked.

The success of salmon on the French market is principally due to the price decline of the past decade, as a result of the increased salmon farming in Norway, Scotland and Ireland. In addition, salmon products sold on the French market are numerous, including various cuts (whole, steaks, fillets), and processing (fresh, frozen, fillets, smoked, marinated, carpaccio, dice, patés, slices, etc.). Salmon products on the French market are therefore in direct competition with groundfish fillets, as well as meat and poultry cuts.

Salmon is French households' favorite species. In 2003, the market shares of fresh, smoked and frozen salmon accounted for 17%, 63%, and 13% of total fresh, smoked and frozen finfish markets, respectively. In 2002, French purchases of salmon by hotels, restaurants and institutions represented 35% of fresh whole finfish, 24% of fresh cut finfish, 20% of frozen whole finfish, and 7% of frozen cut finfish.

Crisis of early 2004

In early 2004, French salmon consumption was hurt by the publication in January of an article in Science magazine concluding that farm-raised salmon presented a cancer risk to consumers. During the month following the publication of the article, salmon sales of specialized fish shops declined by 45%, while supermarket sales were hurt to a lower extent, since many of them sell specialty salmon products, which reassure consumers in terms of food quality and safety. Interestingly, whole salmon sales in supermarkets declined by 80% according to SECODIP, while sales of salmon cuts rose by 50%. In French consumers' minds, the image of the whole fish was hurt, but not that of the food product.

Smoked salmon

Smoked salmon remains a festive seasonal product in France. In 2003, 25% of smoked salmon sales took place during the Holiday Season, where sales of high quality smoked salmon products (with origins identified on labels including Alaska, Baltic and Pacific) increased significantly, at the expense of sales of low-price and low-quality standard product sales. Labeyrie is, by far, the leading brand for smoked salmon, with almost 20% of supermarket sales. Smoked Alaska salmon caught with rod and line under Labeyrie brandname was successfully sold in 2003.

According to the French consumer survey agency SECODIP, French households purchased 12,800 MT of smoked salmon in 2003, and only 1,450 MT of smoked trout. Both quantities increased by 5% from 2002.

Groundfish fillets

On average, French groundfish consumption is 400,000 MT, whole fish equivalent, annually, and French per capita consumption is 6.5 kg, whole fish equivalent. White fish consumption accounts for 30% of total French finfish consumption. Alaska Pollock, cod, and hake are French consumers' preferred groundfish species. Groundfish fillets compete on the French market with salmon, poultry and meat cuts. Alaska Pollock, which is the product of interest for U.S. exporters to France, is principally used by the French food industry to prepare breaded fish and prepared meals.

Lobster

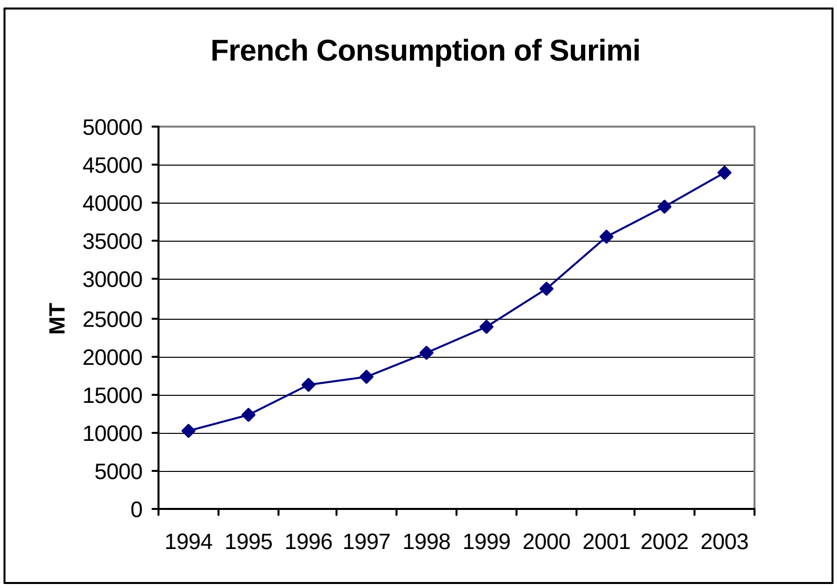
Lobster is mainly consumed in the HRI sector in France, as it is a luxury product not often prepared at home. It is principally consumed in December during the Holiday Season. Canadian lobster and American lobster compete for the French market, but U.S. lobster is mainly imported fresh, while Canadian lobster is principally imported frozen. In 2003, French household consumption of fresh lobster and rock lobster was 1,150 MT (a decline of 18% from 2002), for a value of 35 million euros (an decline of 19%).

Scallops

In France, the market for frozen scallops includes three segments. First, more than half of the market consists of small size frozen product, mainly imported from Argentina and the United States, used as an ingredient by the food industry for prepared meals. The second market segment consists of frozen scallops without roe, mainly supplied by Greenland, Iceland and Canada, and has developed over the past few years, due to its price-competitiveness with scallops sold with roe. The third market segment includes scallops with roe, which are principally imported from Chile, Peru and Canada. This product is of high value in France, contrary to other markets.

Surimi

According to ADISUR, French surimi consumption continued to increase in 2003 to 44,050 MT. The graph below illustrates the continued growth in consumption since 1994. Over the past ten years, the market share for frozen surimi products declined from 37% to 5%, for the benefit of fresh sales, which represented 95% of the total surimi market in 2003. Surimi sticks represent almost 77% of French household purchases. In 2004, surimi processors (mainly Cuisimer and Fleury Michon) have launched new products with various seasonings.



Trade

France has a trade deficit for fishery products. According to French Customs, this trade deficit amounted to 530,456 MT in 2003, or 2,125 million euros. The United States is France's leading supplier of fishery products after the European Union.

Salmon

According to French Customs, the United States was France’s third largest supplier of salmon (6% of the French market) in 2003, after Norway (47%) and the United Kingdom (28%).

During the first 7 months of 2004, French imports of salmon declined by 9% to 46,074 MT from 50,715 MT in the same period of 2003. This resulted from a significant decline in domestic consumption in the first months of 2004, after the publication of an article in Science magazine indicating farmed salmon presents a cancer risk to consumers.

Groundfish Fillets

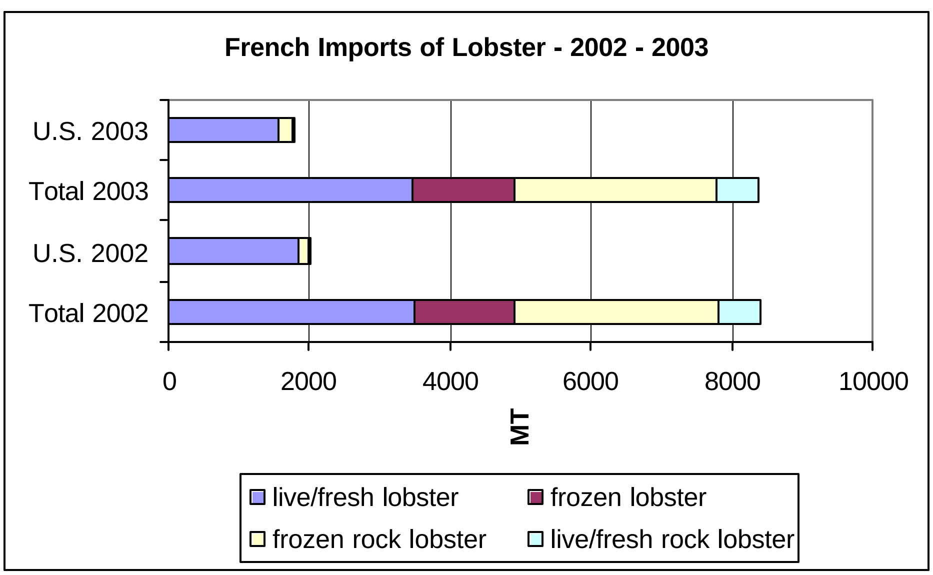
Most of French imports of groundfish fillets from the United States consist mainly of Alaska Pollock. In 2002, shipments of Alaska Pollock fillets from the U.S. to France were abnormally high (above 14,000 MT), and they were back to more normal levels in 2003 (8,000 MT), although higher than in 2001 (5,700 MT). EU sanitary restrictions were imposed on frozen fillets of Alaska Pollock coming from China in 2002, therefore reducing French imports from China significantly. In 2003, the trend reversed.

During the first seven months of 2004, French imports of frozen fillets of Alaska Pollock from all origins increased by 3% to 25,400 MT, to the benefit of Chinese (10,000 MT) and U.S. (6,700 MT) products, and at the expense of Russian products (3,900 MT).

Lobster

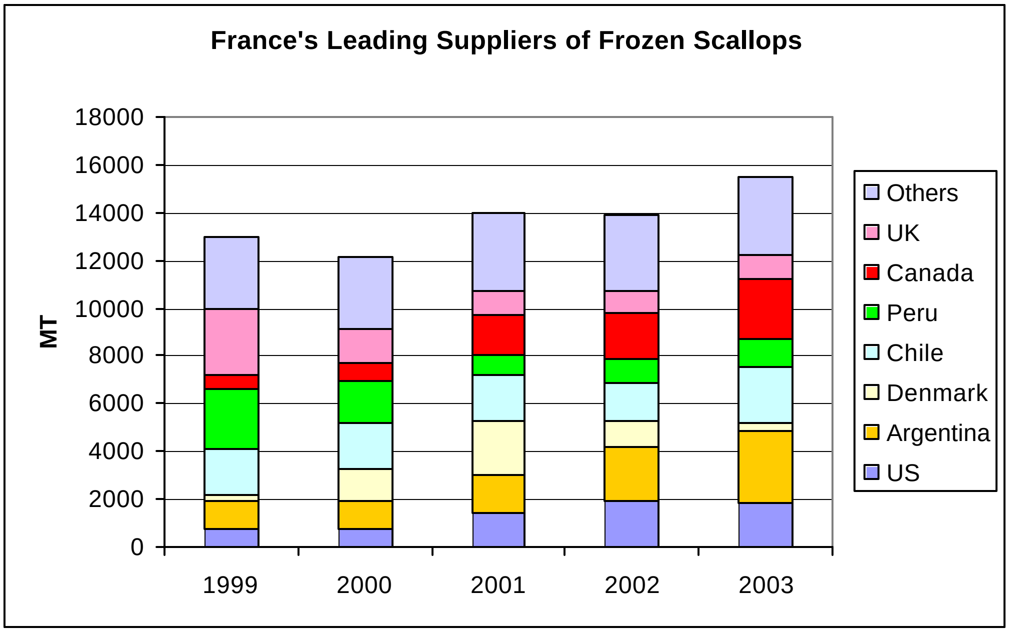
The United States is, by far, the leading supplier of live and fresh lobster to France, while Canada is the number one supplier of frozen lobster to France. Frozen and live/fresh rock lobster are mainly supplied by the Bahamas and Cuba to France, either directly or through Spain.

American and Canadian lobsters are very price-competitive on the French market with lobster caught in France, the UK and Ireland.



Scallops

French imports of scallops mainly consist of frozen products. Over the past five years, the United States has become one of the leading suppliers of frozen scallops, as indicated in the graph below. U.S. products compete on the French market mainly with Argentine, Peruvian and Chilean products.



Surimi

The table in Section II distributing French surimi imports among surimi base and prepared surimi indicates that the United States is, by far, France's leading supplier of surimi base, with 64% of the French market in 2003. During the first 7 months of 2004, U.S. exports of surimi base to France remained strong and increased by 14% from the same period of 2003.

France's leading suppliers of prepared surimi are mainly Lithuania (64%) and Thailand (14%). French imports of prepared surimi from Lithuania have significantly increased from zero in 1999 to 5,000 MT in 2003, gradually offsetting South Korea's and China's market shares. During the first 7 months of 2004, French imports of prepared surimi from Lithuania were stable from the same period of 2003. This spectacular increase results from the strong development of the Viciunai multinational in Lithuania, which is now the leading EU-25 surimi processor. This company principally imports surimi base from the United States and Chile and mainly exports prepared surimi products to France and Spain.

Policy

Salmon

Per the request of the United Kingdom and Ireland, the EU Commission imposed tariff quotas for farm-raised salmon imported into the European Union from Norway and the Faroe Islands. According to this decision, from August 16, 2004 to February 6, 2005, 186,000 MT of salmon, whole-fish equivalent, will be allowed for imports into the EU from Norway and and the Faroe Islands. Above this quantity, a 522 euros per MT duty will be imposed on whole fish and a 722 euros per MT on fillets. It is estimated that the quota could be reached by mid-December 2004-mid-January 2005. This measure is expected to strengthen market prices for salmon on the European market.

Marketing

Trade Shows

- European Seafood Exposition, Brussels

The European Seafood Exposition is the leading seafood show in Europe. It takes place every year in Brussels, Belgium. The next ESE will take place on April 26-28, 2005.
All information to participate is located at: http://www.euroseafood.com

FAS/Paris promotes seafood products in France through trade shows and marketing activities. The best way for a U.S. company to penetrate the French market is to participate in trade shows. FAS/Paris recommends the following trade shows which are USDA-endorsed and where U.S. companies participating in USDA's Market Access Program (MAP) can be reimbursed up to 50 percent of their expenses if they join the U.S. Pavilion.

- SIAL (International Food Show), France

The International Food Show (SIAL) takes place every other year in Paris, France. It is the EU's leading food show along with Germany's ANUGA. In 2004, there were 5,300 exhibitors in total and 135,000 visitors from 98 countries at SIAL. Last SIAL took place on October 17-21, 2004. Next SIAL will take place on October 22-26, 2006. Information on SIAL is located at: http://www.sial.fr

SIAL is a USDA-endorsed show with U.S.A. Pavilions. To be part of the USA Pavilion at SIAL, please contact:

IMEX Management, Inc.
505 East Boulevard, Suite 200
Charlotte, NC 28203
Tel: 704 365 0041
Fax: 704 365 8426
Email: sial@imexmgt.com
Contact: François Gros

- SIRHA (International Food Service and Gastronomic Trade Exhibition)

SIRHA is a USDA-endorsed show with a U.S.A. Pavilion, held biennially.

SIRHA is the premier international forum for the Hotel, Restaurant, and Institution (HRI) Food Service Sector. It is also the international meeting place for Chefs and food professionals.

SIRHA showcases quality food and food ingredient products as well as foodservice equipment and industry innovation. This show, closely linked to Chicago's National Restaurant Association Trade Show, is also host to the world famous "Bocuse d'Or" and the World Pastry Cup culinary competitions.

In 2003, SIRHA had 1,540 exhibitors, including 234 exhibitors from 19 countries. There were 164,000 visitors including 6,300 international visitors from 75 countries and 650 journalists from all over the world.

The next SIRHA will take place on January 22-26, 2005. SIRHA will extend its exhibition area and expects to increase its exhibitor and visitor participation by 20%.

Visitors at SIRHA are hotel/restaurant managers, caterers, wholesalers, distributors and importers from supermarkets and the food service and retail sectors.

To participate at SIRHA in January 2005, please contact:

Maria Nemeth-Ek/Sharon Cook
Trade Show Office
USDA - FAS
1400 Independence Ave., SW - Stop 1052
Room 4939 - South Building
Washington, D.C. 20250-1052
Tel: (202) 720 3623
Fax: (202) 690 4374
Email: nemeth@usda.gov
sharon.cook@usda.gov

or:

SEPELCOM
Marie-Odile Fondeur
Avenue Louise Bleriot - BP 87
69683 Chassieu Cedex
Tel: (33-4) 72 22 3241
Fax: (33-4) 72 22 3218
Email: mofondeur@sepelcom.com
Internet: http://www.sirha.com/

U.S. Seafood Cooperators in France

The Alaska Seafood Marketing Institute (ASMI) promotes U.S. wild salmon, Alaska pollack and surimi in France. ASMI's website is:
http://www.alaskaseafood.org

ASMI is represented in France by MARKONSULT
58, rue Pottier
78150 Le Chesnay
Tel: (33-1) 39 23 20 07
Fax: (33-1) 39 23 20 17
NMasson@Alaskaseafood.org

The American Seafood Institute (ASI) promotes U.S. seafood from the East coast, lobster, scallops, monkfish and dogfish.

ASI/Rhode Island Seafood
212, Main Street, Suite 3
Wakefield

RI 02879
Tel: (401) 364 6185
fax: (401) 789 9727
http://www.americanseafood.org

East Coast Seafood France SARL (U.S. lobster)
Dominique Moreau
1, rue de la Corderie
94586 Rungis Cedex
tel: (33-1) 49 78 92 54
fax: (33-1) 46 86 35 74
dmoreau@myseafood.com

FAS/Paris and the State Regional Trade Groups (SUSTA, WUSATA, Food-Export-USA and MIATCO) conduct promotional activities and buyer missions for seafood products in France. For more information on these activities, please visit our website or contact FAS/Paris directly. For additional information on above trade shows and activities, please contact FAS/Paris at:

agparis@usda.gov
or visit our website at: http://www.amb-usa.fr/fas/hfas.htm

SUSTA Initiative:

The Southern US Trade Association (SUSTA) has recently launched a project to help Southern US seafood companies develop markets in Europe, and France in particular. The seafood species SUSTA is targeting are catfish, clams, conch, crab, crawfish, monkfish, oysters, scallops, shark, shrimp, spiny lobster, squid and trout. Interested U.S. exporters and French importers may contact:

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kara@taskforceeurope.com
http://www.susta.org