


The EU tuna industry.

“Challenges and Prospects”

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1. The current situation of the EU_{27} tuna industry

2. The EU_{27} tuna market situation.

- ✓ Current situation
- ✓ Future trends: keys
- ✓ Sustainability in the EU tuna sector

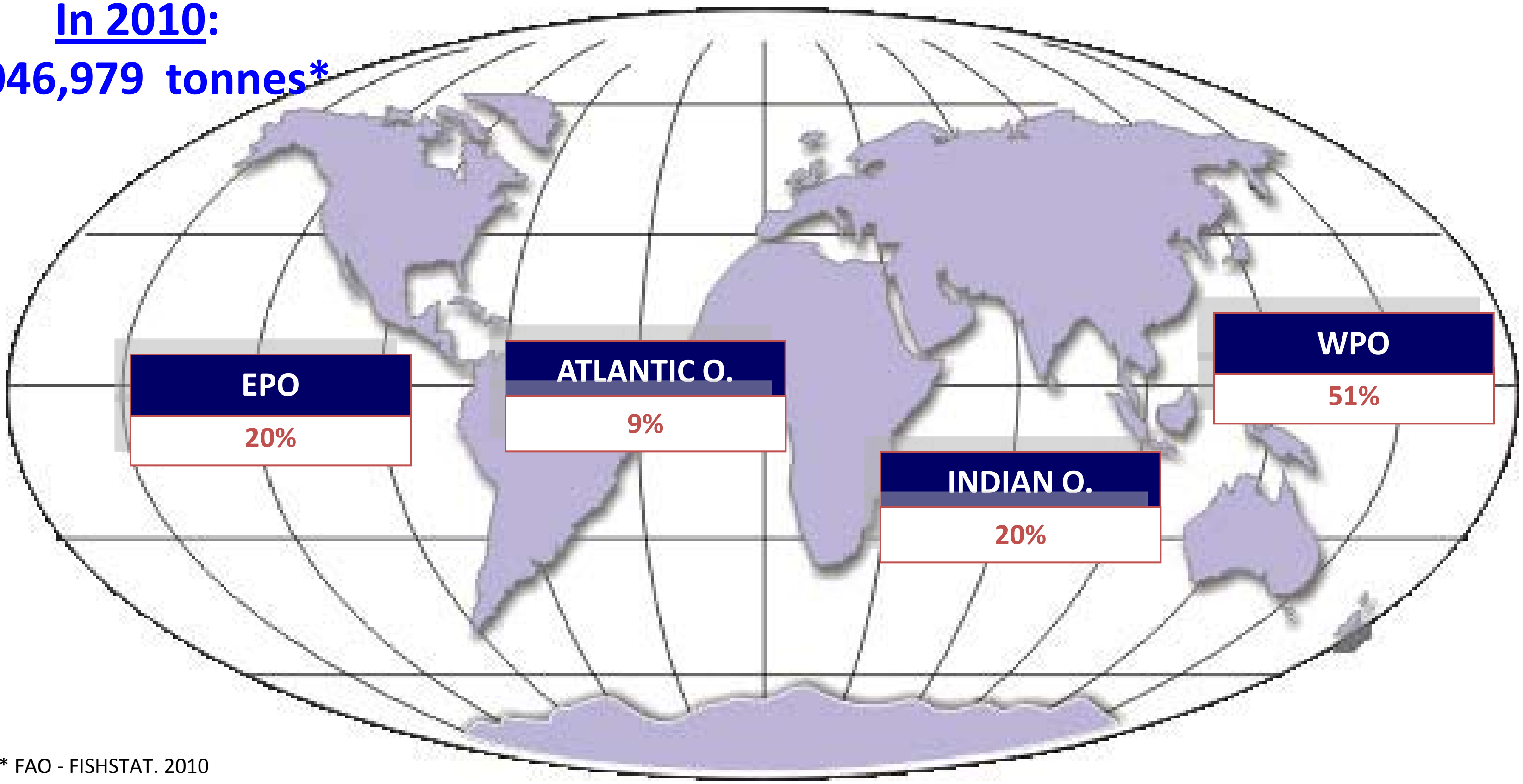
3. The EU Trade Policy.

4. Conclusions.

The current situation of the EU_{27} tuna industry: Global catches of tropical tuna species.

The global catches of tropical tuna species in all oceans has stabilized around 4 millions tons.

<u>In 2010</u>: 4,046,979 tonnes*



Source: * FAO - FISHSTAT. 2010

The current situation of the EU_{27} tuna industry: Global catches of tuna species.

TABLE 1

Table 1 shows global catches of tropical tuna by species in 2010:

	Tonnes	**%**
Skipjack	2,523,001	62%
Bigeye	358,682	9%
Yellowfin	1,165,296	29%
TOTAL	**4,046,979**	**100%**

TABLE 2

Considering albacore, table 2 shows global catches of tuna by species in 2010:

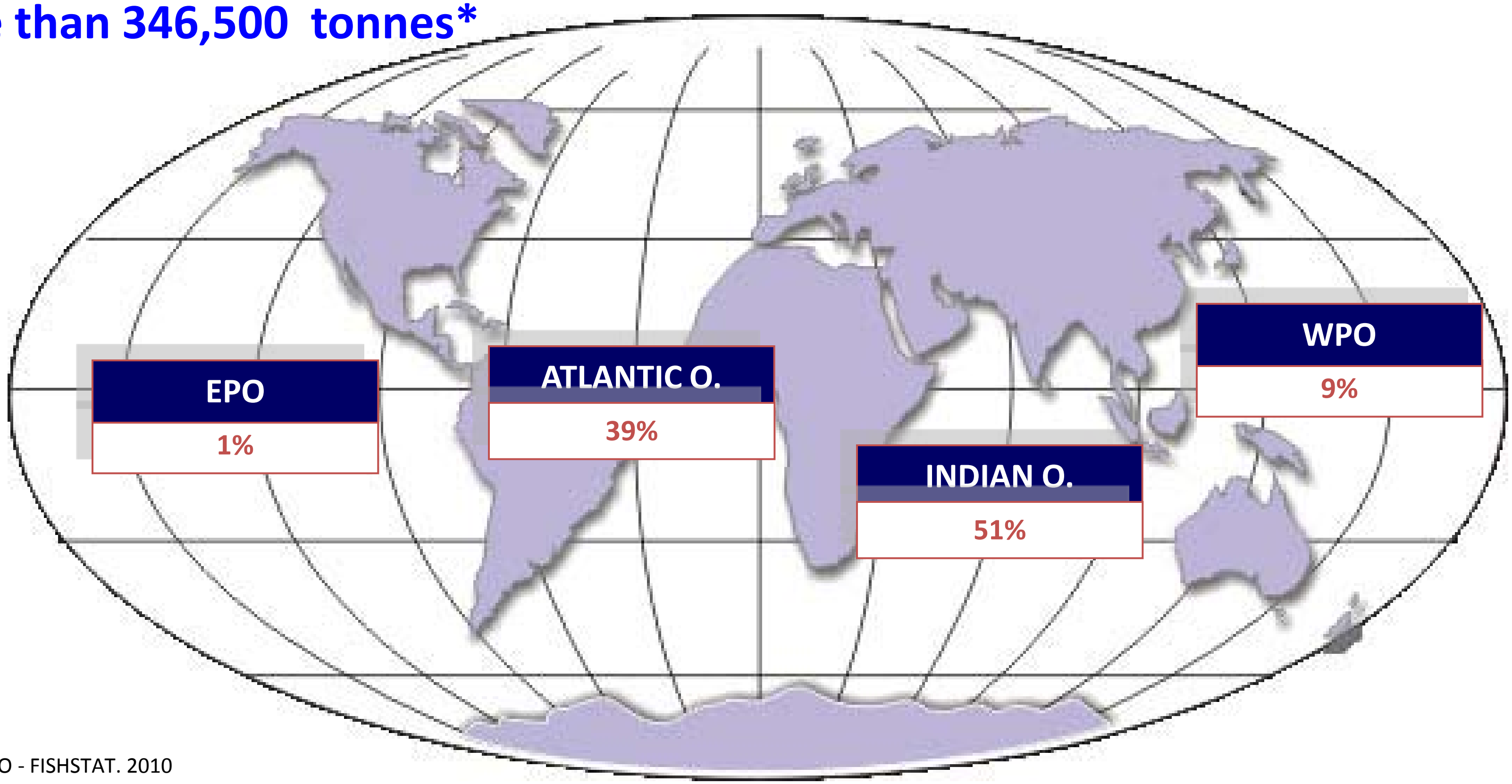
	Tonnes	**%**
Skipjack	2,523,001	59%
Bigeye	358,682	8%
Yellowfin	1,165,296	27%
Albacore	**255,290**	**6%**
TOTAL	**4,302,269**	**100%**

Source: FAO - FISHSTAT. 2010

The current situation of the EU_{27} tuna industry: EU_{27} catches of tropical tuna species.

How many are the EU_{27} catches on the global catches of tropical tuna species?

2010:
More than 346,500 tonnes*



Source: * FAO - FISHSTAT. 2010

The current situation of the EU_{27} tuna industry: EU_{27} catches of tuna species.

Table 1 shows
EU_{27} catches of tropical tuna
by species in 2010:

TABLE 1

	Tonnes	%
Skipjack	190,447	55%
Bigeye	37,323	11%
Yellowfin	118,779	34%
TOTAL	**346,549**	**100%**

Considering albacore,
table 2 shows
EU_{27} catches of tuna by
species in 2010:

TABLE 2

	Tonnes	%
Skipjack	190,447	52%
Bigeye	37,323	10%
Yellowfin	118,779	33%
Albacore	**18,217**	**5%**
TOTAL	**364,766**	**100%**

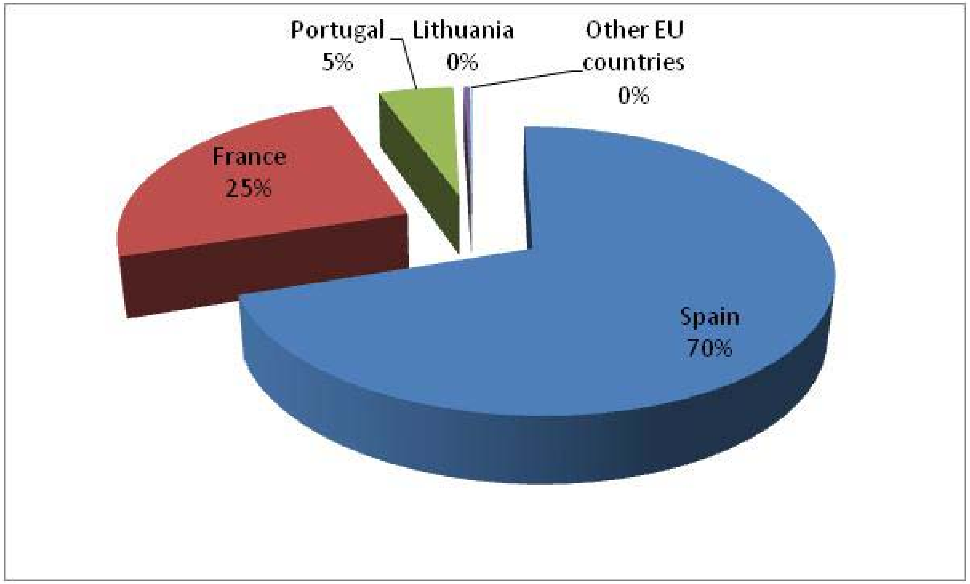
Source: FAO – FISHSTAT. 2010

The current situation of the EU_{27} tuna industry: EU_{27} catches of tropical tuna species.

The table and the graphic below show
the EU_{27} catches of **tropical tuna by Member States** in 2010.

	Tonnes	%
Spain	242,220	70%
France	85,491	25%
Portugal	17,152	5%
Lithuania	1,408	0%
Other EU countries	278	0%
TOTAL	**346,549**	**100%**

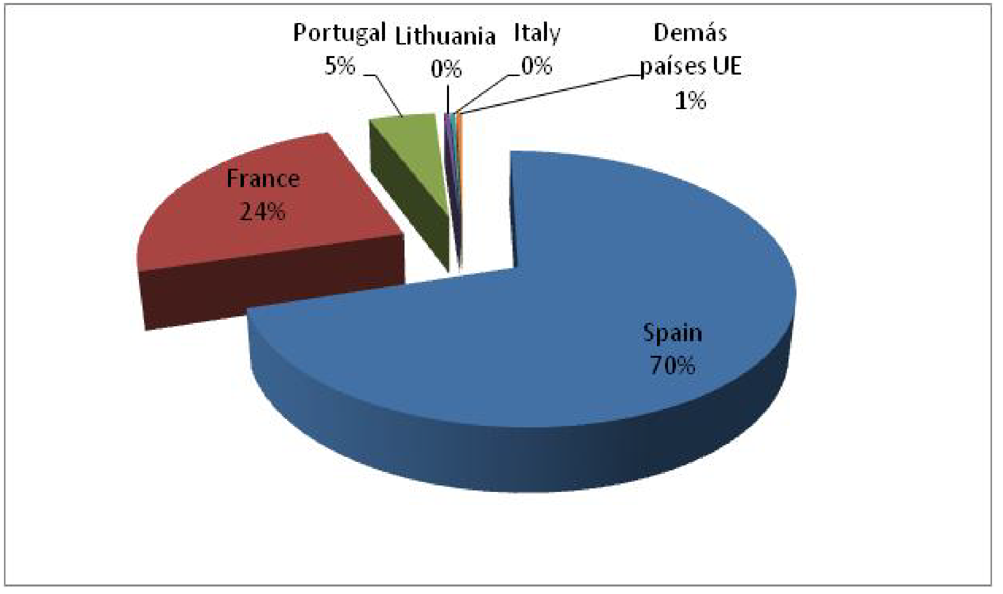
Source: FAO - FISHSTAT. 2010



The current situation of the EU_{27} tuna industry: EU_{27} catches of tuna species.

Taking into account **albacore**, the table and the graphic below show the **EU_{27} catches of tuna** by Member States in 2010:

	Tonnes	%
Spain	256,347	70%
France	86,928	24%
Portugal	17,425	5%
Lithuania	1,408	0%
Italy	1,110	0%
Other EU countries	1,548	1%
TOTAL	**364,766**	**100%**



Source: FAO - FISHSTAT. 2010

The current situation of the EU_{27} tuna industry: EU_{27} canned tuna production

EU_{27} CANNED TUNA PRODUCTION

350 000 tonnes.

Source: 2010. Compilation based on PRODCOM data base and figures from EU Processors Associtaion.

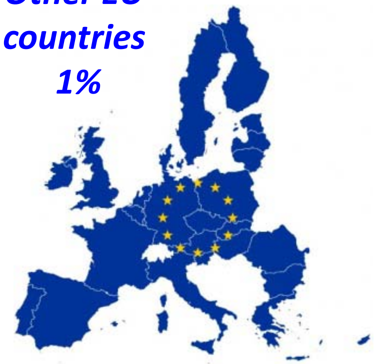
69%

19%

7%

4%

Other EU countries 1%



The current situation of the EU_{27} tuna industry: EU_{27} Canned tuna external trade

EU_{27} Canned tuna exports:

Intra Community: 158,073 Tonnes.

Extra Community: 20,662 Tonnes.

Total: 178,735 Tonnes.

EU_{27} Canned tuna imports:

Intra Community: 180,108 Tonnes.

Extra Community: 388,679 Tonnes.

Total: 568,787 Tonnes.

Source: EUROSTAT. 2011

The current situation of the EU_{27} tuna industry: Tuna loins external trade

EU_{27} tuna loins Exports:

Intra Community: 4,695 Tonnes.

Extra Community: 410 Tonnes.

Total: 5,105 Tonnes.

EU_{27} tuna loins imports:

Intra Community: 4,706 Tonnes.

Extra Community: 109,302 Tonnes.

Total: 114,008 Tonnes.

Source: EUROSTAT. 2011

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The EU_{27} tuna market: Current situation: Canned tuna consumption

The EU_{27} canned tuna consumption is on average:

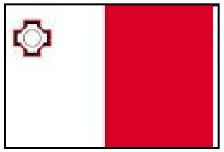
700.000 tonnes

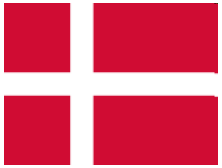
The EU$_{27}$ tuna market: Current situation: EU$_{27}$ Per capita apparent consumption of canned tuna

EU$_{27}$ per capita apparent consumption of canned tuna: 1,5 (kg/Hab/year)


Spain 4.1


Italy 2


Malta 4.2


Denmark 1.3


Germany 0.7


Other EU countries 0.5

France 1.9


Portugal 1.9


Cyprus 2.4


United Kingdom 1.6


Source: ANFACO-CECOPESCA + FAO FISHSTAT data.2009

R&D&I IN THE CANNED TUNA INDUSTRY

The canned tuna industry is firmly committed to R&D&I, by adding value.

Some examples,…

The EU$_{27}$ tuna market: Future trends: R&D&I

Salads

Advertisement

Prepared dishes

The EU_{27} tuna market: Future trends: R&D&I

Naturfresh

Advertisement

The EU$_{27}$ tuna market: Future trends: R&D&I

Salads

Smoked tuna

Spreads

*New tuna *2*

The EU_{27} tuna market: Future trends: R&D&I

Tuna Carpaccio

Package

Sustainability
The EU tuna industry is firmly committed to the sustainability of tuna resources

- The EU tuna industry is firmly committed to the sustainability of tuna resources and their rational exploitation under the responsible management guidelines outlined in the corresponding RFMOs

- The long-term conservation of tuna resources is key to the future of the EU tuna fleet & industry.

- The EU tuna industry is firmly committed to work for the environmental respect and tuna long-term management.

- The sustainability is a concern for everybody:
  - Sector
  - Consumers
  - Distribution
  - Environmental NGOs

The EU_{27} tuna market: Sustainability in the tuna sector

Sustainability
The EU tuna industry is firmly committed to the sustainability of tuna resources

RMFOs

ICCAT- International Commission for the Conservation of Atlantic Tuna
IOTC- Indian Ocean Tuna Commission
IATTC- Inter-American Tropical Tuna Commission
WCPCF- Western and Central Pacific Tuna Commission

The EU tuna fleet and industry are fully compliant with all the measures applicable to tuna fishing adopted by these RFMOs

Management measures: TAC and quotas, number of vessels authorised to fish, closure areas and periods, gradual introduction of a responsible management of FADS, etc

Technical measures: mesh sizes; minimum lenghts, etc

Monitoring measures: Satellite monitoring, inspection; monitoring and surveillance of fishing activity

Sustainability
The EU tuna industry is firmly committed to the sustainability of tuna resources

Furthermore,

- **Measures taken by the EU: For example, the EU Regulation against IUU Fishing** (EC Regulation 1005/2008).

- ISSF whose global mission is: *"to undertake science-based initiatives with all stakeholders to facilitate the long-term conservation and sustainable use of target fish stocks and to maintain the health of the marine ecosystem".*

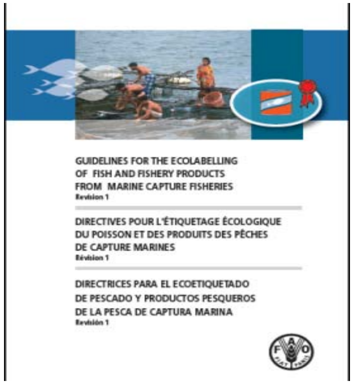
The EU_{27} tuna market: Sustainability in the tuna sector

Sustainability

The EU tuna industry is firmly committed to the sustainability of tuna resources

Eco-labeling

FAO principles for eco-labeling.
Eco-certification system of Marine Stewardship Council (MSC).
Eco-certification system of Friend of the Sea.


GUIDELINES FOR THE ECOLABELLING OF FISH AND FISHERY PRODUCTS FROM MARINE CAPTURE FISHERIES
Revision 1

DIRECTIVES POUR L'ÉTIQUETAGE ÉCOLOGIQUE DU POISSON ET DES PRODUITS DES PÊCHES DE CAPTURE MARINES
Révision 1

DIRECTRICES PARA EL ECOETIQUETADO DE PESCADO Y PRODUCTOS PESQUEROS DE LA PESCA DE CAPTURA MARINA
Revisión 1

The EU_{27} tuna market: Sustainability in the tuna sector

The EU tuna industry is firmly committed to the sustainability in tuna sector.

SUSTAINABILITY
- **ENVIRONMENTAL**
- **SOCIAL**
- **ECONOMIC**

<u>CORPORATE RESPONSIBILITY POLICY</u>

- **Policy on sustainable supply.**
- **Policy on environmental responsibility.**
- **Policy on quality and food security.**
- **Policy on social responsibility**
- **Policy on Transparency and Research Promotion**

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The EU Trade Policy

EU Trade Policy is based on 3 dimension

Multilateral

Unilateral

Bilateral

The EU Trade Policy

Multilateral

WORLD TRADE ORGANIZATION

It is developed under the WTO framework
with the aim of fostering a market-regulated access in the context of effective global governance.

Reform of international trade system

- To reduce barriers to trade
- Revised trade rules

Under the Doha Round, which is currently being carried out, fisheries is included in the group of markets – access for non-agricultural products, which aims to liberalize trade in these products. The processing and marketing sector of fisheries products request to take into account:

•specificity of fishery products
•access market: **sensitivity of canned tuna (not liberalization)**
•reduce barriers to trade
•preference erosion
•better connection between the WTO and ILO

The EU Trade Policy

Unilateral

The EU applies unilateral measures as an instrument of trade policy in the interests of development and / or political stability, according to the key policy priorities of the EU. Among these measures, we highlight:

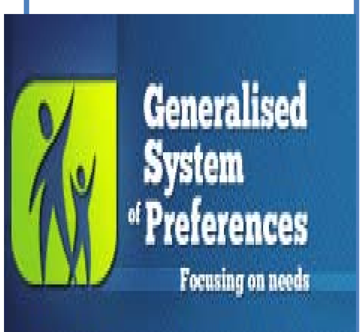
THE GENERALISED SYSTEM OF PREFERENCES (GSP)

The GSP provides for the following tariff preferences:

General Arrangement	Special Arrangement for the Least-developed countries - EBA	GSP plus

The GSP Regulation is currently being reformed. The future GSP has:

- ✓ **to concentrate preferences on those developing countries most in need.**
- ✓ **to maintain the current vulnerability criteria (GSP plus).**
- ✓ **Ratification and effective implementation of International Conventions for all GSP beneficiary-countries. Effective monitoring.**



The EU Trade Policy

Trade Agreements and Economic Partnership Agreements

Bilateral

The current agreements

Partnership and Cooperation Agreements
Rusia and Ukraine

Free Trade Agreement:
South Korea, Mexico and Chile

Customs Unions:
Turkey, Andorra and San Marino

Association Agreement
Central-America; Colombia and Peru) ACP countries (one comprehensive Agreement and other Interim Agreements).

Negotiations

ASEAN. Singapore and Malaysia

MERCOSUR (Argentina, Brasil, Paraguay and Uruguay).

Mediterranean Agreements
(Maroc, Algeria, Tunisia, Jordan, Egypt, Israel, Lebanon, Syria, Occupied Palestinian Territory)

Cooperation Council for the Arab States of the Gulf
(Bahrein, Kuwait, Oman, Qatar, Saudi Arabia; y E.A.U)

By countries: Lybia, Ukraine, Canada and India

Next: Ecuador?; Vietnam?; Thailand? Philippines?

The EU Trade Policy

The negotiations of trade agreements currently carried out between the EU and Third countries tend to liberalize the market between the two parties.

Among other products, the canned tuna products (sensitive products for the EU industry) are usually included under this liberalization process

If these agreements are not negotiated in a right way, on the EU side, they could pose a major threat to the EU tuna industry.

The EU Trade Policy

Bilateral

CONSIDERATIONS THAT THE EU SHOULD CONSIDER UNDER TRADE AGREEMENT NEGOTIATIONS

- To establish, according to the country concerned, one exclusion list of sensitive products for the EU industry:

  Tuna is a sensitive product.

- To introduce into the Agreements **preferential rules of origin which must be solid and consistent**.

- **Respect to human rights, labor, environment and good governance.**

  To introduce specific provisions to request the ratification and effective implementation og international conventions an EU regulations on this respect

- Regarding the EU market access conditions, it is essential to ensure a **level-playing field** for all players.

The EU tuna market access
and
Preferential rules of origin

In practical terms, notwithstanding our own EU production, the World competition to access the EU market from overseas productions was binary:

Preferential access (GSP and ACP) and general access for third countries.

NOW…..

The EU Trade Policy

PREFERENTIAL REGIMES:
GSP
ACP

SPG PLUS

Duty: 0%

Supply limited to the observance of the GSP rules of origin.

Market Access Regulation:
(Regulation (CE) nº 1528/2007)

Economic Partnership Agreements (ACP countries)

Duty: 0%

Supply limited to the observance of the rules of origin.

Non- originating tariff quotas: Seychelles, I. Mauritius, Kenya and Madagascar.

WARNING!

Interim EPA Pacific: Derogation of the preferential Rules of origin for processed fisheries products.

The EU Trade Policy

THIRD COUNTRIES

General Import

Duty: 24%, balanced. If Doha Round is finished according the current proposals, this duty could be reduced to 6%

Global sourcing

General GSP

Duty: 20.5%

Supply limited to the observance of the GSP preferential rules of origin.

Free Trade Agreements (FTA)

Duty: Gradual reduction.

Supply limited to the observance of the preferential rules of origin, but exceptions can be granted.

***** FTA EU – South Korea: resulting in a total removal of the duty for processed tuna products originating in South Korea exported to the EU, within 6 years from the entry into force of the agreement.**

For the above-mentioned reasons,

Is TUNA being considered by the European Commission as a sensitive product for the EU under Trade Negotiations????

The EU Trade Policy

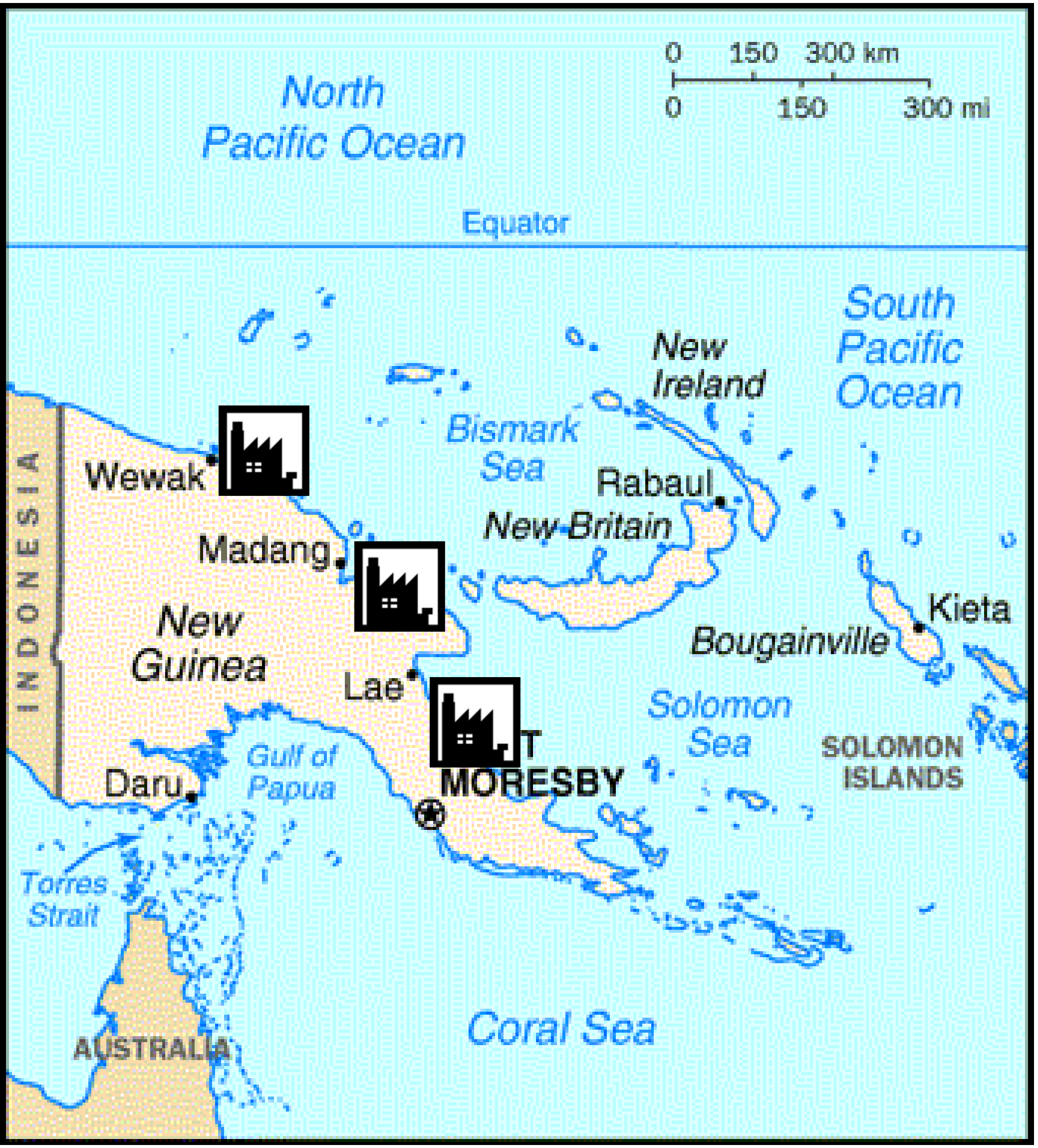
The Interim Economic Partnership Agreement between the European Community and the Pacific States: PNG

0% duty **+** **Derogation of the rules of origin for processed fisheries products**

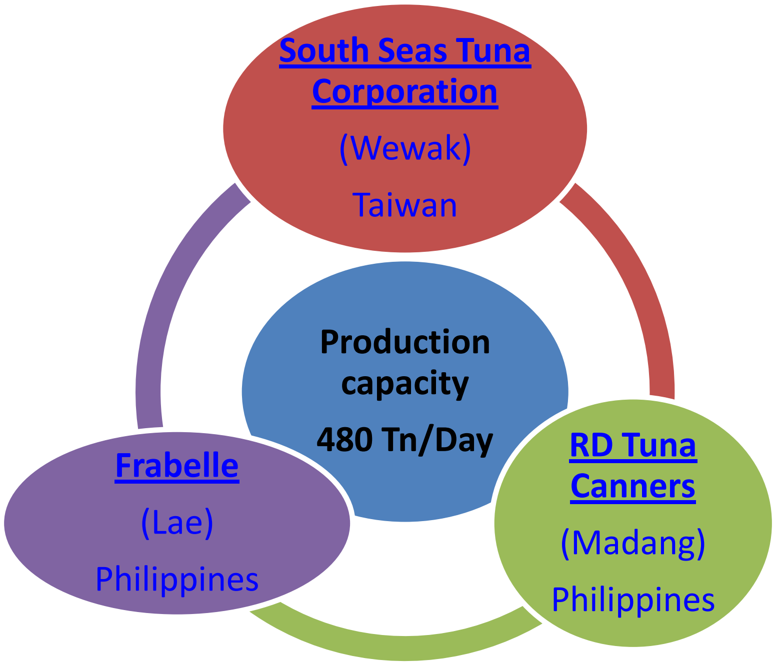
Unique and specific advantage on trading their tuna products in the EU market

Broken balance of the EU and global tuna market

The EU ensures that this provision will not create a precedent in the framework of other free trade arrangement negotiations involving the EU.

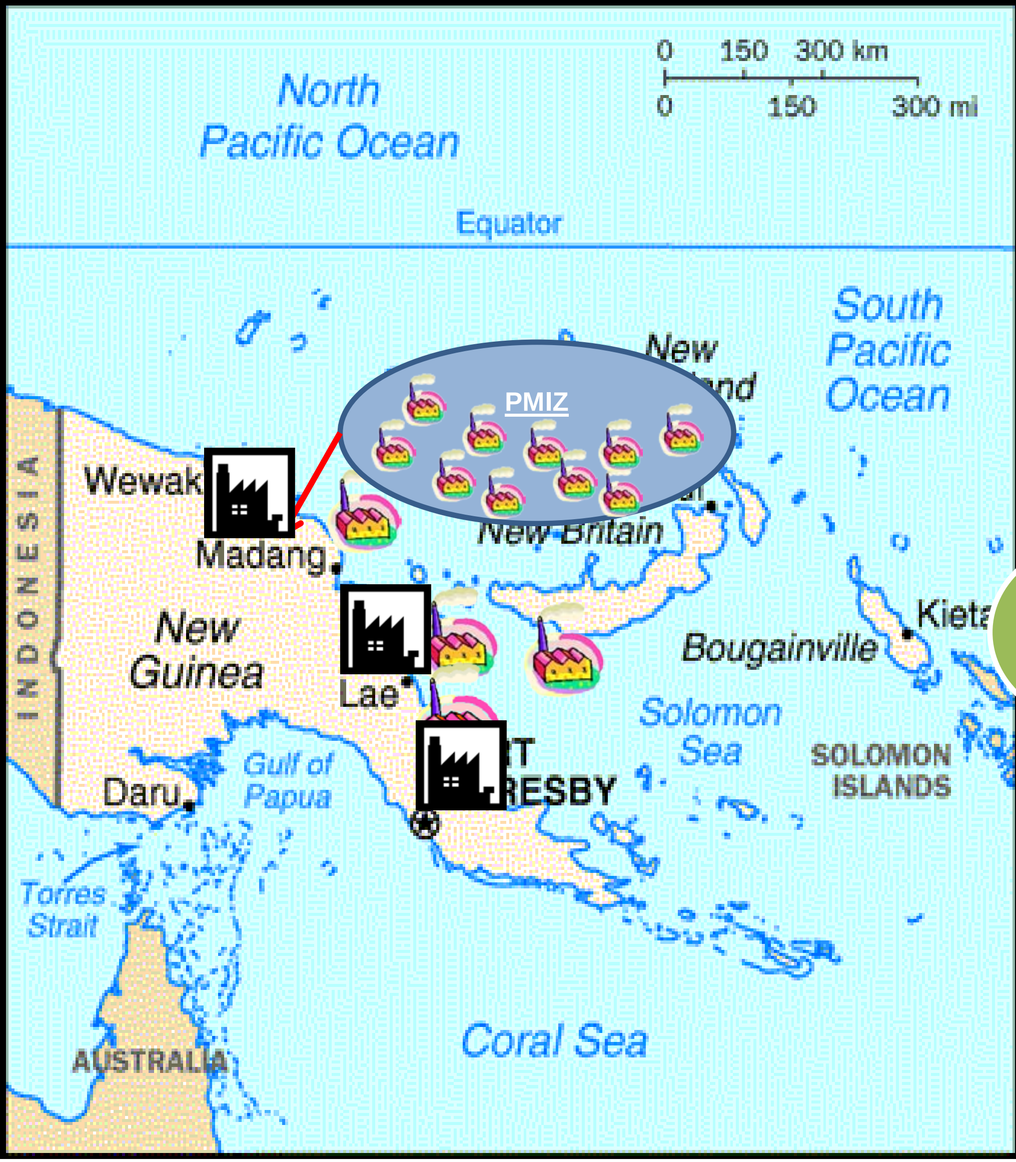


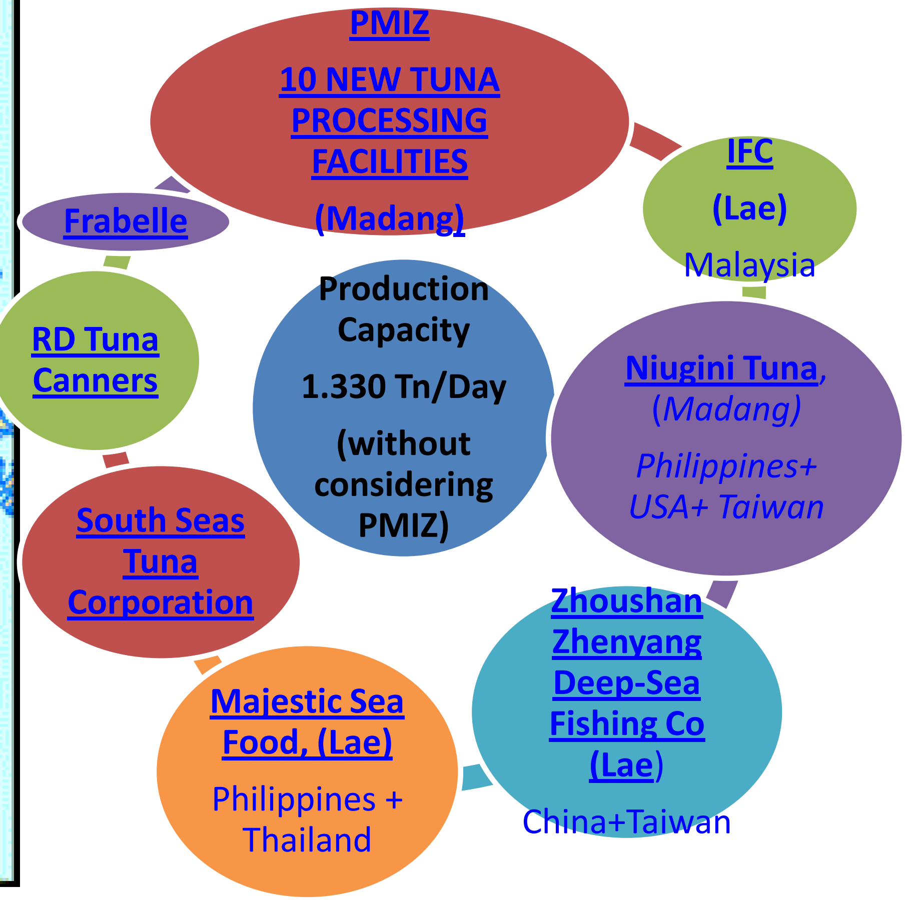
The current PNG Tuna sector



Data: SYLVESTER B POKAJAM - MANAGING DIRECTOR
PNG NATIONAL FISHERIES AUTHORITY
Presentation made in the *3rd EUROPEAN TUNA CONFERENCE (Brussels, 2nd May 2011)*

Future PNG Tuna sector





Data: SYLVESTER B POKAJAM - MANAGING DIRECTOR
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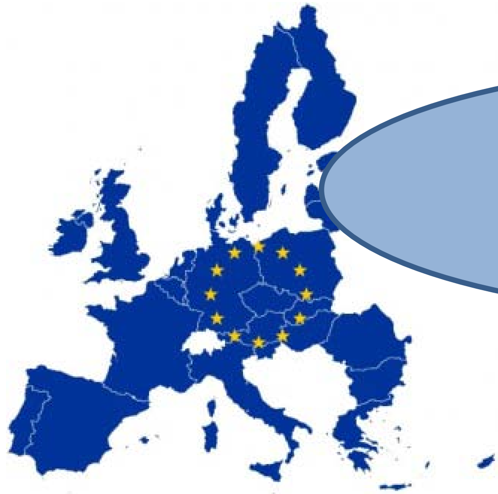
Under construction

Already settled

EUROTHON



EU_{27} Canned Tuna Consumption on average: 700.000 Tons

Main target for the canned tuna due to EPA (0% duty and global sourcing)

345.800 Tonnes/year of processed tuna

- ***More than the EU canned tuna production!!!!***
- ***Nearly 50% of EU canned tuna consumption!!!***
- ***Nearly 90% of Extra EU imports!!!***

***Data: SYLVESTER B POKAJAM - MANAGING DIRECTOR**
PNG NATIONAL FISHERIES AUTHORITY
Presentation made in the *3rd EUROPEAN TUNA CONFERENCE (Brussels, 2nd May 2011)*

The EU Trade Policy

Therefore,

¿EU_{27} industry *(25.000 direct jobs)?*

¿GSP+ industry (35.000 direct jobs)?
¿other ACP industry (20.000 direct jobs)?

*Report on the Implementation of the derogation to the standard rules of origin granted to the Pacific ACP States in the framework of the Interim Economic Partnership Agreement**
PAPUA NEW GUINEA

✓Report conducted during 2011 according the provisions established under the Interim Economic Partnership Agreement.

✓ 27 February 2012.- Report published on the DG TRADE web page.

* LINPICO. A project financed by the European Union. A project implemented by LINPICO

MAIN CONCLUSIONS of this report

"existing plants have generally been able to meet raw material needs with EU-compliant catches",

"the impact of PNG's global sourcing RoO derogation on development effects on the PNG economy has been negligible"

"the derogation is expected to have a partial impact on development effects on the PNG economy"

"the impact of the derogation has been negligible in terms of long term income and employment generation"".

* LINPICO. A project financed by the European Union. A project implemented by LINPICO

in the light of these conclusions:

Are there reasons to maintain the global sourcing for the Pacific States???

The EU Trade Policy

Therefore, the EU tuna industry asks for the urgent need to re-establish the preferential rules of origin under the Interim Economic Partnership in order not to put the EU – GSP+ -ACP industry future at risk, mainly in those regions highly dependant of the fishing :

- Maintaining employment.
- Making wealth and development of the economy.

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Conclusions: Keys for the future of the EU tuna industry

1. **A LEVEL PLAYING FIELD FOR ALL OPERATORS in the market. The** EU tuna industry supports third countries development cooperation and is committed to maintain a free- competition market, **but ALWAYS under A LEVEL PLAYING FIELD FOR ALL OPERATORS**. This entails strict enforcement of international and community rules concerning hygiene and sanitary, environmental, social, economic, fiscal,… and commercial matters.

2. Need for an strict mechanisms for **vigilance and control .**

3. **Need for legal certainty, among all policies.**

4. **Sustainability of all tuna** sector**, in its environmental, economic, and social dimensions, along the whole food chain.**

5. **Corporate Responsibility Policy: to community the values of sustainability and environmental and social responsibility.**

6. **Commitment to R&D&I .**

In order to :

- Reach a competitive future for the EU tuna industry in global market.

- To maintain employment (currently 25.000 direct jobs) and economic wealth for the EU countries and regions.

THANK YOU
FOR YOUR ATTENTION

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