VIETNAMESE SHRIMPS IN EU MARKET

JIRO TAKEUCHI
DIRECTOR AT UHRENHOLT SEAFOOD A/S

Jiro Takeuchi (47)



Seafood Sourcing Director at European Seafood by Uhrenholt.

Warm water shrimps sourcing from SE Asia & South America.

Sourcing in Vietnam (around 30 million USD) in partnership with Denti Foods

Sales throughout Europe around USD 150 millions.

HQ located in Denmark

France – Aix en Provence

Russia – Moscow
St.Petersburg

UK – Birmingham

Italy – Milan

Norway – Olslo



PRODUCTION OF VANNAMEI AND MONODON SHRIMPS IN 2012 TO 2014



Country	2012		2013		2014	
	P.Vannamei	P.Monodon	P. Vannamei	P. Monodon	P. Vannamei	P. Monodon
China	1,350,000	-	1,000,000	-	1,200,000	-
Vietnam	300,000	300,000	270,000	290,000	330,000	240,000
Indonesia	260,000	70,000	300,000	85,000	350,000	60,000
India	230,000	60,000	240,000	45,000	310,000	45,000
Thailand	570,000	10,000	250,000	20,000	220,000	20,000
Malaysia	50,000	7,000	32,000	4,500	30,000	1,800
Phillippinnes	6,000	40,000	20,000	40,000	25,000	40,000
Myanmar	5,000	20,000	5,000	20,000	10,000	20,000
Bangladesh	-	80,000	-	80,000	-	90,000
Total Asia	2,771,000	587,000	2,117,000	584,500	2,475,000	516,800
Ecuador	280,000	-	286,000	-	320,000	-
Brazil	74,000	-	70,000	-	80,000	-
Mexico	100,000	-	50,000	-	50,000	-
Others	130,000	-	145,000	-	190,000	-
Total Americas	584,000	-	551,000	-	640,000	-

Imports/Export
Shrimp: EU-28

	2009	2010	2011	2012	2013	2014
	(1 000 tonnes)					
IMPORTS						
Ecuador	74.7	80.7	97.3	92.2	82.9	93.1
India	65.3	60.0	59.5	60.6	66.4	83.2
Argentina	47.1	55.5	62.1	55.0	59.9	66.2
Greenland	74.3	72.6	68.3	61.2	60.1	55.1
Viet Nam	38.1	43.2	45.5	35.7	37.9	49.7
Denmark	46.3	49.5	44.8	43.4	47.1	44.0
Bangladesh	39.0	41.2	43.4	42.1	42.3	40.7
Canada	31.4	30.5	27.8	30.1	31.4	35.8
Netherlands	36.9	41.1	44.1	40.8	35.1	35.5
China	40.2	41.0	38.8	36.2	37.4	28.8
Spain	22.1	26.1	24.8	28.4	23.3	25.0
Belgium	24.3	23.4	27.7	21.6	22.9	22.7
Germany	18.9	21.7	22.1	19.8	19.1	18.8
Thailand	52.8	68.2	63.1	53.7	31.9	18.2
Indonesia	26.2	23.1	18.9	10.8	12.1	15.6
Morocco	14.0	14.5	15.1	13.1	13.3	15.4
Nicaragua	8.9	8.5	9.7	11.5	11.3	15.2
Others	163.1	147.9	137.1	126.6	123.7	128.0
Grand Total	**823.5**	**848.6**	**850.0**	**782.6**	**758.0**	**790.9**
Total Intra Imports	**187.7**	**202.9**	**202.1**	**188.7**	**185.4**	**183.6**
Total Extra Imports	**635.8**	**645.7**	**647.9**	**593.9**	**572.6**	**607.3**
EXPORTS						
Grand Total	**362.2**	**373.9**	**370.2**	**335.3**	**326.8**	**316.3**
Total Intra Exports	**261.4**	**275.0**	**284.4**	**258.0**	**253.1**	**245.8**
Total Extra Exports	**100.8**	**98.9**	**85.8**	**77.3**	**73.7**	**70.5**

Source: EUROSTAT

EU-28 SHRIMP IMPORTS 2009 TO 2014



ECUADOR

- Commodity producer (HOSO/HLSO)
- Increased production significantly last year and benefited from high prices.
- Main markets – Spain, France and Italy mainly on HOSO form. (cooking facilities on the first two)
- China became an important market taking more than 25% of total exports. (HOSO)
- Lost GSP but concluded a Trade Agreement with zero duty like neighbours Peru & Colombia.

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EU-28 SHRIMP IMPORTS 2009 TO 2014



INDIA

- Many BT farms switched to VN
- Low cost of raw material.
- Caught in transition between commodity producer (HLSO, EZPeel, PD/PDTO)
- Recently starting to develop more and more cooked items (CPD/CPDTO).
- Shortage of labour force due to competition with other industries. (IT, retail, etc)
- Lack of skilled workers. (not only on processing level but also on QC/QA and laboratory staff)

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- Lack of skilled workers. (not only on processing level but also on QC/QA and laboratory staff)

THREAT:

- Growing trend of investments to upgrade their facilities and skilled staff.

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EU-28 SHRIMP IMPORTS 2009 TO 2014

ARGENTINA



- Wild caught – frozen on board and land frozen.
- Predominant sales in south of Europe (Spain, Portugal, France, Italy)..
- Complicate relation with labour union limit progress in that industry. Will remain for a long time as commodity supplier. HOSO and HLSO.
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THREAT:

- Low prices in the last couple of years resulted in taking a large market share affecting the HOSO 10/20 to 30/40 business

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EU-28 SHRIMP IMPORTS 2009 TO 2014



GREENLAND, DENMARK, CANADA

The short supply of Coldwater prawns situation resulted in extremely high prices. This lack of products made the market look for alternatives. The cheapest alternative was the Indian sea catch but then very risky to buy cooked shrimp at origin…
The best and safest alternative has been the very small size vannamei (100/200). Expensive but safe.

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OPPORTUNITY:
Important raw material for sandwich makers in UK, salad makers in Germany and briners in Scandinavia, Holland, Belgium.

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EU-28 SHRIMP IMPORTS 2009 TO 2014



BANGLADESH

- 2nd largest BT producer after Vietnam.
- Zero duty into EU.
- Poor traceability systems
- Predominant on the lower end market segments in UK, Holland, Germany, Belgium, East Europe and France.

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Greenland	74.3	72.6	68.3	61.2	60.1	55.1
Viet Nam	38.1	43.2	45.5	35.7	37.9	49.7
Denmark	46.3	49.5	44.8	43.4	47.1	44.0
Bangladesh	39.0	41.2	43.4	42.1	42.3	40.7
Canada	31.4	30.5	27.8	30.1	31.4	35.8
Netherlands	36.9	41.1	44.1	40.8	35.1	35.5
China	40.2	41.0	38.8	36.2	37.4	28.8
Spain	22.1	26.1	24.8	28.4	23.3	25.0
Belgium	24.3	23.4	27.7	21.6	22.9	22.7
Germany	18.9	21.7	22.1	19.8	19.1	18.8
Thailand	52.8	68.2	63.1	53.7	31.9	18.2
Indonesia	26.2	23.1	18.9	10.8	12.1	15.6
Morocco	14.0	14.5	15.1	13.1	13.3	15.4
Nicaragua	8.9	8.5	9.7	11.5	11.3	15.2
Others	163.1	147.9	137.1	126.6	123.7	128.0
Grand Total	**823.5**	**848.6**	**850.0**	**782.6**	**758.0**	**790.9**
Total Intra Imports	**187.7**	**202.9**	**202.1**	**188.7**	**185.4**	**183.6**
Total Extra Imports	**635.8**	**645.7**	**647.9**	**593.9**	**572.6**	**607.3**
EXPORTS						
Grand Total	**362.2**	**373.9**	**370.2**	**335.3**	**326.8**	**316.3**
Total Intra Exports	**261.4**	**275.0**	**284.4**	**258.0**	**253.1**	**245.8**
Total Extra Exports	**100.8**	**98.9**	**85.8**	**77.3**	**73.7**	**70.5**

Source: EUROSTAT

EU-28 SHRIMP IMPORTS 2009 TO 2014



BANGLADESH

- 2nd largest BT producer after Vietnam.
- Zero duty into EU.
- Poor traceability systems
- Predominant on the lower end market segments in UK, Holland, Germany, Belgium, East Europe and France.

THREAT:

- Pressure to cut costs of goods could take some importers on higher layers of the market to start buying some volumes.

Imports/Export
Shrimp: EU-28

	2009	2010	2011	2012	2013	2014
	(1 000 tonnes)					
IMPORTS						
Ecuador	74.7	80.7	97.3	92.2	82.9	93.1
India	65.3	60.0	59.5	60.6	66.4	83.2
Argentina	47.1	55.5	62.1	55.0	59.9	66.2
Greenland	74.3	72.6	68.3	61.2	60.1	55.1
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EU-28 SHRIMP IMPORTS 2009 TO 2014



CHINA

- Also lost GSP status and a possible FTA agreement is very unlikely.
- China still not fully recovered from EMS.
- Going forward, China imports will be less and less.

Imports/Export
Shrimp: EU-28

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IMPORTS						
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- Under heavy pressure from EU to solve issues with slavery practices on fishing boats and unregulated and illegal fishing (IUU).

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OPPORTUNITY:

- Possibility for Vietnam to develop further value added products such as ready meals, ready to cook, finger food, pre-fried oven able, etc…

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EU-28 SHRIMP IMPORTS 2009 TO 2014



INDONESIA

- Despite being amongst the largest producers in the world, volumes into EU do not reflects that.
- Exports focused on US and Japan markets.
- Privileged situation when other surrounded nations faced EMS. Increased volume but factories are not so flexible like Vietnam to satisfy the diversity of EU markets.

VIETNAM - STRENGTHS



- Widely available inshore/offshore resources along its 3,000 km of coastal line providing conditions for both extensive and intensive farms. Vietnam is the World's No.1 producer of black tiger and no.1 exporter of vannamei in terms of volume.
- Highly skilled labour force. After Thailand, Vietnam is the only country with potential to compete on the value added sector. Sushi-ebi, nobashi and breaded products are already commodity and further investments on R&D would open doors to explore the ready meals and other higher VAP.
- Positive management, most of the time, open for improvements to satisfy markets and customers requirements.

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The above conditions gives Vietnam the opportunity to remain competitively priced on international markets when it comes to higher value, higher quality and stricter requirements and develop further on product innovation and new market penetration strategies.

VIETNAM - CHALLENGES

- **Agar injection:**

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VIETNAM - CHALLENGES



- **Agar injection:**

Not good for health, not good for the industry.

Difficult to control because it's done by very small collectors.
Affected mostly black tiger but if consumer look at this, will affect all shrimps in general.

Authorities, together with factories and importers should join force to stop this practice.

VIETNAM - CHALLENGES



- **Agar injection:**
- **Antibiotics management plan:**
  - Banned antibiotics – clamp down on banned antibiotics to avoid possible EU ban.
  - Controlled antibiotics – withdraw management plan to accompany documentation on raw material.
  - If antibiotics found positive during the container health clearance process in EU, the authorities will allow container to be shipped back to the origin (many years ago, it was compulsory destruction). Costs involved would be freight, import/export fees, interest, exchange rate exposure. (around US$10,000)
  - Food health authorities random check samples taken from supermarket shelves. Consumer protection.

RECALL PROCESS – EXTREMELY EXPENSIVE

In case of recall, products already distributed throughout the chain of supply should be called up.

In most cases, quantities on each shop are small so in most cases, is cheaper for the product to be destroyed than sent back through the chain of supply.

Retail -> Wholesaler/Processor -> Importer -> Producer (origin)

The responsibility will go throughout the supply chain until reaching the producer at the origin.

VIETNAM - CHALLENGES



- **Agar injection:**
- **Antibiotics management plan:**
- **Chemical treatment**
  - Factories to improve on cross contamination. Several incidents finding treatment chemical traces (citric acid or polyphosphates) on UNTREATED SHRIMPS. Light treatment not allowed on untreated shrimps.

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  - Non-phosphates issues E-500 and E-508 – ARE NOT ALLOWED ON RAW SHRIMPS.
  - Sulphites – several incidents finding traces of sulphites also on peeled shrimps.

VIETNAM - CHALLENGES



- **Agar injection:**
- **Antibiotics management plan:**
- **Chemical treatment**
- **Improve Traceability Verification Systems:**
  - Struggling to get traceability details from feed companies. Need help.
  - TRACE CODES markings on all inner/outer packaging.
  - Factories to be prepared for random mock recall exercises together with importers.

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- Downgraded, reduced or cut-off **credit insurance**
- **Consolidation** lead by Capital ventures changing the shape of the management models affecting also supply chain. Pressure to reduce working capital, cost of goods, stocks, risks, etc…
- High shrimp prices in the last couple of years has lead customers to switch to other proteins especially on foodservice and catering sectors.

SHRIMP IMPORTS FROM VIETNAM 2009 -2014

	2009	2010	2011	2012	2013	2014
Germany	9,600 mt	11,500 mt	12,200 mt	9,600 mt	8,700 mt	11,100 mt
GER Total	58,900 mt	63,100 mt	61,700 mt	59,200 mt	54,500 mt	57,100 mt
UK	5,500 mt	5,800 mt	7,700 mt	5,800 mt	7,300 mt	8,600 mt
UK-Total	84,900 mt	86,000 mt	90,400 mt	85,800 mt	85,100 mt	82,300 mt
France	4,900 mt	6,800 mt	6,200 mt	4,600 mt	5,900 mt	8,700 mt
FR-Total	109,100 mt	115,500 mt	110,700 mt	109,200 mt	105,800 mt	104,200 mt
Belgium	5,300 mt	4,700 mt	4,400 mt	3,300 mt	4,600 mt	6,400 mt
BEL-Total	65,500 mt	66,400 mt	73,900 mt	60,200 mt	53,900 mt	56,900 mt
Italy	2,900 mt	2,600 mt	3,300 mt	2,000 mt	2,400 mt	2,700 mt
IT-Total	70,200 mt	73,900 mt	74,200 mt	65,000 mt	64,100 mt	70,900 mt



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EU retail & foodservice keen to introduce ASC certified shrimps.

ASC not only to replace GlobalGap but will expand further to all segments.

ASC certified vannamei widely available and growing
ASC certified black tiger. Only Asia can do black tiger!!!

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VIETNAM HAS THE POTENTIAL TO SATISFY THIS MARKET WITH QUALITY, FLEXIBILITY AND PRICE COMPETITIVENESS.



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Uhrenholt would not be here today without our partner.

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THANK YOU

DENTI FOOD TEAM

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THANK YOU VASEP!

THANK YOU VIETNAM!