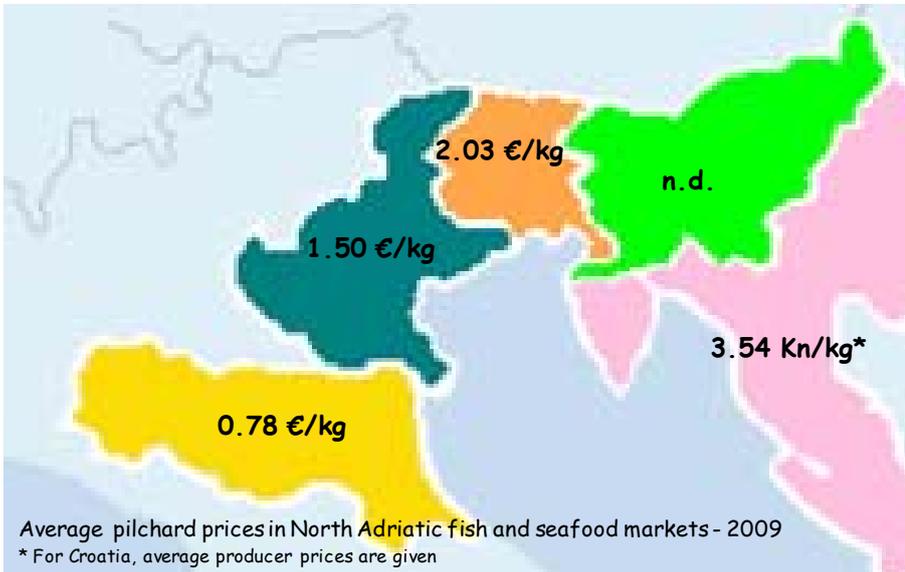


PRICES OF THE MAIN FISH AND SEAFOOD SPECIES IN THE NORTH ADRIATIC

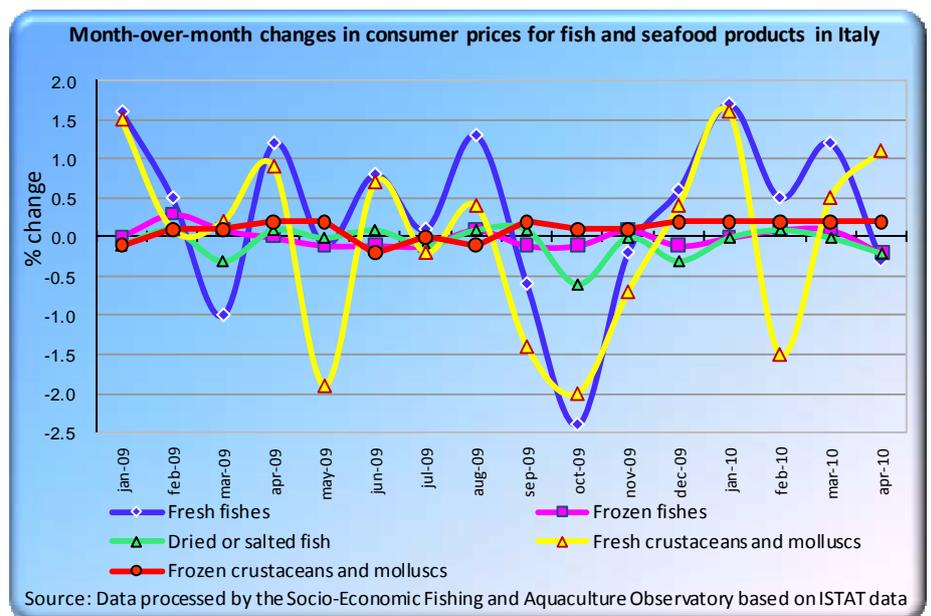


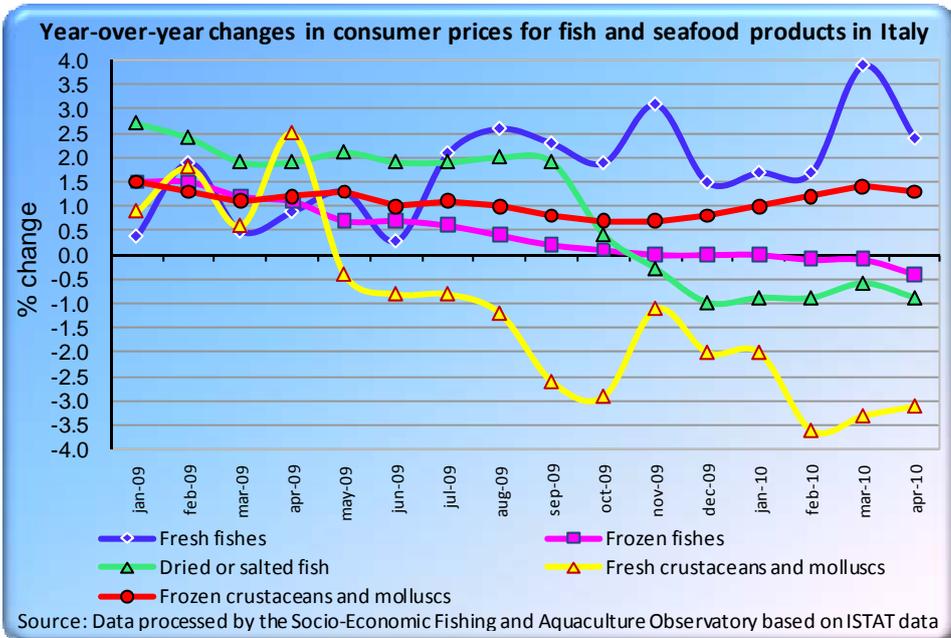
This issue of "Fishing in Figures" provides a detailed discussion of the monthly price trends for the year 2009 in the North Adriatic fish and seafood markets, focussing primarily on the area's most important products. The species included in the analysis were selected based on their importance in terms of both volume and revenue. The market being studied varies according to the most-representative species. ISTAT (Italian National Institute of Statistics) data relating to changes (year-over-year and month-over-month) in consumer prices in Italy was used to provide a complete, detailed view of

national consumer price trends for fish and seafood products. Changes in consumer prices for fish and seafood products in Slovenia were also determined, while for Croatia average producer prices for the most representative national fish and seafood products are provided. For the Balkan regions, the sources for the statistical data were the respective statistical institutes: the Central Bureau of Statistics of the Republic of Croatia (Croatstat) and the Statistical Office of the Republic of Slovenia (Slostat).

The dynamics of consumer prices for products in the fish and seafood sector were analyzed to determine month-over-month changes (calculated with respect to the previous month) and year-over-year monthly changes (calculated with respect to the same month of the previous year). Data from January 2009 through April 2010 was used to determine both of these changes.

As the adjacent graph indicates, fresh fish and seafood products (fish, molluscs and crustaceans) experienced the greatest monthly fluctuations during the period studied. Prices for frozen and dried products remained fairly stable from month to month, while those for fresh products experienced a considerable drop in autumn, which resulted from an increase in supply after the summer fishing ban ended; there was increased demand during the Easter and Christmas holiday periods, with a corresponding increase in prices.



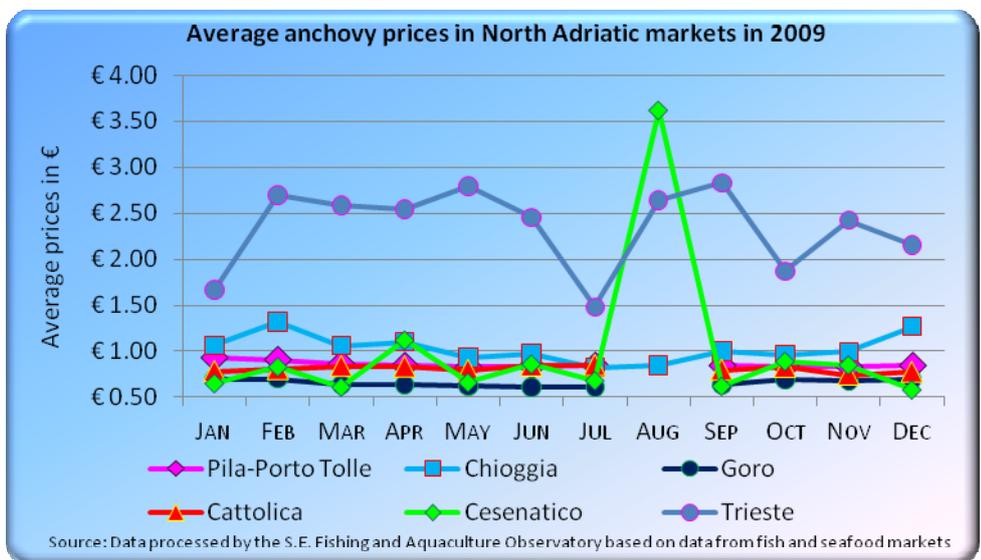


The figure to the left shows the year-over-year changes in consumer prices; similar to the preceding graph, this figure clearly indicates a high degree of variability in the prices for fresh products.

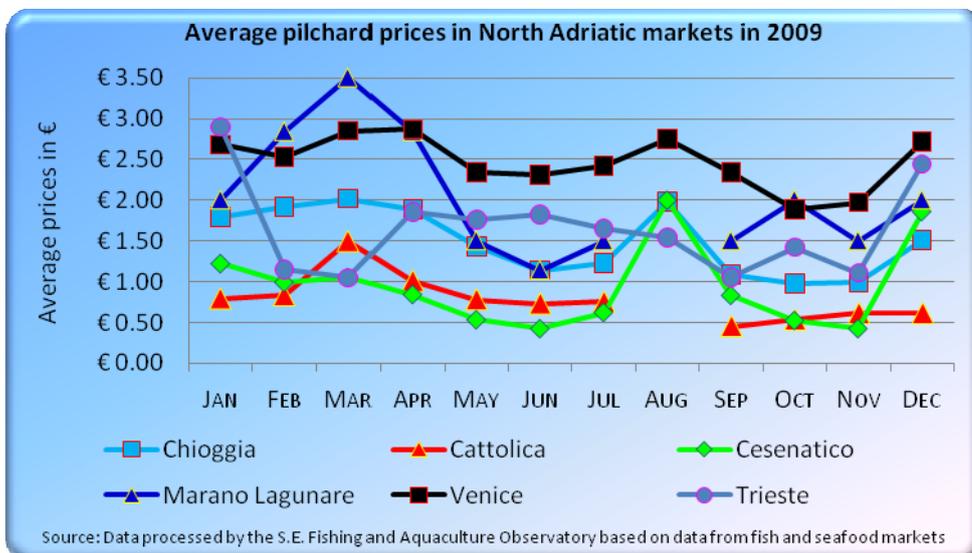
While the annual trend in prices for fresh fish was positive, the trend for fresh crustaceans and molluscs was decidedly negative.

The prices for frozen and dried products, on the other hand, were much more stable since, unlike fresh products, they are minimally influenced by seasonal factors.

The discussion of the average monthly wholesale prices for the main Northern Adriatic fish and seafood markets begins with the anchovy, an important species in terms of volume. Of the six principal markets selling local anchovies, the one recording the highest average annual price was undoubtedly Trieste (2.35 €/kg). The average annual prices for the remaining markets were fairly constant at approximately 0.87 €/kg.



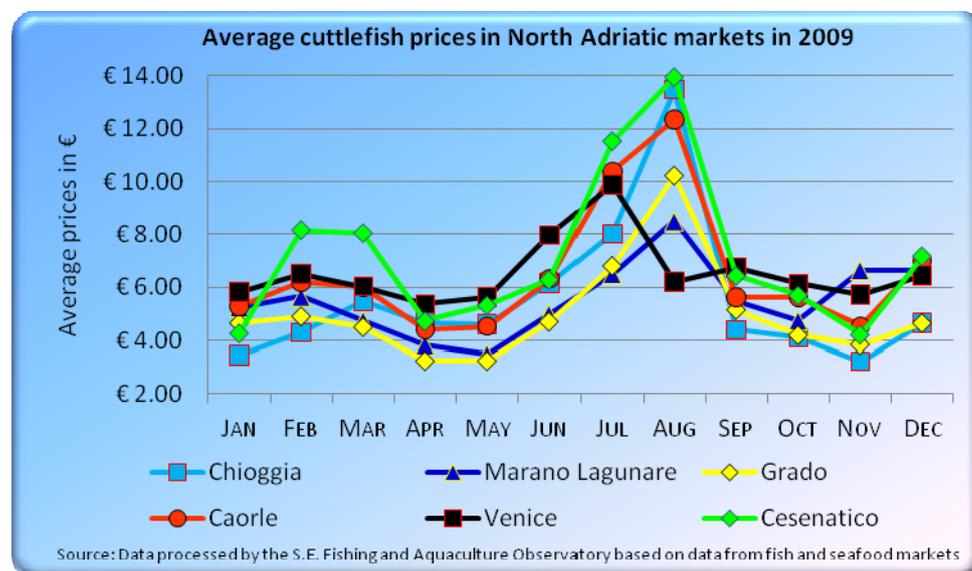
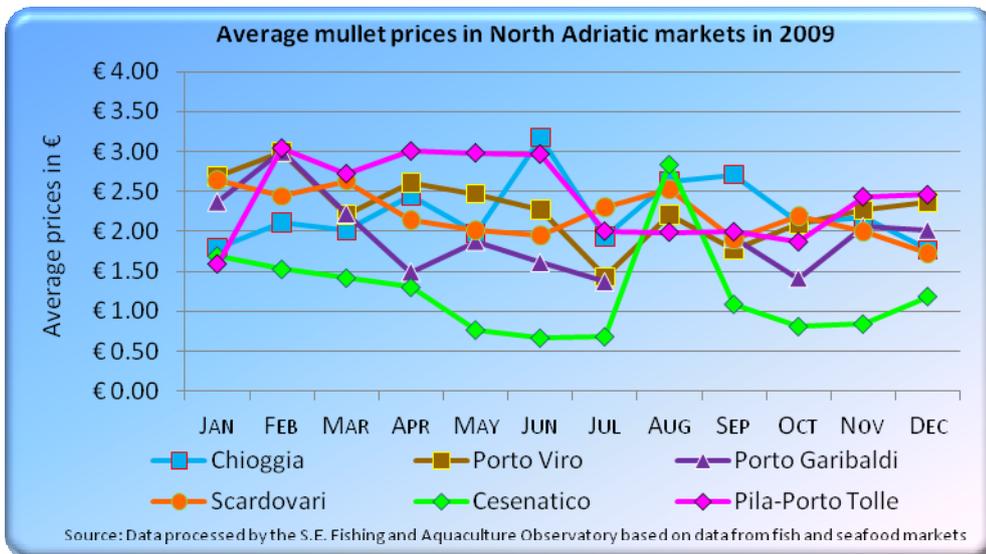
There was a notable price peak in the Cesenatico market during the month of August, with prices reaching 3.50 €/kg. This peak was caused by the August fishing ban and the resulting lack of supply during that month.



With respect to the average prices for pilchards in the six most productive Northern Adriatic markets, these ranged between 0.50 and 3.50 €/kg.

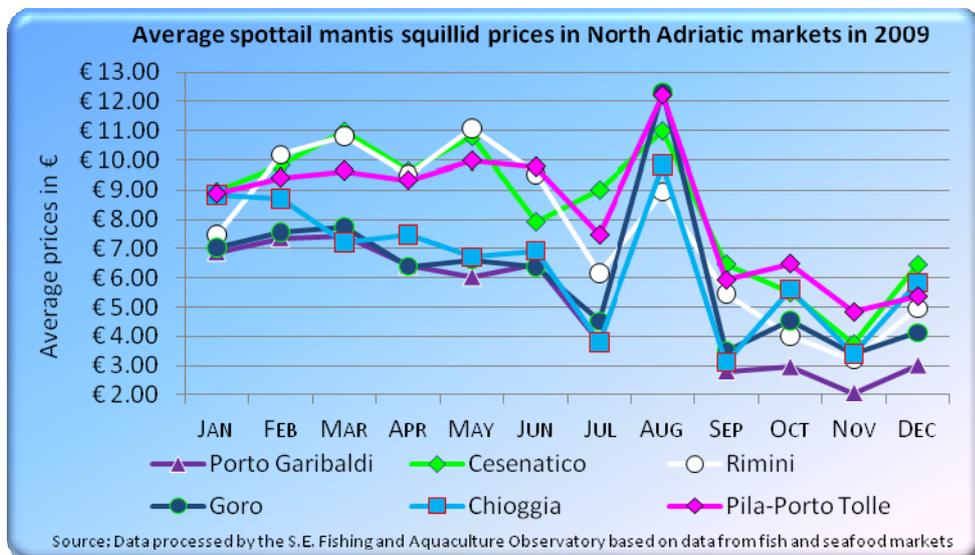
Venice had the highest average annual price, approximately 2.47 €/kg, while the average for the other markets was around 1.38 €/kg. The Marano Lagunare market in Friuli recorded the highest peak, reaching an average price of 3.50 €/kg in March.

Analyzing the data available for mullet, it was determined that the Cesenatico market recorded the lowest average annual price (1.24 €/kg), while Pila-Porto Tolle had the highest price (2.42 €/kg). Cesenatico recorded the lowest prices for the period from May through July (with an average monthly price of approximately 0.70 €/kg), while the highest price for mullet was recorded in the month of June in the Chioggia market (3.18 €/kg).

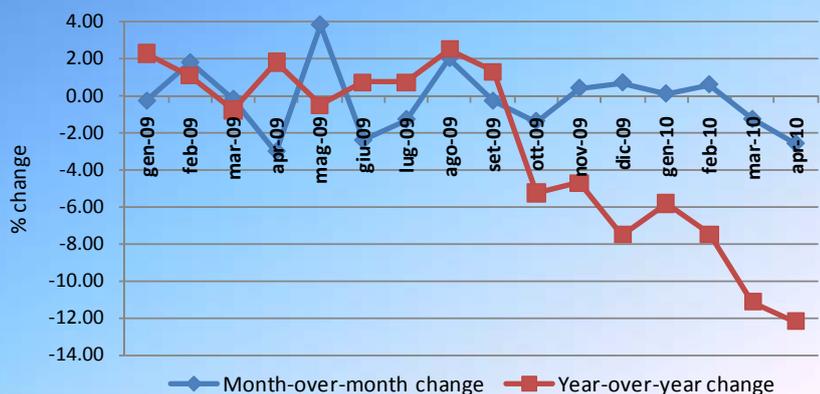


Continuing on to the price of cuttlefish, the adjacent graph shows the trends for this species' most representative markets. The reproductive dynamics of the species, the fishing ban and the ban against trawling after early June led to a low supply of cuttlefish, resulting in a clear peak in average prices that reached almost 14 €/kg. The Chioggia fish and seafood market, which sells the largest volume, recorded an average price of 5.55 €/kg for cuttlefish in 2009. The Cesenatico market had the highest average annual price, 7.15 €/kg, while the Venice and Caorle markets in Veneto had average prices of around 6.50 €/kg.

With respect to the price trends for spottail mantis squillid, all of the markets showed very similar patterns. The prices for the first six months of the year were high on average while, after the price peaked in August, prices decreased until the end of the year, when a greater supply of mature specimens was available. highest average annual price was recorded at the Cesenatico market (8.36 €/kg), while the lowest was at Porto Garibaldi (5.02 €/kg); the latter market sells the largest volume of spottail mantis squillid in the area. The highest peak, 12.33 €/kg, was reached in the Goro market in August.



Year-over-year and month-over-month changes in fish and seafood prices in Slovenia



Source: Data processed by the S.E. Fishing and Aquaculture Observatory based on data from the Slostat

In Slovenia, month-over-month changes in the national consumer price indexes for fish and seafood products showed significant fluctuation, but remained close to zero. However, the year-over-year data was very different. In fact, while changes were positive during the first part of 2009, from October until the end of the period under discussion there was an abrupt drop in year-over-year prices, reaching -12.2% in the month of April 2010.

As the graphs below indicate, the prices for pilchards in Croatia remained stable

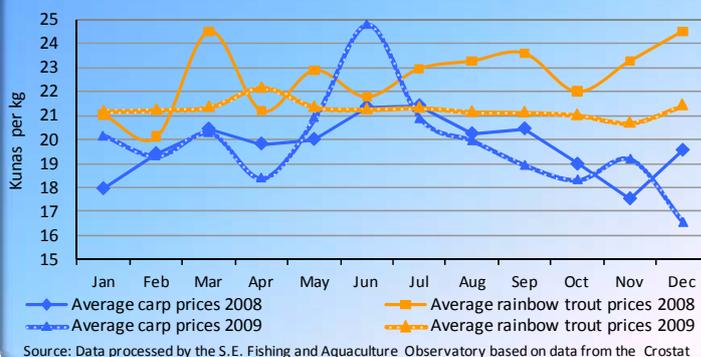
throughout the year, with an average of 3.54 €/kg, representing a slight increase (of 0.13 €/kg) compared to 2008. A different trend was evident for sea bass, which had an average annual price of 38.46 €/kg, a decrease with respect to the previous year (39.85 €/kg).

Monthly average producer prices for pilchards and sea bass in Croatia – 2008-2009



Source: Data processed by the S.E. Fishing and Aquaculture Observatory based on data from the Crostat

Monthly average producer prices for carp and rainbow trout in Croatia – 2008-2009



Source: Data processed by the S.E. Fishing and Aquaculture Observatory based on data from the Crostat

Average producer prices for rainbow trout were very stable in 2009 and equalled 21.29 €/kg. In contrast, price changes in 2008 were more marked, with two clear peaks in the months of March and December. The average annual price for carp in 2009 was similar to that of the previous year (19.81 €/kg). The trends in average monthly prices were also similar during the two years under discussion, aside from a peak in June 2009 when prices reached approximately 25 €/kg.



The EU has released an on-line atlas for Europe's oceans and seas

(http://ec.europa.eu/maritimeaffairs/atlas/index_en.htm) that contains detailed information on the coasts, populations of maritime regions, port services, maritime transport and tourism.

The European Commission has initiated discussions on **fishing quotas** for 2011, keeping in mind the EU objective of reducing catches to sustainable levels. For more information:

http://ec.europa.eu/fisheries/cfp/fishing_rules/tacs/index_en.htm

Next issue:

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Fishing and Aquaculture Observatory
Via Maestri del Lavoro 50 - 30015 Chioggia (Venice)
Tel. 041. 490357 - Fax 041.5544472
website: www.adrifish.org - E-mail: osservatorio@adrifish.org
Ref. Liviero Alessandra and Censori Alessandro

With the cooperation of the Direzione Sistema Statistico Regionale
della Regione del Veneto - tel.041/2792109 - fax 041/2792099
E-mail: statistica@regione.veneto.it
Ref. Vegro Linda