

# MPEDA's participation in Seafood Expo North America 2017

The 37<sup>th</sup> edition of Seafood Expo North America, considered to be the second largest seafood fair in the world, was held from 19-21 March 2017. The 2017 show had a participation of 1362 companies from 58 countries, and saw a growth of 16% over the previous year in the number of countries participated. The exposition presented a great opportunity for key buyers and industry decision makers such as retailers, caterers, hoteliers, restaurateurs, chefs, importers and wholesalers to connect and network with suppliers of fresh, frozen, live, value added, processed and packaged fish and seafood as well as packaging and processing services. The SENA 2017 had participation from all major seafood players from USA, China, Vietnam, Thailand, Chile, Peru, Malaysia, Indonesia, Brazil, Argentina, Canada, Ecuador, France, Germany, Spain, Norway, Turkey, UK and Ireland. There were conferences on 30 topics connected to seafood trade, regulations, finance, shipment detention, nutrition and increase in seafood consumption etc. on the sidelines of the show.

## A brief depiction on US seafood market

The United States (US) holds the world's third largest population and the annual seafood consumption



*A view of SENA exhibition*



*Dr. A Jayathilak IAS, Chairman, MPEDA interacts with a buyer. Mr. P V Harikrishna, Director, MoC&I (extreme right) and Dr. T G Manojkumar, Assistant Director, MPEDA (second from right) are also seen*



*Mr. Carlos Sanchez, Director (L. vannamei operations), Pescanova Group meets Dr. A Jayathilak IAS, Chairman, MPEDA*

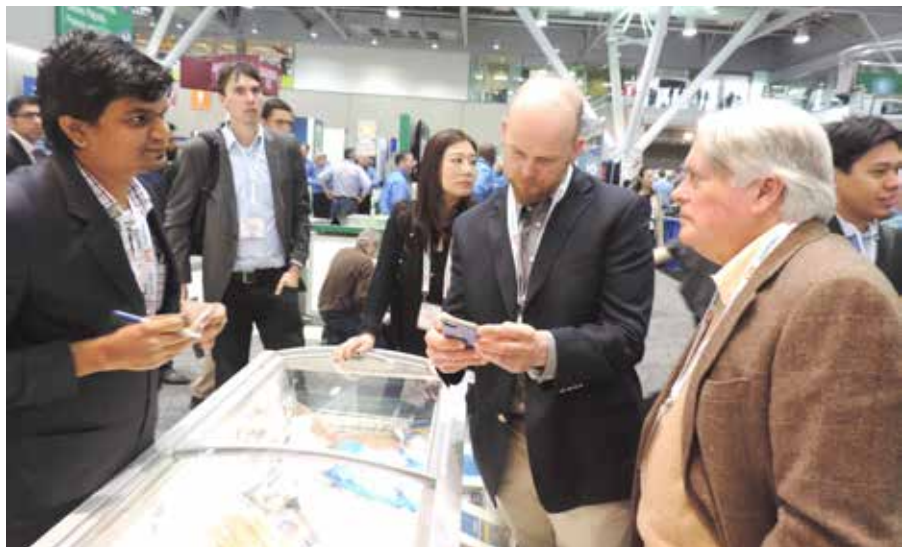
is about 5 billion pounds. It is the third largest seafood market in the world, next to Japan and China. The commercial seafood products consumed in US primarily come from three different sources: US commercial fisheries, US aquaculture production and the imports brought into the US from other countries. But reports show that 86% of sea food consumed in USA is imported.

American consumers are more health conscious & they are expected to consume more fish because of its high content of omega-3 and omega-6 fatty acids, which provide protection from heart disease and have positive effects on brain function. US Department of Health & Human Services and US Dept of Agriculture have recommended to include seafood in the Dietary Guidelines for healthy eating patterns.

Shrimp is the most popular seafood consumed in the US which is over 25 percent of the nation's annual per capita seafood consumption. This calculation indicates that on an average a consumer eats 4 pounds of shrimp per year. Besides cold water shrimps, warm water shrimps like Pacific White Shrimp (*Litopenaeus vannamei*), Black tiger shrimp (*Peneaus monodon*) and banana shrimp (*Fenneropenaeus merguensis*) from tropical and sub-tropical regions also have great demand in USA. Other major seafood items are canned tuna and



A view of the India Pavilion at SENA 2017



Mr. Hakkim V I, Assistant Director, MPEDA interacts with a buyer at MPEDA stall



Team of officials (MPEDA & MoCI) attended SENA-2017

salmon, fresh and frozen fish fillets and steaks, breaded fish portions and sticks.

US consumers spend on seafood in restaurants, cafeterias or other foodservice outlets. Seafood is an important item on the menu for most foodservice operations and the selection varies depending on the type of consumer that is targeted and menu prices. Fish portions, breaded shrimp, clams and other items are served in a variety of chain restaurants because of their consistent cost and good value. Seafood is frequently used as an ingredient in pasta or rice dishes and in sandwiches, wraps, soups and other entrees in majority of the mid-priced restaurants. Fresh seafood is also widely available in restaurants.

However, the economic downturn has negatively affected some of the most significant areas of seafood consumption, such as the tourism and restaurant businesses, with considerable drops in sales of fish and seafood. One of the strategies adopted by households to save money is the reduction of casual dining in restaurants. As a result, now-a-days US consumers are preferring value added products, or ready to eat products.

### **Shrimp imports of USA and the contribution from India**

For the last three consecutive years, India is the largest supplier of shrimp to US market. During the current

financial year (up to 31<sup>st</sup> January, 2017) USA imported shrimps for a worth of 6.2 billion US dollars, of which India contributed 25.8% followed by Indonesia (19.6%), Thailand (14.4%), Vietnam (11.7%) and Ecuador (10.1%).

During 2015-16, India has exported 28.46% of its seafood in terms of US\$ value to USA. The exports to USA had registered a growth of 18.53% in terms of quantity but in value it showed a decline of 2.23% in INR and 8.52% in US\$ terms. Frozen Shrimp is the principal item exported to USA with a share of 94.01% in US\$ value. Exports of Vannamei shrimp to USA showed an increase of 22.48% in quantity, but the value dropped by 5.32% in US\$ terms. Similarly, exports of Black Tiger Shrimp improved by 6.56% in quantity but decreased by 30.35% in US\$ earning.

### **India Pavilion by MPEDA**

MPEDA has set up an Indian Pavilion in which 8 exporters participated as co-exhibitors displaying variety of seafood products from India. The Indian pavilion was strategically located in the stall number 1453 and covered a floor space of 1200 sq. ft. The pavilion was marked with a hanging design of the fish bearing the MPEDA theme for the show "Incredible seafood from Incredible India" in tricolor. The co-exhibitors included M/s. Forstar Frozen Foods Pvt Ltd, Mumbai, M/s. Gadre Marine Export Pvt Ltd, Ratnagiri, M/s. H

N Indigos Pvt Ltd, Gujarat, M/s. KNC Agro Ltd and Nezami Rekha Seafoods Pvt Ltd, Kolkata, M/s. Nila Seafoods Pvt Ltd, Tuticorin, M/s. Seven Seas Seafoods Pvt Ltd, Chennai, M/s. V V Marine Products, Tirunelveli and M/s. West Coast Frozen Foods Pvt Ltd, Mumbai. A wide range of frozen, ready-to-cook and ready-to-eat seafood items were displayed in the MPEDA stall. M/s. Forstar Frozen foods and M/s. Gadre Marine Exports had displayed their products as well in their respective stalls. MPEDA stall has also displayed and distributed different publicity literature, interactive CD on exporters directory and books related to Indian seafood Industry.

About 130 trade enquiries at the show are separately listed in the concerned section of this Newsletter. The major trade enquiries received were for frozen shrimps, squid, cuttlefish, octopus, whole pomfret, croakers, ribbon fish, lobsters etc. India's participation in the show was coordinated by Dr. A Jayathilak IAS, Chairman, MPEDA, Mr. P V Harikrishna, Director (EP-MP), MoCI, Dr. T G Manojkumar and Mr. Hakkim V I, Assistant Directors, MPEDA.

During the SENA-2017, Chairman and team officials had meetings on trade and technical issues with various organizations such as Pescanova Group, Landauer, UK, Sea Products International, USA, Heart of the Sea Ltd, Canada etc. ■