

JAKARTA 2017

Asean Seafood
Expo

World Market of Pangasius



INSPECTION
&
CONSULTING

Vietnam Seafood

Jean-Charles Diener

World Market of Pangasius

WHY DOES PANGASIOUS MATTER?

- Importance of Pangasius for the Vietnam seafood economy

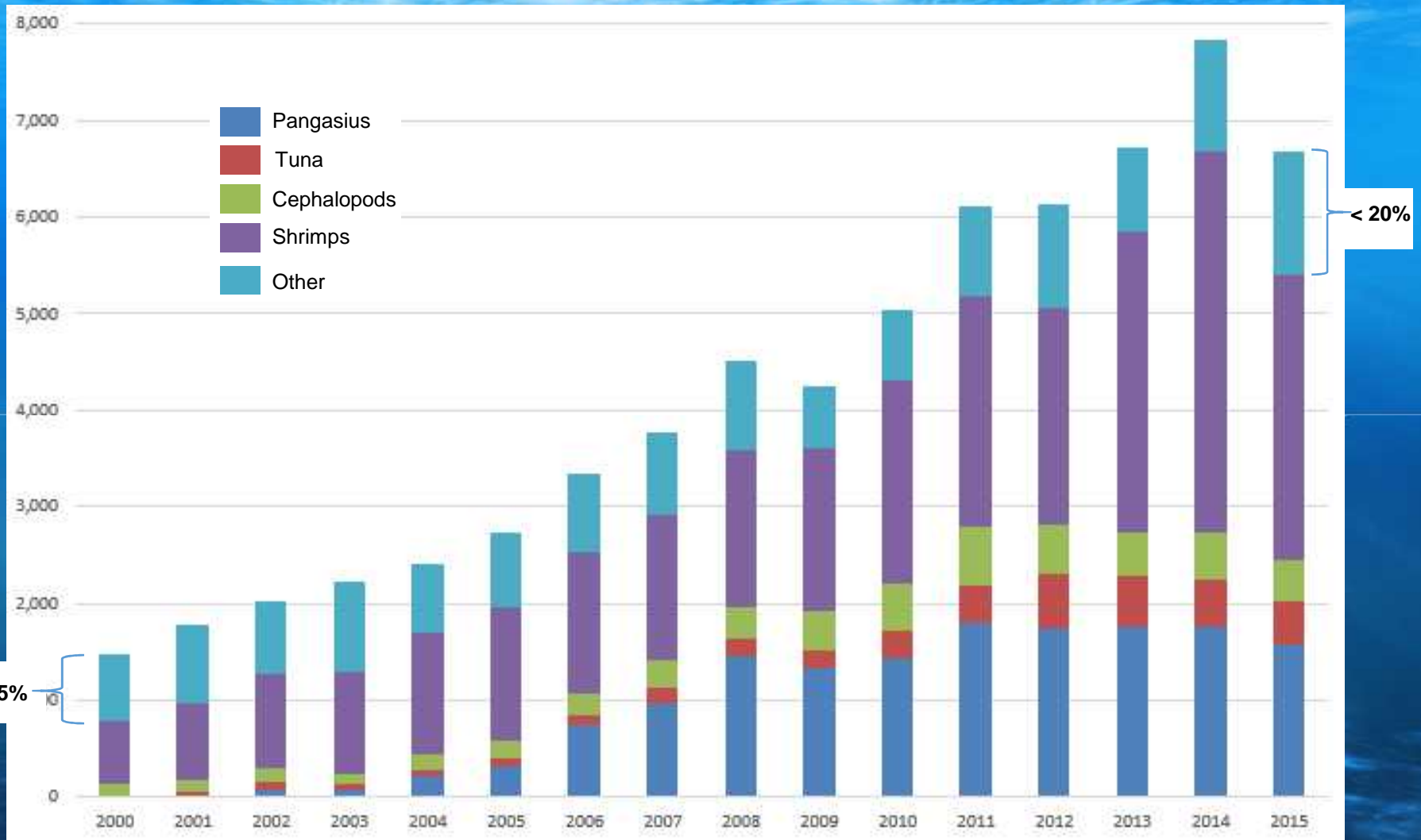
PANGASIOUS, A GREAT SPECIES AND A GREAT ITEM!

PANGASIOUS MARKET SITUATION AND ITS CHALLENGES



Main seafood exported from Vietnam

(in million U.S. dollars)



> 45%

< 20%

Share of the Pangasius in the total seafood exported from Vietnam



Source:
vasep

INSPECTION & CONSULTING

Seafood from Vietnam

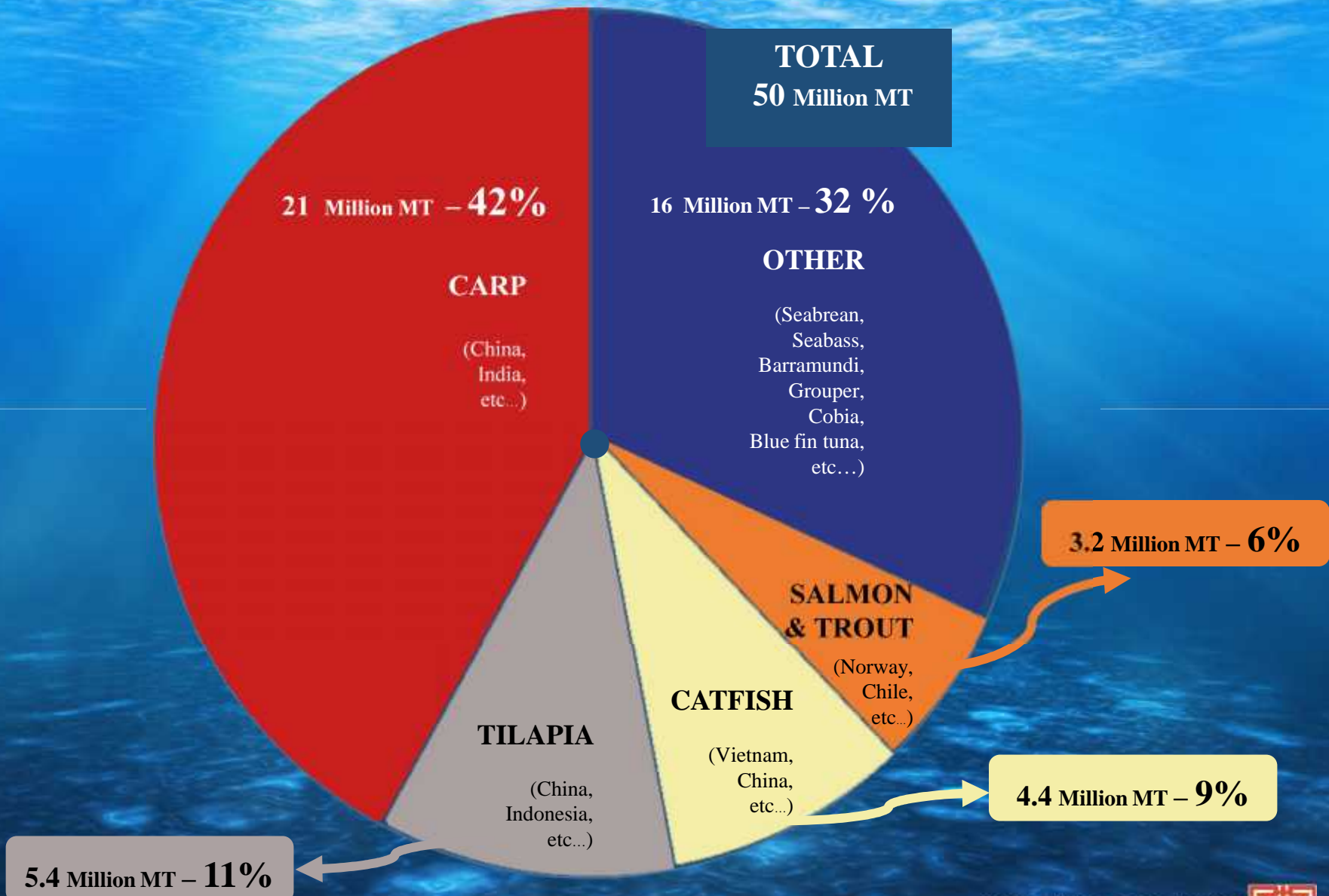


World Market of Pangasius

WHY DOES PANGASIOUS MATTER?

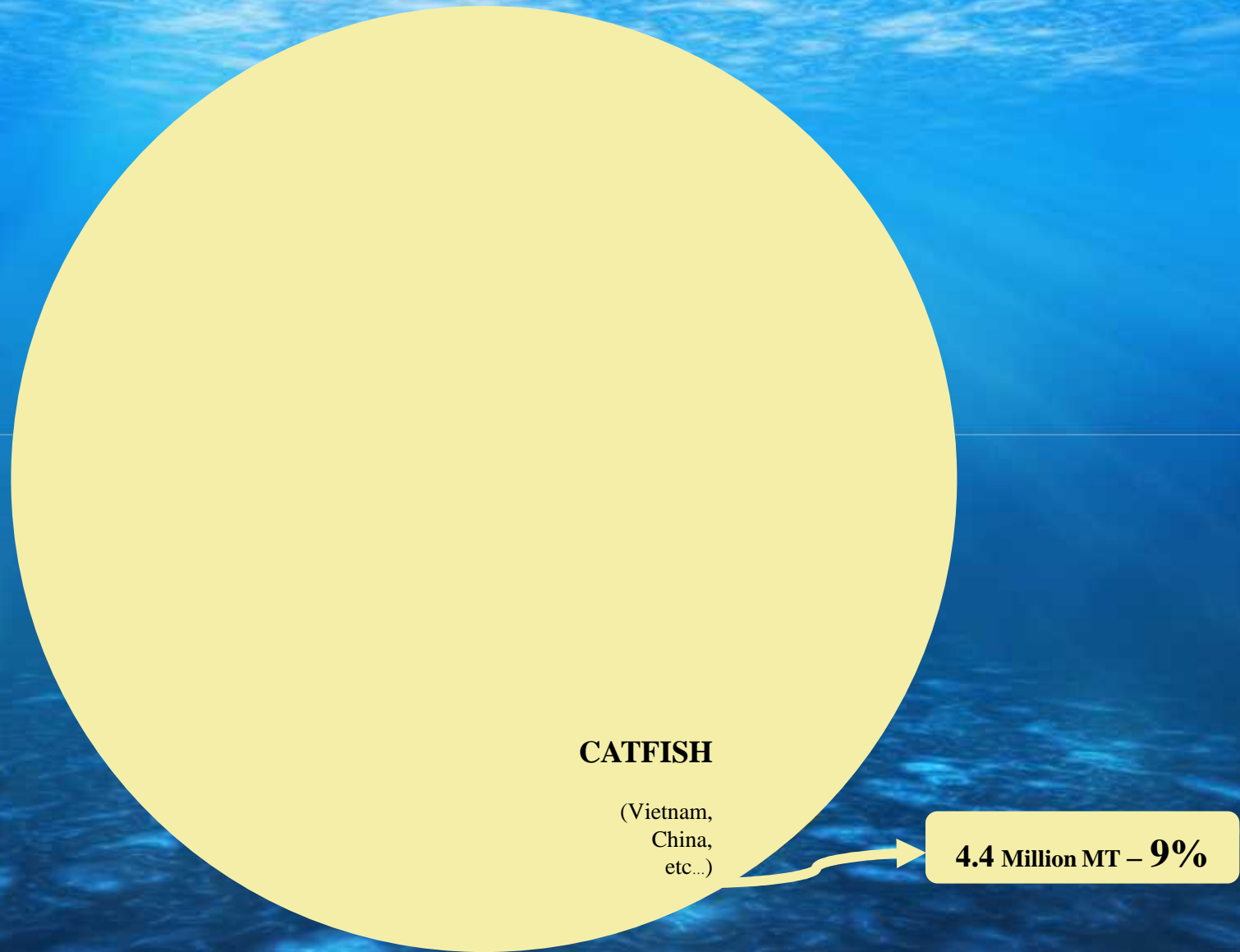
- Importance of Pangasius for the Vietnam seafood economy
- Where does Pangasius/catfish rank in the world fish farming

Aquaculture Production of fish Species (2016)



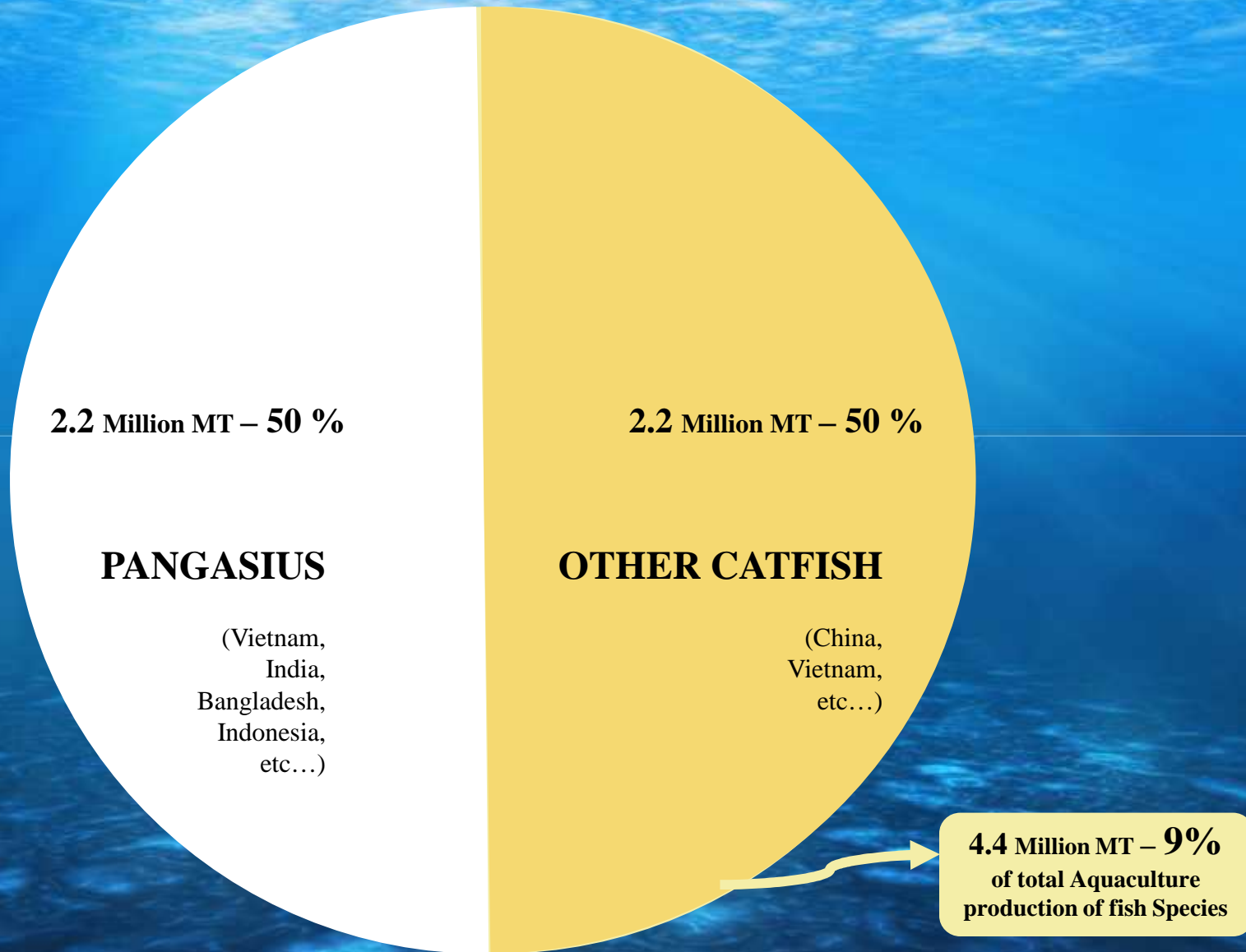
Source:
Fishstat, FAOstat & miscellaneous

Aquaculture Production of catfish (2016)



Source:
Fishstat, FAOstat & miscellaneous

Aquaculture Production of catfish (2016)



‘Over 60 % of food fish will come from aquaculture
by 2030 with the fastest supply growth likely to come from
TILAPIA, CARP & CATFISH’

‘Over the next 50 years humans will need to
produce more food than all the food ever
produced over the past 10,000 years combined’

Source:
Brian O’Hanlon, pioneer in
aquaculture, from an article
in The Guardian, 2007

World Market of Pangasius

WHY DOES PANGASIUS MATTER?

- Importance of Pangasius for the Vietnam seafood economy
- Where does Pangasius/catfish rank in the world fish farming
- Importance of the Aquaculture

Aquaculture is the
fastest growing
food production
system in the world

Source:
WWF

INSPECTION & CONSULTING

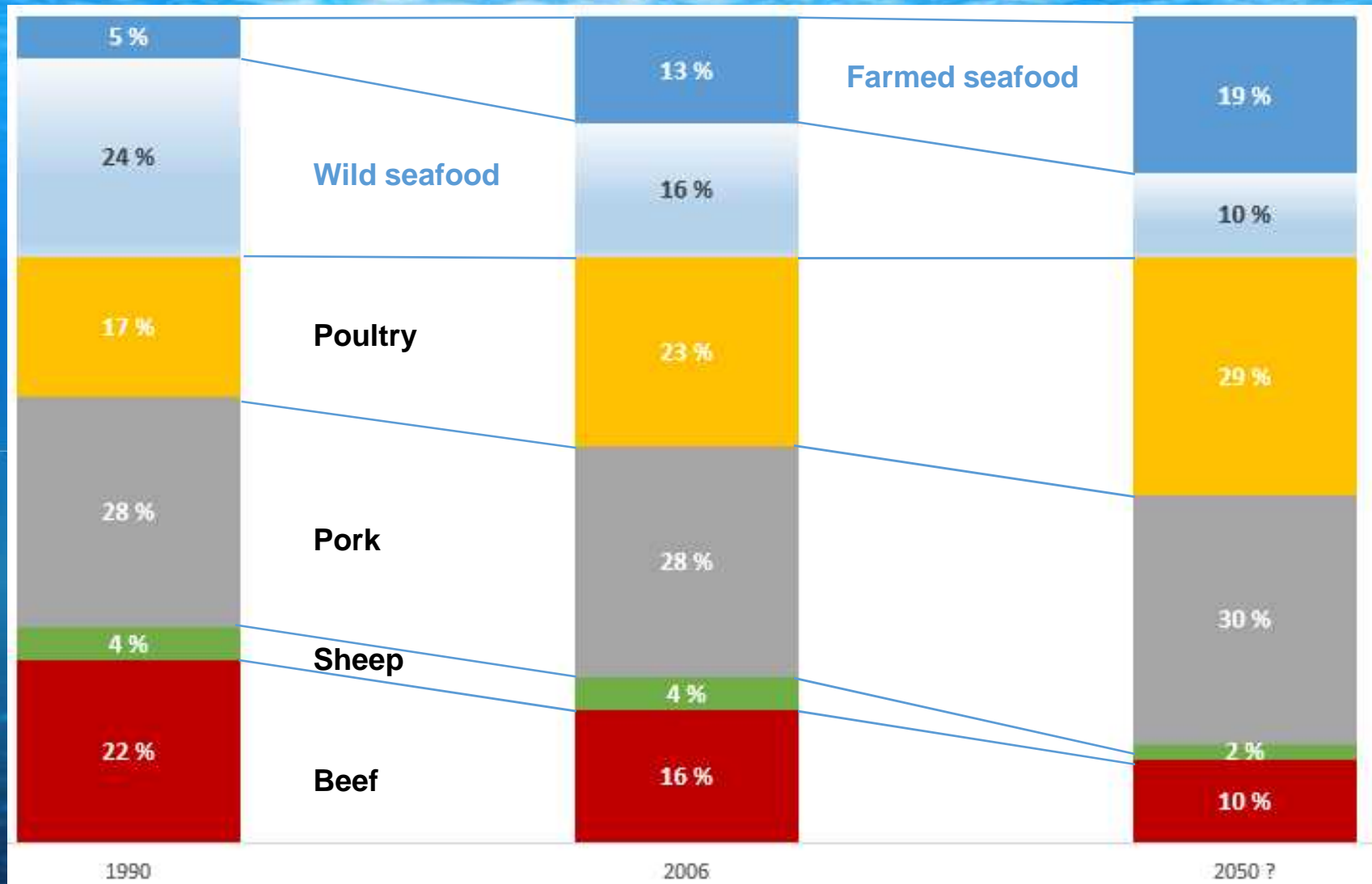
Seafood from Vietnam



250 million MT

360 million MT

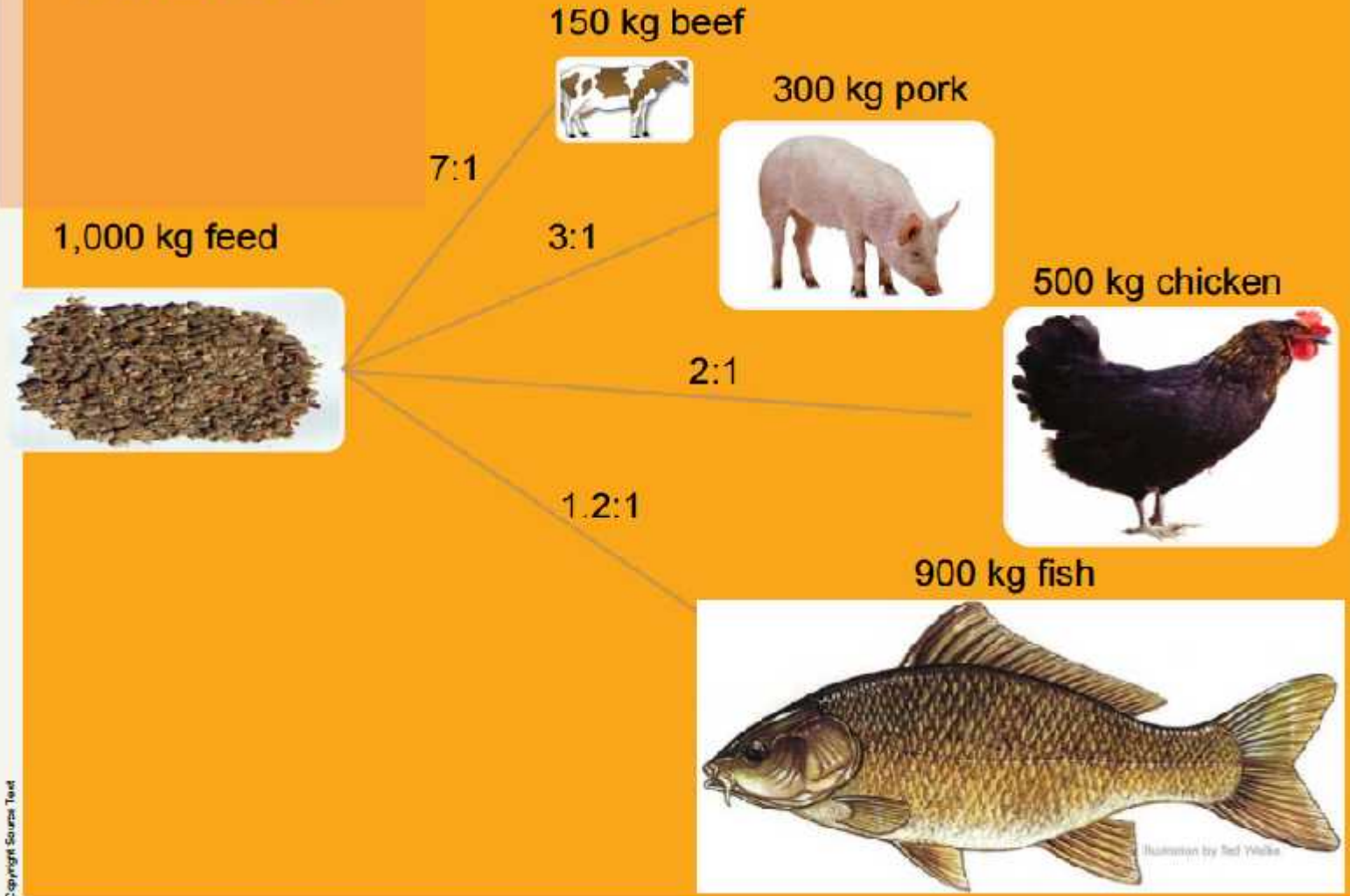
600 million MT



Source: Fishstat & FAOstat



Efficiency (FCR not FIFO)



Copyright Source Text

GRAVITY



**Newton's law
of universal
gravitation**



GRAVITY



BUOYANCY

+ **NO** Body temperature to regulate

And fewer bones than other sources meat (chicken, pigs, cattle etc)

+ **Body temperature to regulate**

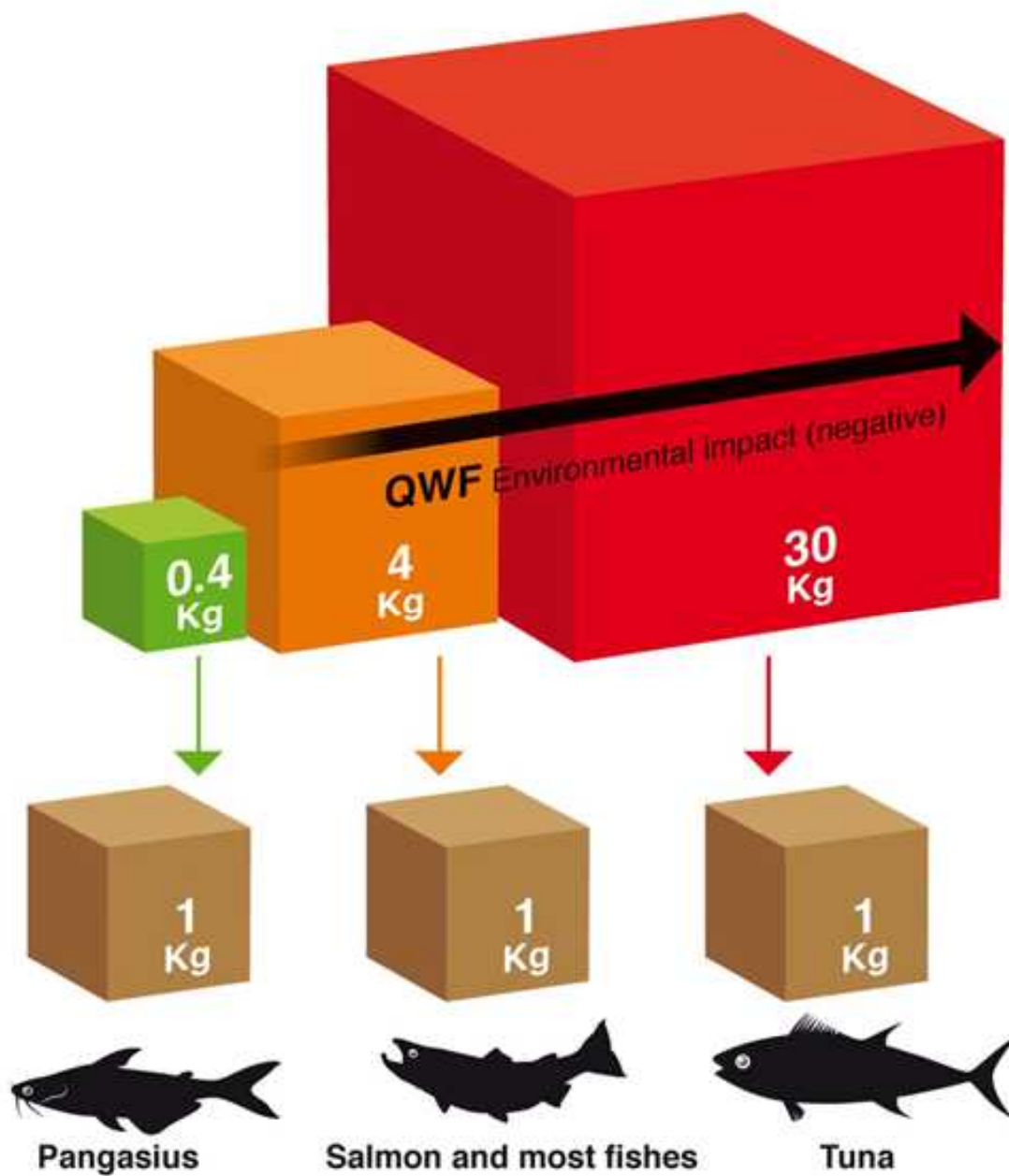
World Market of Pangasius

WHY DOES PANGASIUS MATTER?

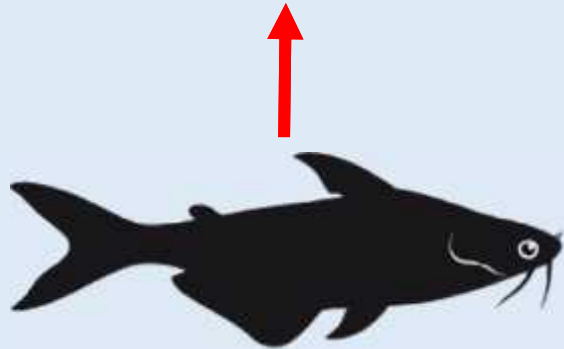
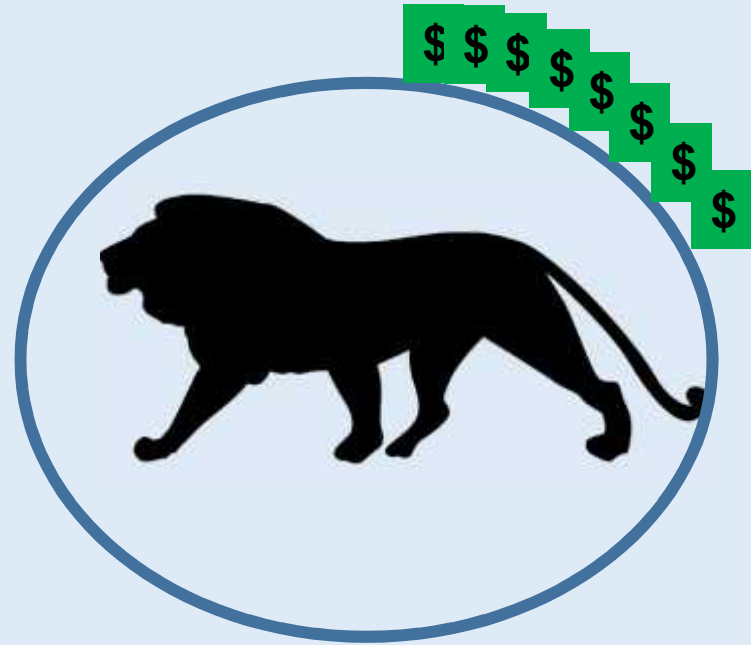
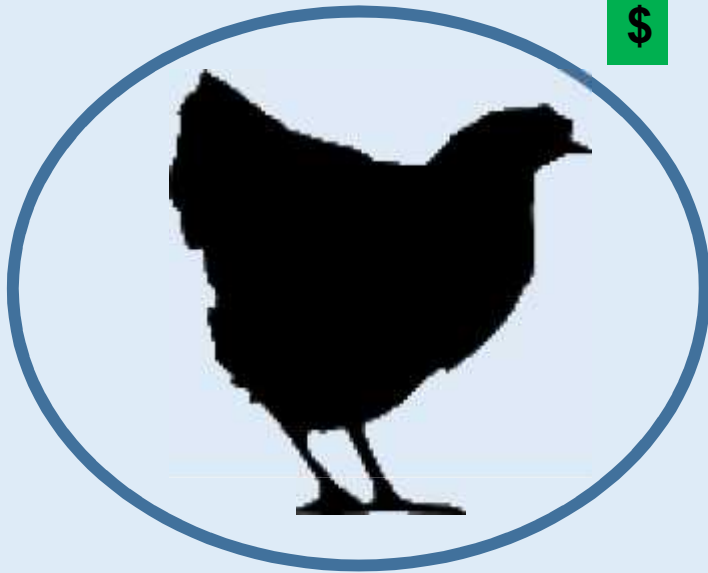
- Importance of Pangasius for the Vietnam seafood economy

PANGASIUS, A GREAT SPECIES AND A GREAT ITEM!

- Pangasius, a great species?



© OFCO 2011

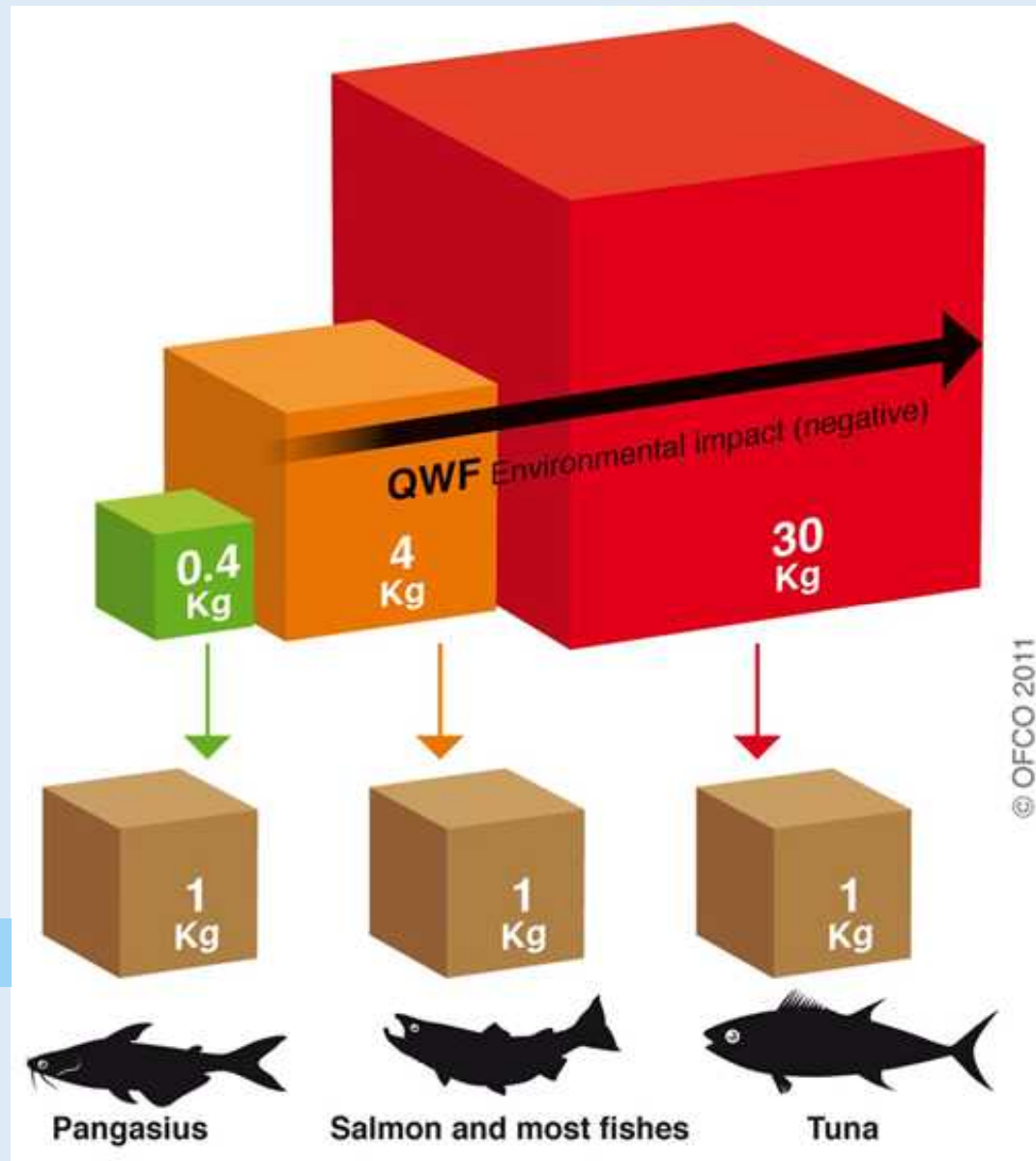


PRESERVE OUR OCEAN

Support sustainable aquaculture with Pangasius

Aquaculture should be to fishing as farming is to hunting on land

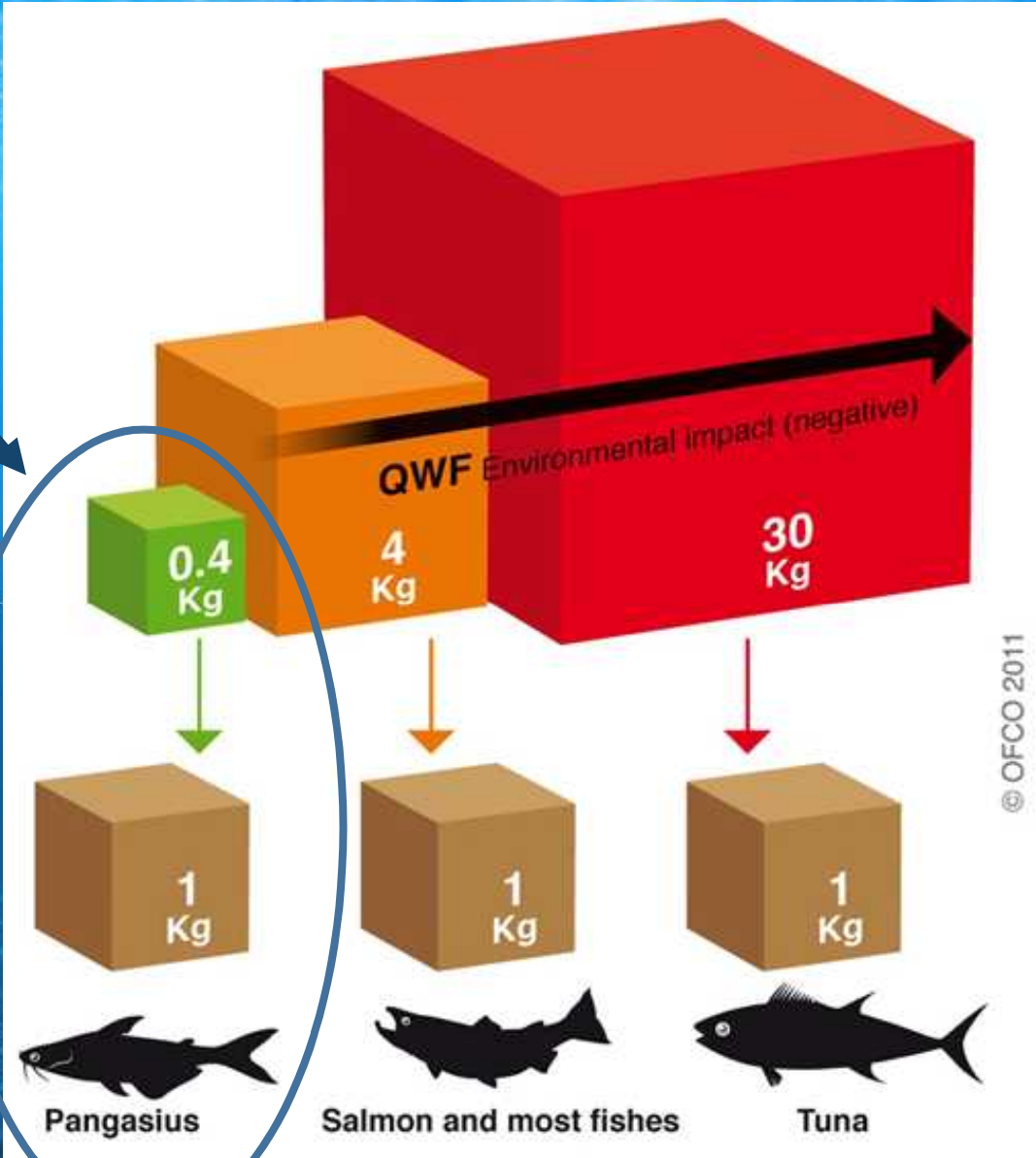
<http://ofco.info/pangasius.html>



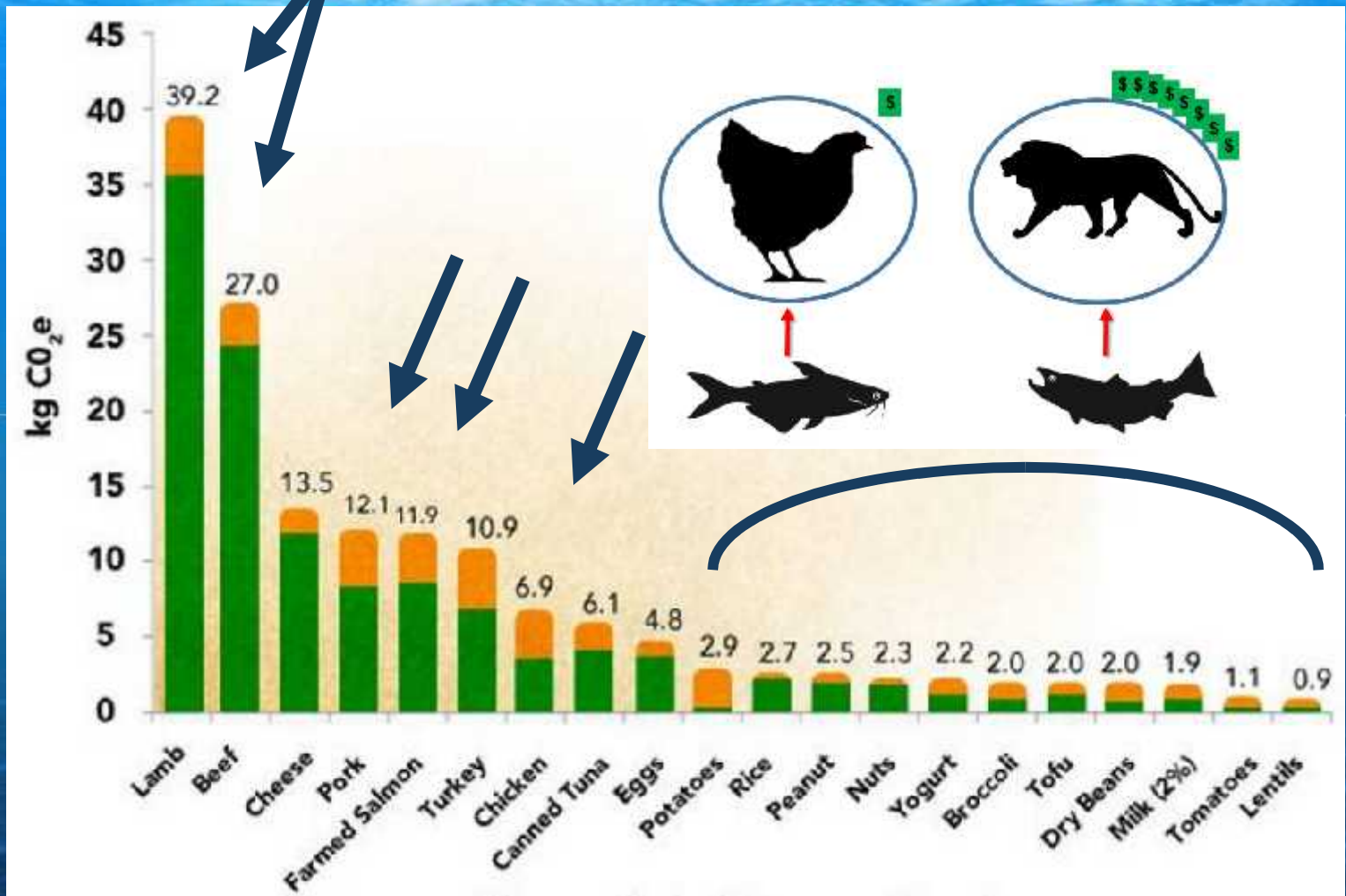


How can we reduce our
carbon footprints?

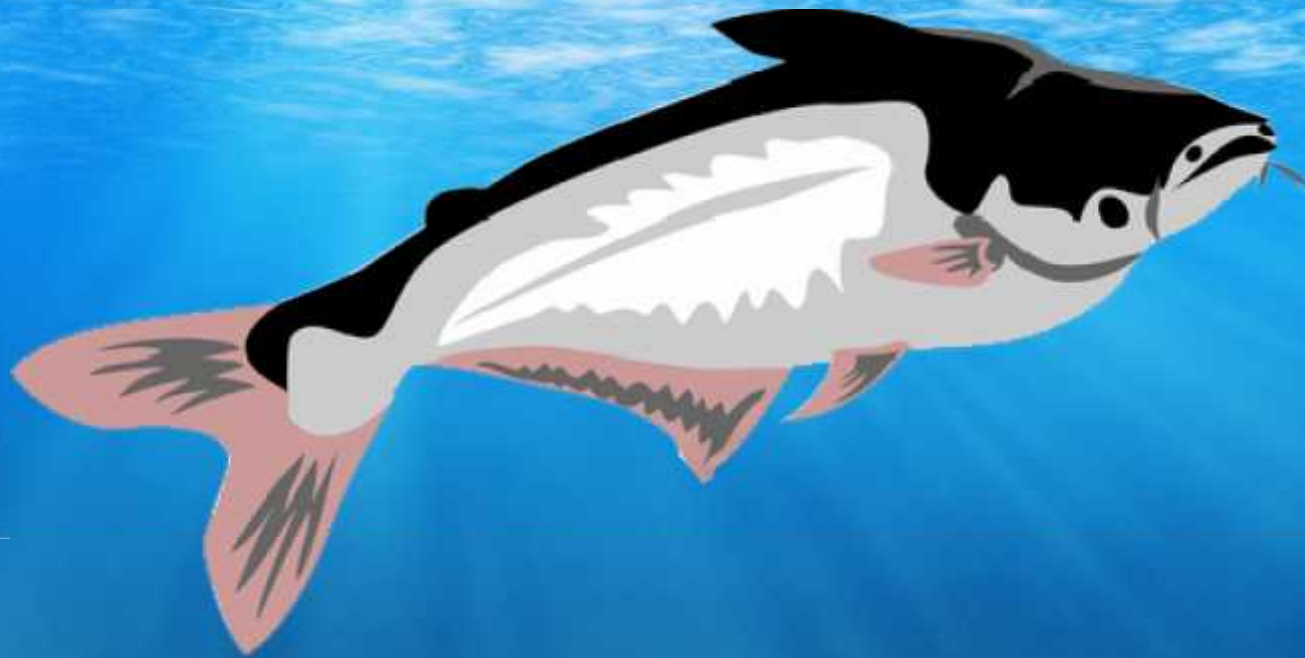
YES
Farming
omnivorous
fish!



Carbon footprint (kg of consumed food)



Source:
Environmental
Working Group
(EWG)



**YES, Pangasius is a great species !
Omnivorous & herbivorous fish are
the farmed species of tomorrow**

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WHY DOES PANGASIUS MATTER?

PANGASIUS, A GREAT SPECIES AND A GREAT ITEM!

- Pangasius, a great species?

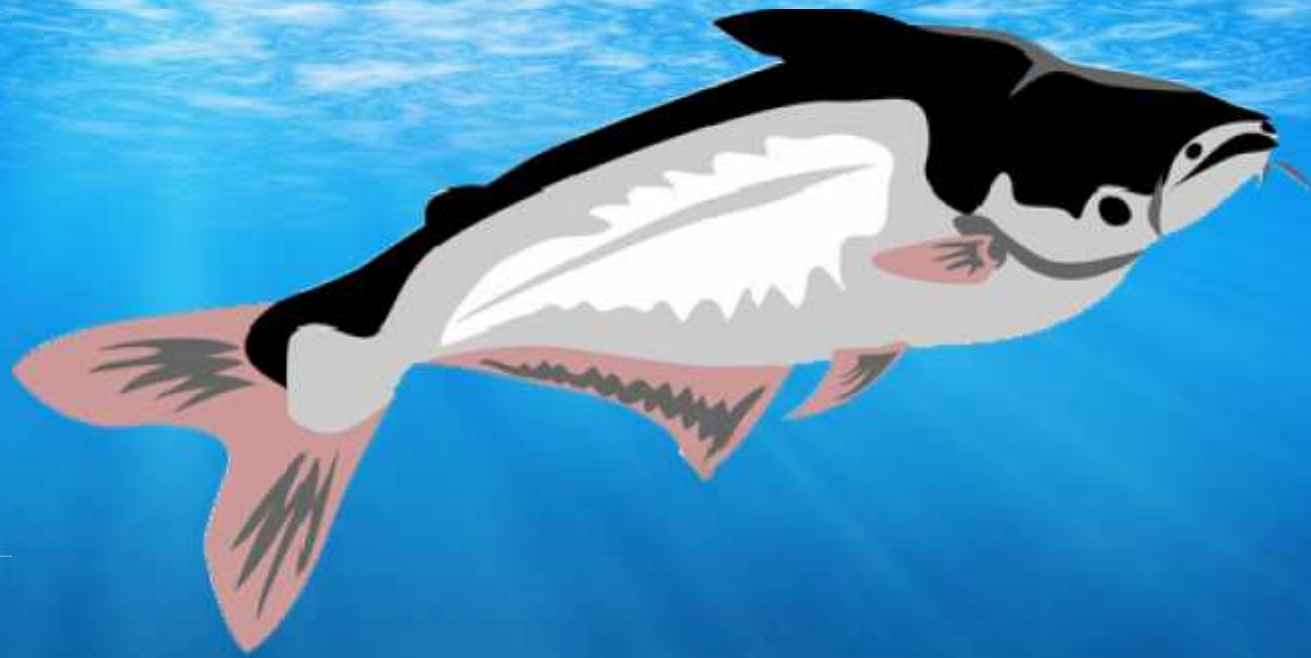
- Pangasius, a great item?

© OFCO 2008



Pangasius is a great item!

**Aquaculture is one of the most efficient forms
of food production available ...
and Pangasius is simply probably one of the
best actual fish farmed species!**



**Pangasius could never
fulfill the worldwide demand for
white fish fillets !**

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WHY DOES PANGASIOUS MATTER?

PANGASIOUS, A GREAT SPECIES AND A GREAT ITEM!

- Pangasius, a great species?

PANGASIOUS MARKET SITUATION AND ITS CHALLENGES

- Pangasius reputation and history (sample cases on few countries)

World Market of Pangasius

So, why something
doesn't feel right
about
Pangasius?

World Market of Pangasius

So, where are these
'bad feelings'
coming from?

Total Pangasius exported from Vietnam

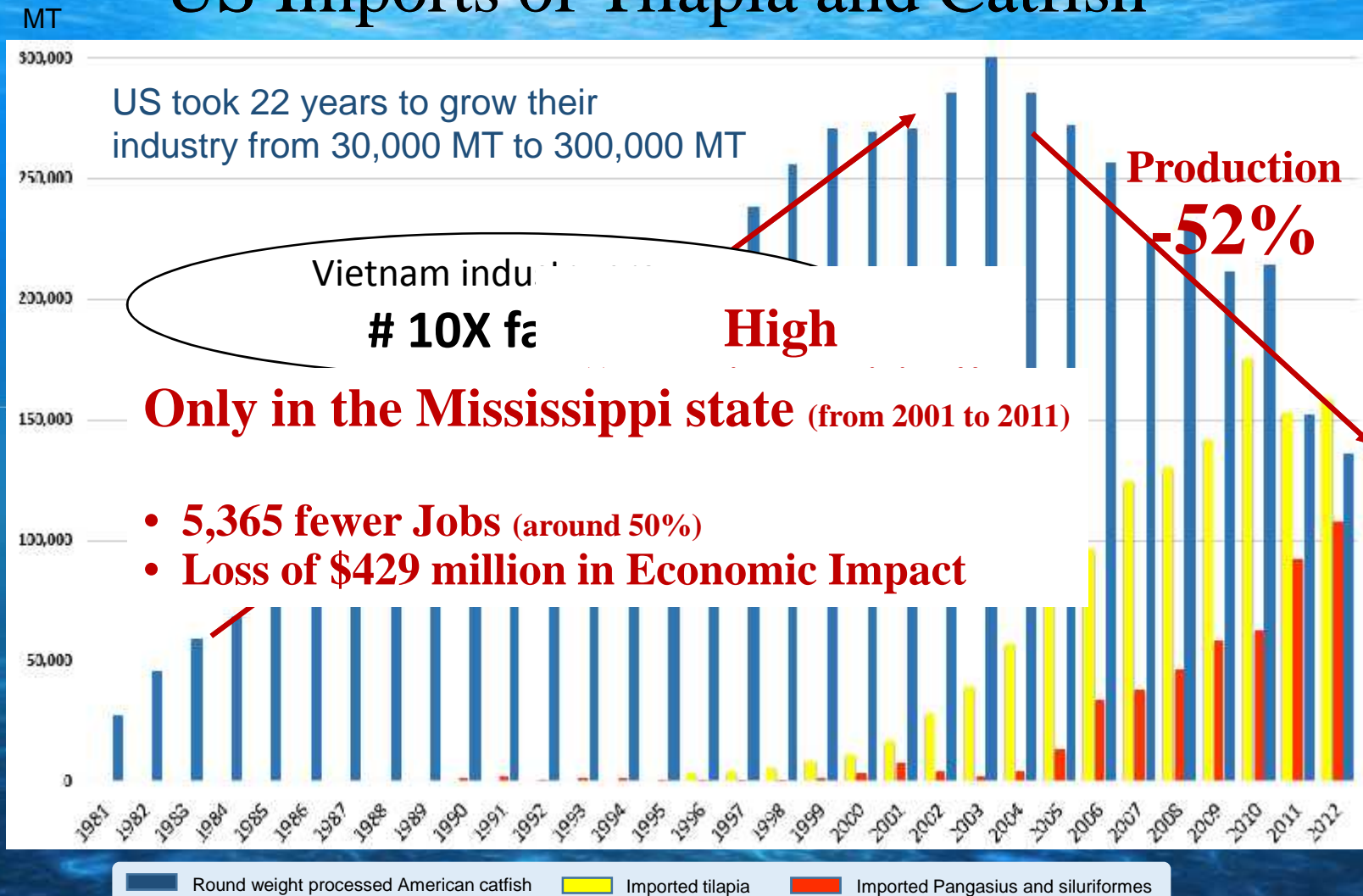
(in million U.S. dollars)



Round Weight Processed Catfish in US

VS

US Imports of Tilapia and Catfish



Source:
VASEP, Department
of Commerce, USDA
NASS and Bureau of
the Census

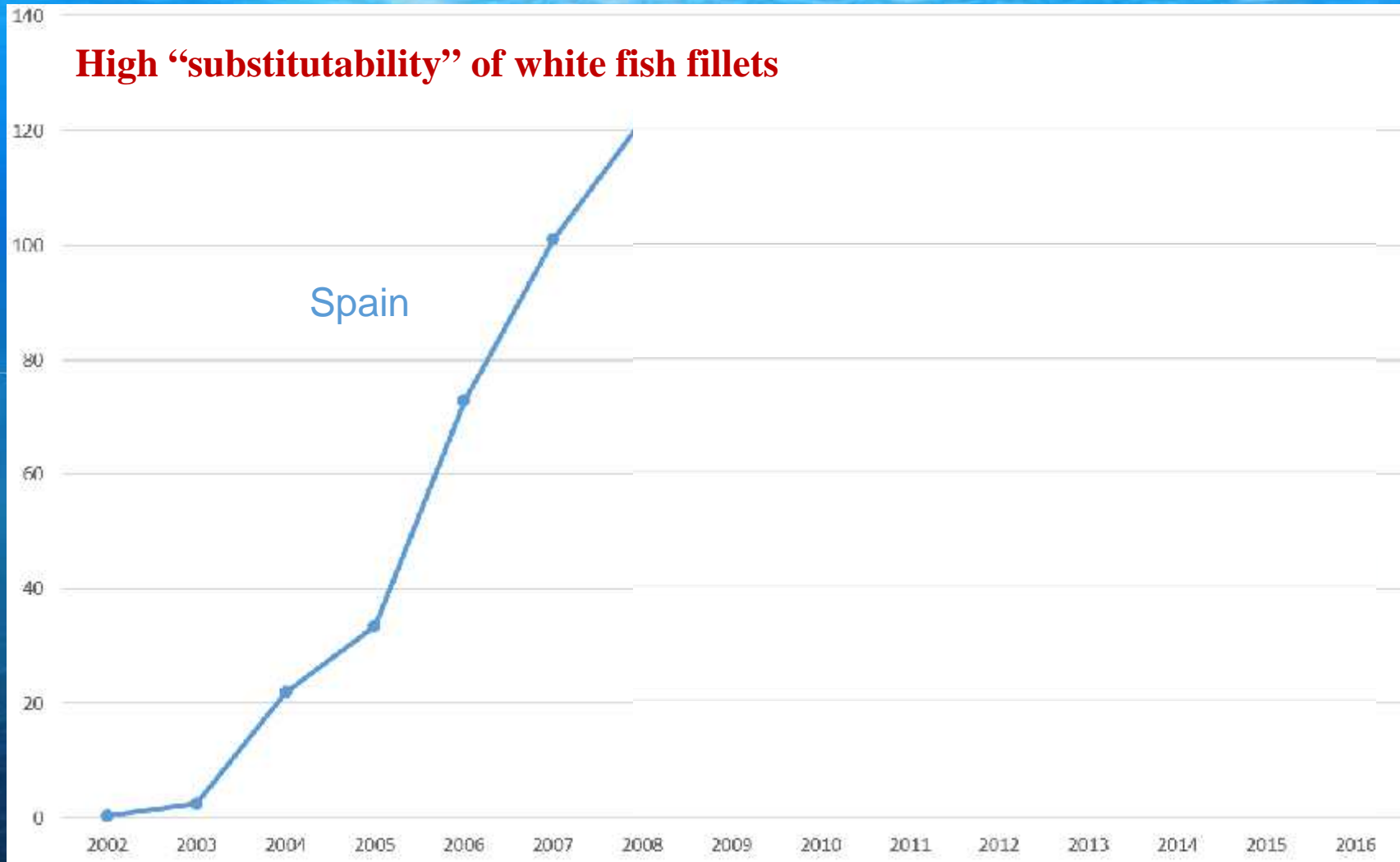
U.S. Per-Capita Consumption (Kg)

High “substitutability” of white fish fillets

2002	2009	2011
Shrimp	Shrimp	Shrimp
Tuna	Tuna	Tuna
Salmon	Salmon	Salmon
Pollock	Pollock	Pollock
Catfish (1.1)	Tilapia (1.21)	Tilapia (1.29)
Cod	Catfish (0.85)	Pangasius (0.63)
Clams	Crab	Catfish (0.56)
Crabs	Cod	Crab
Flatfish	Clams	Cod
Tilapia (0.33)	Pangasius (0.36)	Clams

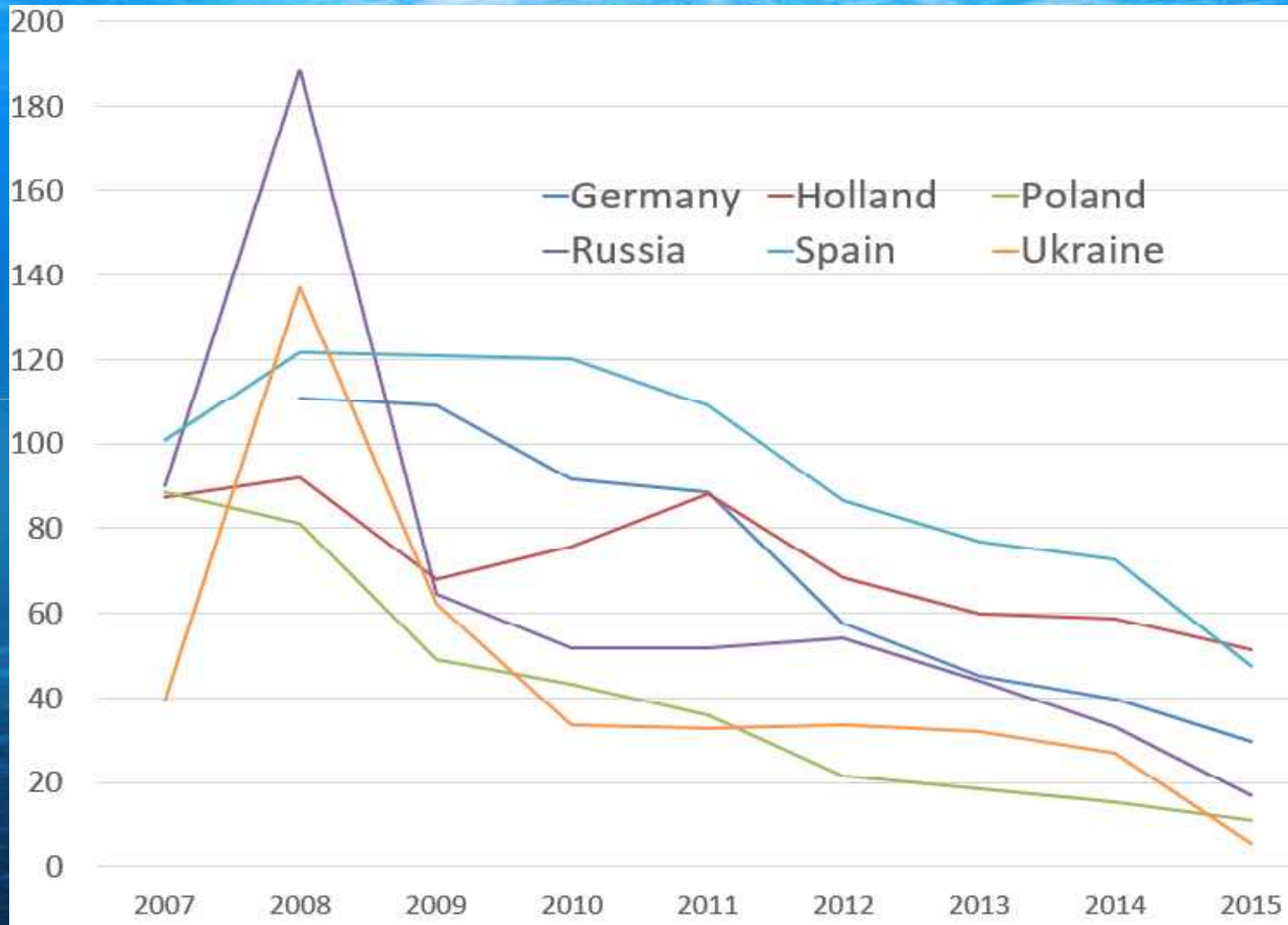
Total Pangasius exported from Vietnam

(in million U.S. dollars)



Source:
vasep

Total Pangasius exported from Vietnam (in million U.S. dollars)



Source:
vasep

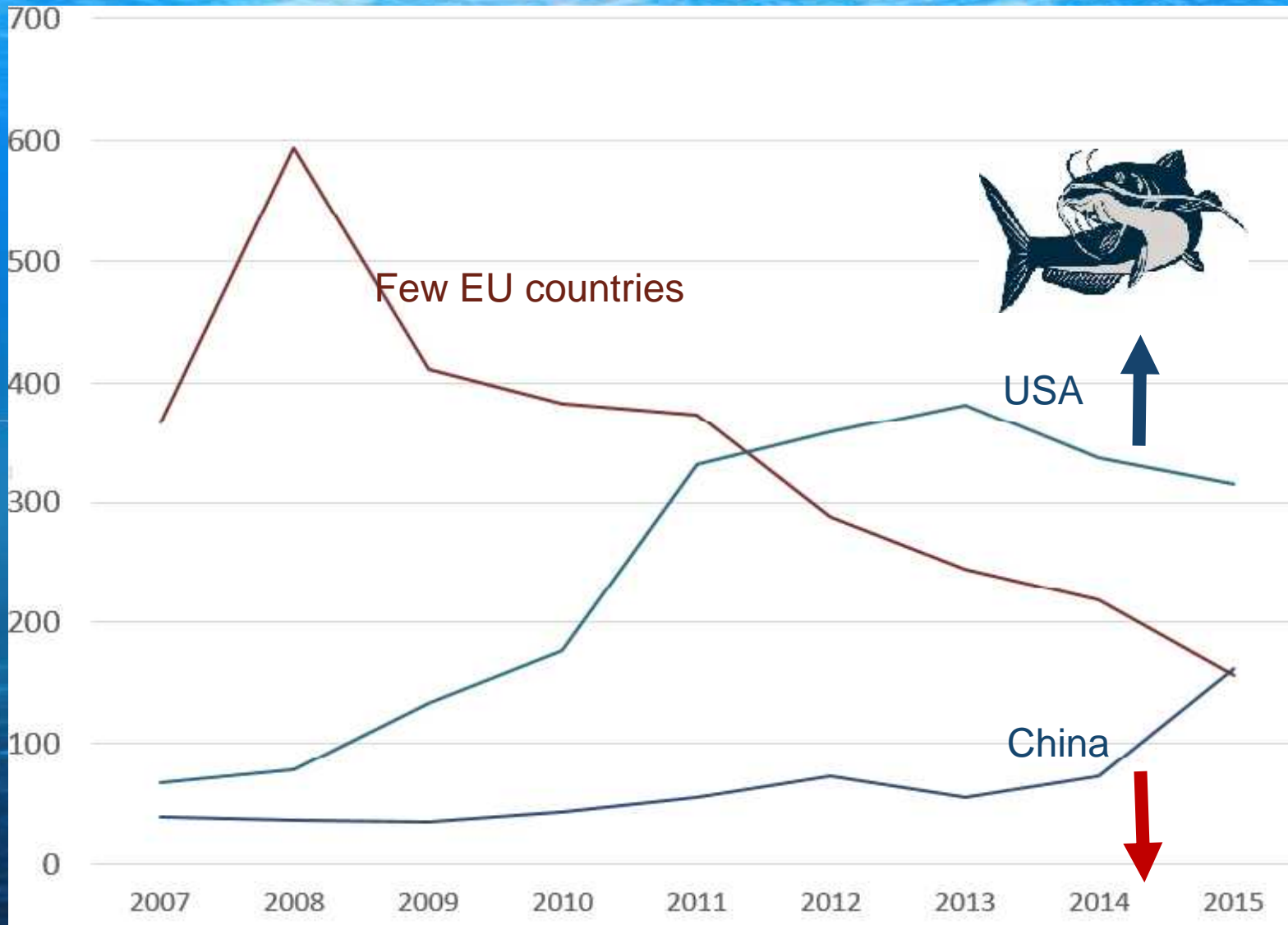
INSPECTION & CONSULTING

Seafood from Vietnam



Total Pangasius exported from Vietnam

(in million U.S. dollars)



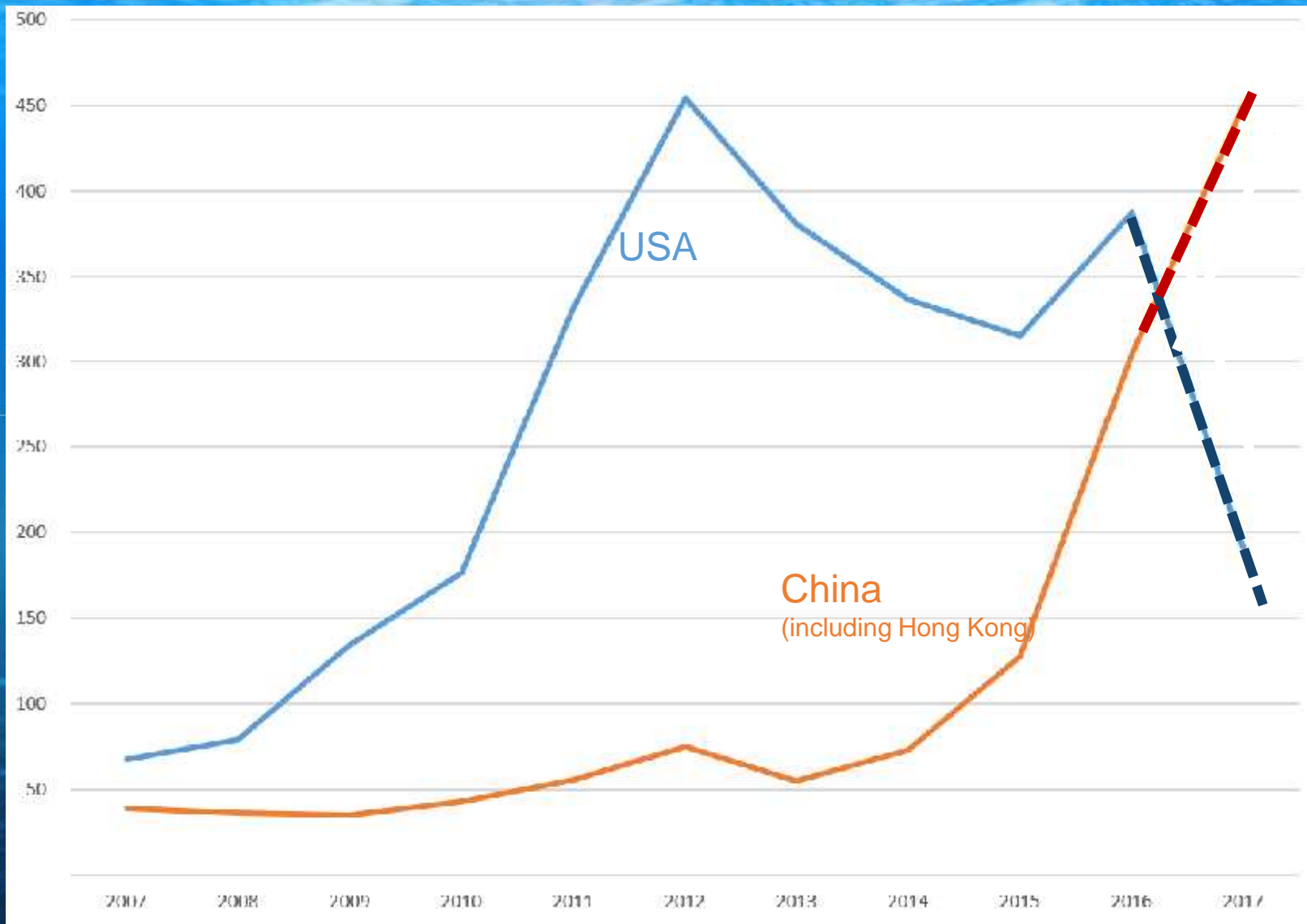
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INSPECTION & CONSULTING
Seafood from Vietnam



Total Pangasius exported from Vietnam

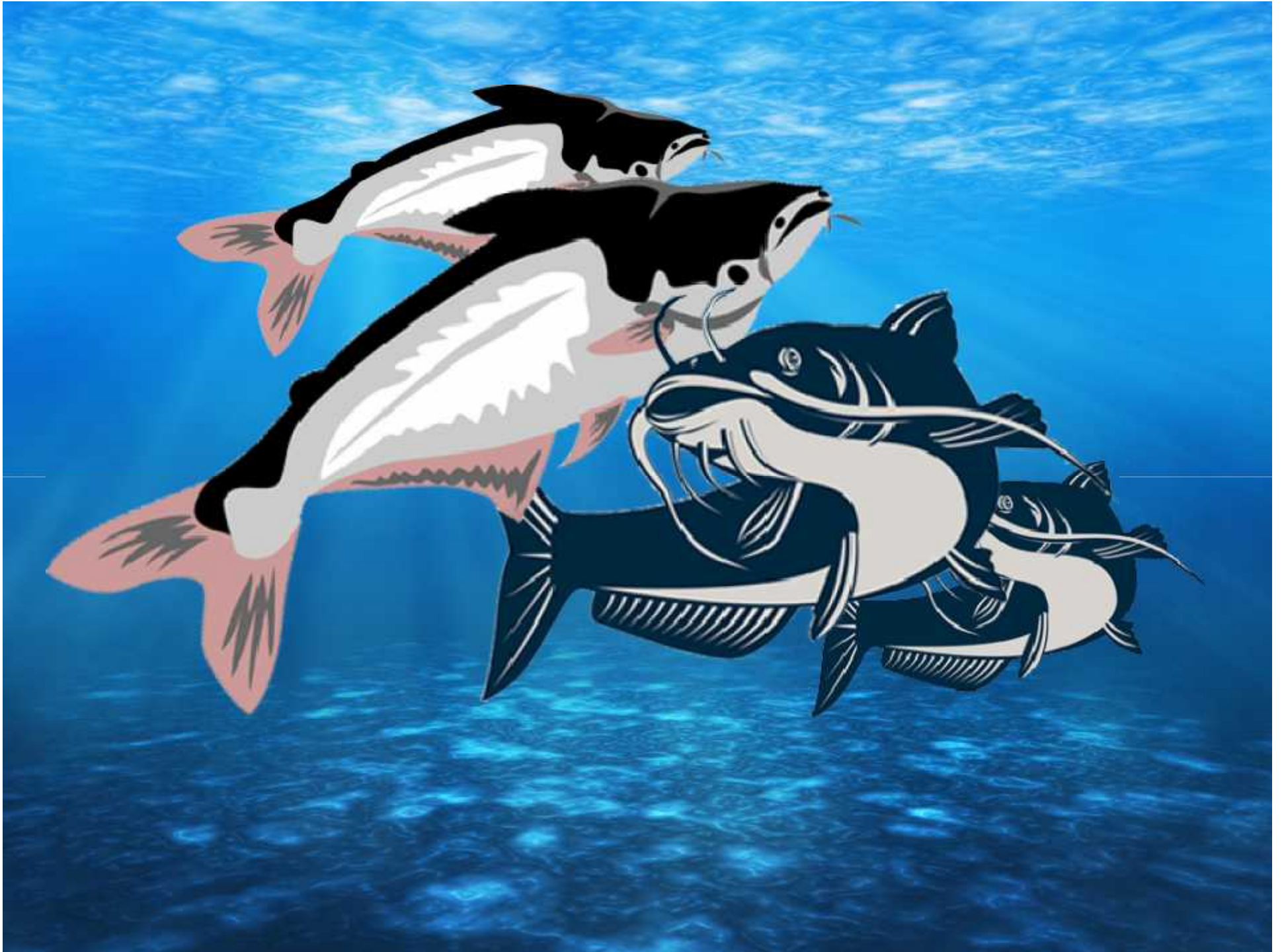
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Source:
vasep

INSPECTION & CONSULTING
Seafood from Vietnam





World Market of Pangasius

WHY DOES PANGASIOUS MATTER?

PANGASIOUS, A GREAT SPECIES AND A GREAT ITEM!

PANGASIOUS MARKET SITUATION AND ITS CHALLENGES

- Pangasius reputation and history (sample cases on few countries)

- Pangasius industry challenges

Company Profiles

OFCO and breaded P

Since 1999 OFCO Sourcing has
Pangasius
intern
of pr



SỰ KIỆN BÌNH LUẬN
Vietfish cần đa
Trao đổi với Thương mại
biết nếu chỉ dưới góc nhìn
khí tham gia giao hàng tại
trong năm nay.
Thực ra, theo Diener, thị trường
theo cách gọi của ông là đang ở
thời", nhưng ông lại tìm thấy rất
nàng thị trường khác, đặc biệt ở
Mỹ.

Điều làm ông không thỏa mãn là
khá đơn điệu. Hơn 80% gian hàng
hoặc liên quan đến sản xuất cá tra. E
hình chung đến Vietfish chỉ để giao
phẩm khác ngày càng vắng bóng, như
như cá ngừ, cá biển, mực, v.v... Khả
gặp được nhiều nhà sản xuất như họ mới

Đành rằng cá tra là sản phẩm xuất khẩu
Việt Nam không chỉ có thế. Các nhà kinh
chống chỉ kinh doanh một mặt hàng, vì vậy
ông đi một chuyến để tìm hiểu một cách toàn
v đến đây. Ngược lại, những người sản
y là dấu hiệu rất tiêu cực
h, hỗ trợ các

Vietnamese exporters reduce the price to keep the market

PANGASIUS cheap product

Strong competition against other seafood industries

THIS 'CYCLE' SHOULD STOP

Bad propaganda against PANGASIUS

1. Fix a minimum export price.
2. Be more confident with Pangasius product and develop efficient marketing strategy.
3. Increase the traditional quality.

do we make these 3 steps happen?

late

the world quality of will its



ấp khẩu

n đã được XK đến
h thỏ trên thế giới.
ay vẫn chưa được
ực trên thị trường.
sản trăn trọng trích
át biểu của ông Jean
Ofco Sourcing, tại Hội
ý 1 năm 2012 do VASE
ia tại thành phố Hồ C

tường với vị nhất, mùi
a tăng (GTGT) và phiê
liều. Trước đây, đã có
Một số tập đoàn lớn n
nh là kỳ vọng của DN cá
DN đã phải đầu tư rất n
ưng nhà máy đã không

quên mặt hàng này không chỉ ở Âu mà còn ở một số
xúc cá tra ở Châu Âu không đưa cá tra vào trong thực đơn
Cadec - đại diện Ủy ban Châu Âu, Phó t
cá tra đã và đang tác động đé
NK và nhà b

PANGASIUS
cheap product

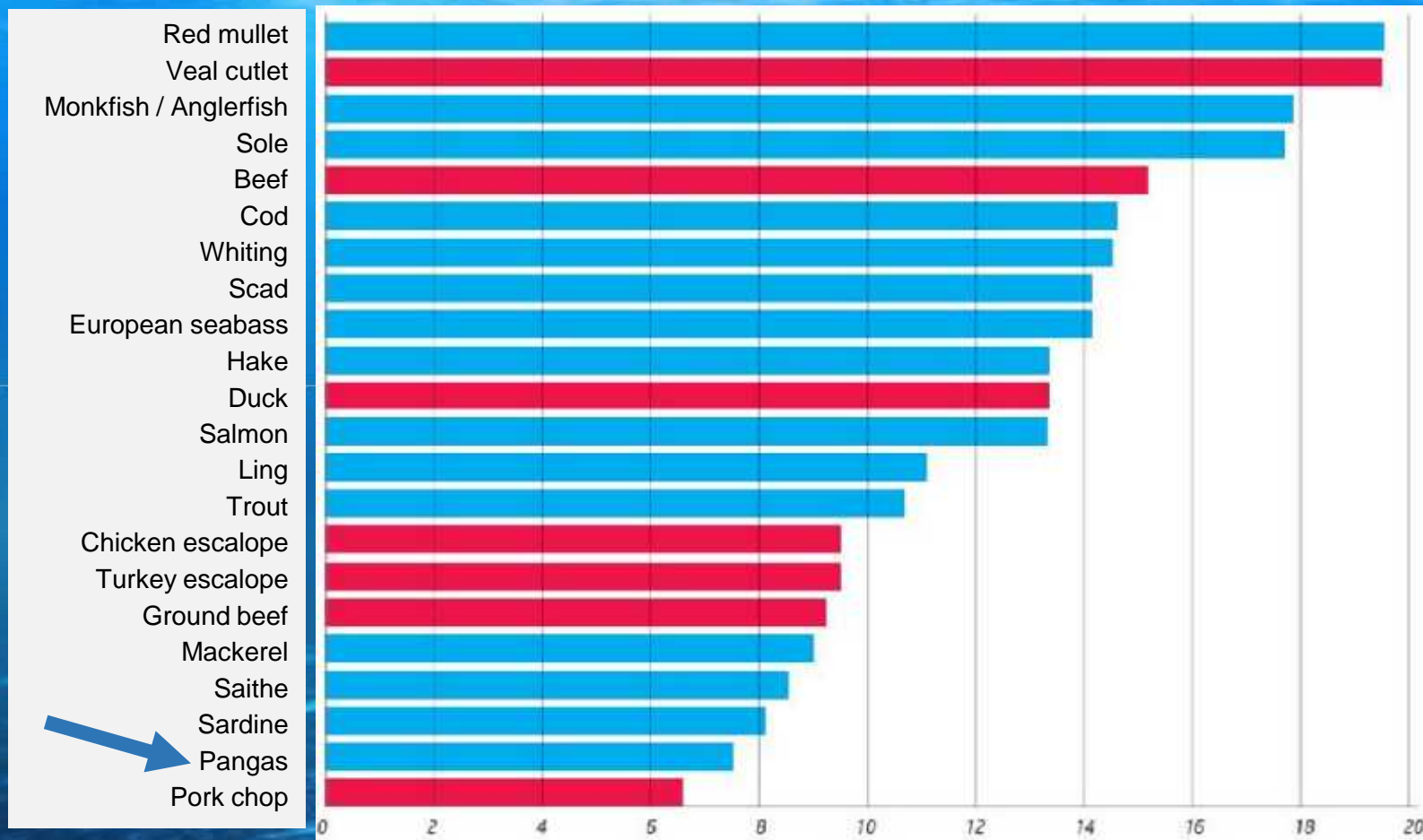


Bad propaganda
against
PANGASIUS

Average price for pieces of meat and fish

(average between 2008 and 2010)

in France



EURO/Kg

World Market of Pangasius

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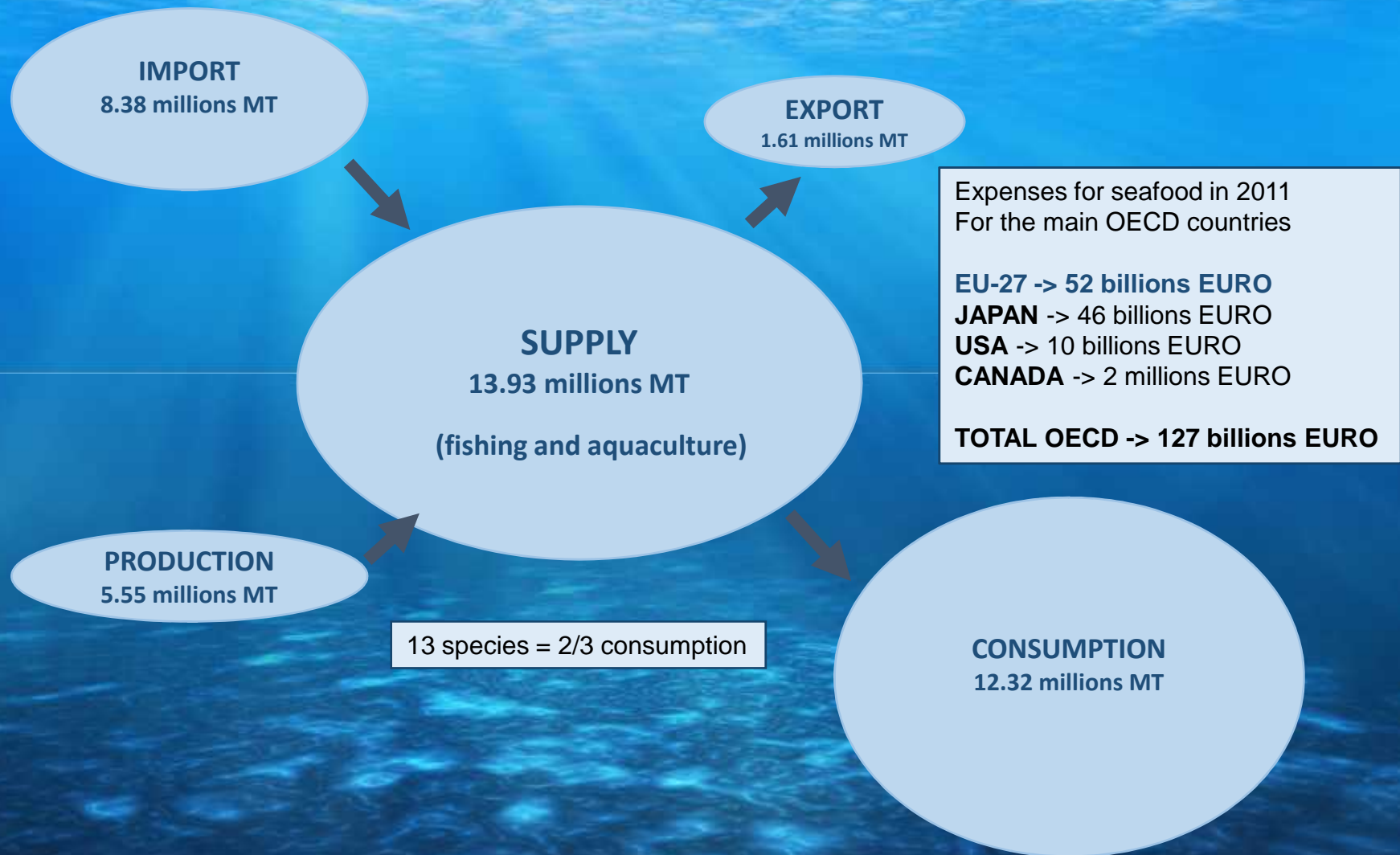
- Pangasius reputation and history (sample cases on few countries)
- Pangasius industry challenges
- Which solution to propose?

196 countries!



Europe (EU-27) is the biggest worldwide market for seafood

in 2012



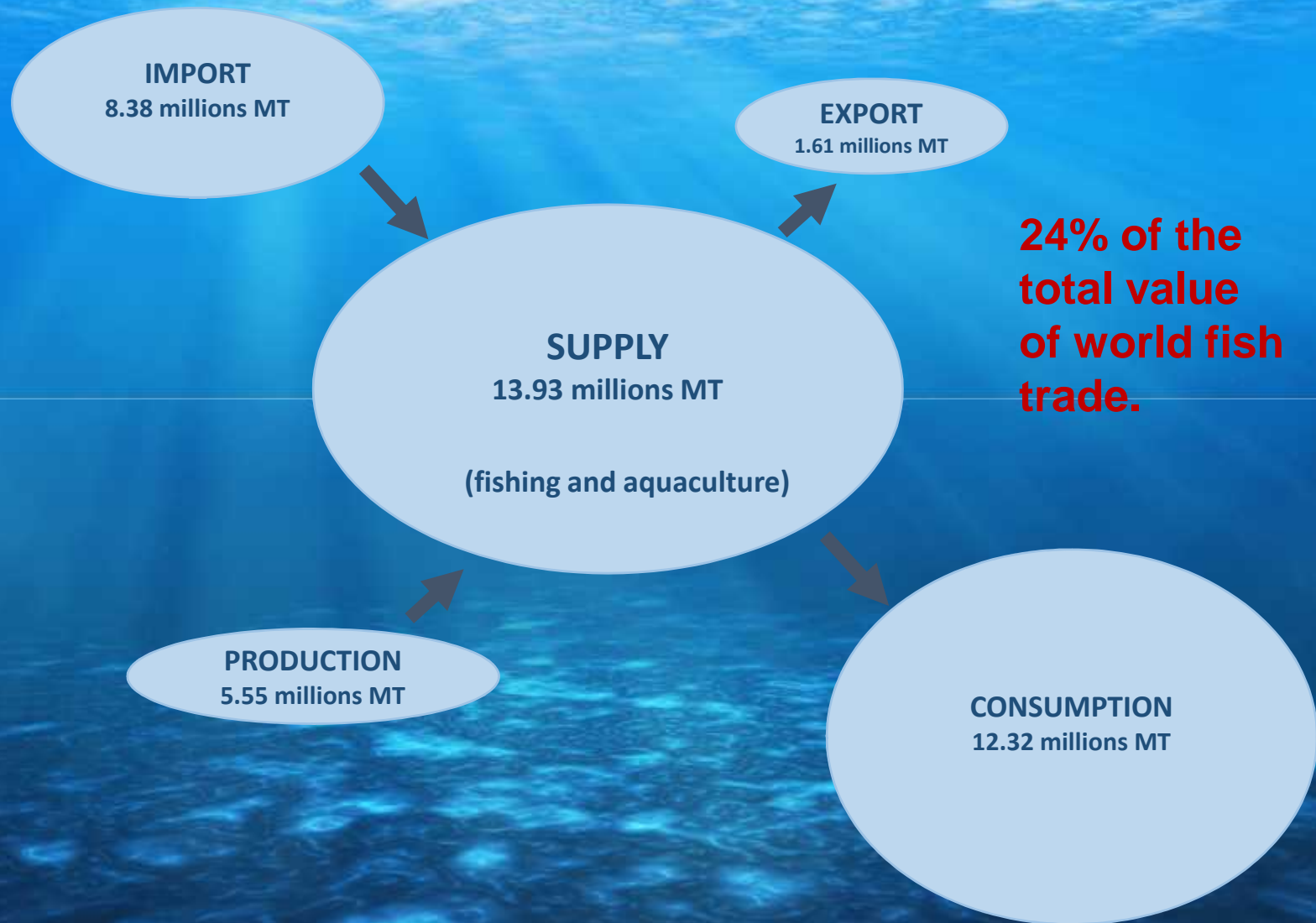
Apparent consumption in EU-27 of most important species

in 2012

Main commercial species	Per capita (Kg)	% wild	% farmed
Tuna (canned)	2,02	100%	0%
Salmon	1,97	7%	93%
Cod	1,96	98%	2%
Pollack	1,6	100%	0%
Herring	1,52	100%	0%
Mussel	1,27	12%	88%
Hake	0,86	100%	0%
Pangasius	0,82	0%	100%
Mackerel	0,78	100%	0%
Squid	0,76	100%	0%
Tropical shrimp	0,68	42%	58%
Sardine	0,54	100%	0%
Scallop	0,48	81%	19%
Other	9,41	77%	23%
Total	23,87	76%	24%

Europe (EU-27) is the biggest worldwide market for seafood

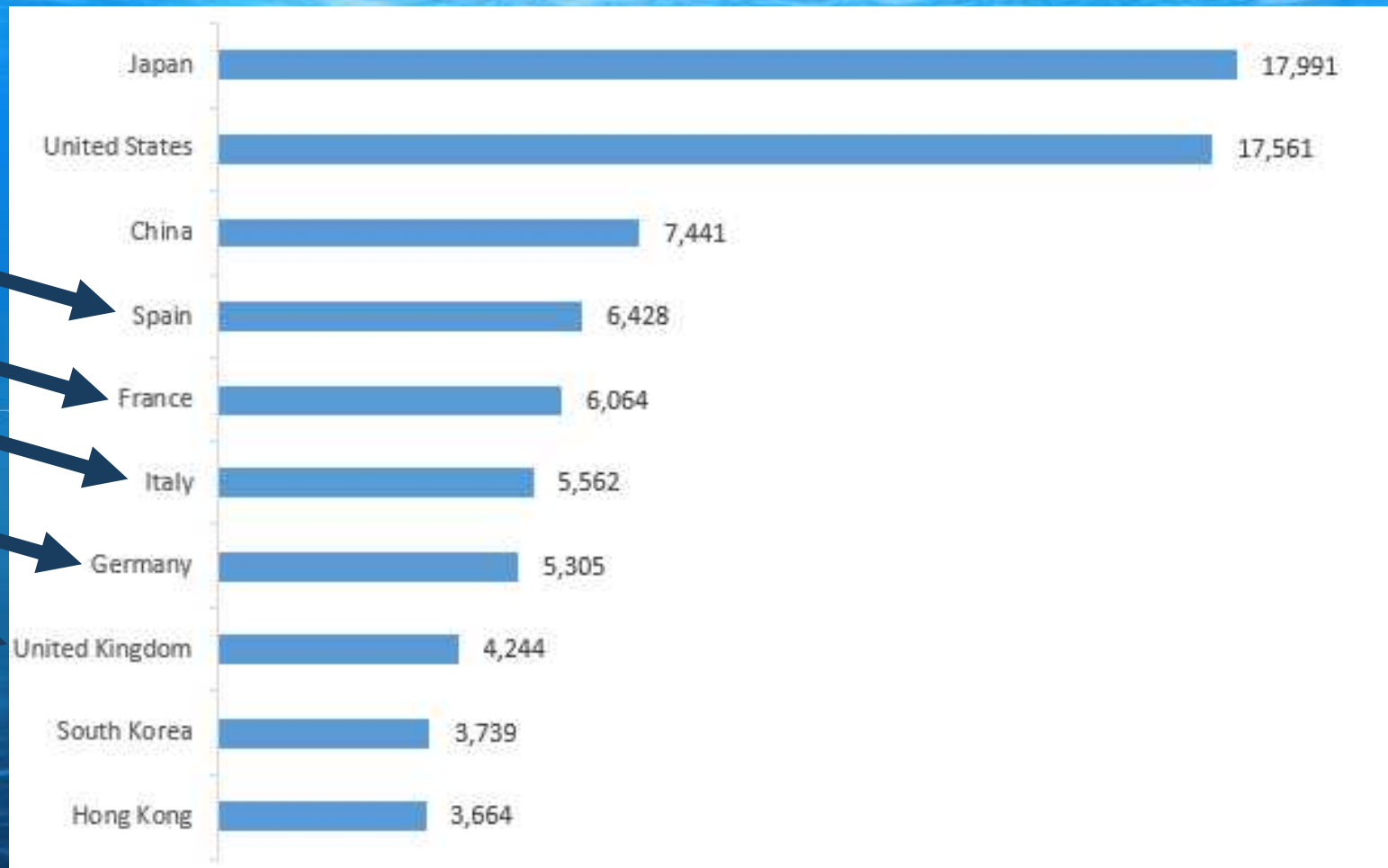
in 2012



Top 10 importers of Seafood in the world

(in million U.S. dollars)

in 2012



PRODUCERS AND EXPORTERS NEED TO BE CONFIDENT

CONCLUSION

THAT PANGASIVUS IS A GREAT SPECIES AND A GREAT ITEM.

Only after, importers and then final consumers could start (or re-start) to be confident with this item.

THE WORLDWIDE MARKET COULD ABSORB MUCH MORE QUANTITY OF PANGASIVUS THAN WHAT IS ACTUALLY PRODUCED.

The problems faced by the Pangasius industry is not because of the lack of demand for white fish fillets ... or because of the 'species Pangasius' ... nether because of the 'item Pangasius'.

**The actual problems come from the wrong strategy set-up since the beginning and a lack of long term sales strategy:
Reducing prices to penetrate quickly new markets has its limit!**

**PRODUCERS AND EXPORTERS NEED TO BE CONFIDENT THAT
PANGASIVUS IS A GREAT SPECIES AND A GREAT ITEM.**

**T Restore the image of Pangasius to develop or to redevelop
the export is a necessity.**





QUESTIONS ?