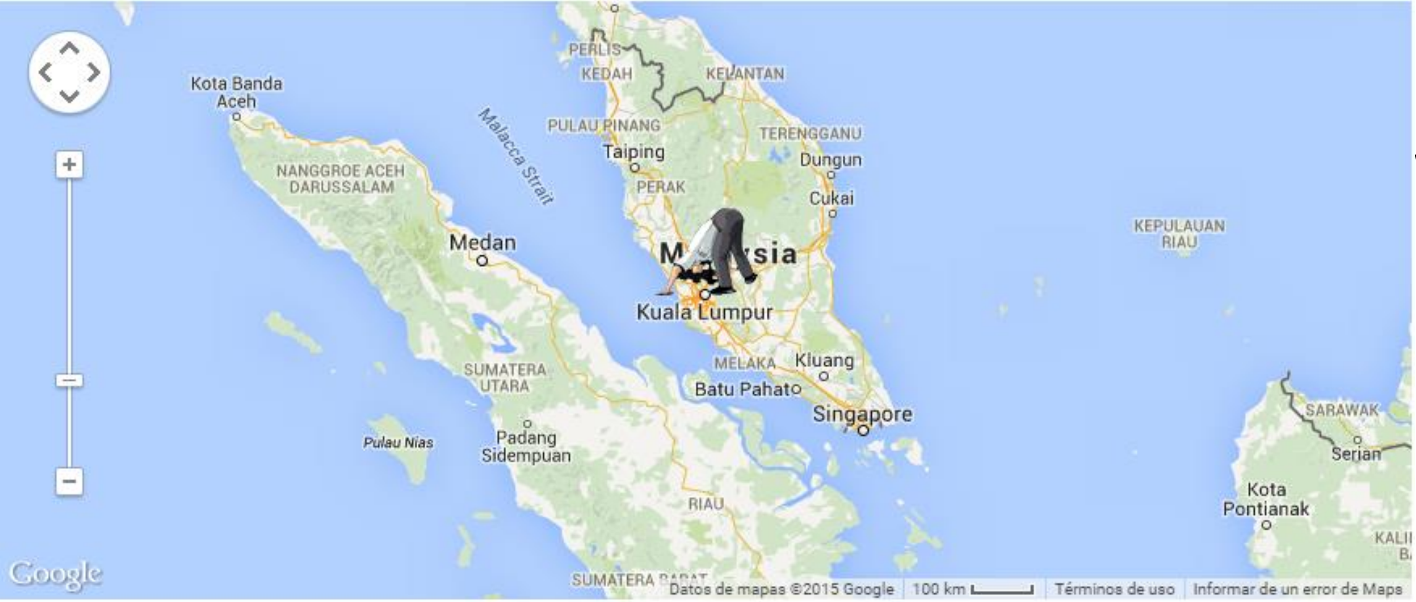

# Latin American Markets for Tilapia

INFOPESCA

*by Roland Wiefels*
*Kuala Lumpur, 3rd April 2015*

## 18 months after the World Tilapia Conference in Rio de Janeiro

## The world tilapia production and markets are highly dynamic




**Where is Latin America?**

**Just under our feet!**

Your Location: **MINES Resort City, 43300 Seri Kembangan, Selangor, Malasia**
Coordinates: 3.045704242406432, 101.70925687998533


Antipodes Location: **Ecuador**
Coordinates: -3.045704242406432, -78.29074312001467

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## Latin America in 2015:

630 million inhabitants

Median age: 29,0 years

Largely urban: 80%

Unity of languages
(Spanish and Portuguese)

## Most populated countries:

Brazil: 204 million

Mexico: 125 million

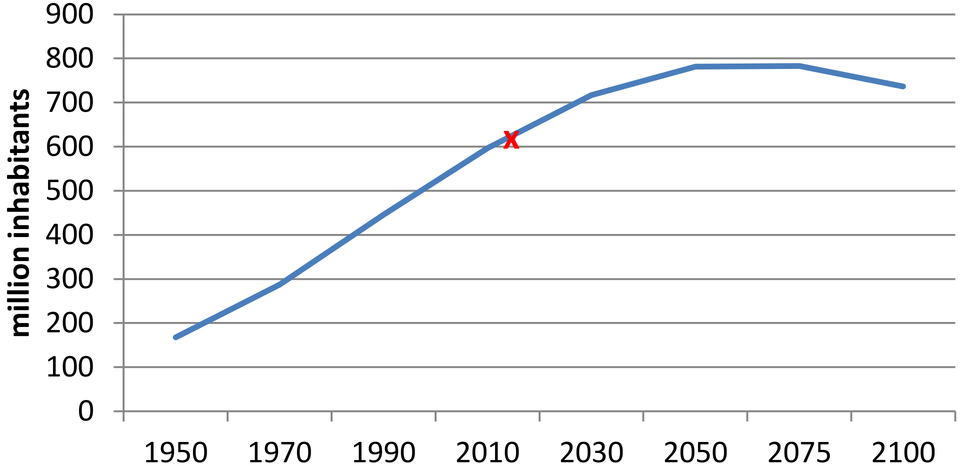
52%

Colombia: 50 million

Argentina: 42 million

67%

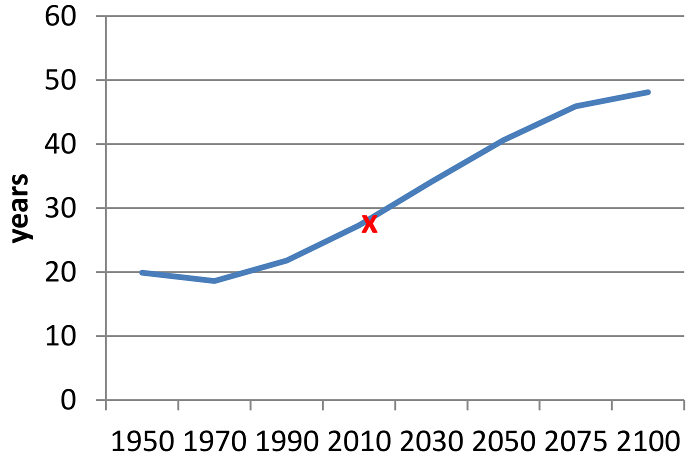
## Latin American demographic evolution




**630 million inhabitants in 2015**
**A still growing population**
**but near to stabilize**

## Latin Americans median age

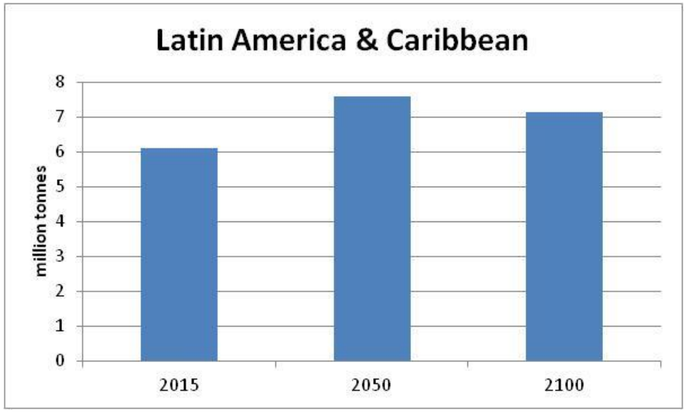
**Average age of the population increasing**



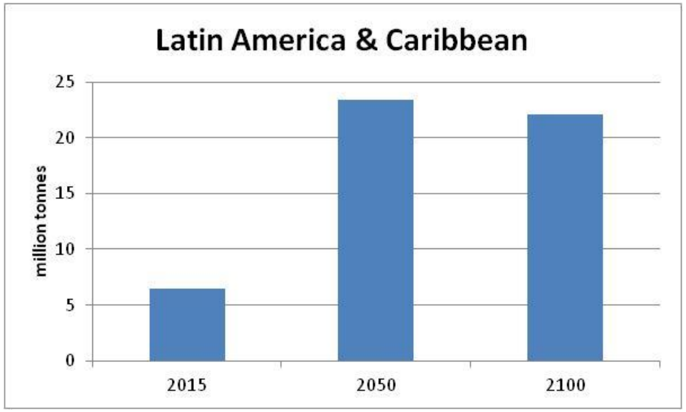

*Source: United Nations – World Population Prospects 2012*

# Potential seafood demand in Latin America
## Based on the UN world population prospects, and on 2 hypotheses of per capita consumption:

**Maintaining current level of per capita consumption**




**current per capita consumption in 2015 and 30Kg /per capita/year in 2050 and 2100**




*Source: INFOPESCA, based on*
*FAO Food Balance Sheets*
*Fisheries and Aquaculture Statistics 2011*

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# The Latin American & Caribbean Seafood Market today:

5.7 million tonnes supplied in 2010

X

Average retail price of USD 6,00 /kg

≈ round

**USD 34 billion per year**

**Average market growth of 2.8% per year during the last 10 years**

**The Latin American & Caribbean seafood market should be supplied with <u>7.6 million tonnes</u> in 2050 in order to keep the current per capita supply of 9.7 kg (market value: USD 46 billion)**

**The Latin American & Caribbean seafood market should be supplied with <u>23.4 million tonnes</u> in 2050 in order to reach a per capita supply of 30 kg (market value: USD 140 billion)**

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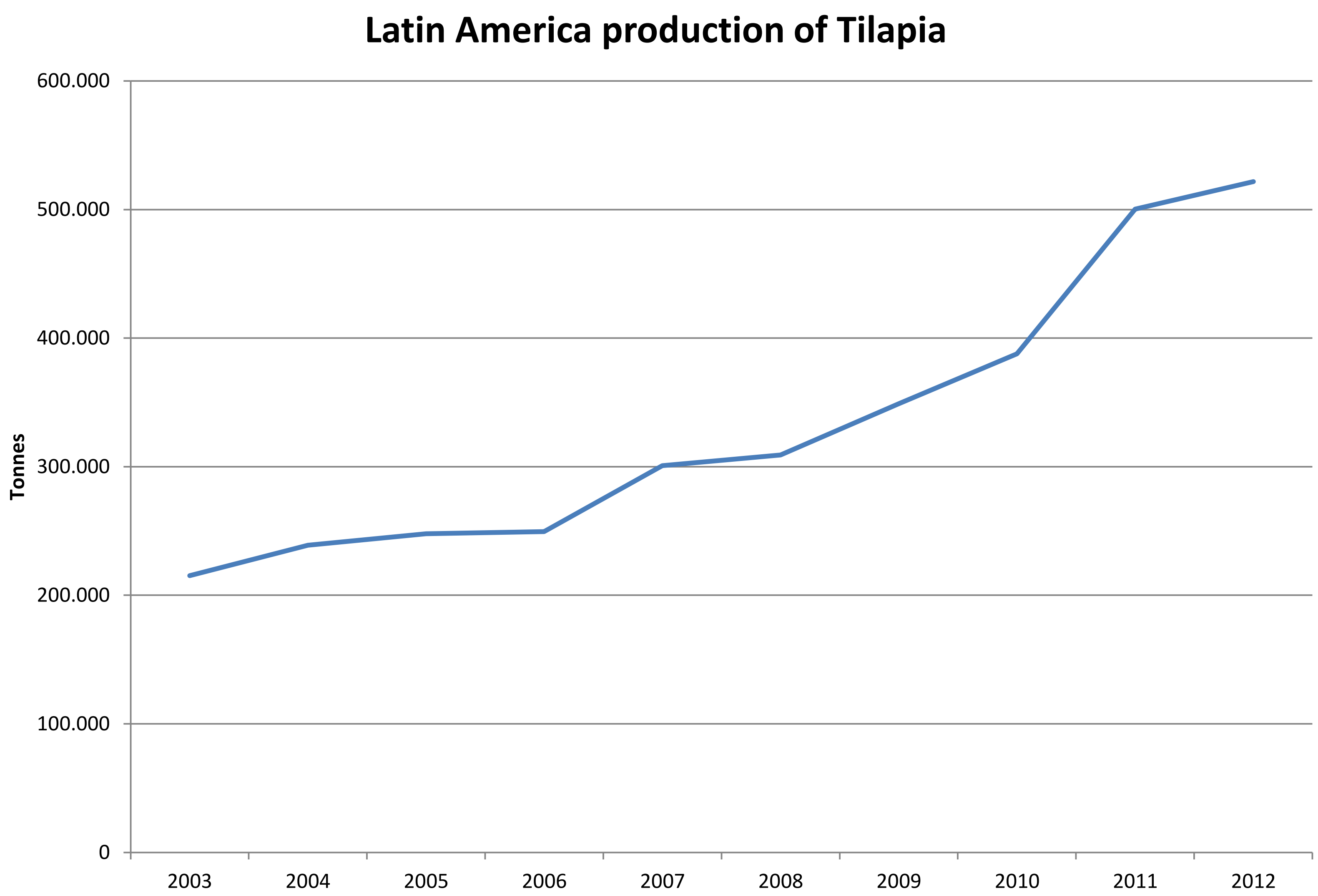
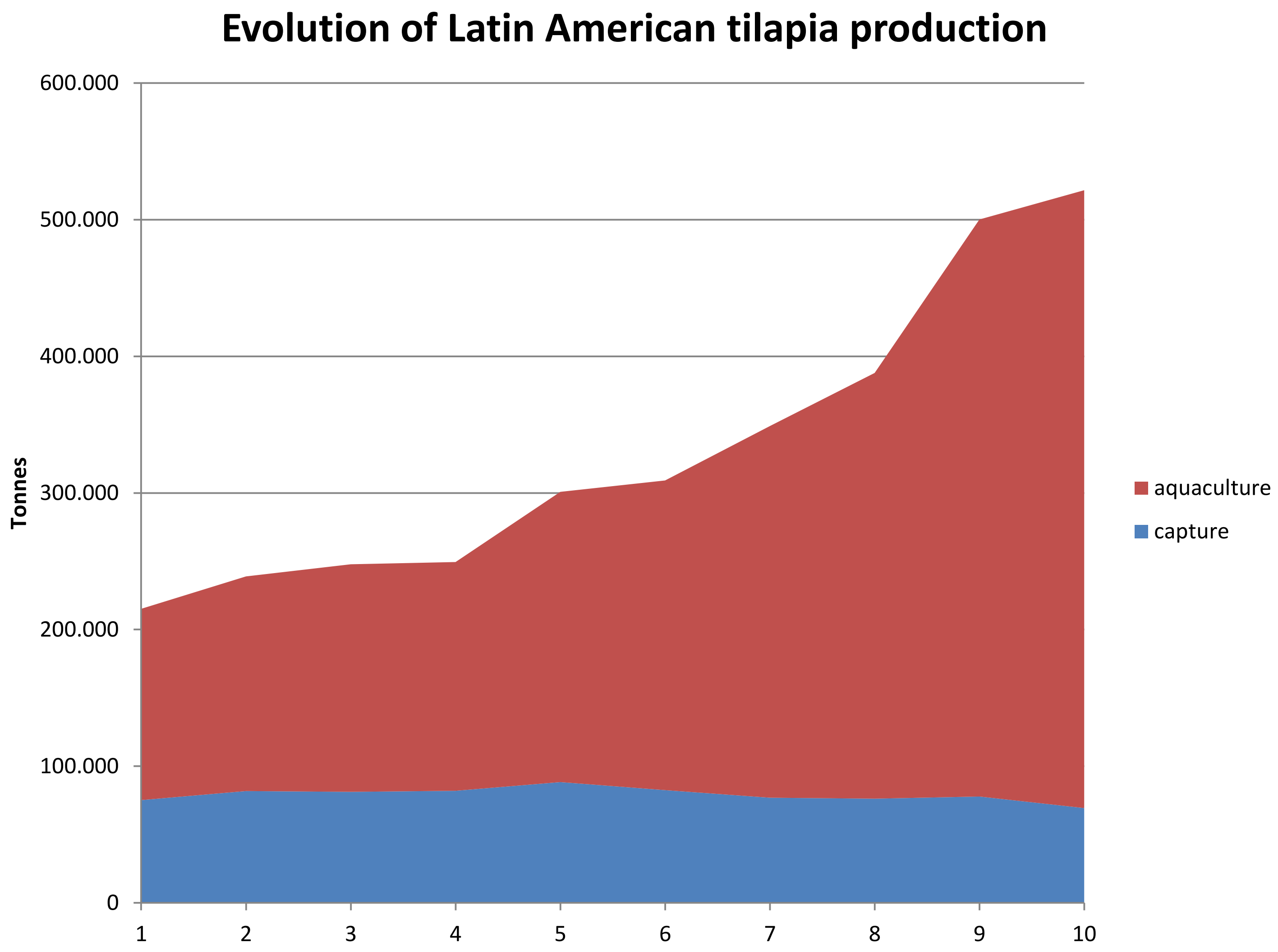
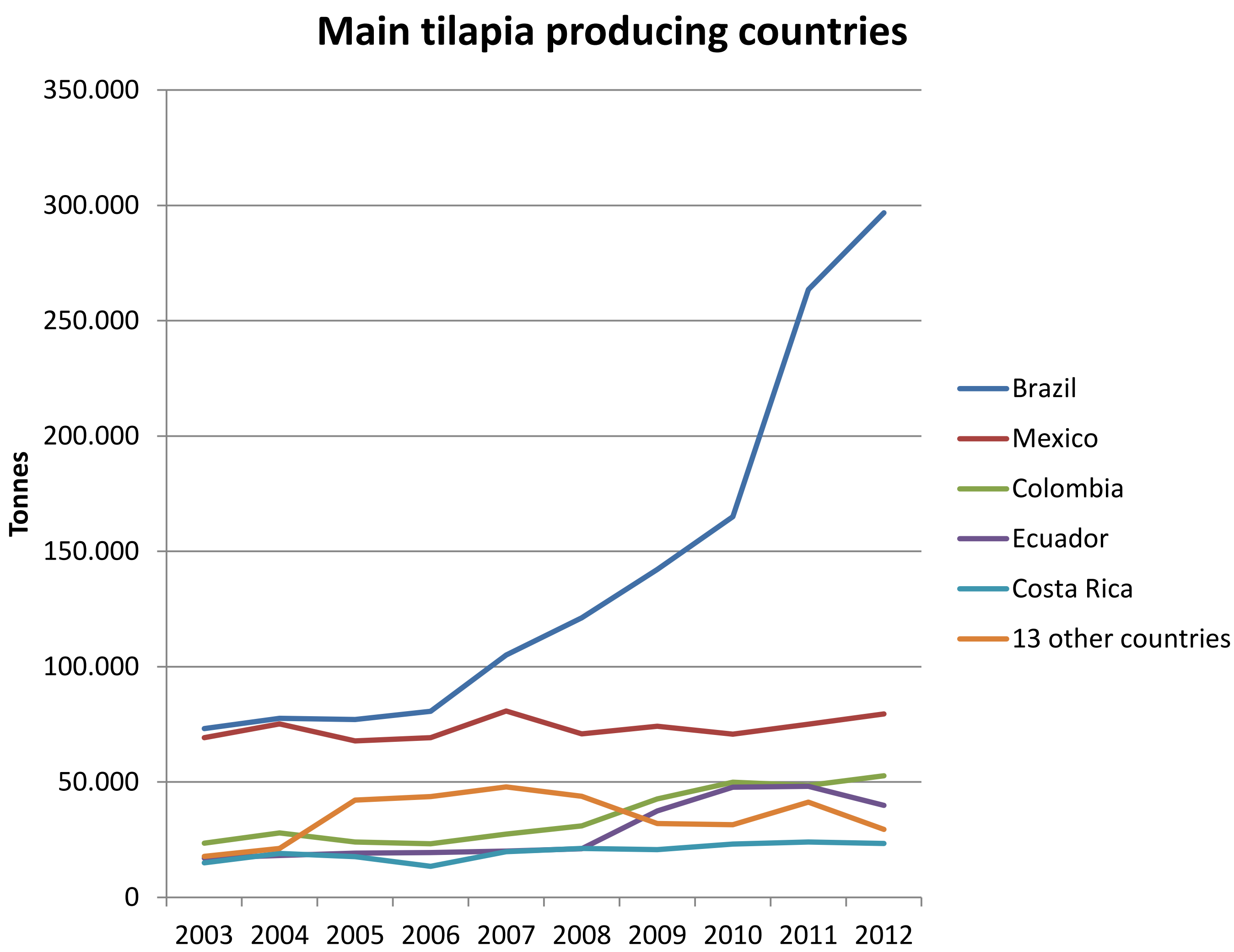



*Source: FAO statistics – captures and aquaculture*




Source: FAO statistics – captures and aquaculture




*Source: FAO statistics – captures and aquaculture*

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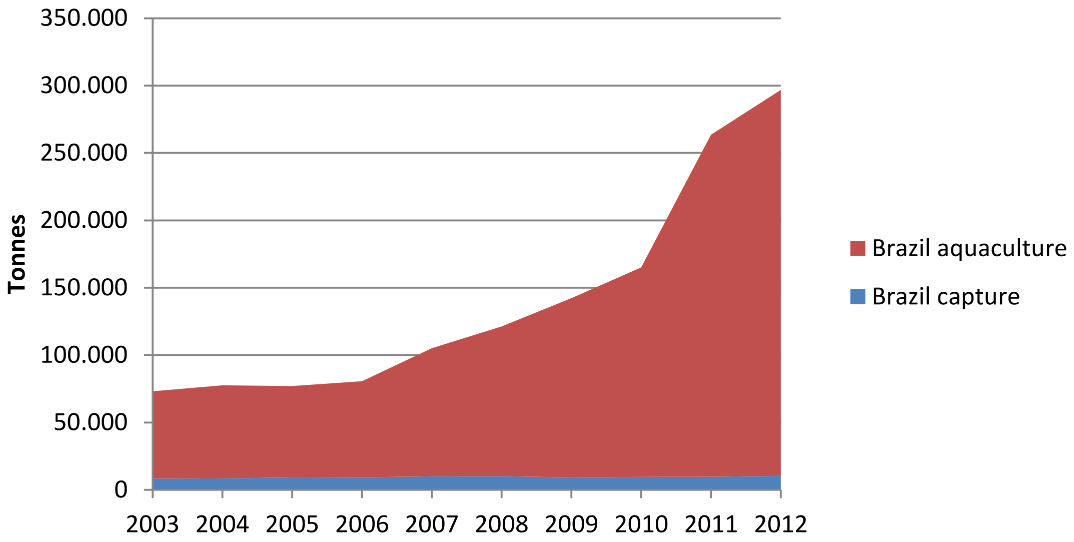
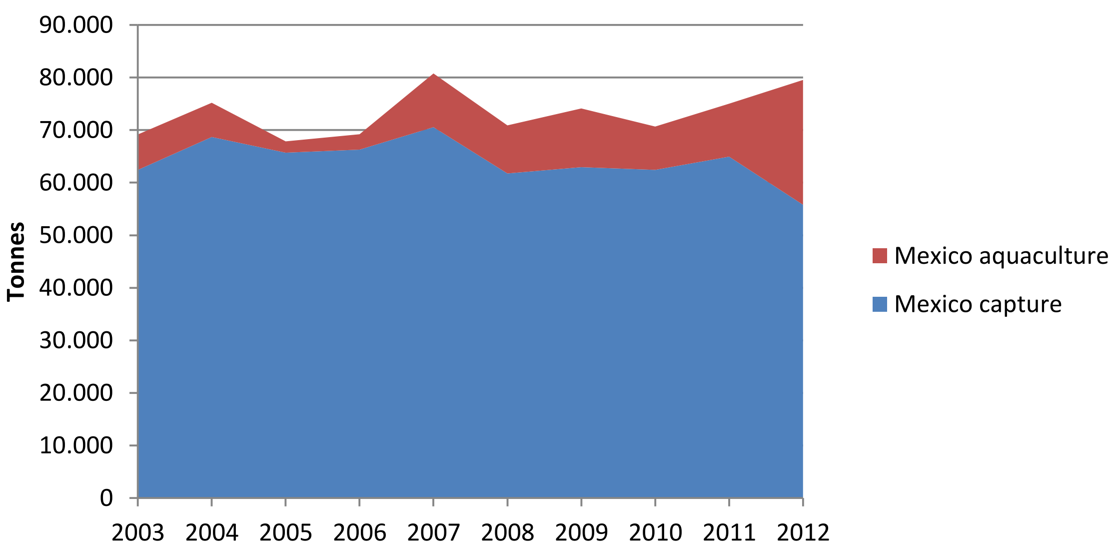
# Tilapia production in Brazil




# Tilapia production in Mexico




*Source: FAO statistics – captures and aquaculture*

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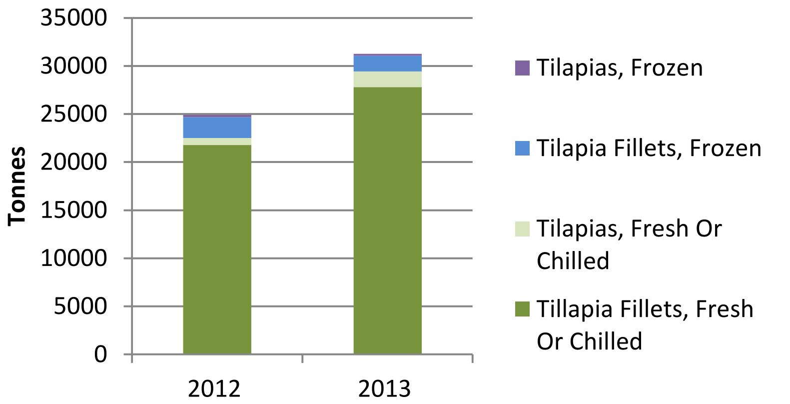
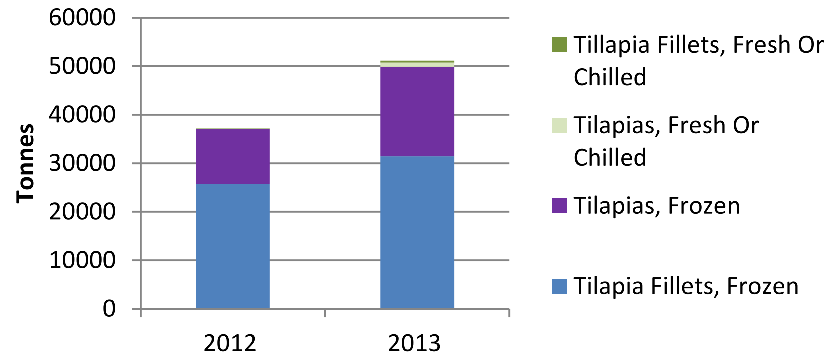
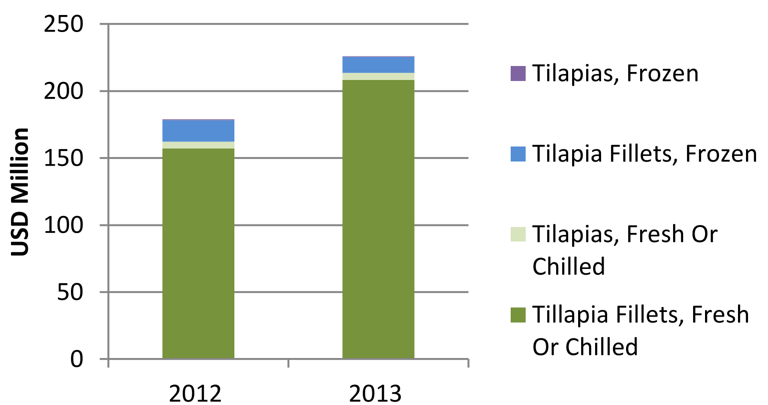
## Latin American tilapia exports



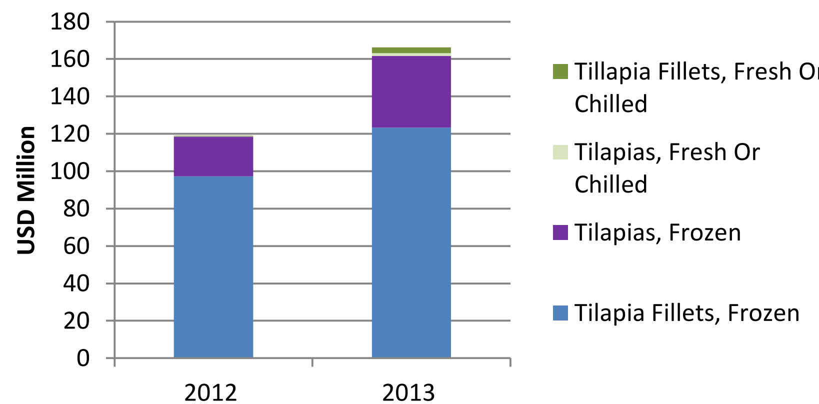

## Latin American tilapia imports




## Latin American tilapia exports

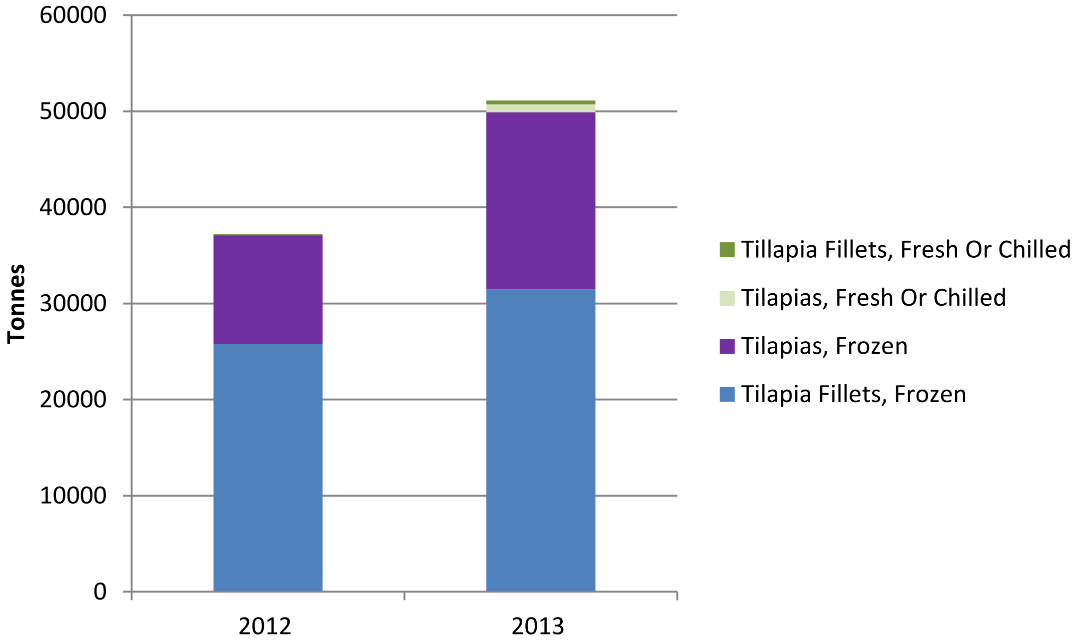



## Latin American Tilapia imports




*source: INFOPESCA, based on GTIS/FAO data*

## Latin American tilapia imports




| **Origin of imports** | **2012** | **2013** |
|---|---|---|
| China: | 36,459 MT | 45,635 MT |
| United States: | 400 MT | 3,766 MT |
| Others: | 345 MT | 1,741 MT (of which 1,019 MT from Panama) |

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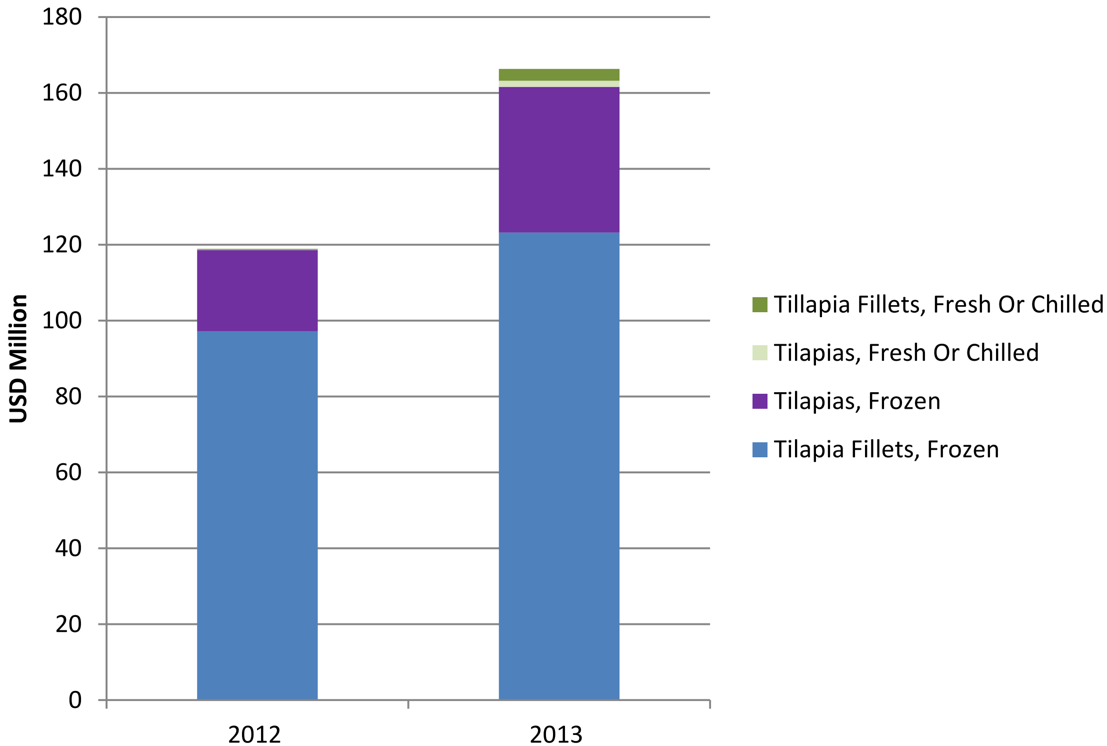
*source: INFOPESCA, based on GTIS/FAO data*

# Latin American Tilapia imports




| price USD per kg | 2012 | 2013 |
|---|---|---|
| Tilapia Fillets, Frozen | 3,77 | 3,92 |
| Tilapias, Frozen | 1,88 | 2,08 |
| Tilapias, Fresh Or Chilled | 1,30 | 1,98 |
| Tillapia Fillets, Fresh Or Chilled | 7,19 | 7,57 |

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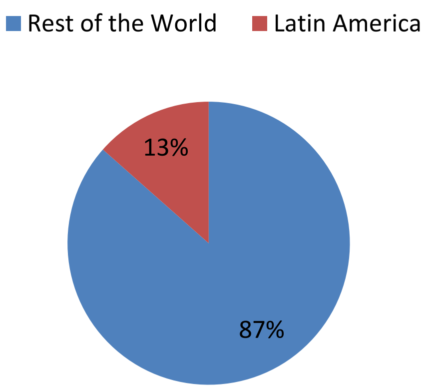
*source: INFOPESCA, based on GTIS/FAO data*

*World total tilapia imports in 2013:  USD 1.538.569.322*

## Latin American imports share

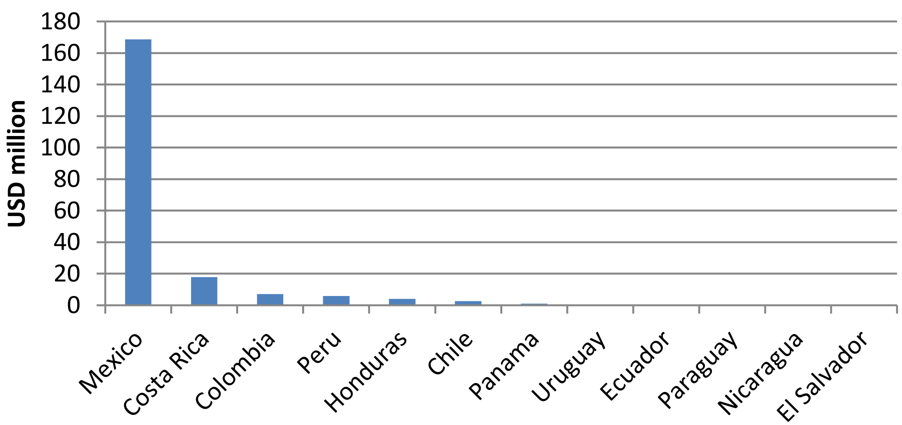
**in value**




*75% of "rest of the world" refers to USA*

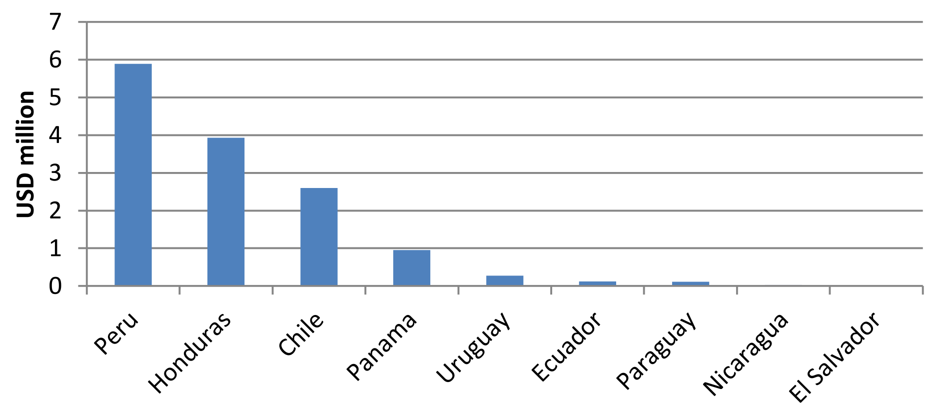
## Main tilapia importing countries

**in 2013**

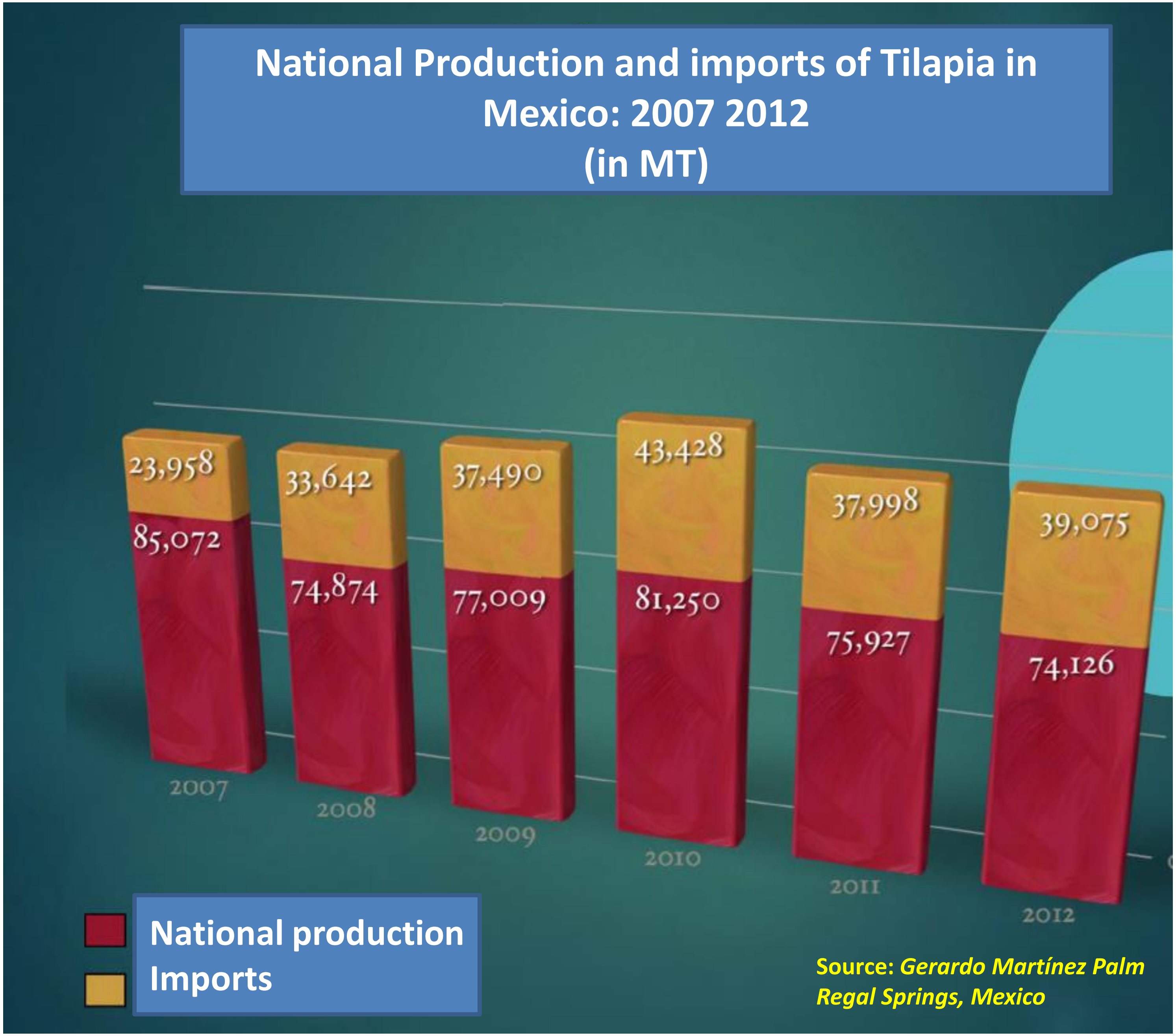



## Tilapia importing countries

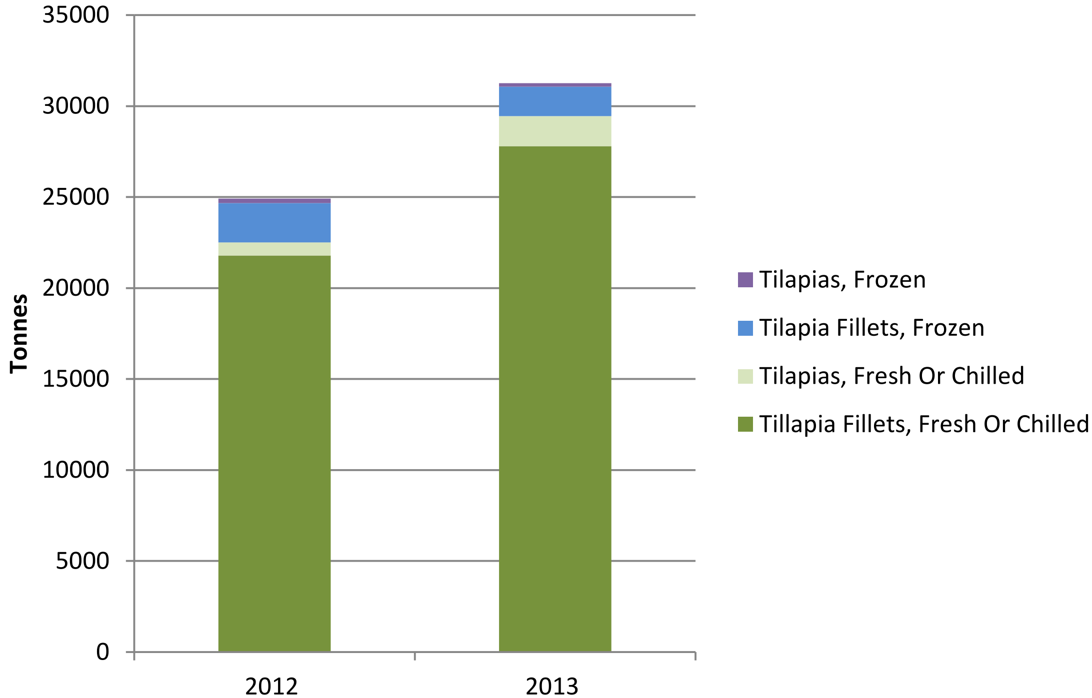
**in 2013**




*source: INFOPESCA, based on GTIS/FAO data*


National Production and imports of Tilapia in Mexico: 2007 2012
(in MT)
23,958
85,072
33,642
74,874
37,490
77,009
43,428
81,250
37,998
75,927
39,075
74,126
2007
2008
2009
2010
2011
2012
National production
Imports
Source: Gerardo Martínez Palm
Regal Springs, Mexico

# Latin American tilapia exports




| Destination of exports | 2012 | 2013 |
|---|---|---|
| United States: | 21,809 MT | 27,465 MT |
| Canada: | 2,112 MT | 1,799 MT |
| Others: | 994 MT | 1,993 MT (of which 1,372 MT to Costa Rica) |

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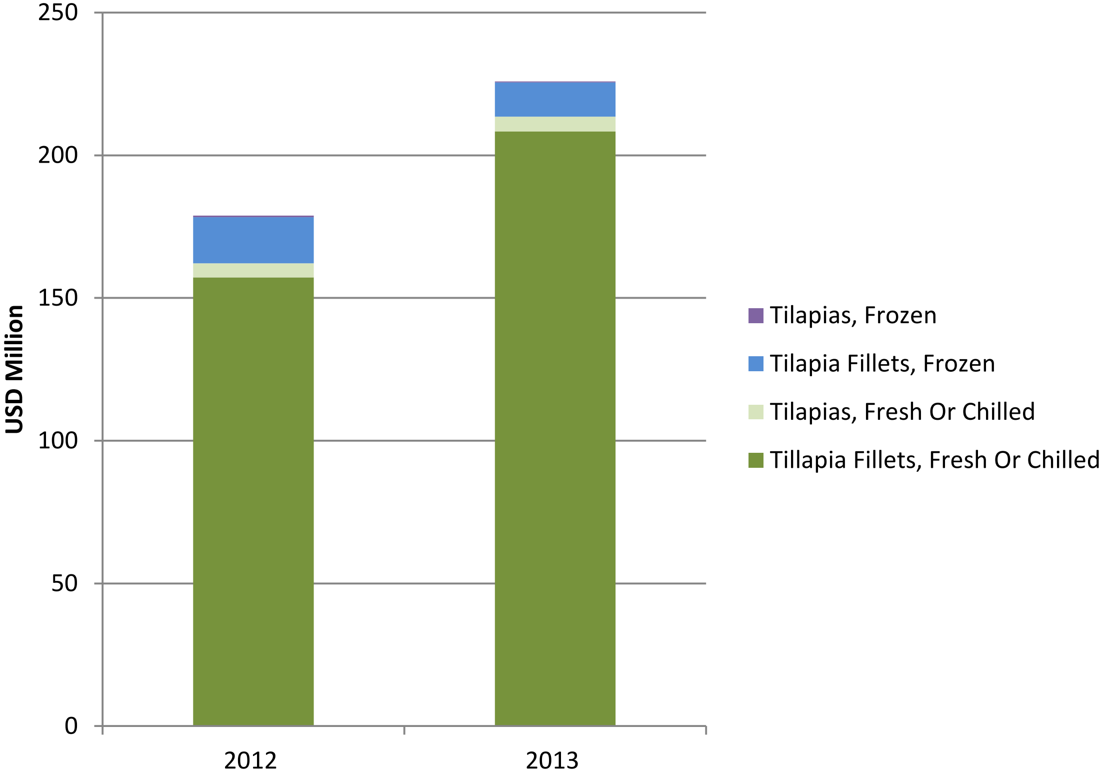
*source: INFOPESCA, based on GTIS/FAO data*

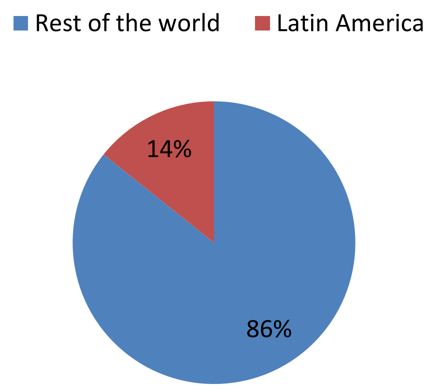
# Latin American tilapia exports




| price USD per kg | 2012 | 2013 |
|---|---|---|
| Tillapia Fillets, Fresh Or Chilled | 7,22 | 7,50 |
| Tilapias, Fresh Or Chilled | 6,88 | 3,10 |
| Tilapia Fillets, Frozen | 7,44 | 7,47 |
| Tilapias, Frozen | 2,55 | 1,87 |

*source: INFOPESCA, based on GTIS/FAO data*

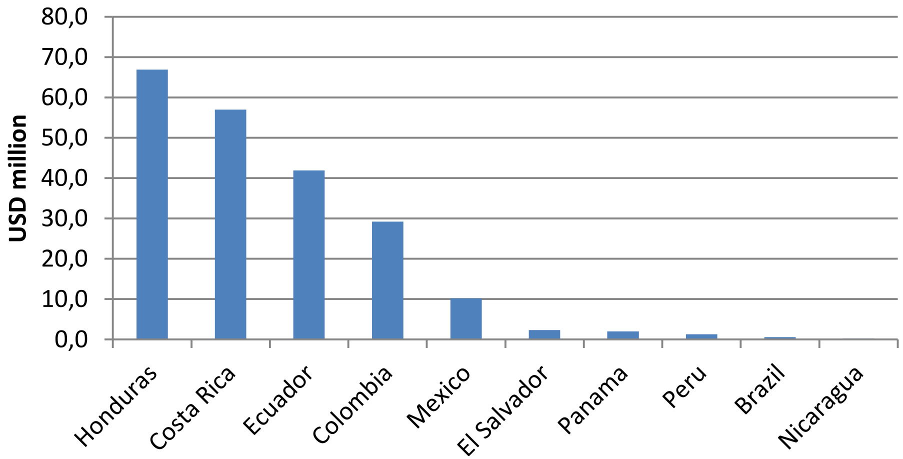
## Latin American exports share
in value



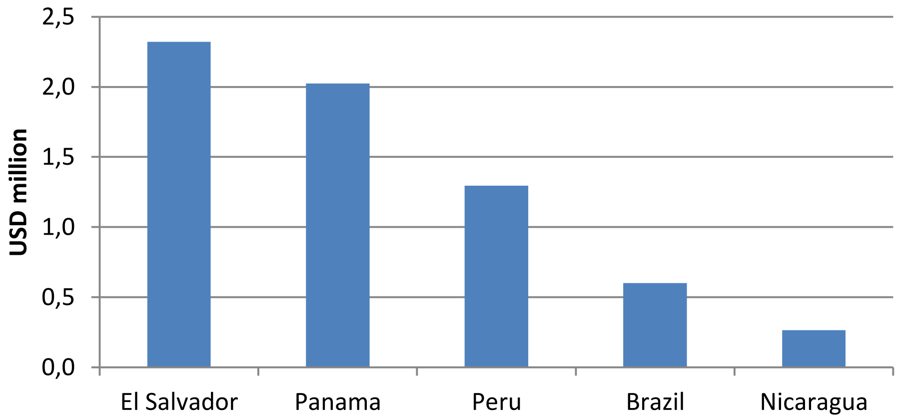

*World total tilapia exports in 2013: USD 1.483.921.739*

*85% of "rest of the world" refers to China*

## Main tilapia exporters in 2013




## Tilapia exporters in 2013




**Honduras exports in 2014:**
**10.100 MT - USD 74,1 million**

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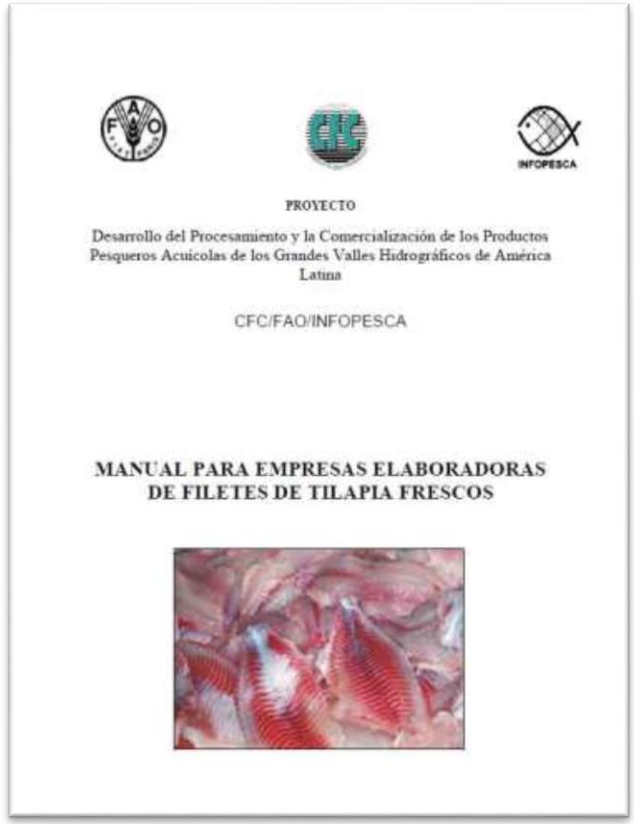
*source: INFOPESCA, based on GTIS/FAO data*

## Year 2000


**Sir?..**
**The pond is full of fish…**
**What should we do now?**

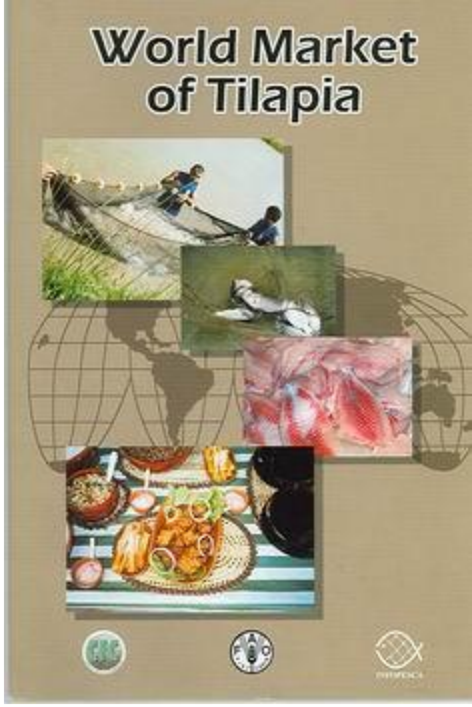
# 2002 – 2005: INFOPESCA – CFC Project

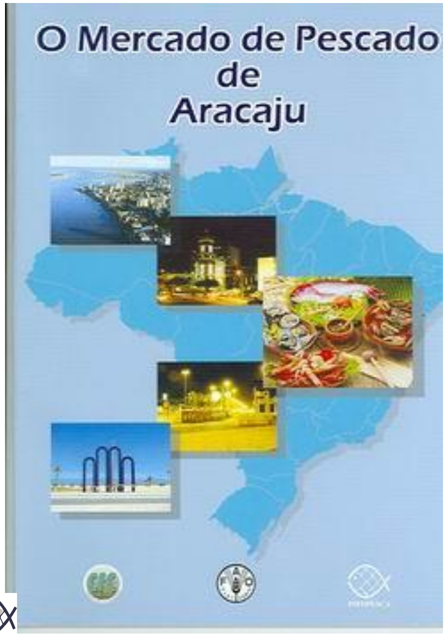
## Answer the question: what to do with the tilapia of the pond

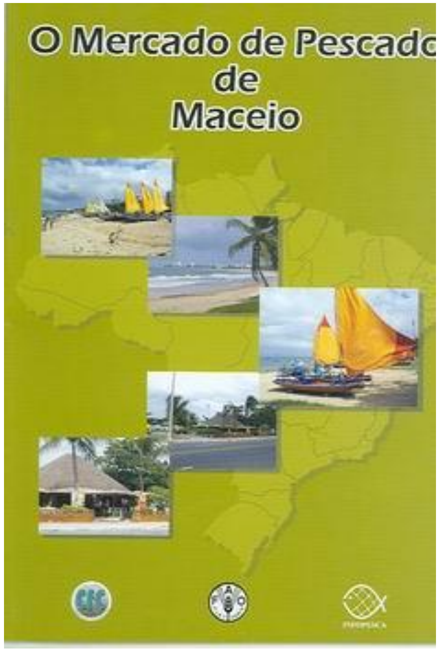




Technical information

Market information



# 2002 – 2005: INFOPESCA – CFC Project

## Ice: a crucial input for a perfect quality of fresh products

**Ice plant installed by INFOPESCA / CFC in Betume, Sergipe, Brazil**

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# 2002 – 2005: INFOPESCA – CFC Project

## Training in tilapia processing ,filleting, and quality control







**Training courses in Betume, organized by INFOPESCA**

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## Geographical Indication of Origin



*Today*

**Geographical Indication of Origin**

**Tilapia from the Department of Tolima, Colombia**

## *Today*

## Some examples of frozen tilapia fillets private brands in Brazil








*Source: Tito Livio Capobianco*

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AB-Tilápia Associação Brasileira Ind. de Processamento de Tilápia

# Informativo 02

Mercado da Tilápia

Palmas, TO
Fevereiro, 2015

Renata Melon Barroso
Andrea E. Pizarro Munoz
Manoel Xavier Pedroza Filho
Roberto M. Valladão Florez
Javier López Ríos

Agradecimento:
Laryce Santos Campos.

Embrapa

## O Mercado da Tilápia - 4° trimestre de 2014

Dando continuidade a publicação do Informativo do Mercado da Tilápia, este número traz as informações referentes ao último trimestre de 2014 (outubro a dezembro). Os dados desta edição retratam de certo modo os reflexos da estiagem nas regiões sudeste e nordeste e seus efeitos sobre a oferta e demanda de tilápia.

Tal como no Informativo anteriormente publicado (agosto a setembro), as regiões estudadas foram São Paulo, Rio de Janeiro, Paraná, Santa Catarina, Distrito Federal e Ceará, sendo os valores apresentados referentes a preços obtidos junto a varejistas (supermercados e peixarias). Foram coletados preços de 567 estabelecimentos no período de 2 de outubro a 23 de dezembro de 2014.

Além de apresentar um panorama do mercado nacional, este informativo também analisa o comércio internacional de tilápia e suas implicações sobre a atividade no Brasil.

## Preço de varejo - Mercado Nacional

A composição do preço de varejo é complexa e depende fortemente da origem e da forma como a tilápia é oferecida aos consumidores. O preço médio do quilograma da tilápia inteira fresca no último trimestre de 2014 nos centros estudados foi de R$ 12,48, enquanto o filé da tilápia custou em média R$ 25,35/kg (fresco) e R$ 28,10/kg (congelado).

A tilápia inteira teve o maior preço médio de varejo no estado do Paraná (R$ 17,68/kg) e o menor no estado de Santa Catarina (R$ 9,80/kg). No entanto, em ambos os estados, a venda de tilápia inteira é restrita a poucas peixarias.

De forma geral, o Paraná foi o estado que apresentou preços médios de varejo mais altos, como exibido na tabela 1 a seguir.

# Specialized quarterly report about the Brazilian and other Latin American markets for tilapia

*Prepared by:*

INFOPESCA

Embrapa

Ministério da Agricultura, Pecuária e Abastecimento

GOVERNO FEDERAL
BRASIL
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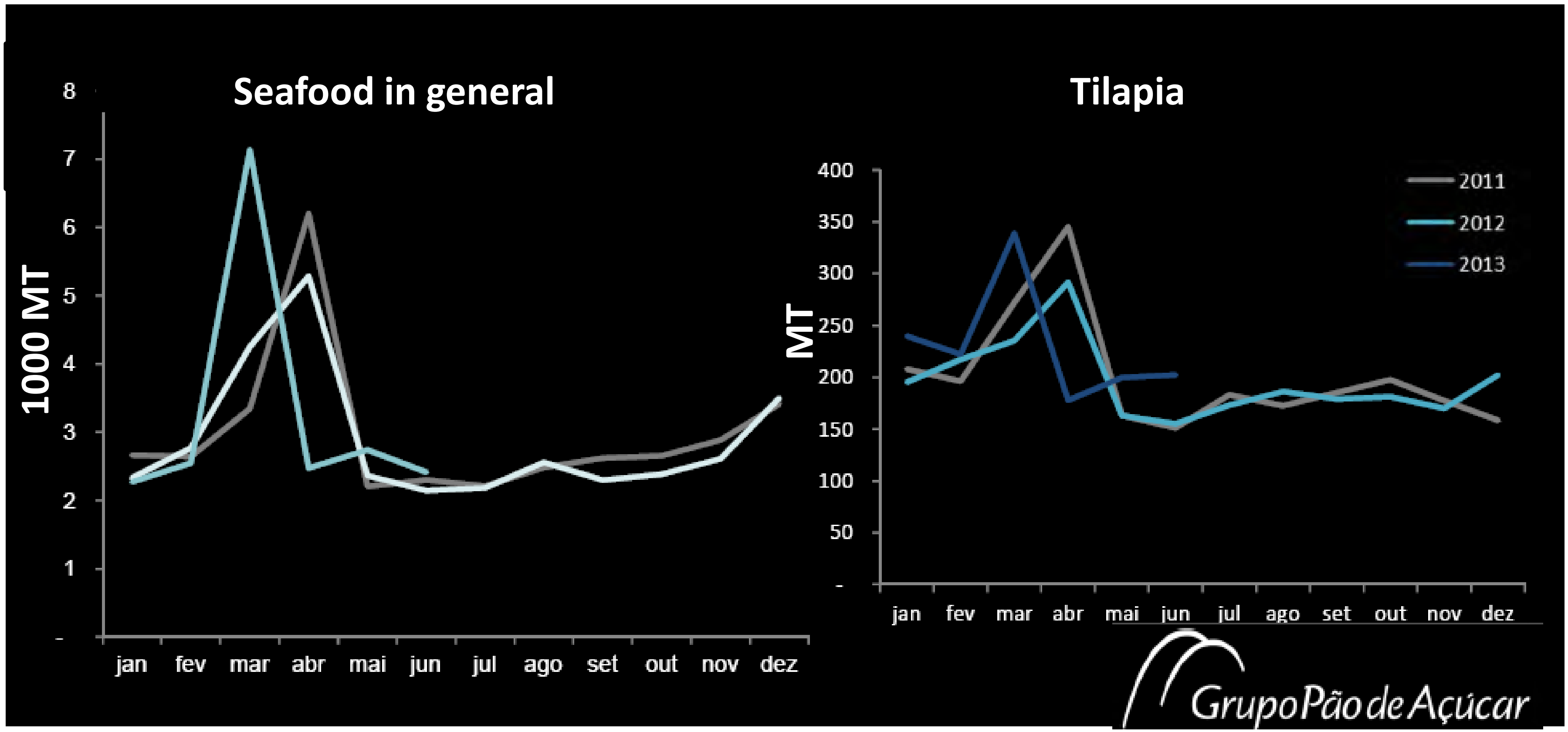
# The influence of Easter in seafood (and tilapia) sales of the biggest Brazilian supermarket chain

**Today, Holy Friday, 3rd April**
**is the highest seafood consumption day of year 2015 in Latin America**




*Source: Meg C. Felippe – GPA Supermarkets, Brazil*

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Average retail prices per Kg (in Brazilian Reals)

## Fresh seafood

| | | |
|---|---|---|
| Filé de salmão | R$ | 18,01 |
| **Filé Saint Peter cativeiro** | **R$** | **17,53** |
| Camarão cinza cozido | R$ | 13,35 |
| Salmão inteiro | R$ | 12,39 |
| Salmão eviscerado | R$ | 12,10 |
| Camarão cinza inteiro | R$ | 10,38 |
| Pintado cativeiro | R$ | 8,42 |
| Corvina cortada | R$ | 5,65 |
| Anchova inteira | R$ | 5,64 |
| Tambaqui eviscerado | R$ | 5,23 |
| Tainha inteira | R$ | 5,16 |
| Tambaqui inteiro | R$ | 5,07 |
| Corvina inteira | R$ | 4,84 |
| **Tilápia cativeiro** | **R$** | **4,78** |
| Acara | R$ | 4,15 |
| Sardinha norueguesa (arenque) | R$ | 3,50 |
| Bonito inteiro | R$ | 2,50 |
| Sardinha inteira | R$ | 1,98 |
| Sardinha | R$ | 1,77 |
| Cavalinha inteira | R$ | 1,20 |

## Frozen seafood

| | | |
|---|---|---|
| **Filé de tilápia** | **R$** | **16,86** |
| Filé de bacalhau | R$ | 10,98 |
| Filé de merluza | R$ | 7,40 |
| Cação posta | R$ | 6,52 |
| Filé de polaca do alaska - 500g | R$ | 6,52 |
| Filé de polaca do alaska - 1kg | R$ | 6,26 |
| Filé de linguado | R$ | 5,34 |
| Merluza limpa | R$ | 4,99 |

*Source: Meg C. Felippe*
*GPA Supermarkets, Brazil*

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## The effects of recent Latin American currencies devaluation against the USD: The case of Brazil

### Retail Prices in USD

| | 1USD = 1,96 R$ | 1USD = 2,33 R$ | 1USD = 3,13 R$ |
|---|---|---|---|
| | March 2013 | March 2014 | March 2015 |
| Fresh farmed St Peter fillets | 8,94 | 7,52 | 5,60 |
| Fresh farmed tilapia, whole | 2,44 | 2,05 | 1,53 |
| Frozen tilapia fillet | 8,60 | 7,24 | 5,39 |

- 37,4% in 2 years

**It is may be more difficult to export tilapia to Latin America**

**but**

**It is more attractive to invest in Latin American tilapia production**

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***¡Muchas Gracias!***

***Thank you!***

***Terima Kasih!***