

Tilapia Market in the U.S.

Mercado de la Tilapia en EE.UU.

O mercado de tilápia em os EUA



¿Quiénes Somos?

- Desde 1858 reportando el mercado de materias primas
- Compañía más antigua de EE.UU. Reportando mercado
- Imprenta a lista de precios

¿Qué Hacemos?, y ¿Cómo?

- Sondeo de mercado
- Analistas y Reporteros recolectando datos cualitativos y cuantitativos
- Referencia de precio
- Información y transparencia
- POR TAL BRINDA **EFICIENCIA** AL MERCADO

**EJEMPLO
ECUADOR
MEXICO
TAILANDIA**

**PROVEEDOR DE
BALANCEADO**

**LARVA,
ALEVINES**

**PRODUCTOR
(PESCADOR),
GRANJA**

**EMPACADORA
(PROCESADOR)**

**IMPORTADOR
(TOMA DE
POSESION)**

RESTAURANTES

BROKER

TRADER

**ESTADOS
UNIDOS**

**LISTADOS URNER BARRY
(MERCADO SPOT)**

PRODUCTOR Y EMPACADORA VERTICALMENTE INTEGRADA

PRODUCTOR Y EMPACADORA VERTICALMENTE INTEGRADA (SALMON CHILENO)

DISTRIBUIDOR

**TIENDAS DE
AUTOSERVICIO**

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D
O
R**

TRANSPORTE (PETROLEO, GASOLINA, DIESEL)

BANCOS, INSTITUCIONES FINANCIERAS

Indicadores Económicos, Producción

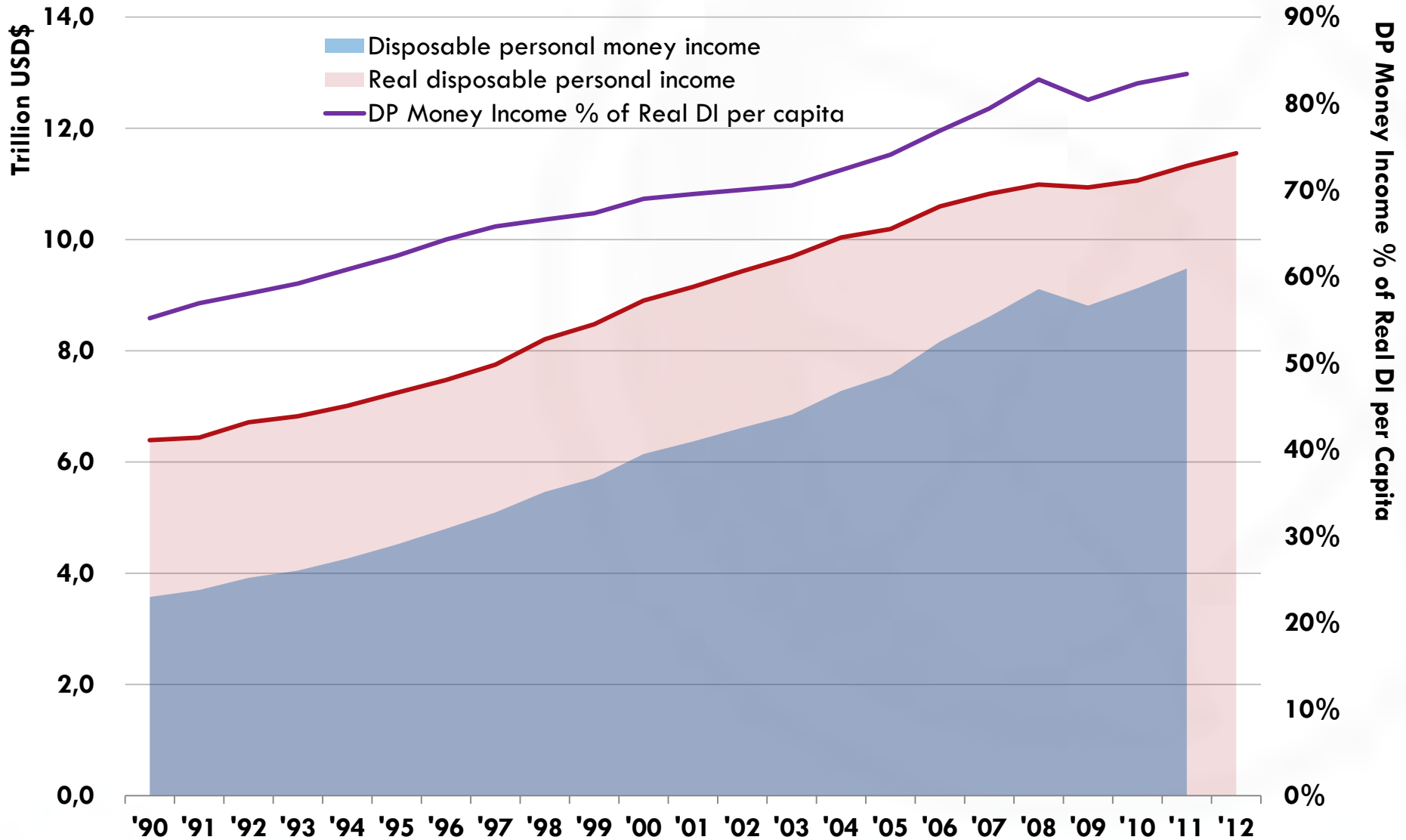
Economic Indicators, Production

Indicadores Econômicos, Produção



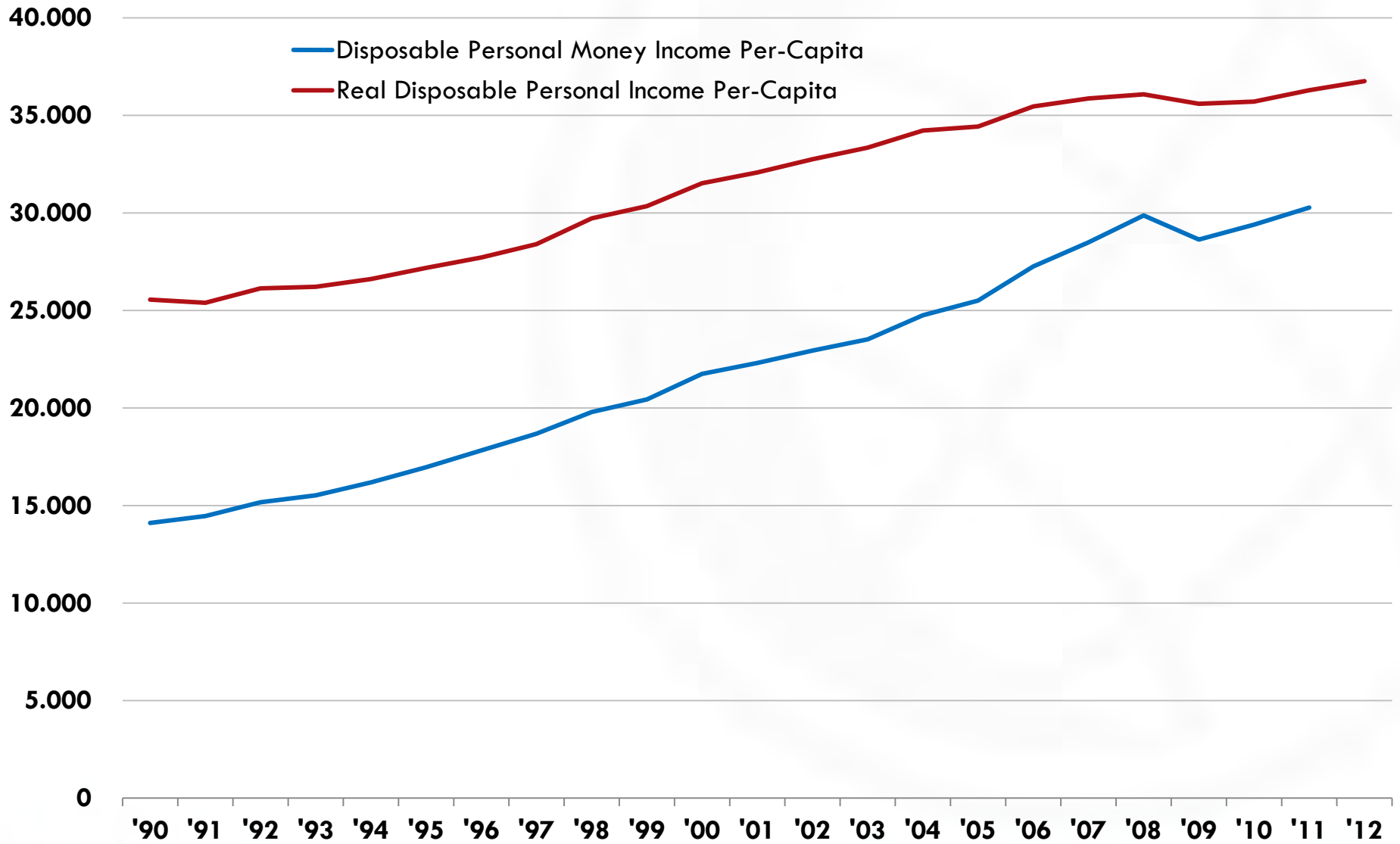
Disposable Income & DP Money Income

Source: ERS, USDOC



Disposable Income & DP Money Income

Source: ERS, USDOC

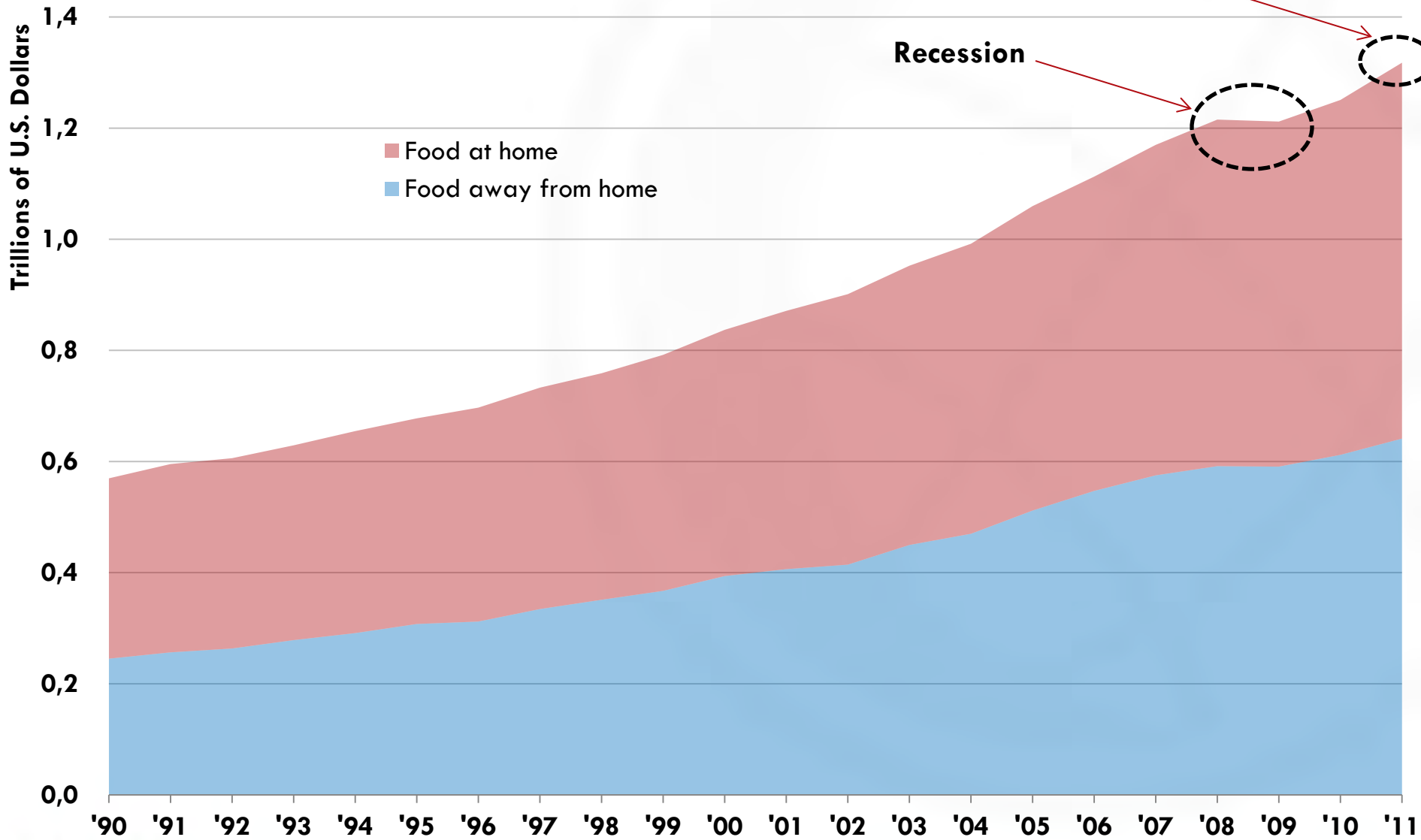


Food Expenditures

Source: ERS

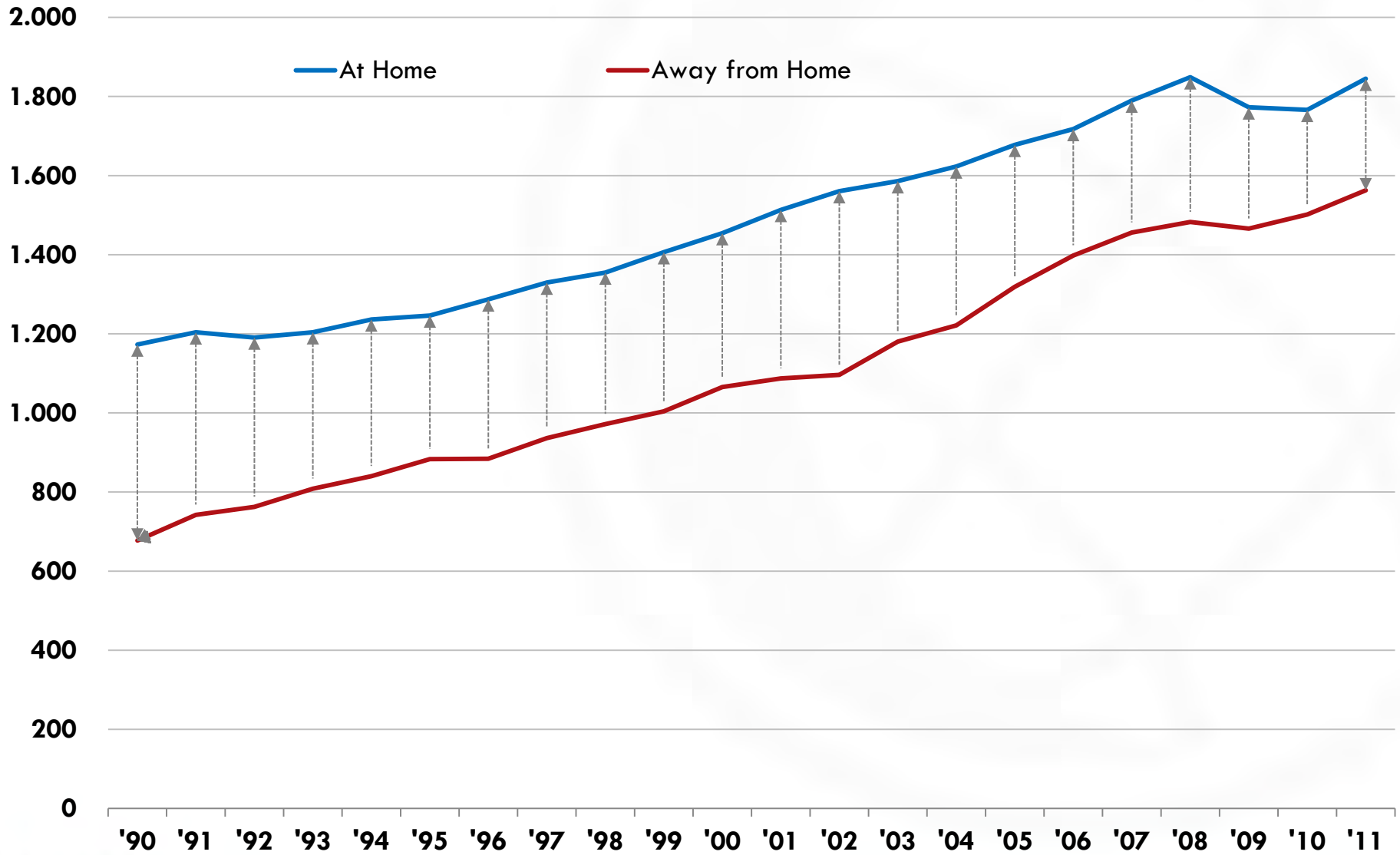
Total: 1.3 Trillion

Recession



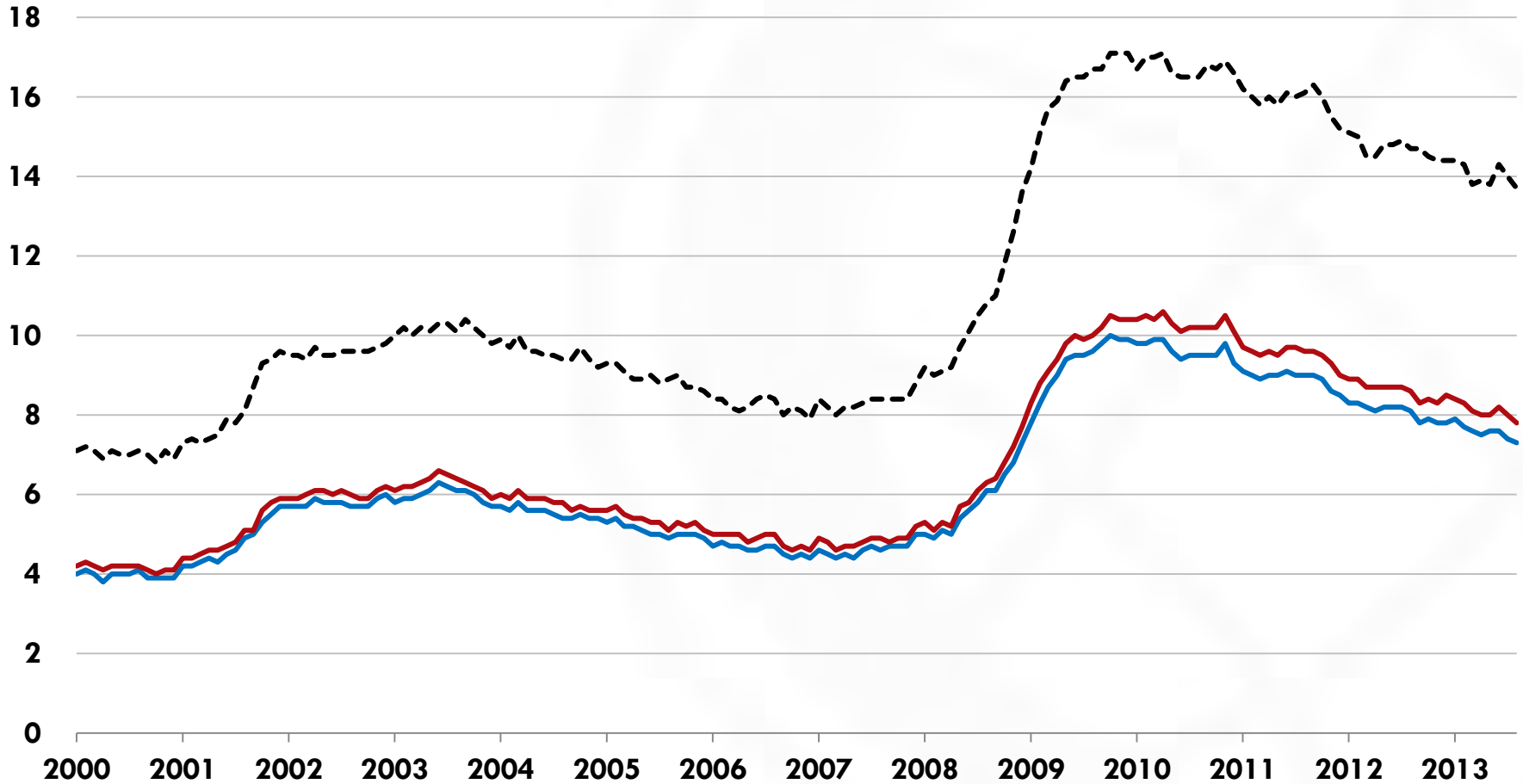
At home and away from home, per capita

Source: ERS, USDOC



Unemployment

Source: BLS

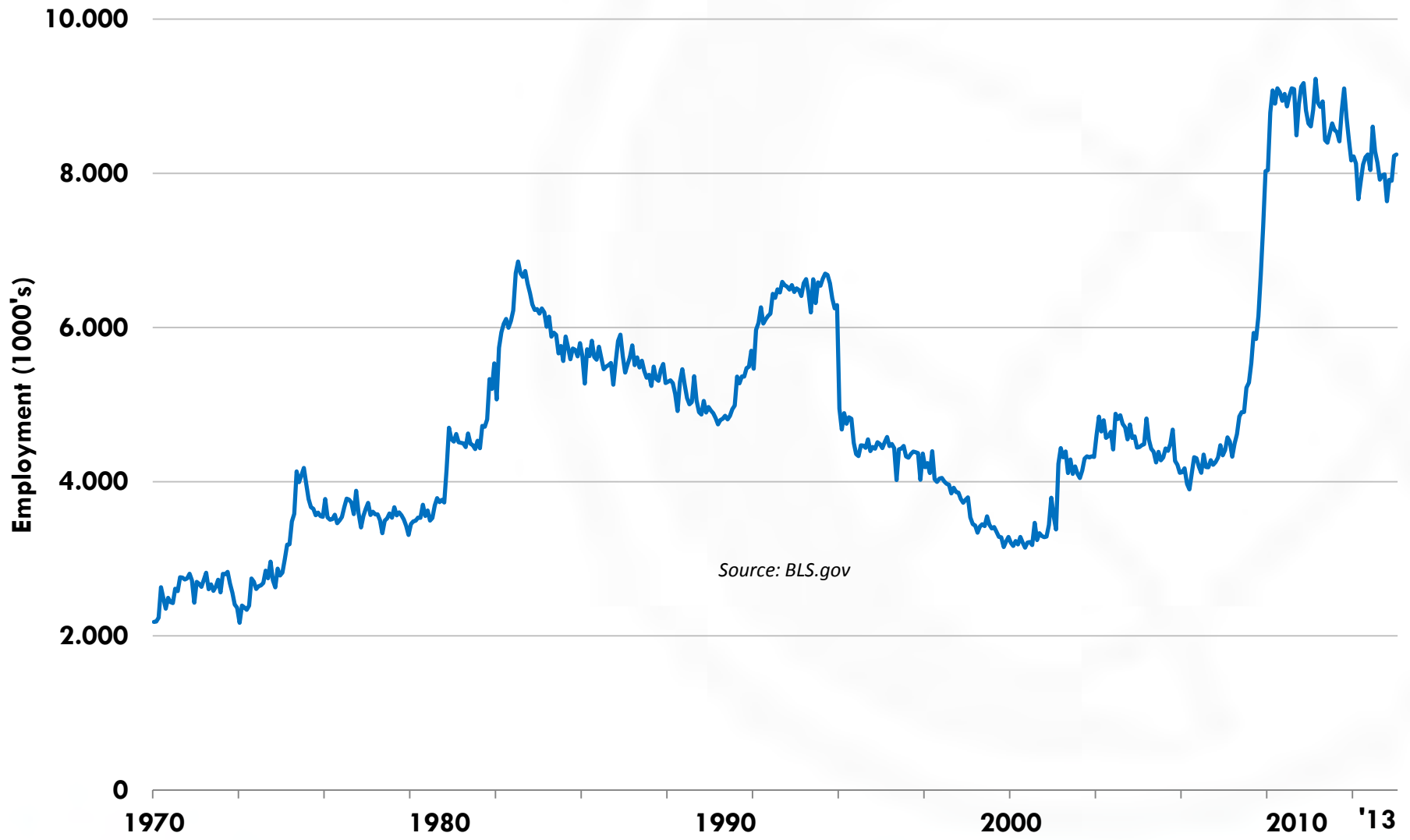


— Civilian Unemployment Rate

— Special Unemployment Rate: Unemployed and Discouraged Workers

- - - Total unemployed, plus all marginally attached workers plus total employed part time for economic reasons

Employment Level - Part-Time for Economic Reasons, All Industries

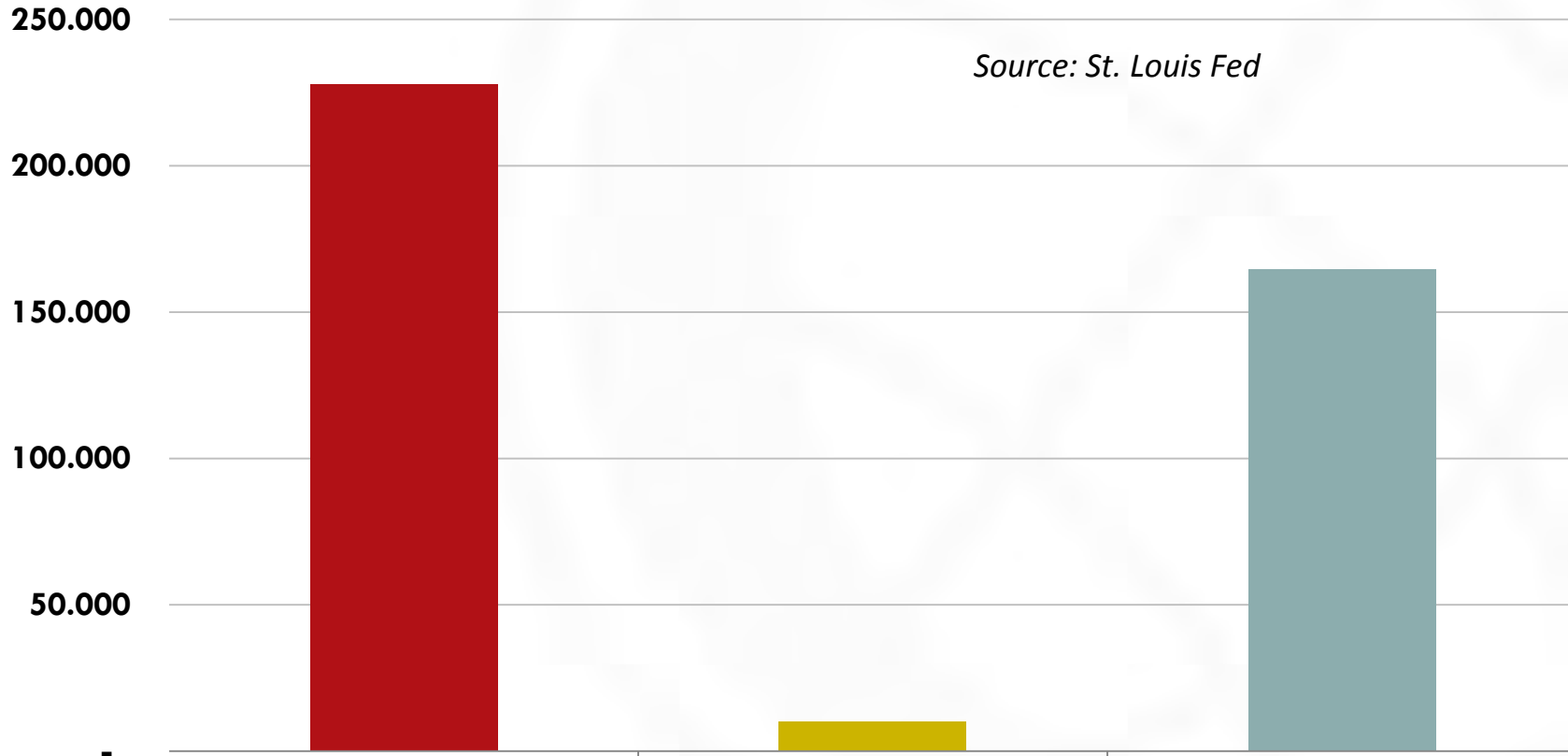


Source: BLS.gov

2013 New Jobs (Jan - July)

Source: St. Louis Fed

New Jobs



2013 New Jobs:

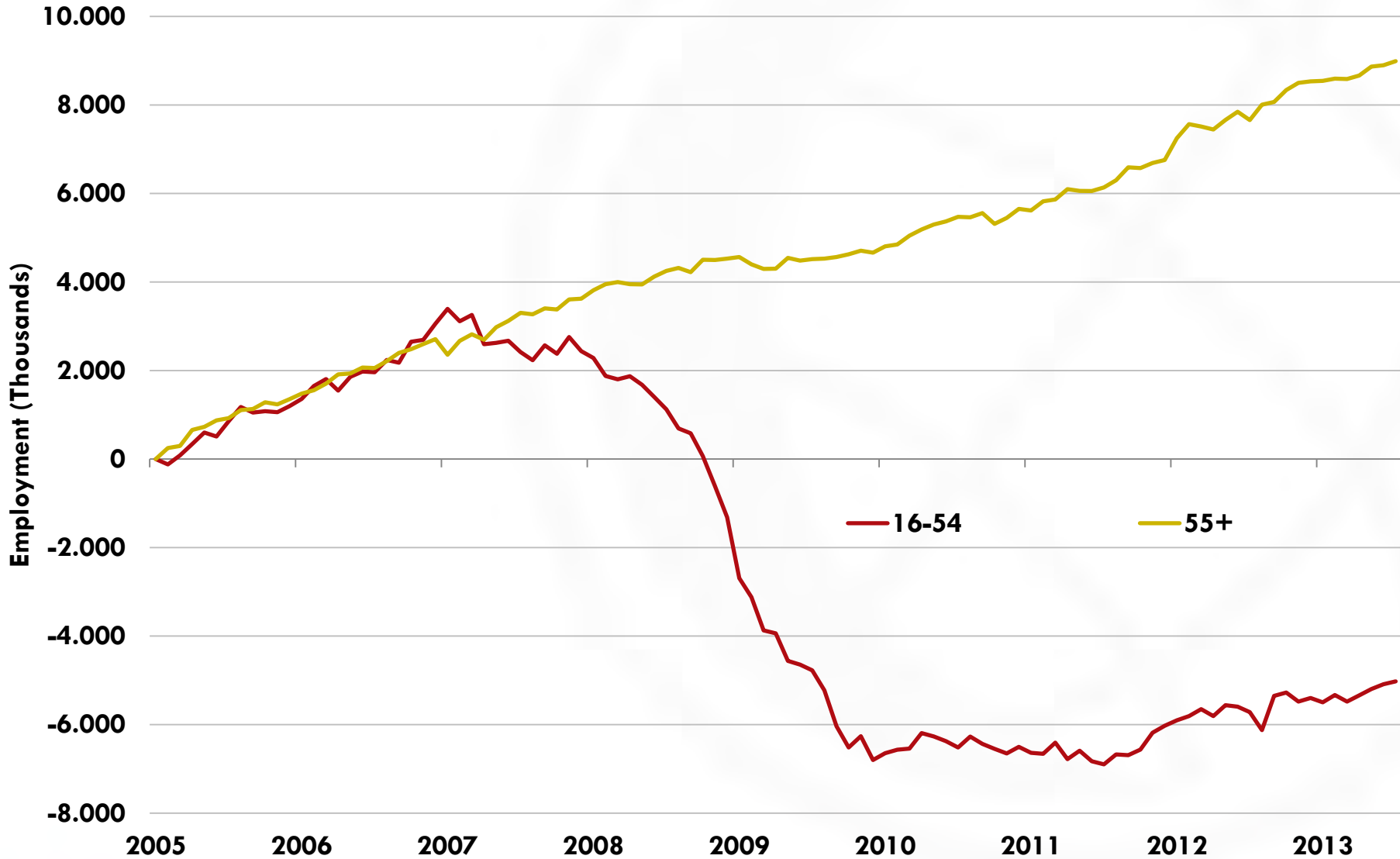
Food Service
227.700

Manufacturing
10.000

Retail
164.500

Total Jobs Added by Age Range Since 2005

Source: St. Louis Fed



El Mercado de Tilapia

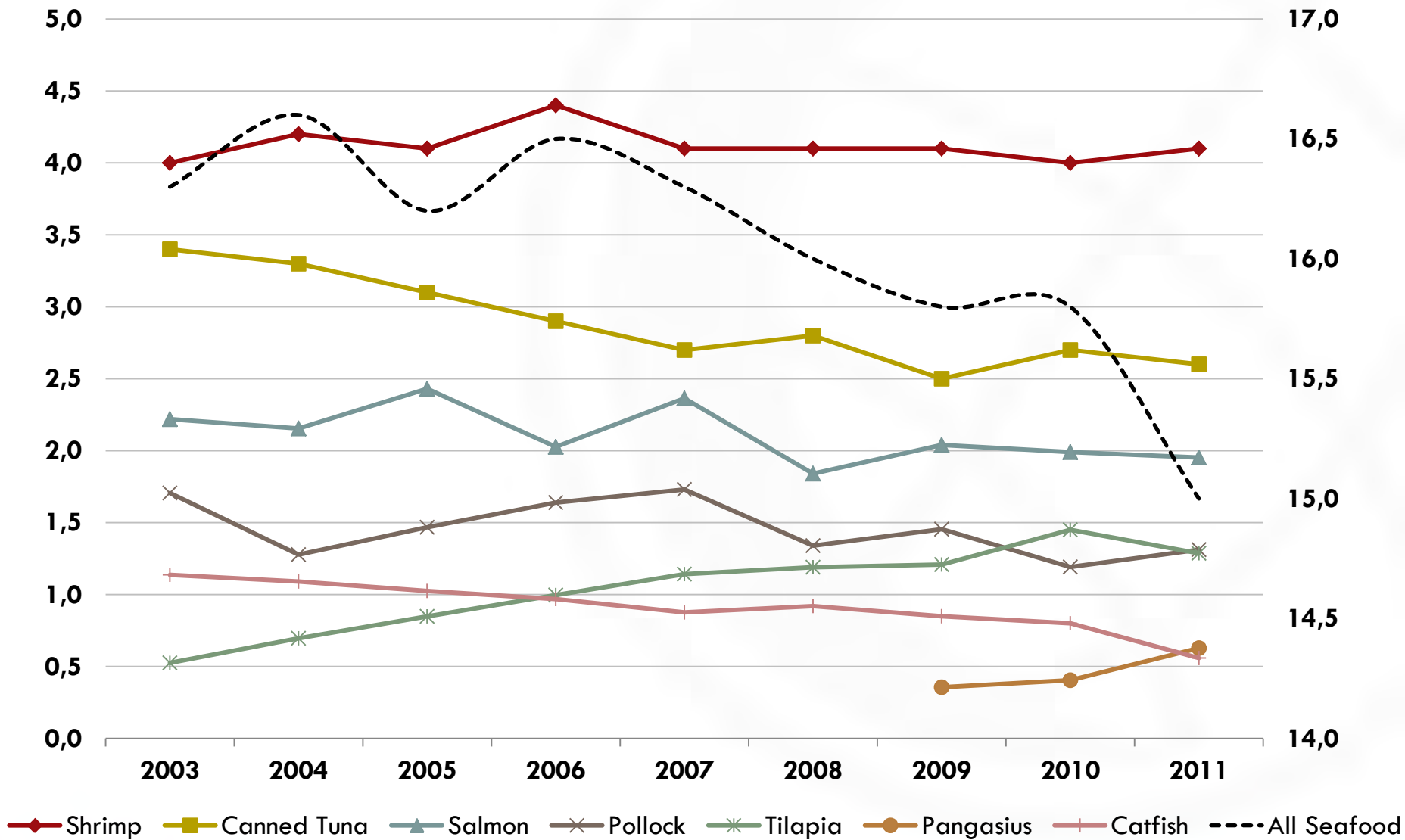
The Market, Tilapia

Mercado, Tilapia



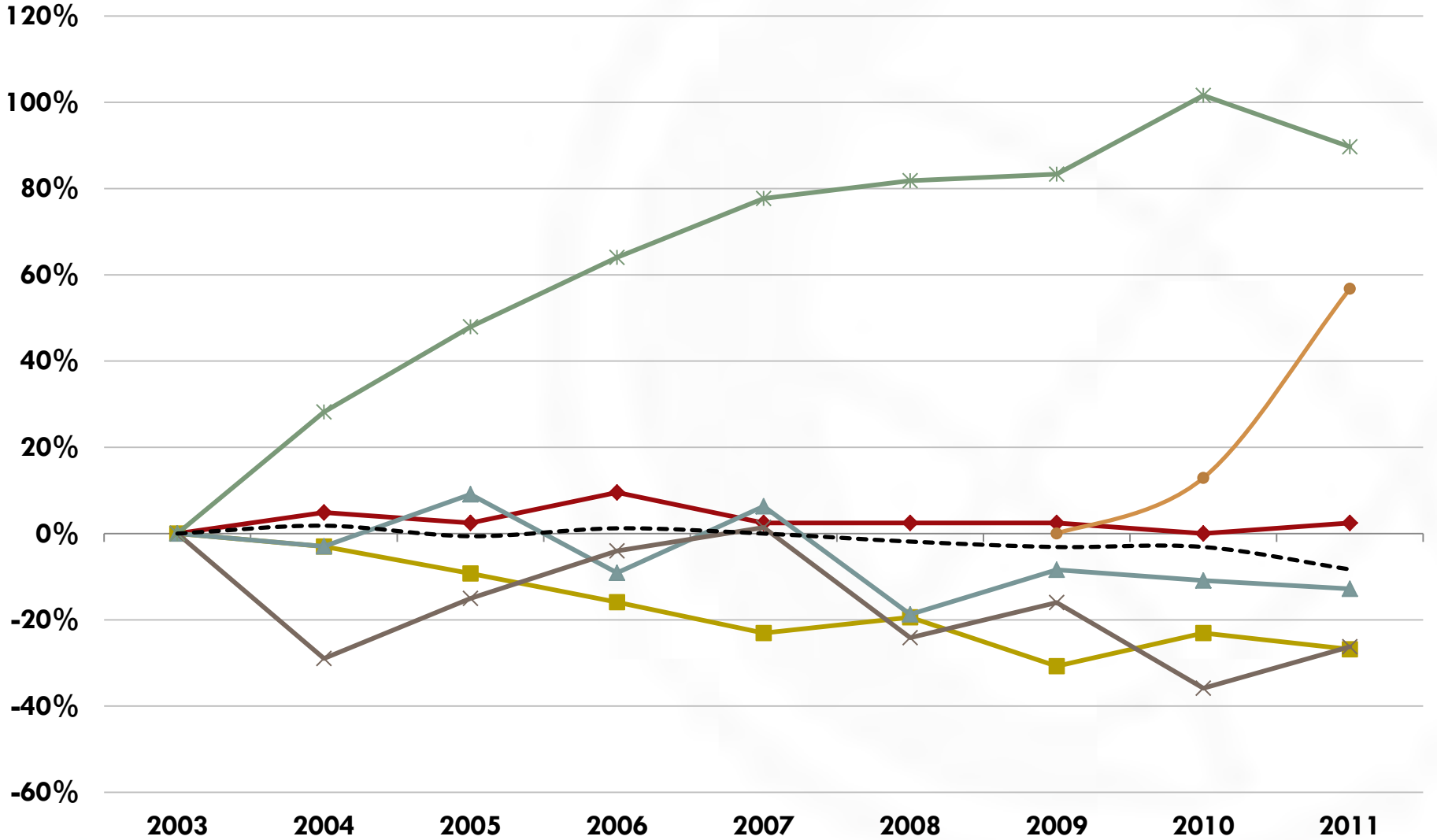
Consumption per capita

Source: NFI, NMFS



Consumption per capita

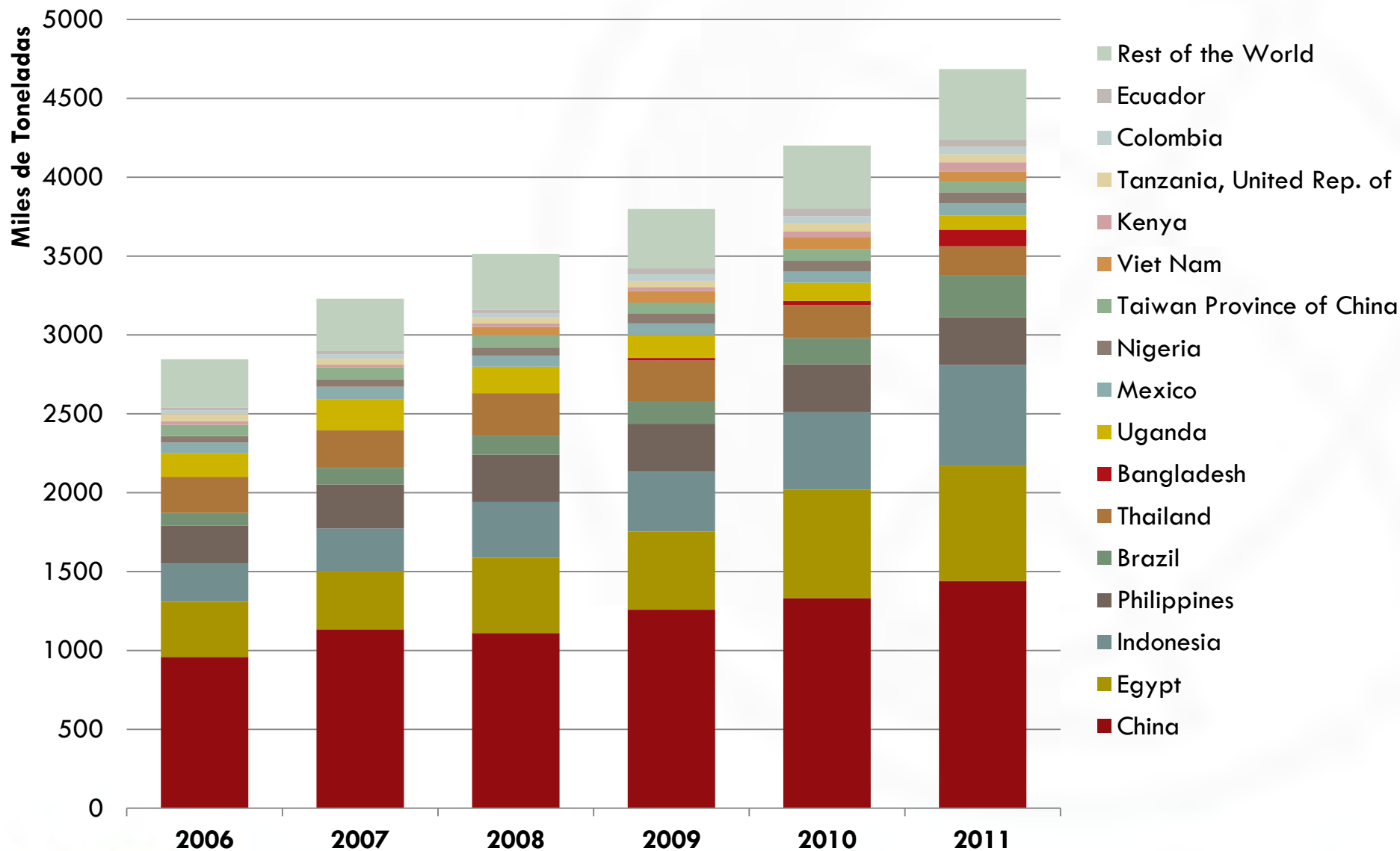
Source: NFI, NMFS



◆ Shrimp ■ Canned Tuna ▲ Salmon × Pollock * Tilapia ● Pangasius - - - All Seafood

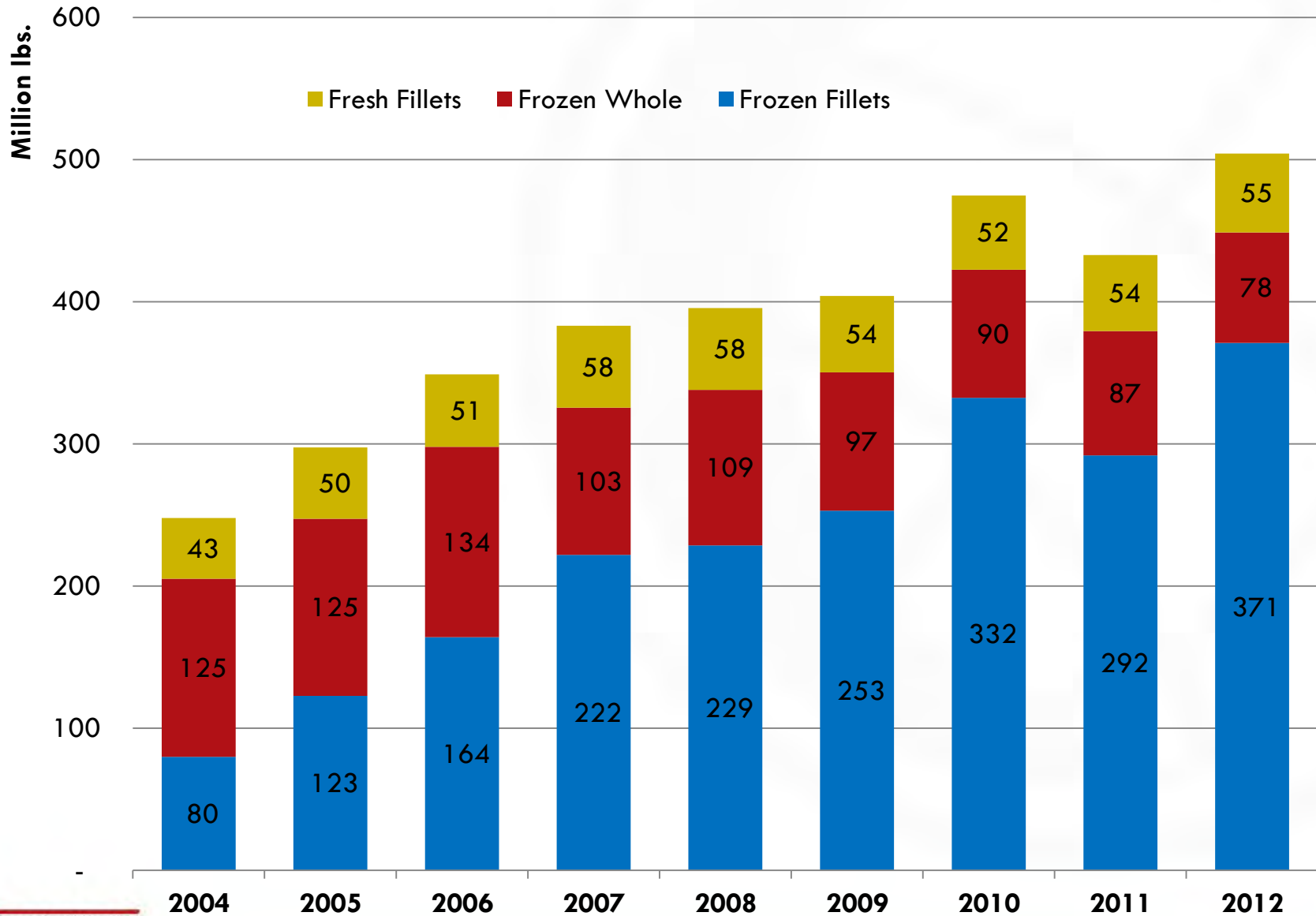
Producción Mundial de Tilapia

Source: FAO



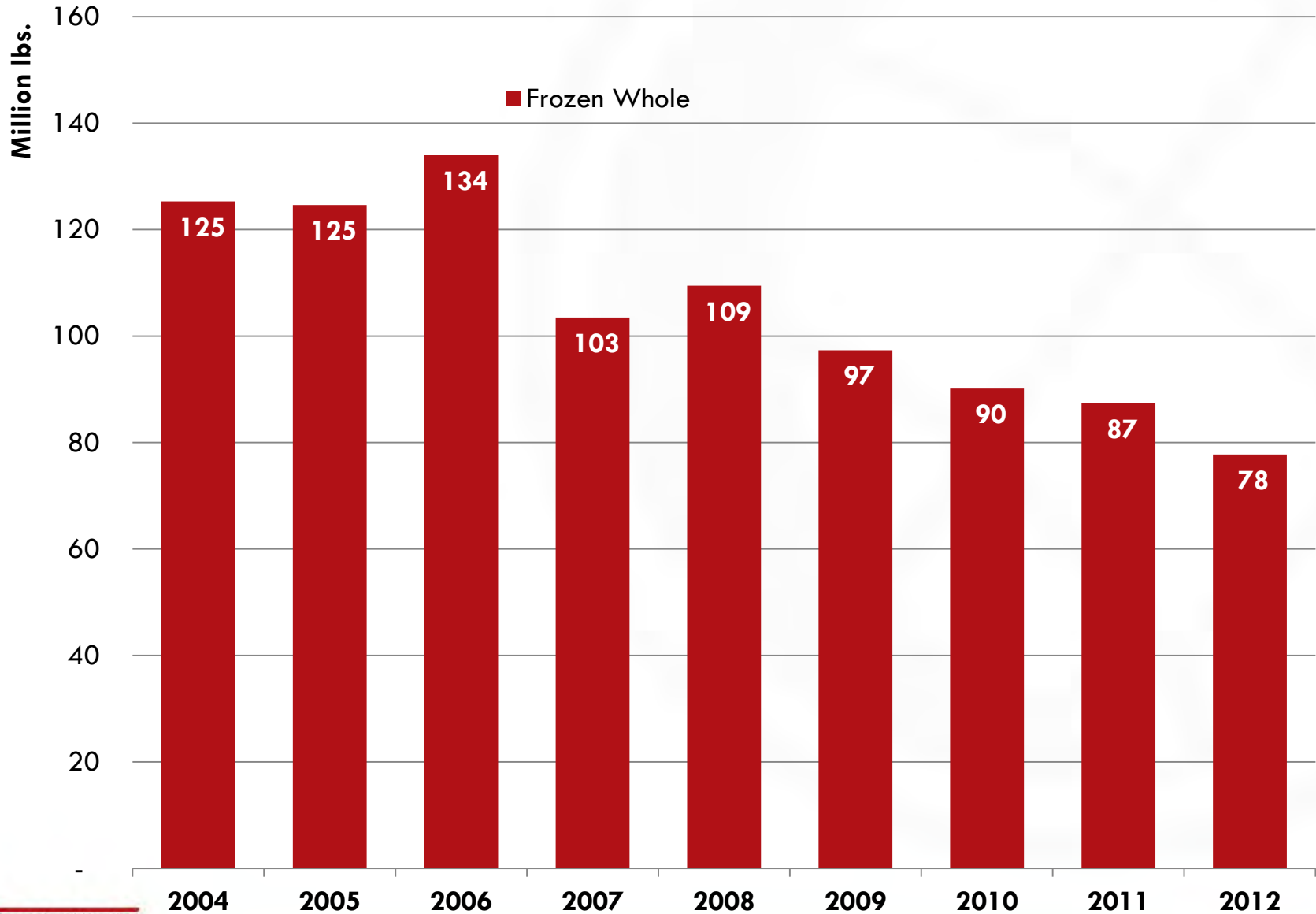
Tilapia Imports to the U.S. by Commodity Type (Total), All origins

Source: USDOC



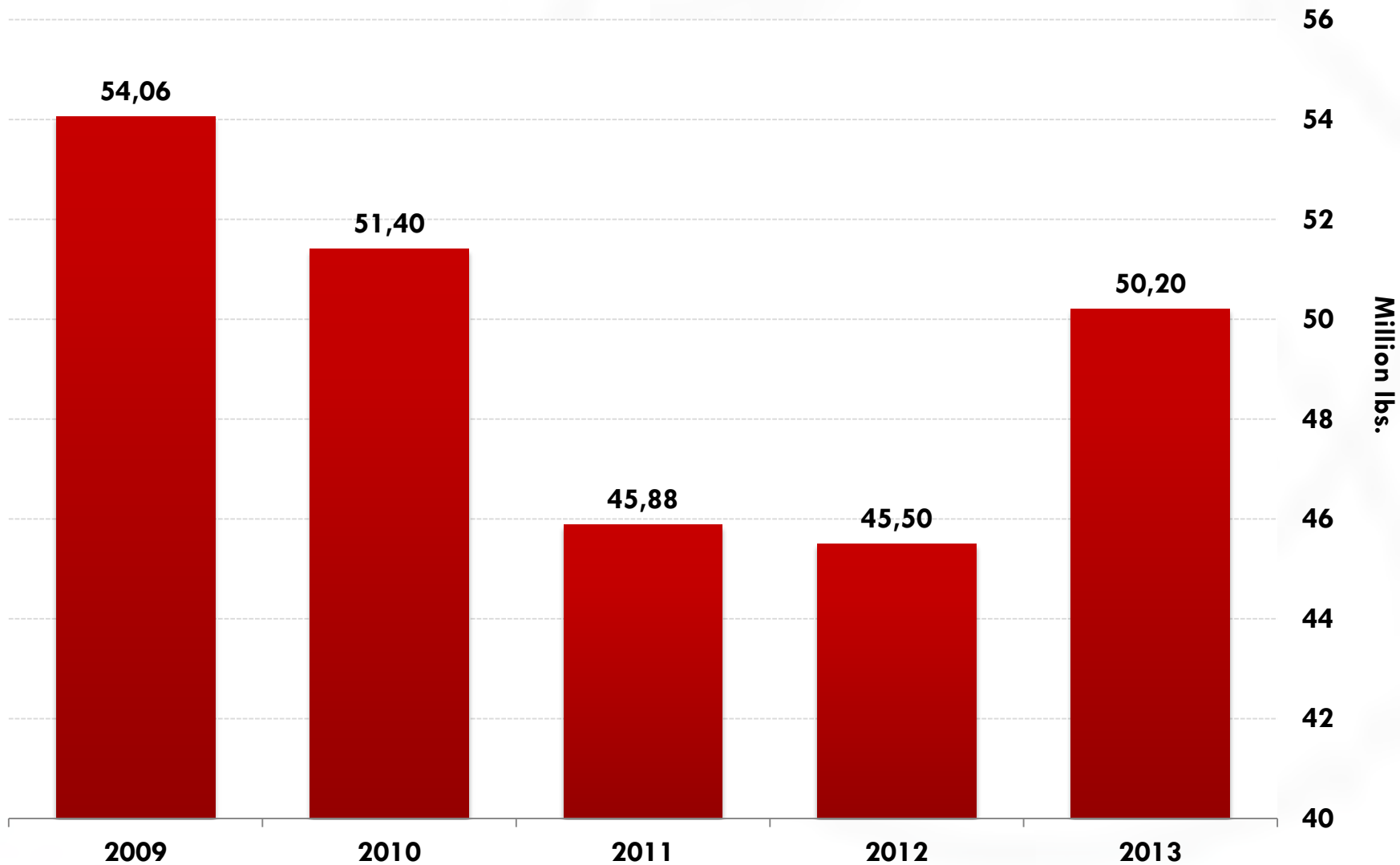
Tilapia Imports to the U.S. Whole Fish-All origins

Source: USDOC

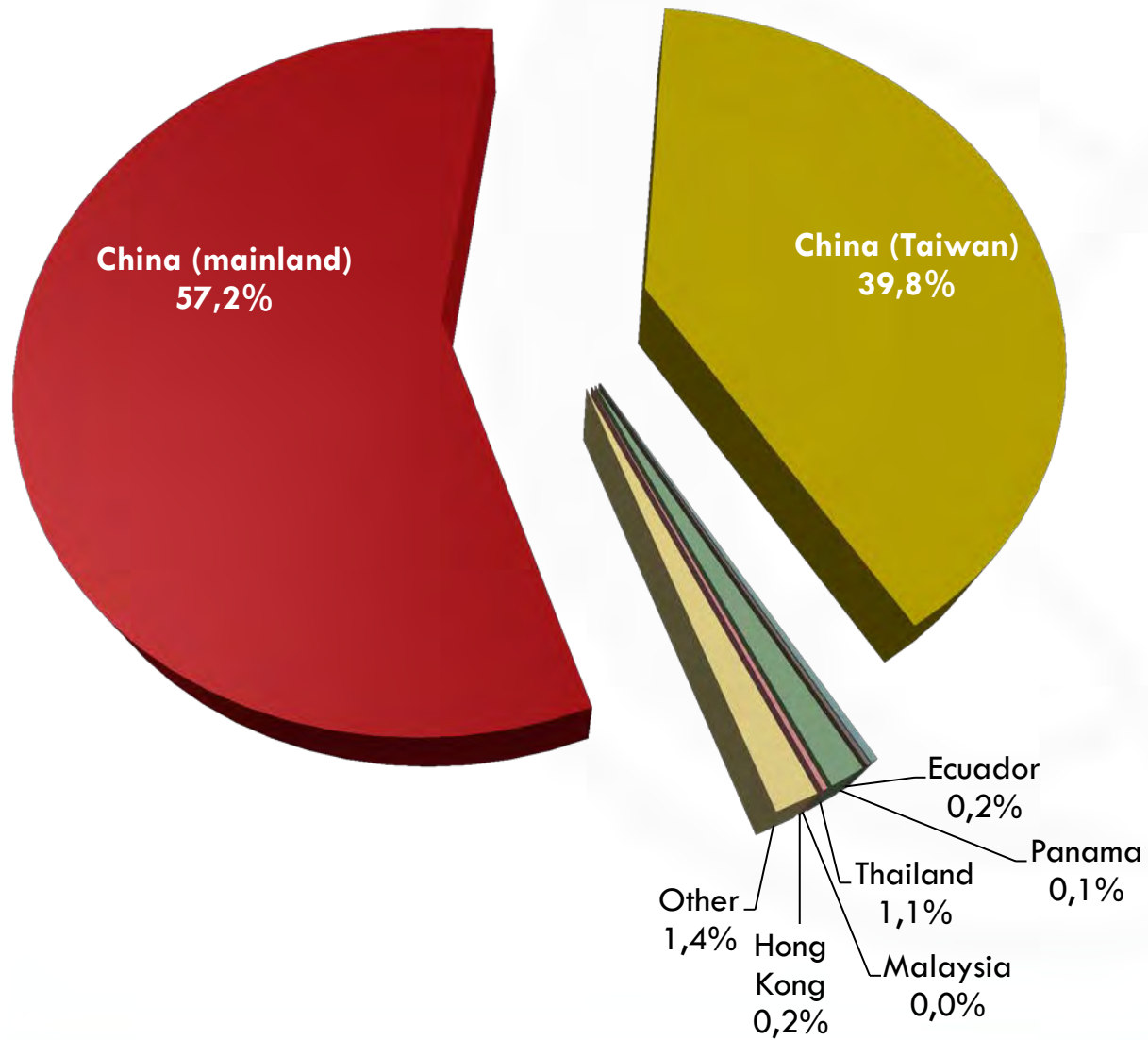


Imports of Frozen Whole Fish YTD (Jan – Jul)

Source: USDOC

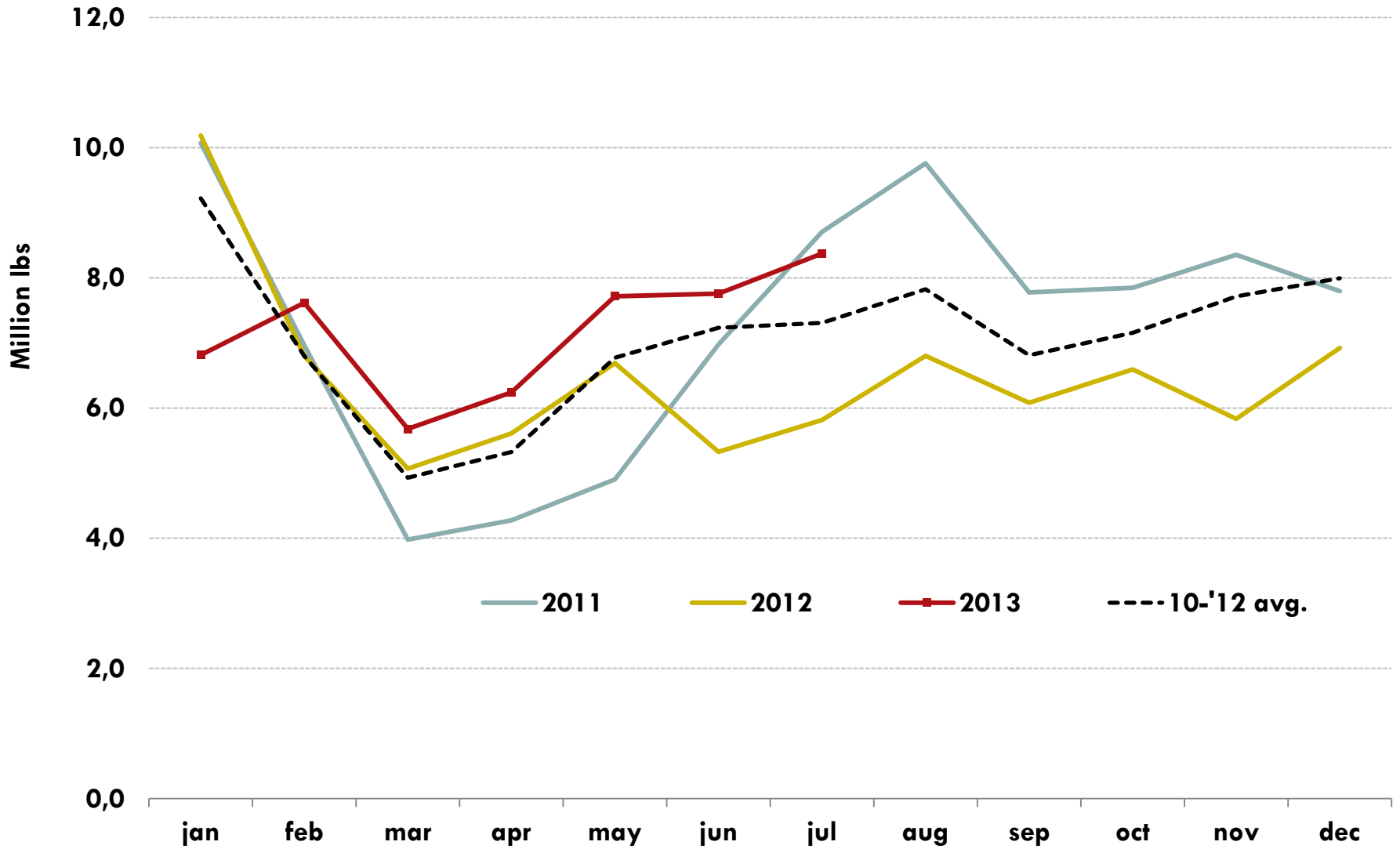


YTD 2013



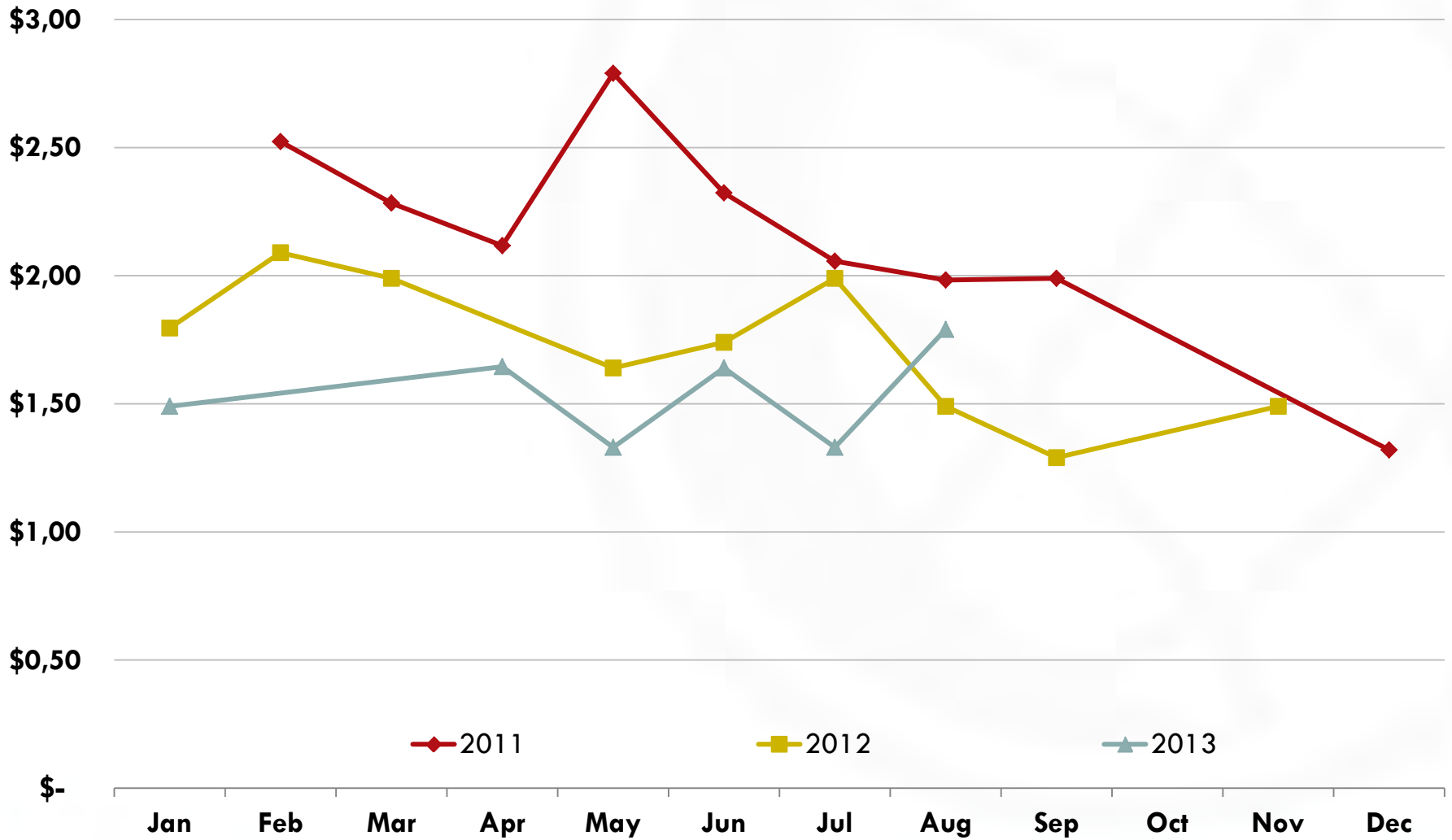
Cyclical Behavior of Imports

Source: USDOC



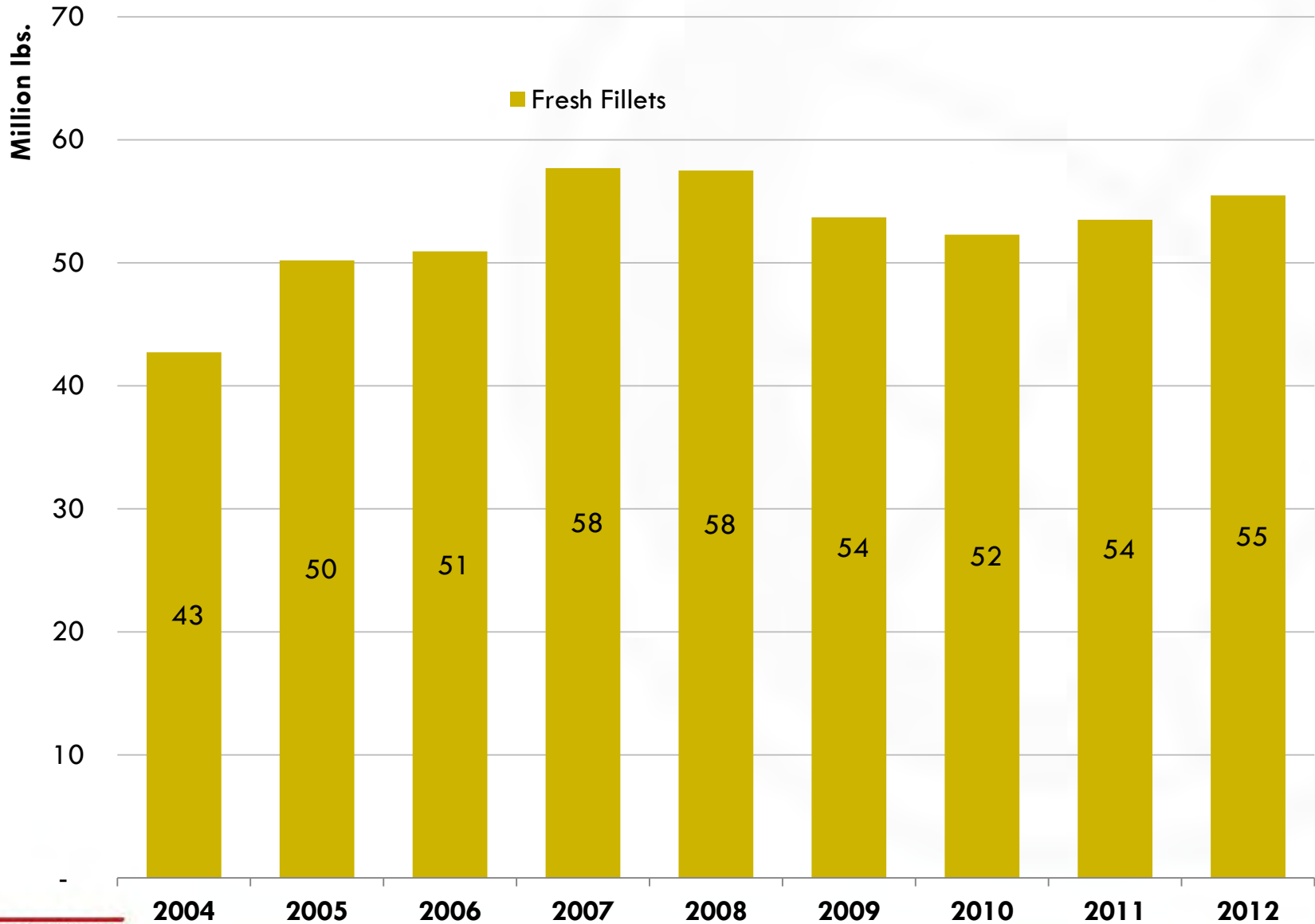
Avg. Retail Price, Whole Sale (Jan – Jul)

Source: Urner Barry

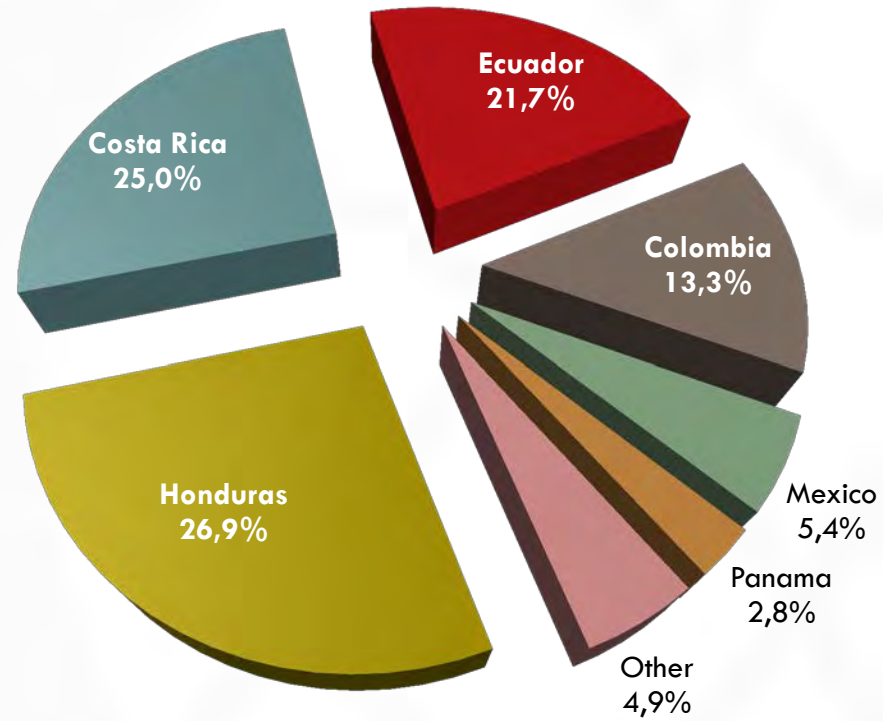
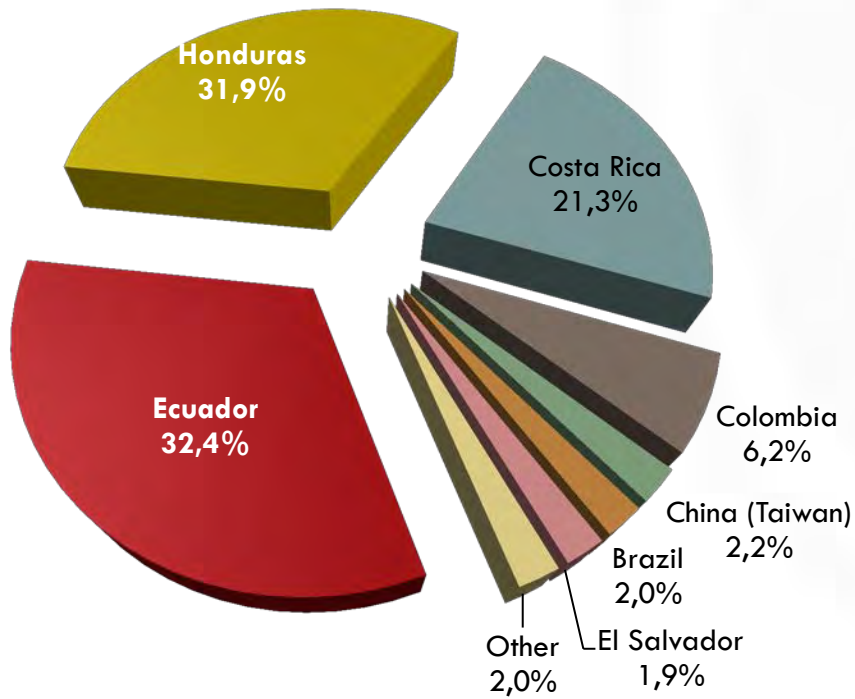


Tilapia Imports, Fresh Fillets to the U.S. (Total), All origins

Source: USDOC



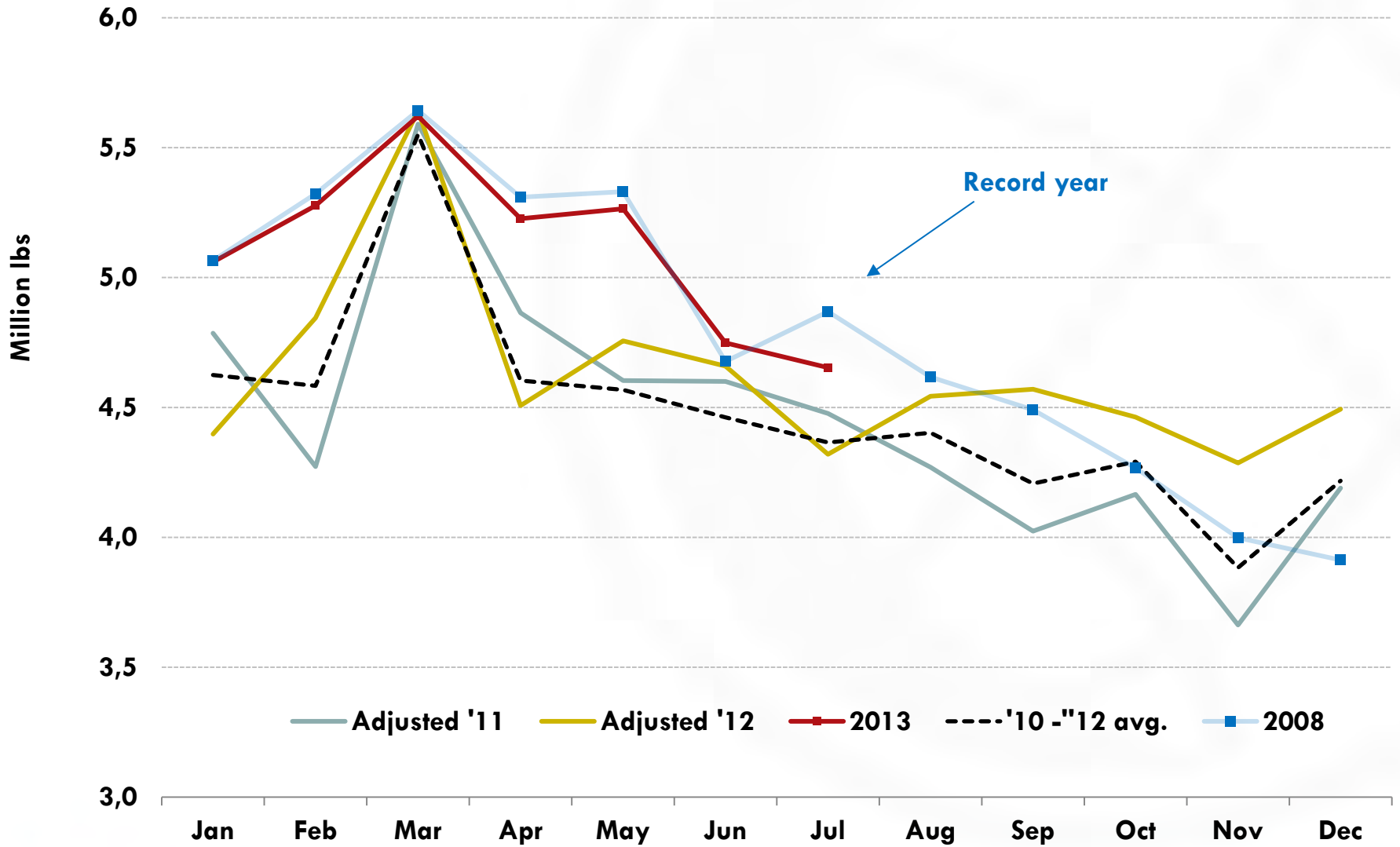
2008



2013

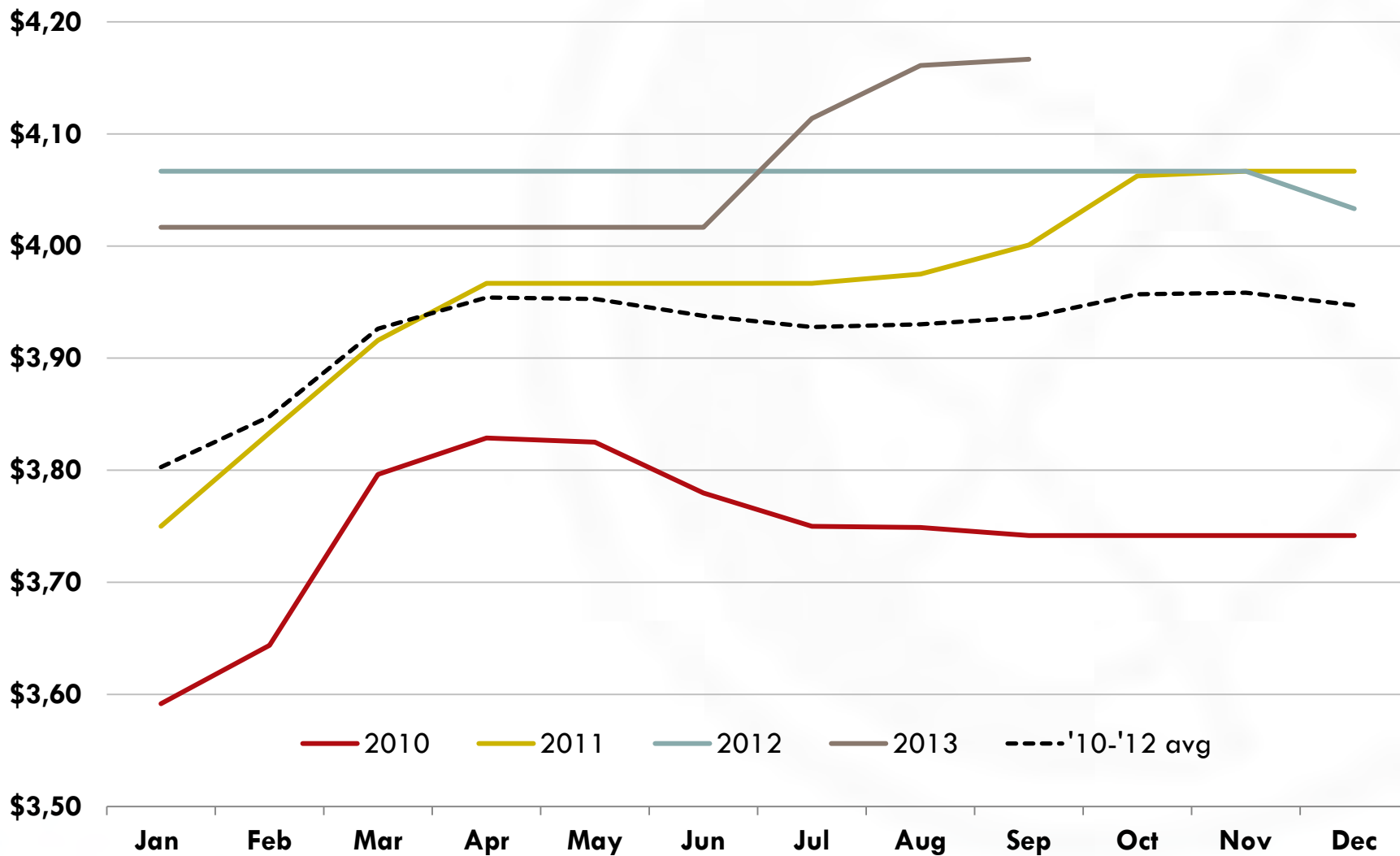
Cyclical Monthly Imports, Fresh Fillets

Source: USDOC



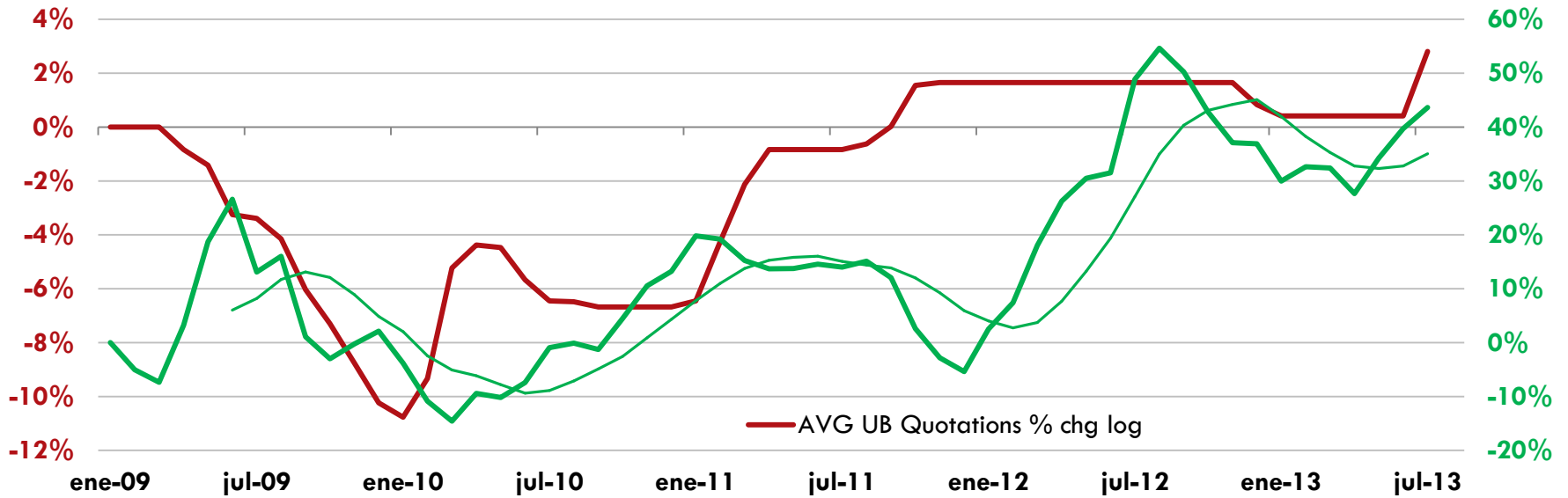
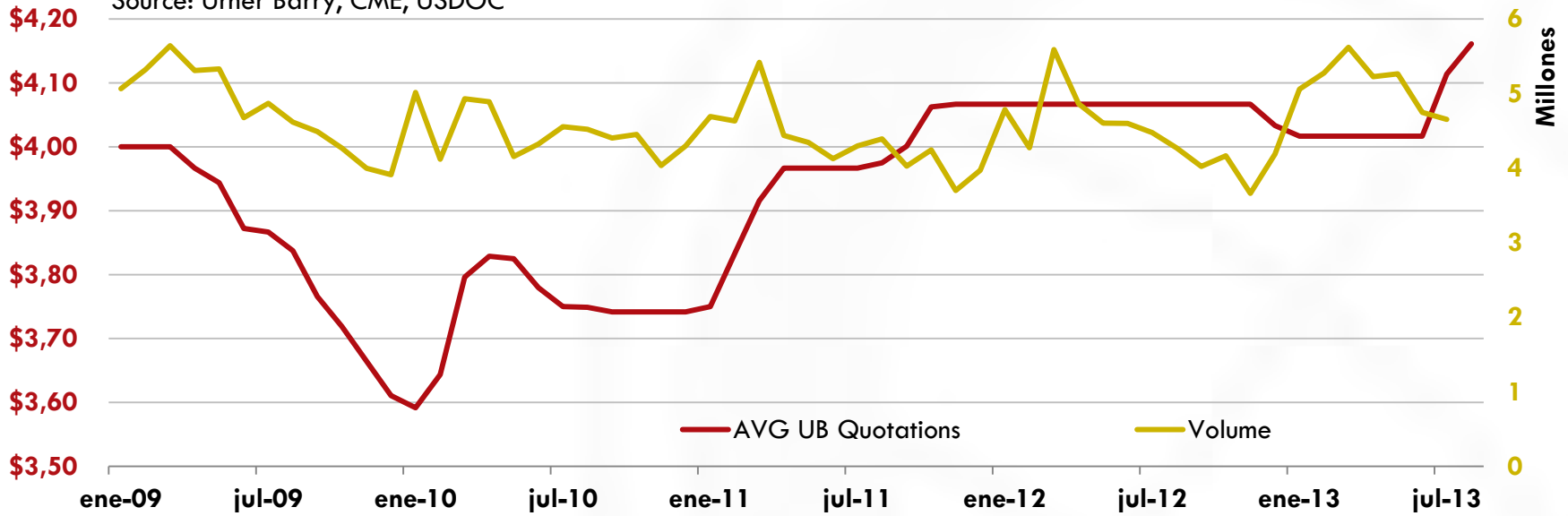
Cyclical Monthly AVG. UB Quotations, Fresh Fillets

Source: Urner Barry



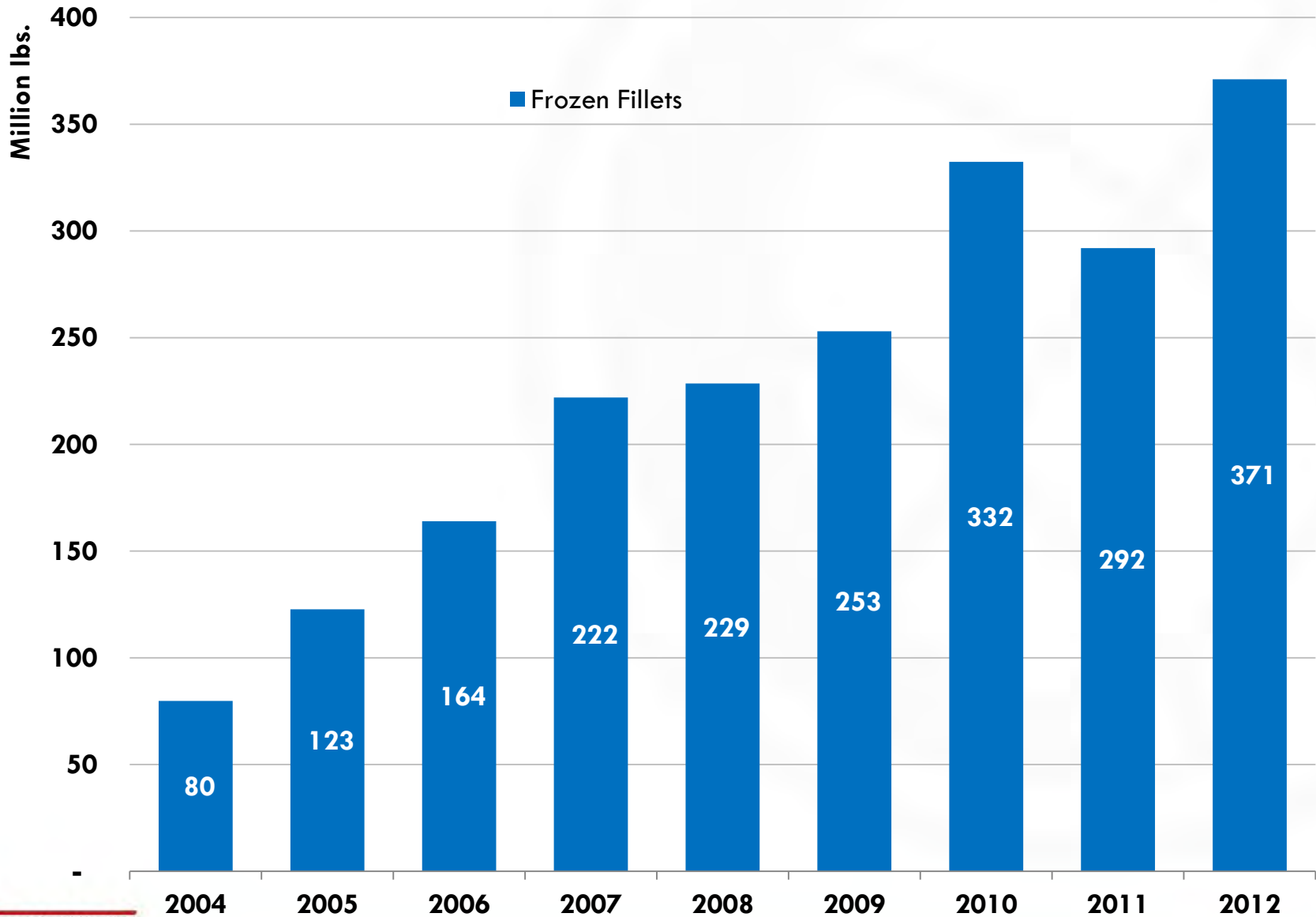
Linear behavior, pricing and other factors, Fresh Fillets

Source: Urner Barry, CME, USDOC



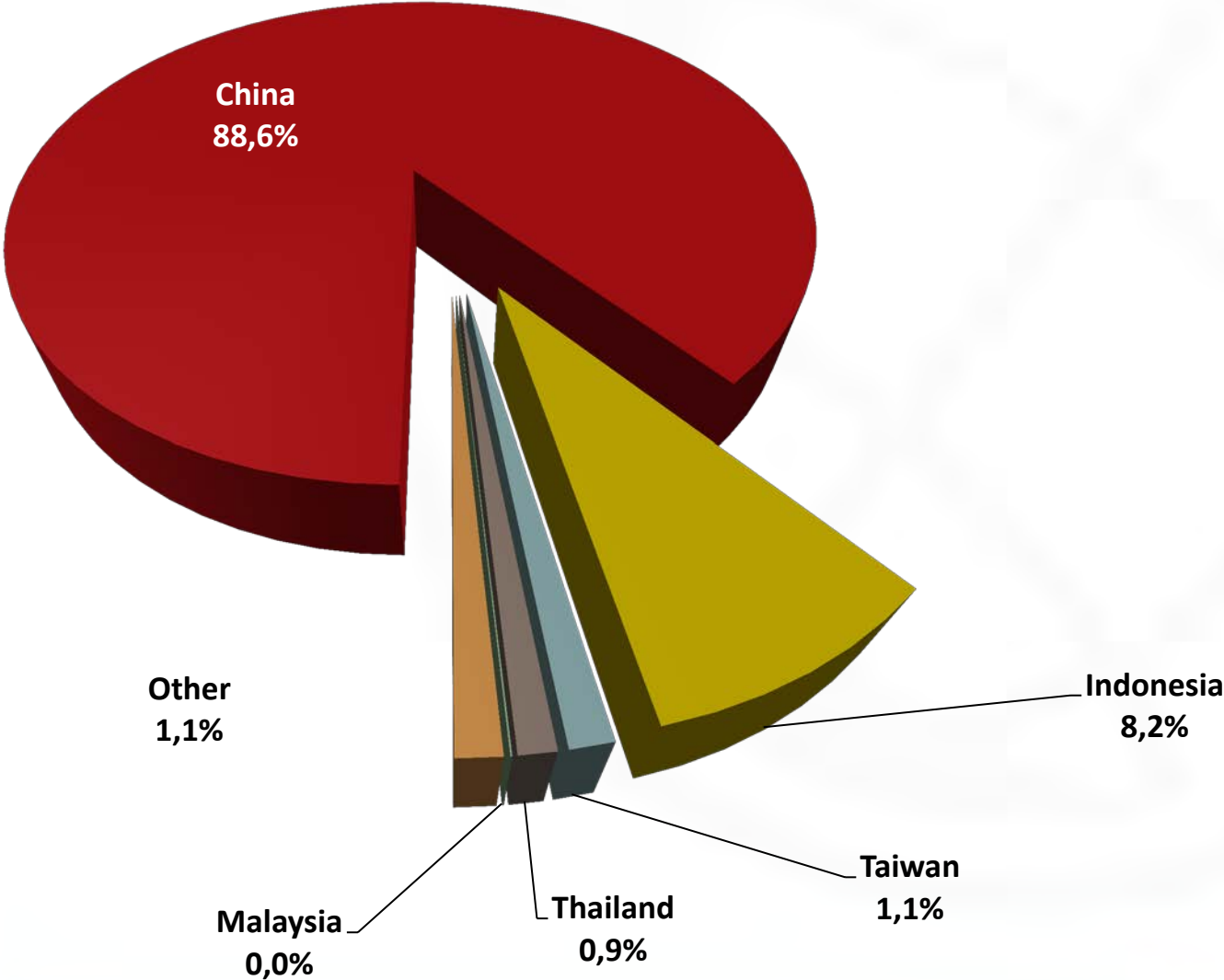
Tilapia Imports Frozen Fillets, All origins

Source: USDOC



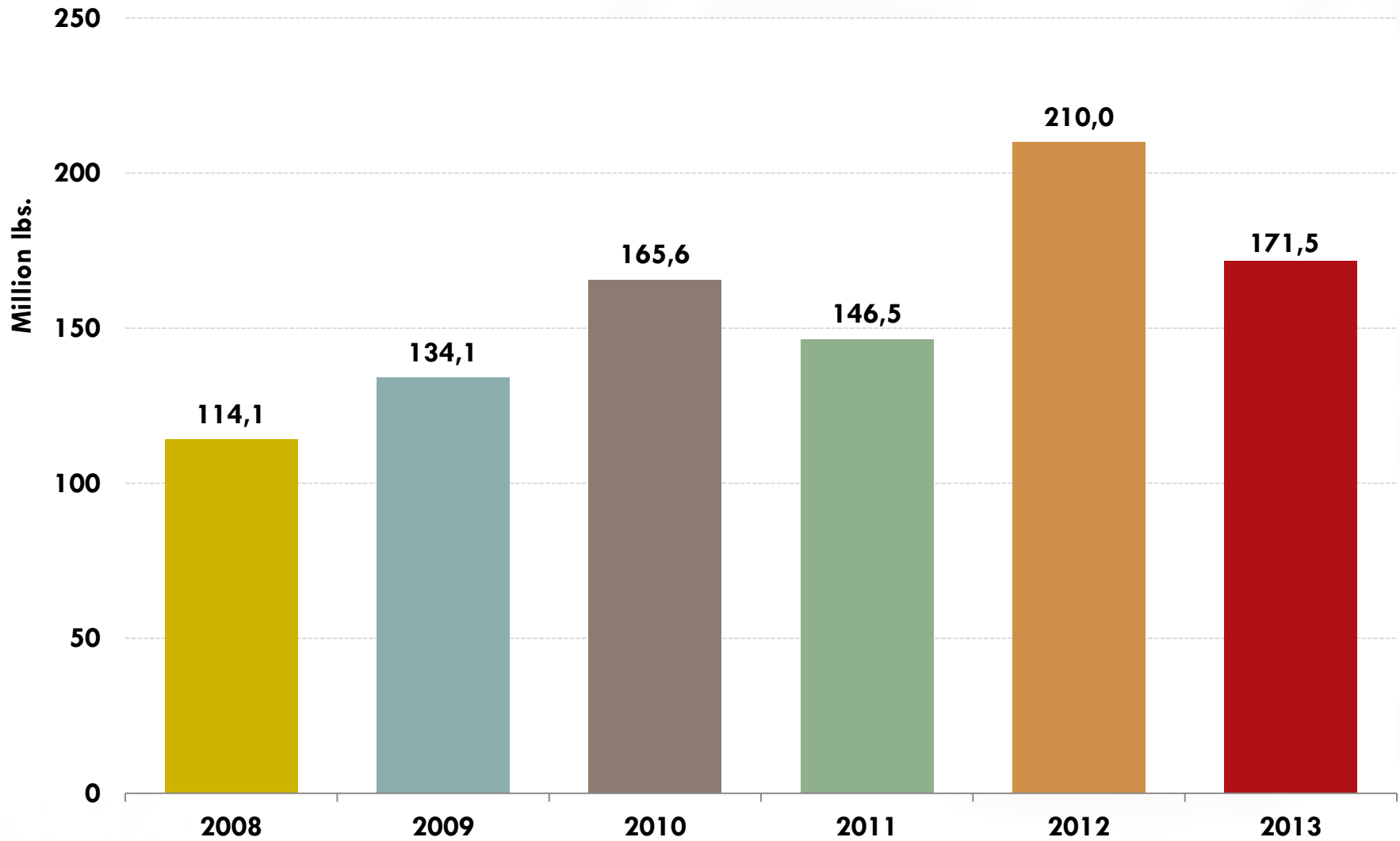
Tilapia Imports Frozen Fillets, By Origin

Source: USDOC



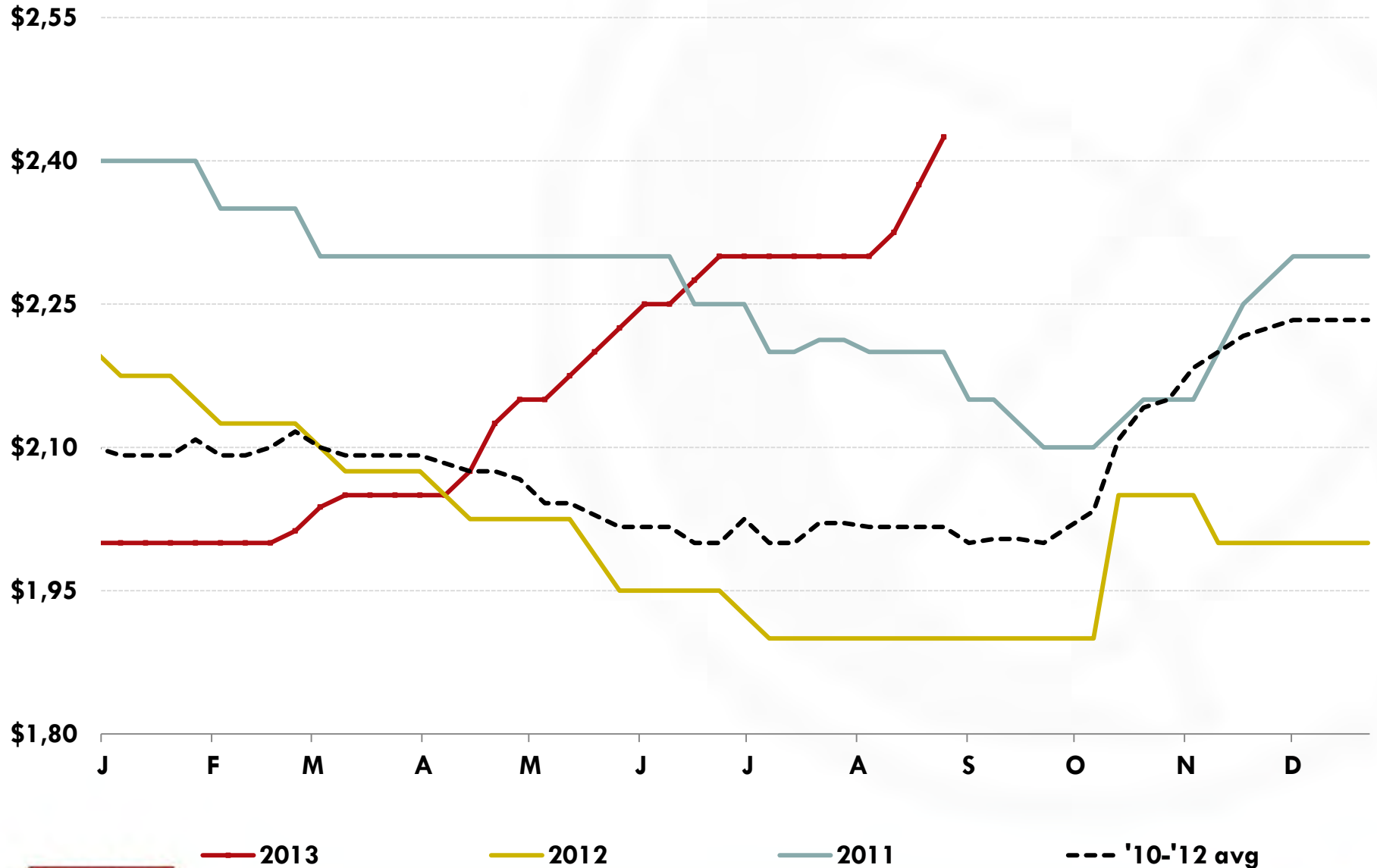
Tilapia Imports Frozen Fillets, YTD

Source: USDOC



Cyclical Monthly AVG. UB Quotations, Frozen Fillets

Source: Urner Barry



— 2013

— 2012

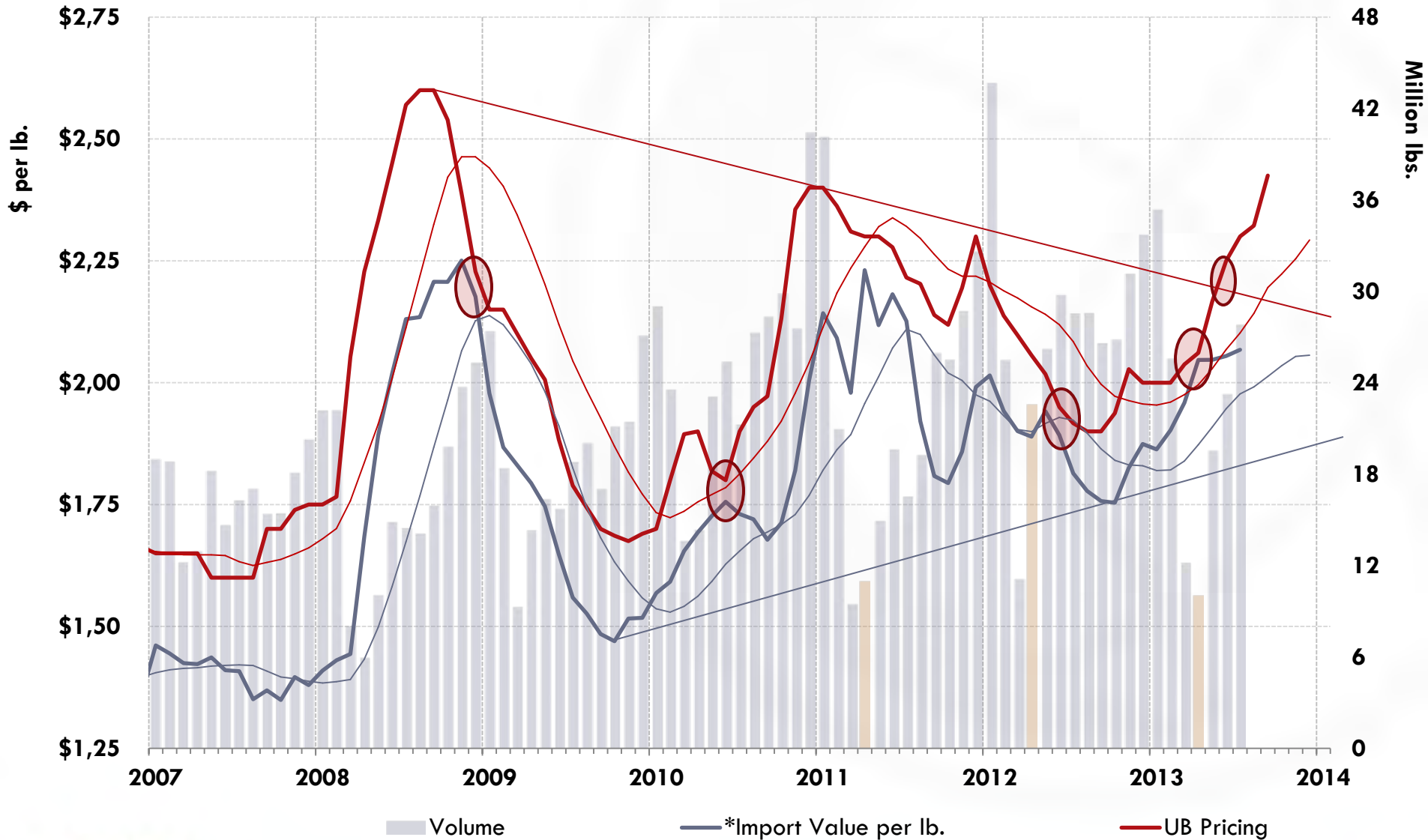
— 2011

--- '10-'12 avg



Linear Monthly AVG. UB Quotations, Frozen Fillets

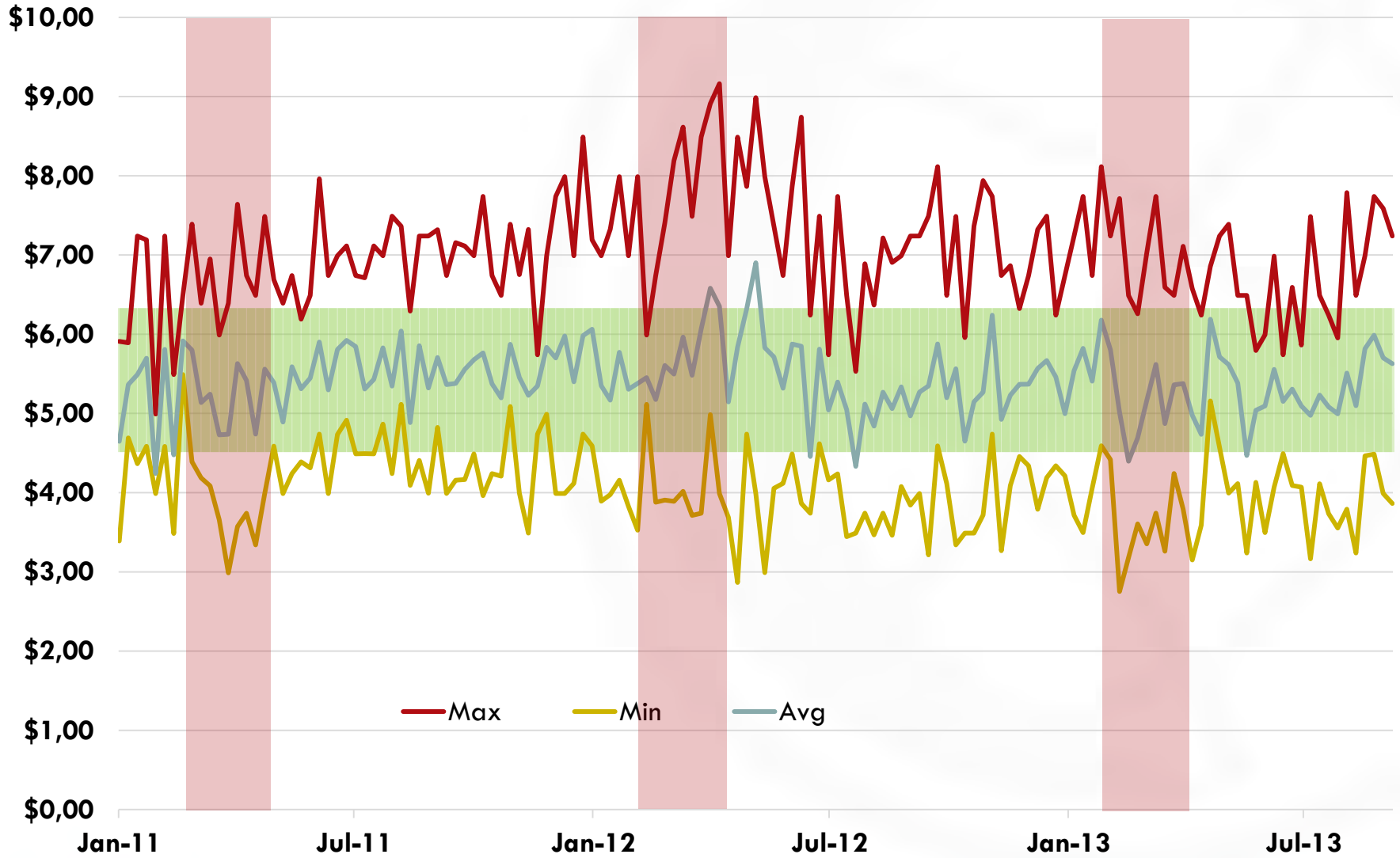
Source: Urner Barry



*Total value reported by the U.S. Department of Commerce (imports' value of tilapia frozen fillets) divided by total pounds.

Fresh/Frozen Tilapia Fillets, Retail \$/lb.

Source: Urner Barry



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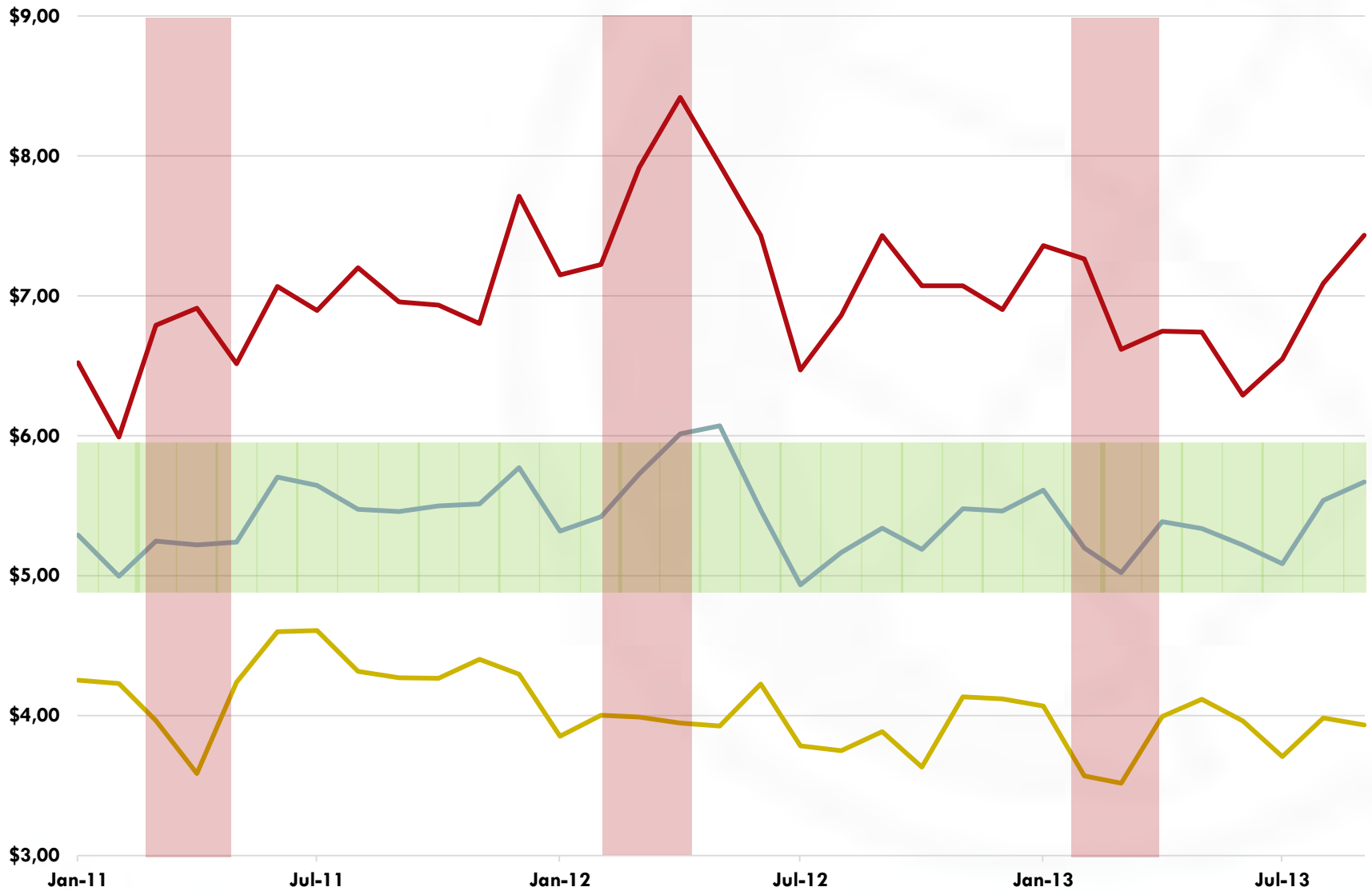
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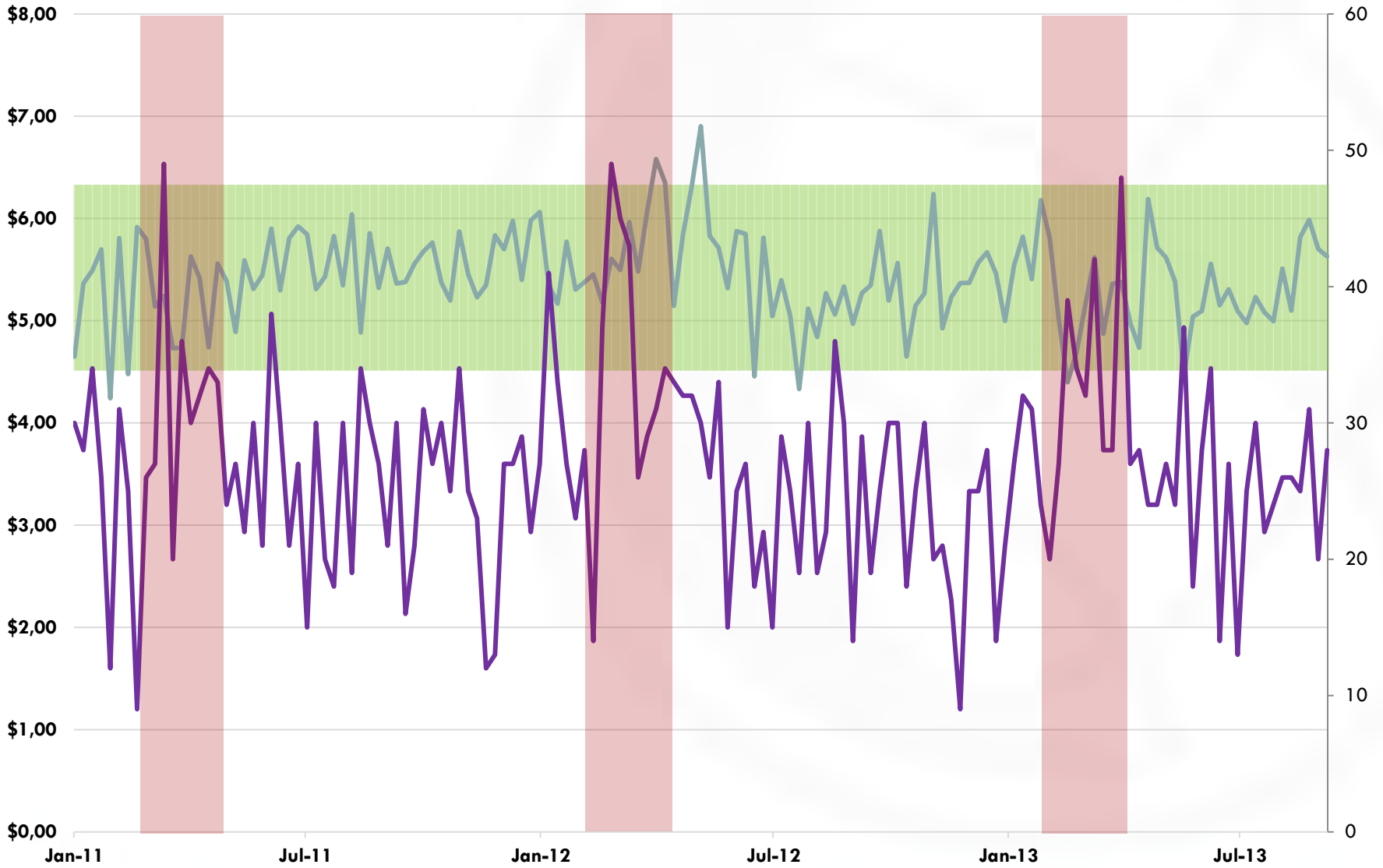
Fresh/Frozen Tilapia Fillets, Retail \$/lb.



— Max — Min — Avg

Fresh/Frozen Tilapia Fillets, Retail \$/lb.

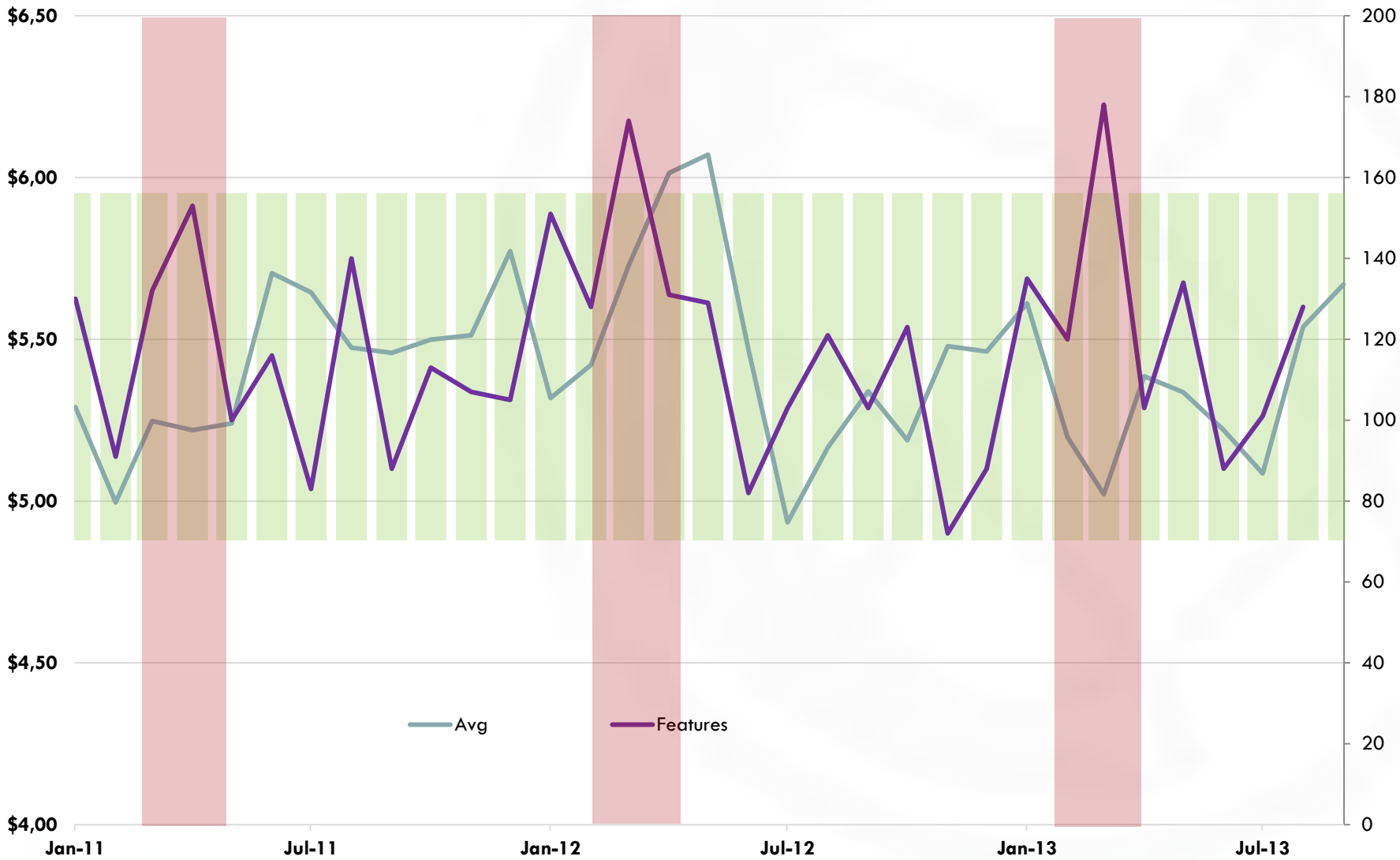
Source: Urner Barry



Avg

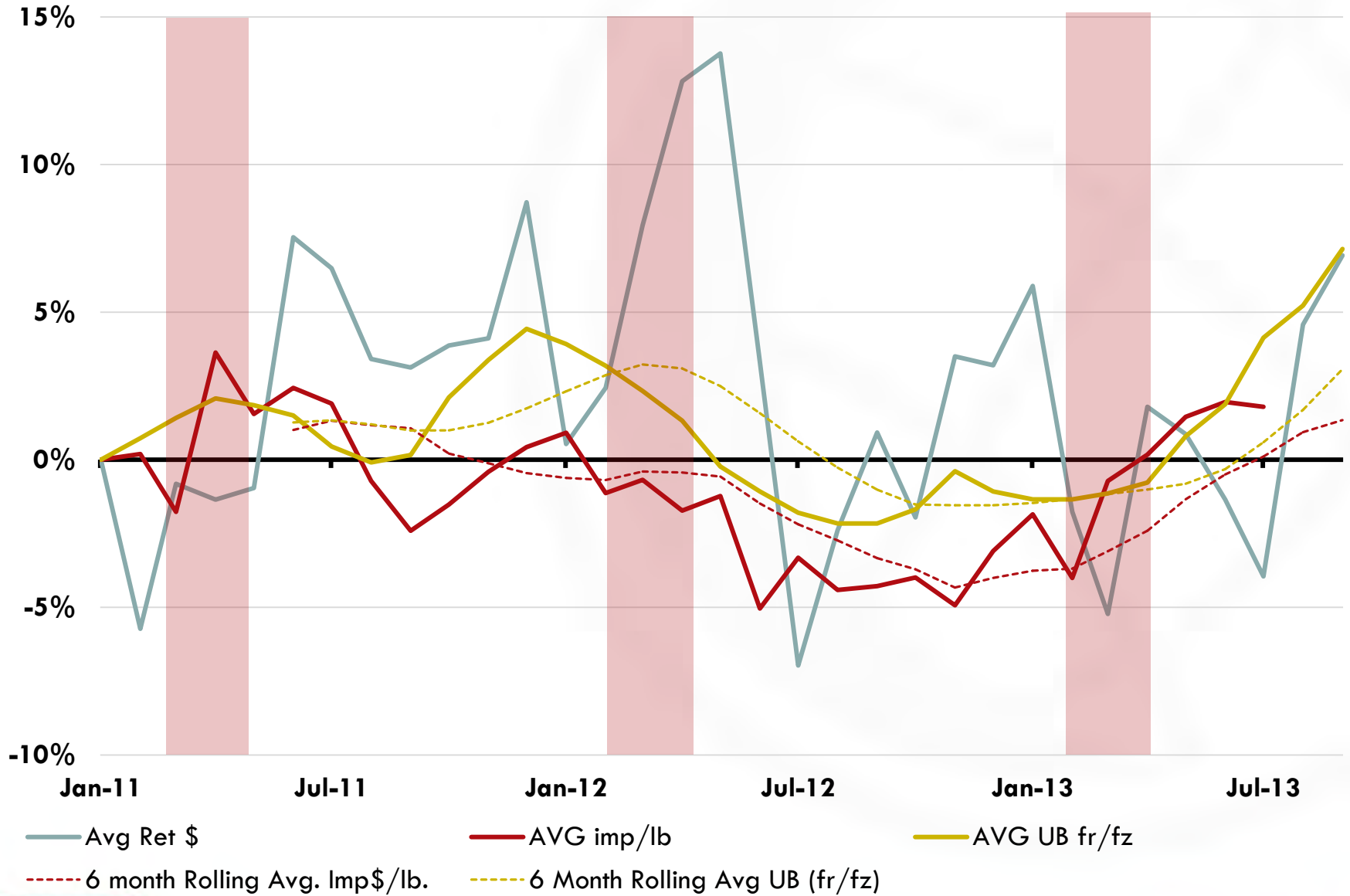
Features

Fresh/Frozen Tilapia Fillets, Retail \$/lb.



Fresh/Frozen Tilapia Fillets, Retail \$/lb.

Source: Urner Barry



Conclusiones

- Economía de EE.UU. y consumo en recuperación
 - Desempleo tiene que mejorar para levantar expectativas
 - Apoyo de nuevas generaciones comiendo fuera

Conclusiones

- Importante entender las diferentes etapas y precios en los eslabones de distribución
 - Precio de reemplazo de inventarios (C&F, no FOB)
 - Precio FOB dentro de EE.UU. (Urner Barry)
 - Precio Retail (al consumidor)
 - Tienda de Autoservicio depende del costo de compra al importador
 - El importador depende del precio de compra del productor
 - El productor depende de precios de materia prima para procesar
 - El precio de la materia prima
 - Alimento
 - Clima
 - Energía

Conclusiones

- Consumo Per Capita de tilapia el más fuerte crecimiento de todas las especies
- Dividir las materias primas de tilapia
 - Filetes frescos
 - Filetes congelados
 - Pescado Entero

Conclusiones

- Precios de reemplazo de producto muy de la mano de los precios de Urner Barry
 - Sin embargo, dependiendo de la oferta:
 - Precios de compra y oferta varían
 - Poder de comprador, poder de vendedor

Gracias! Thank you! Obrigado!

Angel D. Rubio

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arubio@urnerbarry.com