



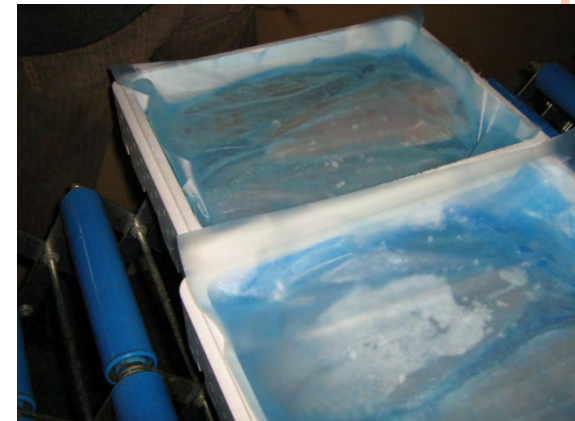
against Nile Perch & Panga

THE POSITIONING OF TILAPIA

1

4 CONDITIONS FOR A MARKETING SUCCESS

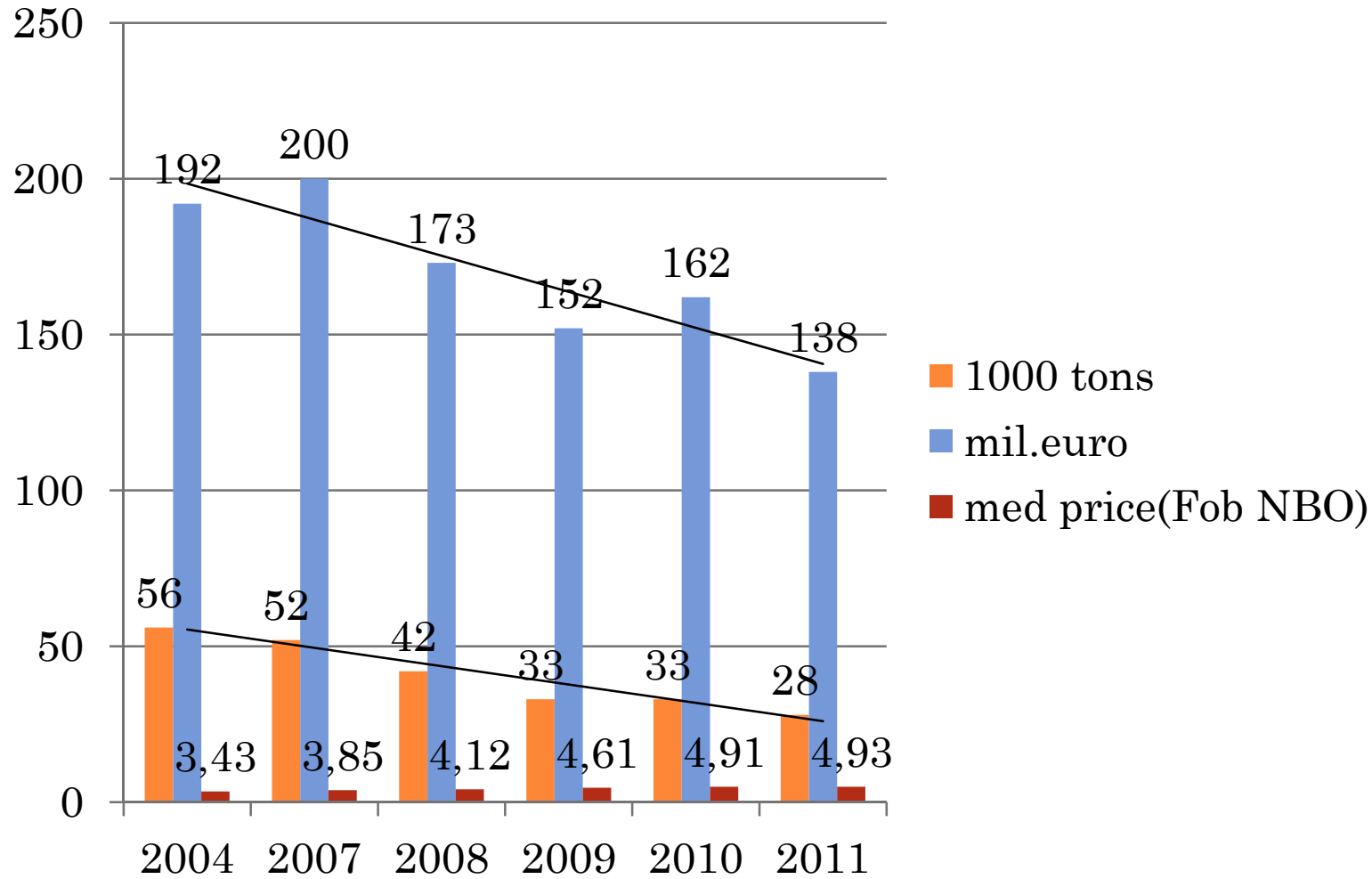
- Boneless
- Attractive color
- No fish taste
- Available in huge quantities



NILE PERCH

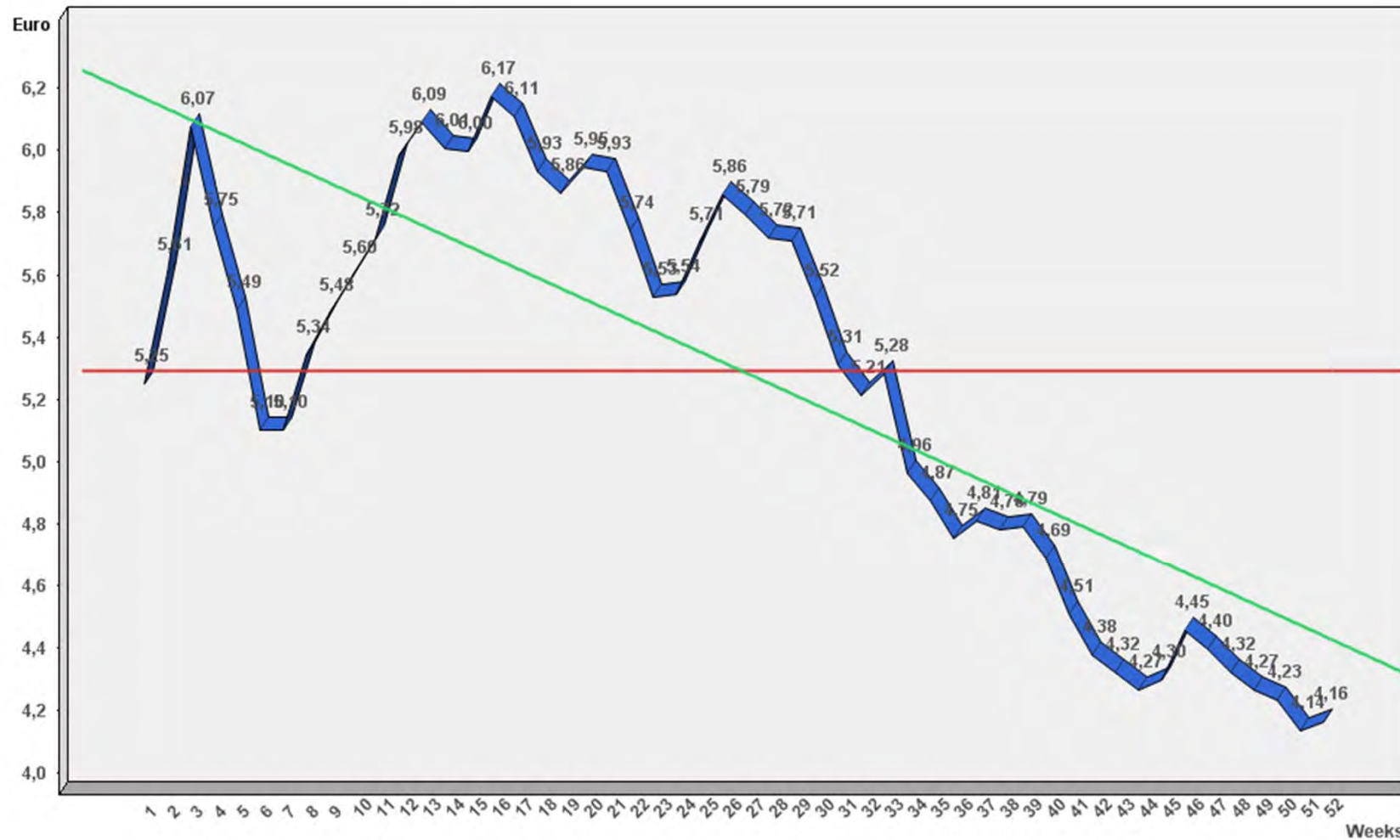


EU NILE PERCH EXPORTS



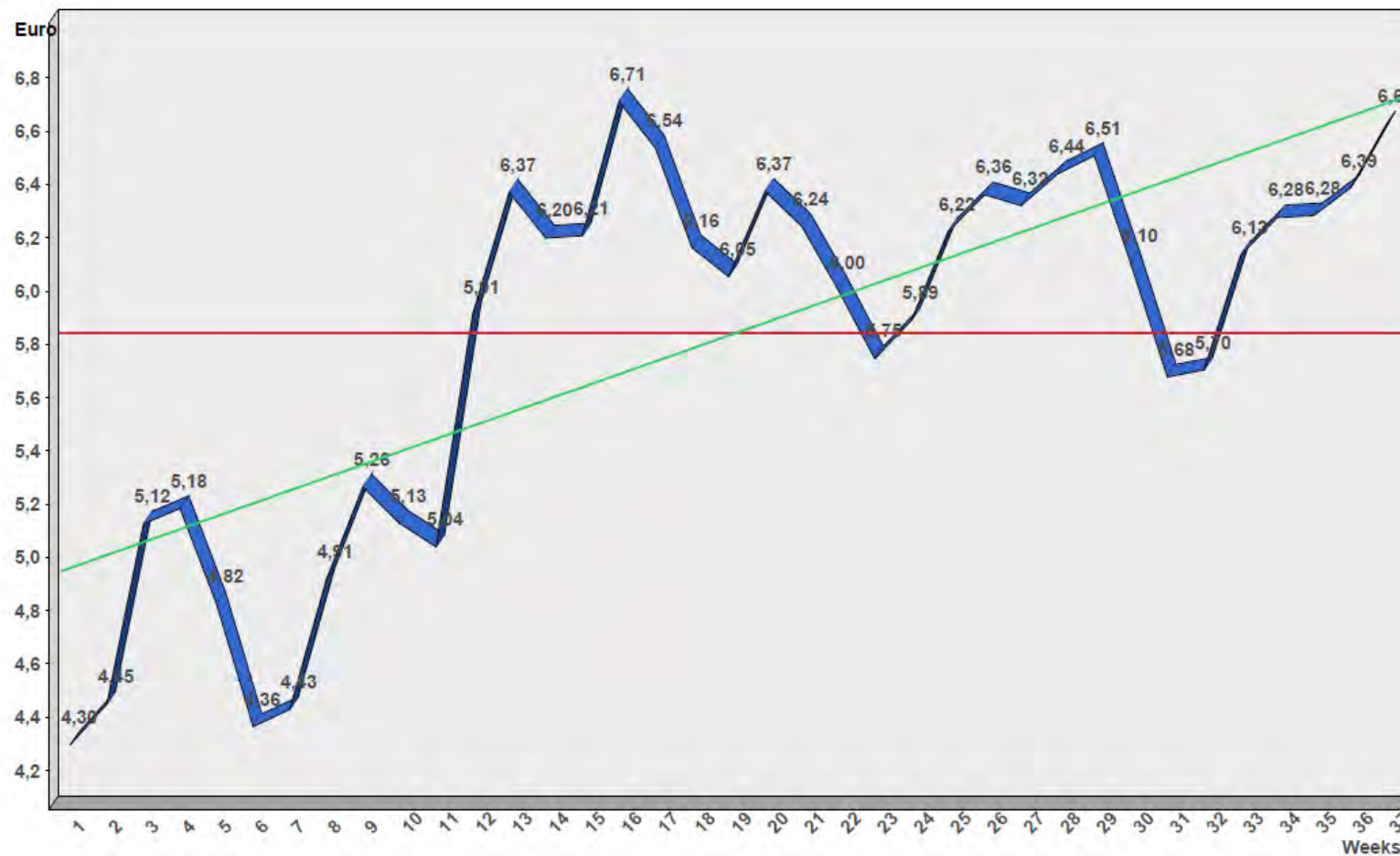
NILE PERCH MARKET PRICE 2012

CIF EU



NILE PERCH MARKET PRICE 2013

CIF EU



PANGA

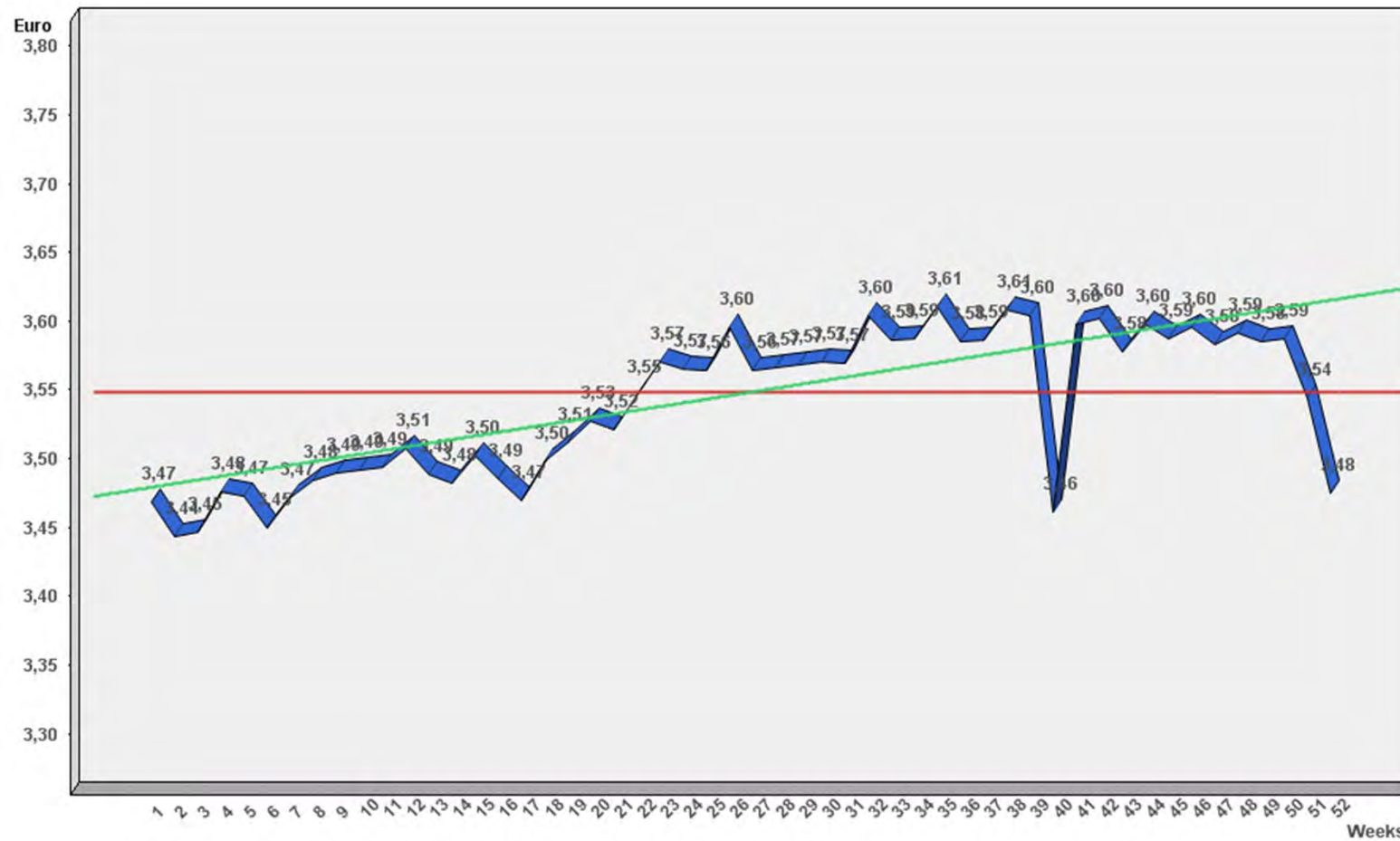


frozen

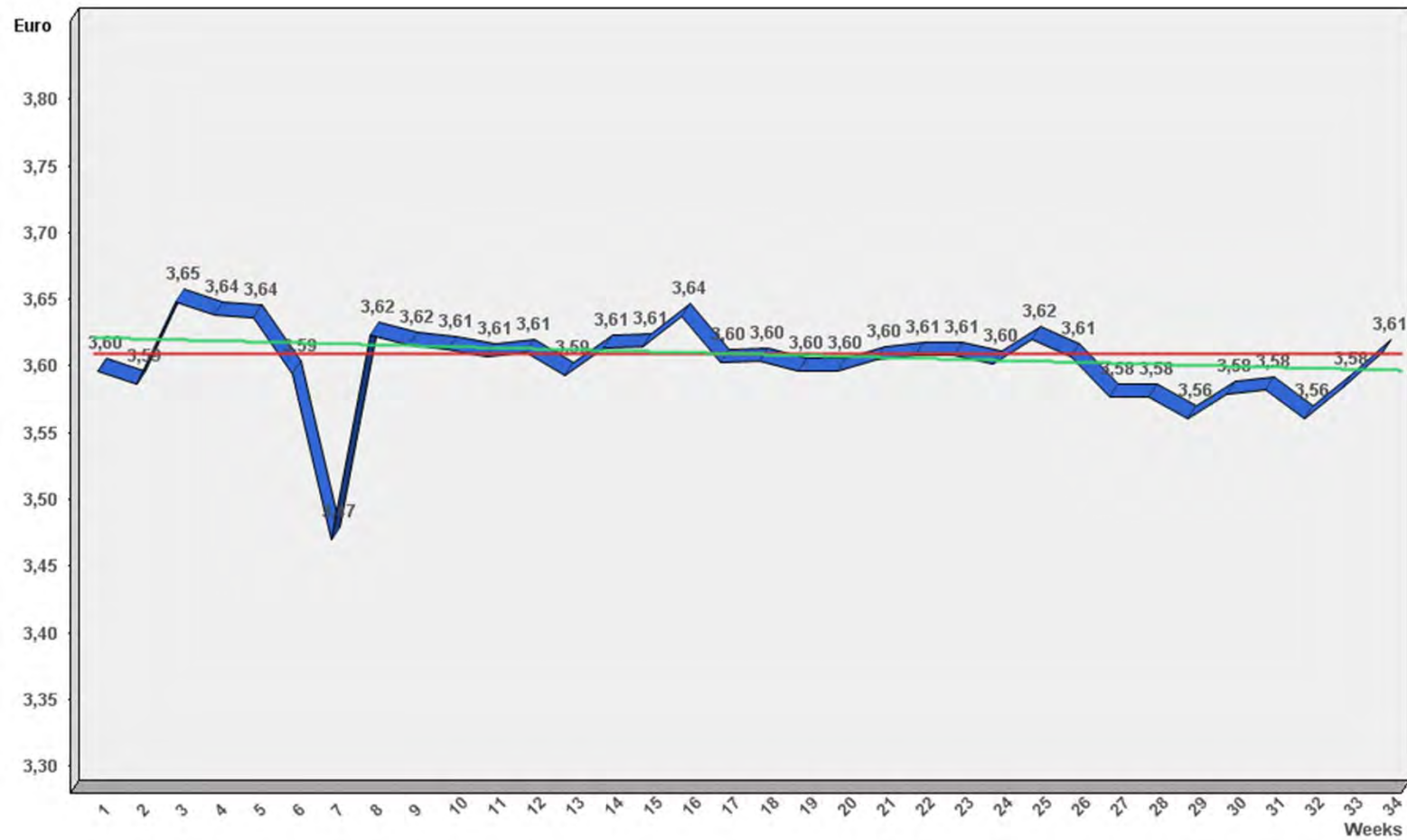


refreshed

PANGA REFRESHED MARKET PRICE 2012 (CIF EU)



PANGA REFRESHED MARKET PRICE 2013 (CIF EU)



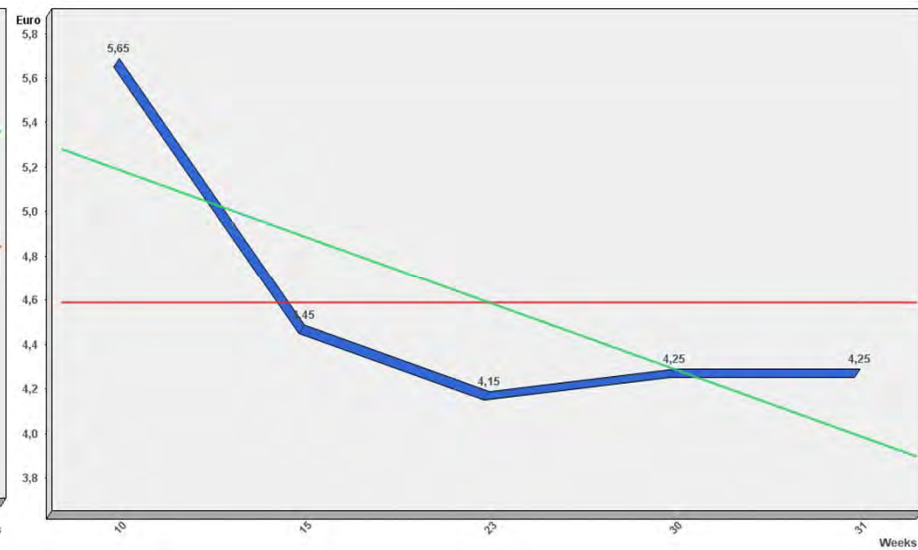
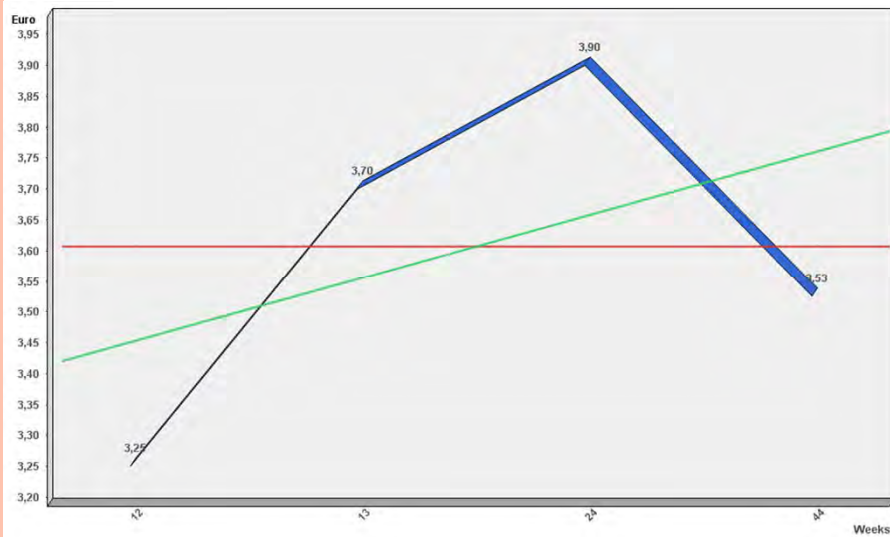
TILAPIA



FROZEN MARKET

Price example Tilapia fillet 80% net weight

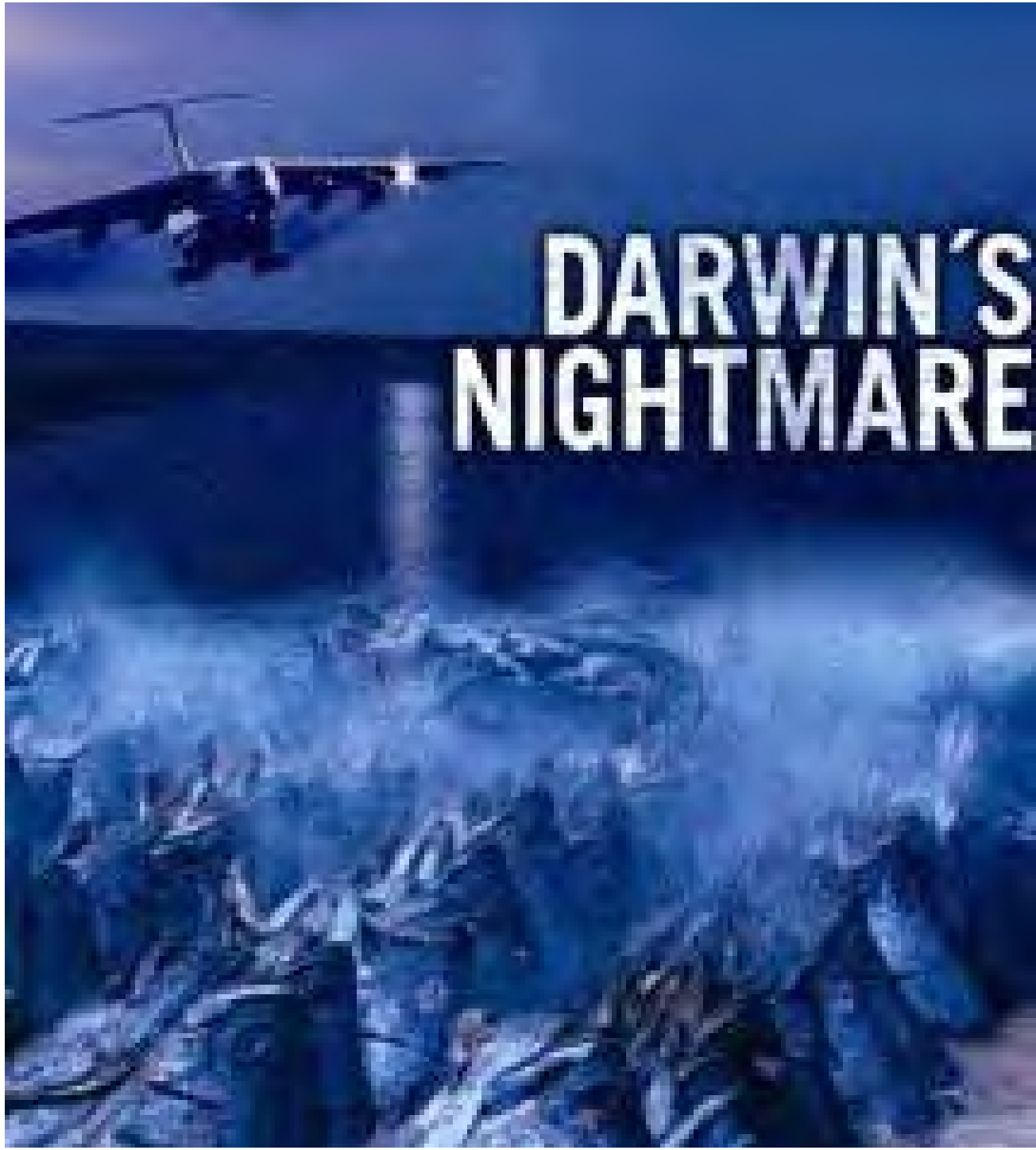
Price example Nile Perch fillet 100% net weight



- Price fillets skinless 75% net weight
- 140/200 gr euro 3,80 kg cif (5kg crt)
- 85/140 gr euro 3,70 (5 kg crt)
- 140/200 gr euro 3,92 kg cif (1kg bag)
- 85/140 gr euro 3,82 (1 kg bag)

ETROPLUS SURATENSIS

TILAPIA???



WHAT THEY SAY ABOUT...:NILE PERCH

Darwin's Nightmare
(Year 2004)
Director H.Sauper

WHAT THEY SAY ABOUT...: TILAPIA



- Positive nutritional judgment
- Right size for catering service (120-170 grams)
- Affordable price with 20% glazing
- Available all year round
- Relative 'young' product with growing market possibilities

FRESH & FROZEN MARKET TILAPIA FILLET

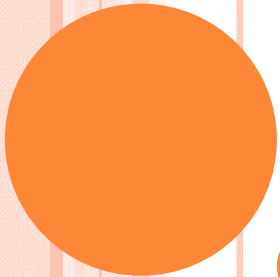
Fresh market

-good color and right size compared to Nile perch

-Good and already tested flight logistic from producing country to Europe

-Price level closer to Nile perch one compared to the past

Possibility to import fresh whole round fish for European ethnic markets (400-600 gr)



MUITO OBRIGADO

- The positioning of Tilapia against Nile Perch and Panga

BIBLIOGRAPHY

-World market of Tilapia (Globefish research program)
H.Josupeit

-Freshwater fish Nile Perch, Tilapia, Catfish (Globefish data bank extract)
P.Sabatini

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-Nile Perch Export and welfare around Lake Victoria (J. Bergman S.Vieweg)
Univ.of Gothenburg

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