SPOTLIGHT ON THE EUROPEAN MARKET FOR SHRIMP AND PRAWNS

The GATT International Trade Centre, designed to help developing nations promote their export trade, has released a study on "Major Markets for Shrimp and Prawns in Western Europe".¹

The study stresses the fact that while the continued expansion of demand in the United States is of crucial significance to the existing shrimp industries of the developing countries, a concern for the importance of identifying and stimulating demand in high-income European markets is a necessary prerequisite for realizing the export potential which many developing countries, with abundant shrimp stocks, have. This analysis of selected European markets is aimed at acquainting the shrimp industry of the developing countries with the recent developments in production, consumption, trade, prices, pattern of marketing and distribution channels in the United Kingdom, France, the Federal Republic of Germany and Switzerland.

The report focuses attention on the revolutionary changes that are taking place in the pattern of food consumption and distribution and the remarkable advance of frozen foods, which provide an encouraging atmosphere for the promotion of seafood specialities such as shrimp and prawns. In addition, it deals with such critical aspects of shrimp marketing as standards of sanitation, quality control, and improved methods of production.

While the study contains the conventional market indicators that would help the processors/exporters in the developing countries to pursue trading opportunities that exist or that may develop in the years ahead, it also makes suggestions, drawing on the experience of the shrimp bonanza in the United States, as to joint action through a European Shrimp Council which could engage in promotion of shrimp consumption.

END