**Market Advisory Council**

**WG2**

**EUMOFA Questionnaire**

**Synthesis of the replies**

**Introduction**

The European Market Observatory for fisheries and aquaculture (EUMOFA) is a market intelligence tool on the European Union fisheries and aquaculture sector, developed by the European Commission. It aims to increase market transparency and efficiency, analyses EU markets dynamics, and supports business decisions and policy-making.

EUMOFA enables direct monitoring of volumes, values and prices of fisheries and aquaculture products, from the first sale to retail stage, including imports and exports. Data are collected from EU countries, Norway, Iceland and from EU institutions and updated every day.

This information is relevant to all aspects of the Market Advisory Council’s work, so it has been agreed that all Working Groups will be invited to complete a questionnaire to get feedback from members on the value and use of the EUMOFA tool and to identify areas where it might be improved.

**Replies received by:**

**Danmarks Fiskeriforening PO (Ivan Krarup Jensen) - (*Note: most frequent reader*)**

**ADEPALE /AIPCE (Pierre Commère)**

**Killybegs Fishermen's Organisation Ltd (Norah M Parke)**

**Erzeugergemeinschaft der Nord- und Ostseefischer GmbH (Kai-Arne Schmidt)**

**PO Urk-VisNed - Netherlands (Geert Meun)**

**Cromaris d.d. (Petra Kralj)**

**Living Sea (Erik Bjørn Olsen)**

**Synthesis of the replies**

1. **Do you use the EUMOFA tool?**

Weekly: **1 (Erzeugergemeinschaft der Nord)**

Very infrequently: **6 (Danmarks Fiskeriforening; ADEPALE /AIPCE; Killybegs Fishermen; PO Urk-VisNed; Cromaris; Living Sea)**

1. **Do you use EUMOFA regularly for information on**
   1. Specific species (Case Studies): **2** **(Erzeugergemeinschaft der Nord; ADEPALE /AIPCE)**
   2. Monthly/annual data on EU Imports: **0**
   3. Monthly/annual data on EU Exports: **0**
   4. Monthly/annual prices: **1 (Erzeugergemeinschaft der Nord)**
   5. For making comparisons (e.g. different sea basins, EU countries, non-EU countries) : **0**
   6. Other Click or tap here to enter text.
2. **Do you access EUMOFA infrequently or never because**
   1. EUMOFA is too difficult to navigate: **2** **(Danmarks Fiskeriforening; ADEPALE /AIPCE)**
   2. EUMOFA data is not relevant for your needs: **3 (PO Urk-VisNed,** **ADEPALE /AIPCE, Living Sea)**
   3. EUMOFA data is not timely: **2 (Killybegs Fishermen; Cromaris)**
   4. EUMOFA data is unreliable: **2 (Killybegs Fishermen; ADEPALE /AIPCE)**
   5. Other: **Maybe too difficult to navigate because of infrequently use (Erzeugergemeinschaft der Nord).**
3. **If your answer to Q3. Is 3.1, please indicate if you** 
   1. Have availed of the EUMOFA training module? **0**
   2. Would be prepared to use the EUMOFA training module? **3 (Killybegs Fishermen; Danmarks Fiskeriforening; ADEPALE /AIPCE)**
   3. Did not know there a EUMOFA training module available? **1 (Killybegs Fishermen)**
4. **If your answer to Q3 is 3.2, 3.3 or 3.4 please indicate** 
   1. Which type of data would be more relevant for you?

* **Volume and value by species and area (Killybegs Fishermen)**
* **Up to date - max 6 months old - more detailed data (Cromaris)**
* **Landing figures per Member State for main species, like cod, plaice, dover sole etc. (PO Urk-VisNed)**
* **Case studies are interesting, however they should cover EU level, not single Member States’ level (ADEPALE /AIPCE)**
* **The single steps in the value chain, especially about the transition between wholesale and retail (Living Sea)**
  1. Does EUMOFA data adequately capture information of use to stakeholders beyond the first point of sale?
* **It would be useful if split by wholesaler, retailer would be available, also split between fish intended for human consumption - maybe also split between whole round and fillets/steaks - and fish for fish feed. (Cromaris)**
* **As public data, EUMOFA data should focus at analysing long term trends in order to give foundations to long term decisions, of use by trade organizations, public authorities, etc. ; in the contrary, it should not be focused at day to day market management by stakeholders, which belong to the competitive world, and should be founded on private information routes. (ADEPALE /AIPCE)**
  1. What other sources of information are available to EUMOFA to provide information beyond first point of sale?
* **EUROSTAT, National statistic bodies, trade associations statistics, panels - retail panels as well as consumers panels etc. (ADEPALE /AIPCE)**
  1. Which data is not timely?
* **Data on consumption (Cromaris)**
* **Timeliness is not an issue, as EUMOFA cannot and must not be used as a tool to take daily decisions on markets; it should focus on analysing long terms trends in order to take strategic long term decisions - not immediate market decisions which belong to free competition. (ADEPALE /AIPCE)**
  1. Have you an example of unreliable data?
* **Norway lobster data inaccurate - Species profile differs from 1st sale table for major producers. Fishing gear used only pots & traps – incomplete. (Killybegs Fishermen)**

1. **First Sales Note data is the first step in the data supply used by EUMOFA; do you believe First Sales Note data from Member States is** 
   1. Do you have any suggestions on a better measure to establish this initial baseline?

* **For us it is good enough (Erzeugergemeinschaft der Nord)**
* **An oversight of coherence of all data on its system (Killybegs Fishermen)**

1. **Do you use any other source of data?**
   1. Eurostat: **1 (ADEPALE /AIPCE)**
   2. FAO (FishStat, CSV, etc.): **2 (Danmarks Fiskeriforening; ADEPALE /AIPCE)**
   3. GTA: **0**
   4. Other (please list):

* **Available statistics from Danish authorities; “Dynamiske tabeller”. (Danmarks Fiskeriforening)**
* **Economists employed by Irish development agency BIM extract raw data from EUMOFA and make it available to industry on request but this defeats the EUMOFA aim to make such data available in user-friendly format for all industry levels. (Killybegs Fishermen)**
* **We buy research from Kontali, AC Nielsen, GfK and other suppliers (Cromaris)**
* **National statistics: PRODCOM, panels, DCF, + own trade association statistics - very important as the most accurate. (ADEPALE /AIPCE)**
* **National Ministry for Fisheries (Living Sea)**
  1. How does accessing data from these sources compare with EUMOFA?
* **I am a very frequent user of “Dynamiske tabeller” and the access and use is very userminded (Danmarks Fiskeriforening)**
* **More straight forward in general: you extract directly what you need from the original source; EUMOFA as such cannot be judged as is it intended to gather and put in comparable format national & other sources of statistic; therefore it depends on the quality of the basic data utilized. (ADEPALE /AIPCE)**

1. **Where you observe errors in EUMOFA data or other incorrect information would you**
   1. Ignore? **4 (Erzeugergemeinschaft der Nord; PO Urk-VisNed; ADEPALE /AIPCE; Living Sea)**
   2. Endeavour to inform EUMOFA of possible errors? **1 (Killybegs Fishermen)**
   3. Like to see EUMOFA incorporate a mechanism to input your concerns? **4 (Killybegs Fishermen; Danmarks Fiskeriforening; Cromaris; ADEPALE /AIPCE)**
2. **Are there specific areas of the EUMOFA tool which you think could be improved better to address issues affecting the wider supply chain especially processors, retailers etc?**
   1. Yes: **4 (Erzeugergemeinschaft der Nord; Killybegs Fishermen; Danmarks Fiskeriforening; ADEPALE /AIPCE)**

Details:

* **Maybe if I was a frequent user I could put forward suggestions (Danmarks Fiskeriforening)**
* **Develop good long term / trend analyses instead of trying to stick to “too fresh” and “too detailed” data which is of no use, nor for the daily management in the market (because this belongs to competitive world) nor for strategic long tendency understanding (ADEPALE /AIPCE)**
* **I am not an expert (Living Sea)**
  1. No: **2 (Cromaris; PO Urk-VisNed)**