

VAT of fishery products: Why the reduction of the tax rate to 4% is fair and necessary

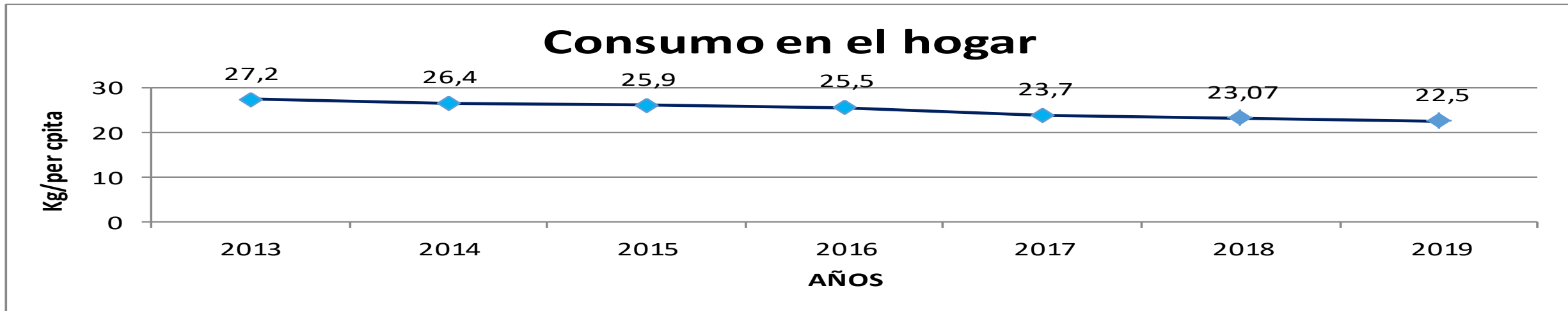
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SPANISH SEAFOOD HOUSEHOLD CONSUMPTION

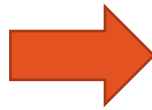
- 2019 : 22,5 kg per person. Less than 10 kgs fresh fish.
- 4,17kg per person lost in the last 6 years.
- Our Market Share for fresh fish: 31,9 %. In general, take into account all categories 23%



*Informe del consumo de alimentación en España
2020, MAPA*

Fishmongers: The drop in consumption and need of support.

Since 2007, **1/3** of traditional fishmongers **have closed** and, one consequence, household consumption has fallen in **20%**.



Even **lower in spanish family** with kids, consumption of fresh fish only 4,25 kg per person.

Fish sector **need a political support** to rise a healthy lifestyle. It doesn't have big brands, and it is vulnerable for media.



During pandemic, fishmongers showed **their courage and commitment**.

The retail channel with highest growing.(without ecommerce)



Fresh Fish in consumption habits.

Main reasons
of change in
consumption
habits.

E-commerce
emergence.



Where fish has lower importance, but **has a great growth.**

Use of time in **social media** and internet



Spend more time in social networks, with less time for fresh product shopping and cooking

Decline of traditional sales channels.



People would have a **better diet** if they go to specialized markets. Decline of **fresh products** consumption.



Fisheries sector has not many important companies, less advertisement and marketing

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Health expenditure because of poor diet.

Less tax rate, More tax base

2019

VAT collection at 10%.

Possible collection wit VAT at 4%.



818 M

327 M

Short fall of 491 M, better than **health expenditure.**



Consumption

=



Tax collections from employers

Current dietary pattern

Overweight & Obesity

Cardiovascular diseases

19,8% hypertension

17,9%% cholesterol

7,8% diabetes

Health Expenditure of 7.700 M

(Centre for Economics and Business Research 2017)

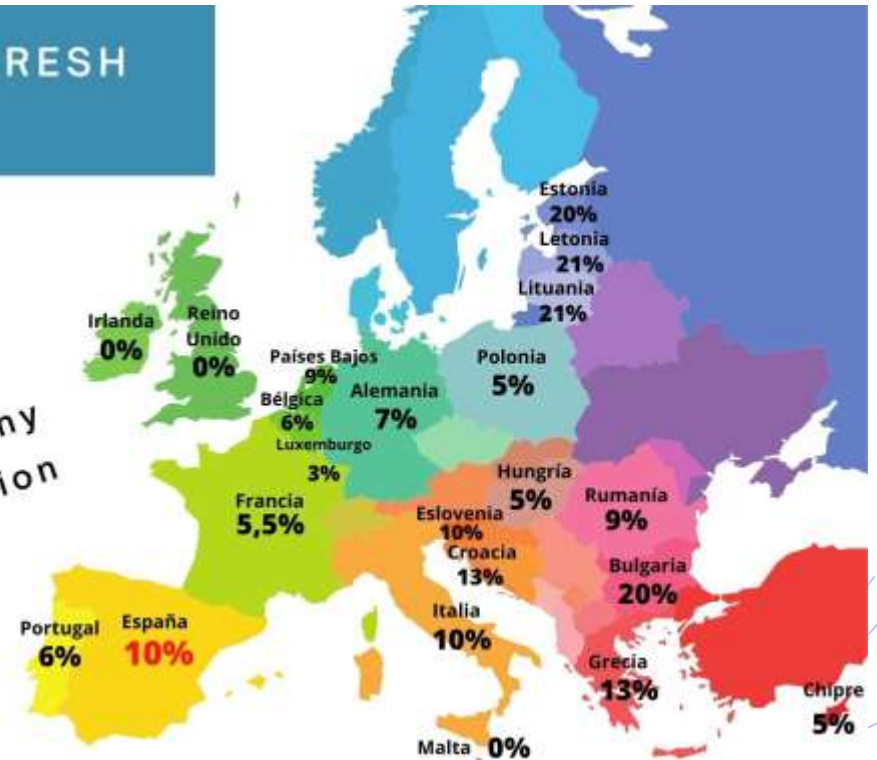
(National Health Survey 2017)

Conclusion: An european policy which support healthy products consumption.

- Need a fiscal policy to **raise the consumption** of healthy products and to make them affordable to citizens.
- Public health System **would save millions** if consumption increases.
- As Europe we need a common policy to impulse healthy diets.

VAT OF FISHERY FRESH PRODUCTS

An european policy which support healthy products consumption



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Thank you for your attention.

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