



# The Nordic Flatfish project

## Workshop

Copenhagen 29 – 30 October 2019



The Icelandic flatfish value chains  
Simon Dwyer (FMA, Grimsby, UK)

# Landings into the UK by UK Vessels 2014 - 2018

TABLE 3.2 Landings into the UK by UK vessels: 2014 to 2018 <sup>(a)</sup>

	Quantity ('000 tonnes)					Value (£ million)				
	2014	2015	2016	2017	2018	2014	2015	2016	2017	2018
Brill	0.3	0.3	0.4	0.3	0.3	1.6	1.6	2.0	2.0	2.2
Halibut	..	0.1	0.1	0.2	0.2	0.4	0.4	0.9	1.4	1.7
Lemon Sole	2.3	1.8	2.0	1.6	1.4	7.9	7.3	8.3	7.3	6.8
Megrim	3.3	3.1	3.2	3.0	3.4	8.6	7.6	9.0	8.4	9.7
Plaice	3.6	3.5	4.7	4.8	4.8	3.6	3.6	5.3	6.5	8.8
Skates and Rays	2.4	2.4	2.4	2.4	2.9	2.7	2.8	3.0	3.0	3.6
Sole	1.8	1.4	1.5	1.5	1.6	12.4	10.4	13.3	14.0	16.0
Turbot	0.5	0.5	0.5	0.6	0.5	4.2	4.2	4.7	5.3	5.1
Witch	0.8	0.6	0.8	1.0	1.2	0.7	0.7	1.0	1.1	1.4
Total Flatfish	15.0	13.8	15.7	15.4	16.5	42.1	38.6	47.6	49.0	55.2

# Landings into UK by Foreign Vessels 2014 to 2018

TABLE 3.3 Landings into the UK by foreign vessels: 2014 to 2018 <sup>(a)</sup>

	Quantity ('000 tonnes)					Value (£ million)				
	2014	2015	2016	2017	2018	2014	2015	2016	2017	2018
Brill	0.1	0.1	0.1	..	..	0.2	0.3	0.3	0.2	0.2
Halibut	..	..	..	..	..	0.1	..	0.1	0.1 <sup>R</sup>	0.1
Lemon Sole	0.3	0.2	0.2	0.2	0.2	0.7	0.9	0.7	0.5	0.3
Megrim	0.3	0.4	0.5	0.7	0.6	0.7	1.0	1.2	1.6	1.3
Plaice	0.8	0.9	0.5	0.3	0.3	0.6	0.9	0.5	0.4	0.4
Skates and Rays	0.7	0.8	0.7	0.6	0.6	0.8	1.2	1.1	0.9	0.3
Sole	0.8	0.7	0.6	0.5	0.5	4.1	5.4	5.2	4.8	4.8
Turbot	0.1	0.1	0.1	0.1	0.1	0.4	0.5	0.6	0.5	0.4
Witch	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Flatfish	3.1	3.3	2.7	2.5	2.3	7.7	10.3	9.8	9.0	7.7

# Landings Abroad by UK Vessels 2014 to 2018

TABLE 3.5 Landings abroad by UK vessels: 2014 to 2018 <sup>(a)</sup>

	Quantity ('000 tonnes)					Value (£ million)				
	2014	2015	2016	2017	2018	2014	2015	2016	2017	2018
Brill	0.1	0.1	0.1	0.1	0.1	0.7	0.5	0.7	0.6	0.6
Halibut	..	..	..	..	..	..	..	..	0.1	0.1
Lemon Sole	0.5	0.4	0.5	0.4	0.3	1.5	1.5	1.5	1.2	0.9
Megrim	1.6	1.7	1.7	1.7	1.5	5.8	5.5	5.8	5.4	5.1
Plaice	15.6	15.3	16.5	12.9 <sup>R</sup>	7.5	17.1	19.0	22.9	18.0	14.7
Skates and Rays	0.4	0.4	0.4	0.3	0.4	0.6	0.7	0.7	0.3	0.3
Sole	0.6	0.6	0.5	0.3	0.3	4.4	4.7	4.7	2.9	2.7
Turbot	0.3	0.2	0.3	0.3	0.3	2.6	1.9	2.4	2.2	2.2
Witch	0.2	0.3	0.3	0.3	0.3	0.5	0.6	0.7	0.6	0.7
Total Flatfish	19.3	19.1	20.3	16.3	10.8	33.2	34.4	39.5	31.3	27.1

Source: Fisheries Administrations in the UK

# UK Import of Plaice by Country

	Sum of Volume Kg							Total Sum of Volume Kg
	2012	2013	2014	2015	2016	2017	2018	
<b>PLAICE</b>	<b>5,250,801</b>	<b>4,558,762</b>	<b>4,171,586</b>	<b>4,353,351</b>	<b>4,238,401</b>	<b>4,489,810</b>	<b>3,341,987</b>	<b>30,404,698</b>
NETHERLANDS	1,900,040	1,643,890	1,375,800	1,321,452	1,579,672	1,981,470	1,383,142	11,185,466
ICELAND	2,527,583	2,523,616	2,498,686	2,843,198	2,483,541	1,890,912	1,747,854	16,515,390
DENMARK	520,597	131,318	90,070	43,814	5,085	15,785	3,638	810,307
FAROE ISLANDS	215,182	142,574	114,845	106,894	151,891	213,839	187,690	1,132,915
IRISH REPUBLIC	49,108	57,721	75,956	32,550	17,542	21,255	18,516	272,648
PORTUGAL		8	18			200,398		200,424
SPAIN	91	3,943				157,325	1,119	162,478
U.S.A.		18,153						18,153
FRANCE	13,864	25,568	486	30	362	7		40,317
BELGIUM	20,295	5,671	15,422	1,727			5	43,120
GREECE	2,505	5,284						7,789
SWEDEN	1,132	955	264	3,681	308		23	6,363
MALTA						7,918		7,918
FINLAND		61	32					93
U.K.	404							404
GERMANY						901		901
ITALY			7	5				12



# UK Import of Halibut by Country

	Sum of Volume Kg							Total Sum of Volume Kg
	2012	2013	2014	2015	2016	2017	2018	
<b>HALIBUT</b>	<b>1,601,176</b>	<b>1,520,362</b>	<b>1,310,585</b>	<b>986,922</b>	<b>1,019,105</b>	<b>1,204,436</b>	<b>1,167,021</b>	<b>8,809,607</b>
FAROE ISLANDS	789,695	732,796	686,771	361,148	410,244	438,000	541,649	3,960,303
DENMARK	268,801	210,812	201,195	176,417	206,428	361,616	273,627	1,698,896
SWEDEN	195,771	214,995	151,420	119,989	222,329	197,246	127,569	1,229,319
NETHERLANDS	8,322	55,621	89,458	147,856	61,751	31,748	61,917	456,673
ICELAND	170,317	109,142	89,327	115,901	92,119	142,265	127,644	846,715
GERMANY	45,426	38,031	35,754	21,370	14,212	11,879	8,595	175,267
NORWAY	24,385	60,578	44,924	41,741	9,578	15,756	17,118	214,080
IRISH REPUBLIC	59,680	71,562	2,409	2,154	145		307	136,257
FRANCE	16,758	13,705	711	294	246	87	13	31,814
PORTUGAL	19,541		3,383				8,039	30,963
U.S.A.	453	8,933	907					10,293
BELGIUM	360	4,090						4,450
SPAIN	160		968			4,262		5,390
POLAND			2,469	20	140	600	543	3,772
MALDIVES	991							991
GREENLAND					1,913	880		2,793
ITALY	516	97	283	32		61		989
CANADA						36		36
LATVIA			3					3
ROMANIA			603					603

# UK Exports of Other Flatfish by Country

	Sum of Volume Kg							Total Sum of Volume Kg
	2012	2013	2014	2015	2016	2017	2018	
<b>OTHER FLAT FISH</b>	<b>2,570,565</b>	<b>2,641,880</b>	<b>2,437,905</b>	<b>2,472,044</b>	<b>2,893,124</b>	<b>2,825,840</b>	<b>2,940,623</b>	<b>18,781,981</b>
FRANCE	1,245,093	1,095,382	970,004	1,132,019	1,257,636	1,440,889	1,498,855	8,639,878
SPAIN	481,103	509,451	536,066	547,480	648,502	757,516	927,004	4,407,122
ITALY	207,504	187,465	172,430	135,027	213,395	180,541	144,622	1,240,984
NETHERLANDS	350,021	592,488	519,559	538,721	652,858	342,893	253,880	3,250,420
GERMANY	88,002	96,458	106,849	76,239	69,410	60,416	77,584	574,958
IRISH REPUBLIC	28,725	19,793	26,337	17,720	19,058	17,382	18,361	147,376
BELGIUM	43,367	33,721	19,067	11,853	16,890	17,011	11,501	153,410
AUSTRIA	11,002	9,958	5,450	1,406			152	27,968
ICELAND			2,665	3,320	5,930	5,590	2,762	20,267
JAPAN	87,984	92,210	48,936			1		229,131
LUXEMBOURG	1,926			2,900	1,734	241	161	6,962
U.S.A.			600	2,315	42	50		3,007
CROATIA			1,372		4,570	1,856	880	8,678
CYPRUS			1,366			208	3,378	4,952
DENMARK	601	2,108	471	374	760	1,074	769	6,157
UNITED ARAB EMIRATES				1,642		45	104	1,791
SOUTH AFRICA			26,335					26,335
CUBA	24,600							24,600
PORTUGAL	634	425	298	222		15	5	1,599
GIBRALTAR					2,060			2,060
LEBANON				96	192			288
SWITZERLAND		15	80			1		96
SAUDI ARABIA				476				476
POLAND		2,252						2,252
HONG KONG				222			160	382
NEW ZEALAND					27			27
DOMINICAN REP.					0			0
AUSTRALIA		154						154
INDIA						83		83
MALTA				12	60	28	345	445
GREECE	3						100	103
CZECH REPUBLIC			20					20



# UK Exports of Plaice by Country

	Sum of Volume Kg							Total Sum of Volume Kg
	2012	2013	2014	2015	2016	2017	2018	
<b>PLAICE</b>	347,132	474,778	335,589	436,924	1,109,555	1,596,077	2,159,489	<b>6,459,544</b>
NETHERLANDS	122,161	157,488	106,730	235,112	635,096	1,099,364	1,631,533	3,987,484
FRANCE	96,946	159,108	127,017	93,285	302,852	272,716	283,105	1,335,029
IRISH REPUBLIC	95,724	73,997	76,100	73,946	77,848	81,458	87,085	566,158
BELGIUM	18,876	69,162	12,122	1,515	48,608	101,592	121,308	373,183
POLAND		55		2,463	2,720	31,830	26,007	63,075
SPAIN	4,146	6,543	8,719	15,911	9,604	5,200	3,975	54,098
ICELAND			2,277		31,050			33,327
BAHRAIN			1,661		816	1,236		3,713
SWEDEN				6,888				6,888
ITALY		3	82	602	33	2,017	210	2,947
UNITED ARAB EMIRATES				3,721			3,179	6,900
TURKEY		5,248						5,248
MALTA	4,857		174	881	348	201	46	6,507
AUSTRALIA		154		1,997				2,151
CYPRUS	1,520	182	390	137	182	46	251	2,708
AFGHANISTAN	2,724							2,724
GERMANY	3	15	7	181	49	8	1,338	1,601
U.S.A.						200	359	559
DENMARK	171	237	282	20	154	90	926	1,880
MOLDOVA		1,730						1,730
EQUAT. GUINEA		249		249				498
NIGERIA		594						594
CROATIA						119	18	137
THAILAND							89	89
GREECE	4	13	3	11	195			226
LUXEMBOURG							60	60
PORTUGAL			25	5				30

# Retail Prices

## UK EO SPECIES MAT

Total UK (GB including discounters + NI including Musgraves)

	Value Sales ('000)				Volume Sales ('000 KG)				Unit Sales ('000)				Price per KG				Price per Unit			
	WE	WE	WE	MAT %	WE	WE	WE	MAT %	WE	WE	WE	MAT %	WE	WE	WE	MAT %	WE	WE	WE	MAT %
	09.09.17	08.09.18	07.09.19	Chg YA	09.09.17	08.09.18	07.09.19	Chg YA	09.09.17	08.09.18	07.09.19	Chg YA	09.09.17	08.09.18	07.09.19	Chg YA	09.09.17	08.09.18	07.09.19	Chg YA
BRILL	£321	£161	£115	-28.8	3.6	1.8	1.1	-39.7	26.2	13.9	8.2	-40.7	£89.12	£88.25	£104.19	18.1	£12.22	£11.58	£13.91	20.1
HALIBUT	£1,152	£1,114	£1,433	28.7	28.1	26.8	31.9	18.9	161.6	130.5	152.9	17.1	£40.99	£41.57	£44.98	8.2	£7.13	£8.53	£9.37	9.9
MEGRIM	£109	£55	£23	-58.6	18.1	10.3	3.1	-69.8	51.7	29.4	8.9	-69.8	£6.01	£5.32	£7.29	37.0	£2.10	£1.86	£2.55	36.9
SKAT/RY	£2,369	£2,513	£2,176	-13.4	79.9	84.0	73.1	-13.0	568.0	599.7	521.8	-13.0	£29.66	£29.94	£29.78	-0.5	£4.17	£4.19	£4.17	-0.5
SOLE	£32,679	£29,417	£29,888	1.6	2,746.1	2,354.9	2,445.5	3.8	10,285.1	8,684.3	8,964.4	3.2	£11.90	£12.49	£12.22	-2.2	£3.18	£3.39	£3.33	-1.6

**Total Market:** Total Coverage **Total Product:** FISH **Source:** ScanTrack **Data to:** WE 07.09.19  
(10)

**flatfish**  
THE FUTURE OF FRESH OCEAN PRODUCE



# Flatfish Limited - Grimsby

- Owned by Nissui
- Leading processor of Flatfish products
- Supplier to UK retailers
- Own brand – Blue Marlin
- Purchase non-pulse and non-beam raw material
- Supplied domestically and abroad



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The story of Flatfish actually starts back in 1979 when the Company was founded by Steven Stansfield and his father Bob, operating on the old Grimsby Fish Pontoon. By 1991

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Building Trust Knowing where the fish on your plate comes from matters importantly. Provenance is not a middle class ideal, it's the basic right of every consumer, and with concerns

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Flatfish takes its ethical responsibilities to employees, customers, stakeholders, suppliers, and the environment very seriously. The company recognises that a balanced and committed approach to all aspects of corporate

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### ANTI-SLAVERY AND HUMAN TRAFFICKING

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Anti-Slavery and Human Trafficking Statement As a business, Flatfish develop and sustain relationships with many different organisations within its supply chain, as well as employing sizable numbers of people. In

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### FOOD SAFETY

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Food Safety Policy As one of the principal processors / suppliers specialising in flat fish species in the United Kingdom, it is the policy of Flatfish Ltd to ensure that

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### HEALTH & SAFETY

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Flatfish are committed to high standards of Health & Safety, and it is an integral part of our business, we are committed to ongoing yearly improvements. It is fully endorsed by Company

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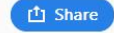
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