MPEDA participates in WorldFood, Moscow

MPEDA has participated in the World Food, Moscow held on September 11-14, 2017 in Russia. Mrs. E. V. Deepa, Chief Accounts Officer, MPEDA and Mr. R. Sankara Pillai, Assistant Director, MPEDA Regional Division, Kochi attended the fair.

World Food Moscow is one of the largest food exhibitions in Russian Federation and 2017 fair was the 26th of this annual event. The show was attended by professionals from food and beverage industry world over. The fair had 12 product sectors and fish & sea food was one of the major sectors.

There was increased interest shown by visitors for Indian Shrimp especially for L. vannamei grades of 21-25 and 26-30. Some of the visitors were happy to note that India is the largest producer of cultured Vannamei in the world and has a wide variety of sea foods to offer.
The show had conferences on various topics, including, “International Conference on Aquaculture,” “Technical regulations on the safety of fish and fish products; Identification of critical issues in the turnover of fish products,” “Licensing in order to provide sustainable growth of farms and to prevent negative environmental consequences of intensification of production.” There were opportunities for exhibitors’ presentations for Aquaculture and Fish processing and Round table for enterprises crediting.

There were 1433 exhibitors from 65 countries. Fish and Seafood sector had 127 exhibitors from 12 countries. There were 28922 trade visitors from 78 Russian regions and 89 countries. Azerbaijan was the co-partner for the show.

As regards Fish and Seafood, Product exhibited included frozen and chilled products, dried, smoked & grilled, salted, canned, fried, deep fried, Freeze dried, live seafood items etc.

MPEDA Stall no-P-209 in Pavilion 7 depicted diversity of Indian Seafood with display of Indian Fishery Hand Book, Seafood product Catalogue, Exporters Directory, Pamphlet in Russian language on Diversified Indian Seafood etc.

The sample displayed included IOF vannamei, block frozen vannamei, HOSO Black Tiger, PD Shrimp, FD Shrimp various grades, FD Shrimp powder, FD Shrimp exact powder, FD Squid, FD Fish extract powder, FD Mussel extract powder, Clam meat, Frozen Red Snapper and Mackerel.

Buyers visited the stall were mainly from Russia, China, Iran, UAE, Latvia, Estonia, Denmark, Sweden, Sudan and India. Some importers who are already buying from India also visited the stall.
MPEDA participation in the show was very much justified as visitors especially Russians continue to show an affinity towards seafood. There is consistent demand for quality seafood at one end for supply in metros and at the same time economic products for sales in non-metro cities. Many of the stall demonstrated different seafood dish preparations and visitors, especially purchasing managers, appreciate such efforts and their decisions are crucial for selection of a product and placement of orders. Our co-exhibitor M/s. Castlerock Fisheries was represented by their Director and associate. They were actively engaged in business discussions and were very positive that their participation in the fair help them to increase their export share to Russia.

CONSISTENT DEMAND FOR QUALITY SEAFOOD AT ONE END FOR SUPPLY IN METROS AND AT THE SAME TIME ECONOMIC PRODUCTS FOR SALES IN NON-METRO CITIES.

Our Stall also had representatives of M/s AFDC (Mr.Karthik Mohan) and M/s. INDIMAR exports (Mrs. Iuliia Bognacheva). The freeze dried products exhibited by AFDC could become a future business opportunity among high end consumers in Russia, as it is reported to be matching the fresh product in taste, if it could be demonstrated with preparation of different dishes during forthcoming shows.

INDIAN SEAFOOD EXPORTS TO RUSSIAN FEDERATION

During 2016-17, India exported 12961 tons of seafood worth US$57.76million to Russia. Shrimps were the major item in terms of value.

Vannamei, black tiger and pink shrimp were exported. Other exported item included surimi, chilled and frozen fish, Squid, Cuttlefish etc. Thirty two seafood exporting companies exported their produce to Russia.
Russia owns 4th longest coast line

Since the collapse of erstwhile Soviet Union and formation of Russia, Economy has been in its transition to a market economy. Russian economy is 12th largest in the world and purchase power parity is the 6th largest in the world. Consumption is expected to drive growth in 2017-19. 13 percent of Russia's import is food items. Russia has the 4th longest coast line in the world (37653 km) and an Exclusive Economic Zone (EEZ) of 7.6 million sq. km and fresh water resources with 2 million rivers and 79400 sq.km lakes. The major Fisheries include Alaskan Pollock (40%), Atlantic and Pacific cod (11%), Herring (10%), Salmon (9%), Haddock, Mackerel, Halibut, Plaice, Crab and Squid. Russian Govt. sets total allowable catch (TAC) for fish and sea food annually.

There is a healthy demand for trout, herring, shrimp/prawns, mussels etc. Whole Atlantic Mackerel has increase in demand, due to its lower price. Russia exports nearly half of its annual landings. Russia is the 11th major exporter of seafood with a turnover of US$3.015 in 2016. The Russian Ministry of Healthcare recommends 22kg of fish a year per person. In 2014 per capita consumption reached 22.7kg. Consumers with high disposable income look for variety seafood and quality especially in Metros like Moscow. Among these consumers the trend is to prefer high quality and environmentally friendly products. On an average they eat seafood twice a week. Consumers with lower or middle income restrict seafood to special occasions or consuming sea foods once in a month or so. If affordable product is offered with tasty dishes for different income groups, Russians are happy to consume seafood.

Visitors at MPEDA Stall enquiring about products exhibited

Seafood consumption in Russian federation is primarily depended on the disposable income of the consumers. There is market for premium fisheries products in Russia if quality is assured. Shrimp in value added forms and conventional forms will have good demand. There are investment opportunities in areas such as the fish processing infrastructure development/establishment of fish meal plant / aquaculture feed mill and supply of fish feed etc. Russia has enormous landing of fishes suited for fish meal production and in view of decline in Peruvian anchovies, there is considerable significance for this industry. It could be taken advantage for our large scale aquaculture feed production as quality fishmeal is essential for shrimp feed and quality fish feed production.

A sizeable quantity of Russian aquaculture is contributed by Carps. Indian Major Carps and other carp varieties are farmed extensively in the country.