

## Aquaculture products prices on the Paris market

Calleja P.

Marketing of aquaculture products

Zaragoza : CIHEAM

Cahiers Options Méditerranéennes; n. 17

1996

pages 133-138

Article available on line / Article disponible en ligne à l'adresse :

<http://om.ciheam.org/article.php?IDPDF=96605679>

To cite this article / Pour citer cet article

Calleja P. **Aquaculture products prices on the Paris market.** *Marketing of aquaculture products* . Zaragoza : CIHEAM, 1996. p. 133-138 (Cahiers Options Méditerranéennes; n. 17)



<http://www.ciheam.org/>  
<http://om.ciheam.org/>

## Aquaculture products prices on the Paris market

P. CALLEJA  
KURIOS  
LIBOURNE  
FRANCE

**SUMMARY** - Market prices of the aquacultural farm products are one of the main parameters which influence the economic aspects of a marine fish farm project. In order to propose a simulation of the economic projects' evolution in the technico-economical studies, KURIOS, based the data collected by the marketing service of the big "Rungis Market" in Paris, and has studied the evolution price, day by day from 1993 to 1995, of several farms and wild fish. The study of this data has enabled the evolution of prices to be followed for one year as well as the general evolution during this period. A comparison in price has been made between the average weights of sea-bass. In fact differences in weight were identified on the data through the origin of the fish (farm sea-bass 400 g, sea-bass from trawler 1-2 kilos, line-bass 2-3 kilos). This knowledge of the market may enable the producer to plan his production according to a marketing strategy.

**Key words:** Aquaculture, sea-bass, marketing

**RESUME** - "Les prix des produits aquacoles sur le marché de Paris". Le marché des produits d'élevages aquacoles est un des paramètres principaux qui influence l'aspect économique d'un projet d'élevage de poissons marins. Afin de proposer une simulation de l'évolution économique d'un projet aquacole durant une étude technico-économique, la société KURIOS, sur la base de données collectées par le service marketing du grand marché parisien Rungis, a étudié, jour après jour de 1993 à 1995, l'évolution du prix de plusieurs poissons d'élevage et sauvages. L'étude de ces données a permis de suivre l'évolution des prix sur une année et l'évolution générale durant la période de référence de la comparaison du prix de vente à été réalisée à partir du poids moyen des bars, en fait des différences de poids furent identifiées dans les données selon l'origine des poissons (bars d'élevage 400 g, bar de chalut 1-2 kg, bars de ligne 2-3 kg). Cette connaissance du marché peut permettre à un producteur de planifier sa production en accord avec une stratégie marketing.

**Mots-clés :** Aquaculture, bar, commercialisation

### INTRODUCTION

Last summer during the SELAM seminar on the economical aspect of aquaculture, organised in Montpellier France, the KURIOS company presented a computerised simulation tool for aquaculture projects.

This computerised simulation tool makes it possible to assess the consequences of investment decisions on cash flow and viability of an aquaculture farm taking into account some relevant technical, biological and economic criteria.

In every case studied it is possible with an in depth knowledge of rearing technology and knowledge of biological aspects of the species, to impute in the computerised simulation, the proper bio-technical parameters.

Regarding the economical criteria, as the evolution of fish price wasn't possible to plan, it was necessary, in all the cases studied, to multiply all the presentation by several simulations cases based on the possible evolution of the fish farm price.

In fact the price evolution of the fish was the main parameter which was completely uncontrolled.

This is why in order to propose a better evolution project simulation and feasibility studies as accurately as possible, KURIOS based the data collected by the marketing service of the big French Rungis Market in Paris, and has studied the evolution day by day from 1993 to 1995 of several farms and wild fish.

A comparison in price has been made between the average weights of sea-bass. In fact differences in weight were identified on the data through the origin of the fish (farm sea-bass 400 g, sea-bass from trawler 1-2 kilos, line-bass 2-3 kilos).

This study has enabled to follow the evolution of sea-bass, sea-bream, trout and turbot prices according to their provenance and weight, to compare this price between them and to try to identify any price period or cycle.

We will present hereafter some results of the sea-bass case.

## **FOREWORD**

First of all three different types of sea-bass are identified at the Rungis Market as present in the following table.

Sea-bass trawled by fisherman on the French coast in the Atlantic ocean or Mediterranean sea. This sea-bass presents an average weight of 1-2 kg.

Sea-bass lined from the coast by the fishermen and identified on the market has the biggest sea-bass for an average weight of 2-3 kg and sea-bass from aquaculture with an average weight of 0.4-0.5 kg.

## **TRAWLED SEA BASS**

Regarding the trawled sea-bass and the lined sea-bass, as it is natural production we were expecting some variation on the prices during the year.

**DIFFERENT TYPES OF SEA BASS IDENTIFIED  
AT RUNGIS MARKET (Paris, France)**

SPECIES	ORIGIN	AVERAGE WEIGHT
SEA-BASS	TRAWLED	1-2 KG
SEA-BASS	LINED	2-3 KG
SEA-BASS	AQUACULTURE	0.4 - 0.5 KG

As shown in Fig. 1, for the year 1993, the price ranges from 55 FF to 110 FF and for an average price of 80 FF. The minimum price is at the beginning of February then it increases up to the maximum in May, stays around the average during summer increases again in autumn to decrease again to the minimum at the beginning of December and then re-increase at the end of the year.

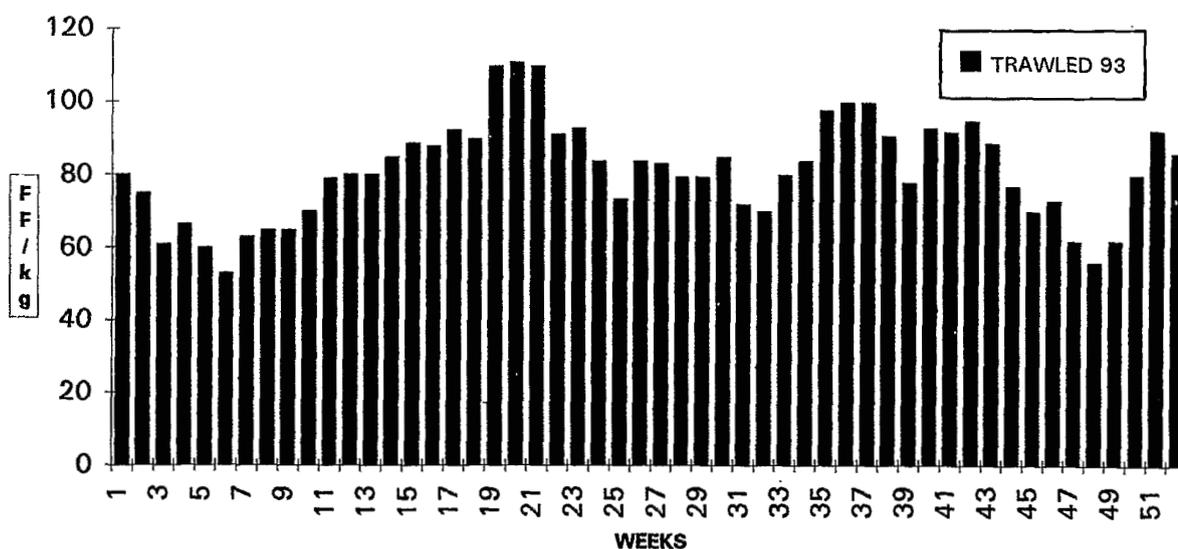


Fig. 1. Rungis market trawled sea bass. 1993.

In fact we can see that there is an alternation of an increase and decrease period for a total of three increases and to three decreases during the year.

Looking at Fig. 2 which presents a comparison of the evolution price of trawled sea-bass during 1993, 1994 and 1995 we can see that the evolution price during the three years is more or less the same.

Regarding the evolution of the price through the years as presented in Fig. 3 (not all data collected) we can see that if the price ranges strongly from 55 FF to more than 133 FF in May 1994, the price in January 1993 (80 FF) is the same than in January 1994,

and nearly the same at the beginning of 1995. In 1995, the peak in May is not as high as the other year but the price stays longer around 80 FF.

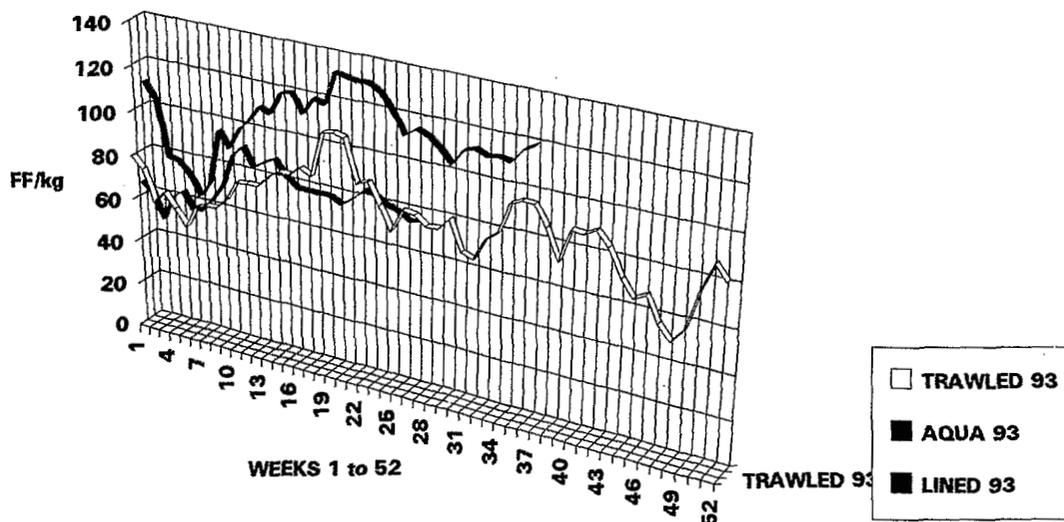


Fig. 2. Price comparison 1993, 1994 and 1995 trawled sea bass (1 - 2 kg).

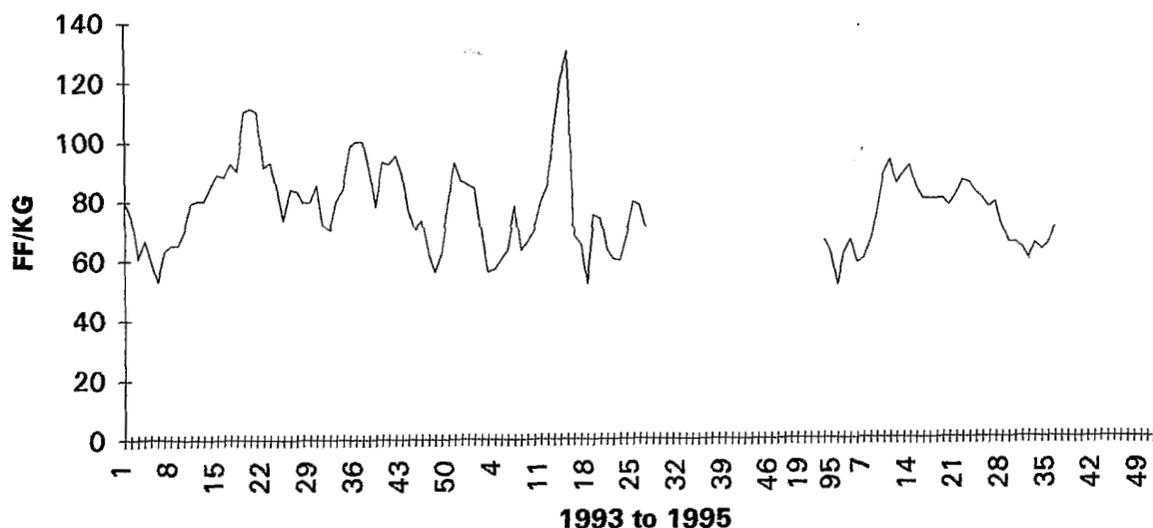


Fig. 3. Trawled sea bass price evolution.

### LINED SEA BASS

The study of the data shows that for the year 1993 the price ranges from 60 FF to 140 FF, for an average price of 110 FF. The minimum price is at the beginning of February, then it increases up to the maximum in may, stays around 120 FF during summer decreases during end of summer increase again in autumn to decrease again before the increase at the end of the year.

It appears that the price follows the same cycle during the three years studied. In 1994 the average price is even higher than in 1993.

**SEA-BASS FROM AQUACULTURE**

We have only completed data from beginning 1994 and fortunately the beginning of 1993.

The study of the evolution price of aquacultural sea bass during 1993, shows that the price ranges from 55 FF to 75 FF at maximum, for an average price of 63 FF. The price still varies as for the lined sea-bass and trawled bass, but the variation is much less important. The cycle is still the same.

**MINIMUM AVERAGE AND MAXIMUM PRICES OF SEA BASS AT RUNGIS MARKET IN PARIS DURING 1993. FF/KG**

ORIGIN	MINIMUM	AVERAGE	MAXIMUM
LINED	60	110	140
TRAWLED	55	80	110
FARMED	55	63	75

Also the price slightly decreases from beginning 1993 to end 1994, the price average from beginning 1995 does not decrease any more and seems to be stable during 1995 at 60 FF.

Hereafter in Fig. 4 is a summary of the minimum, maximum and average price of sea bass during 1993.

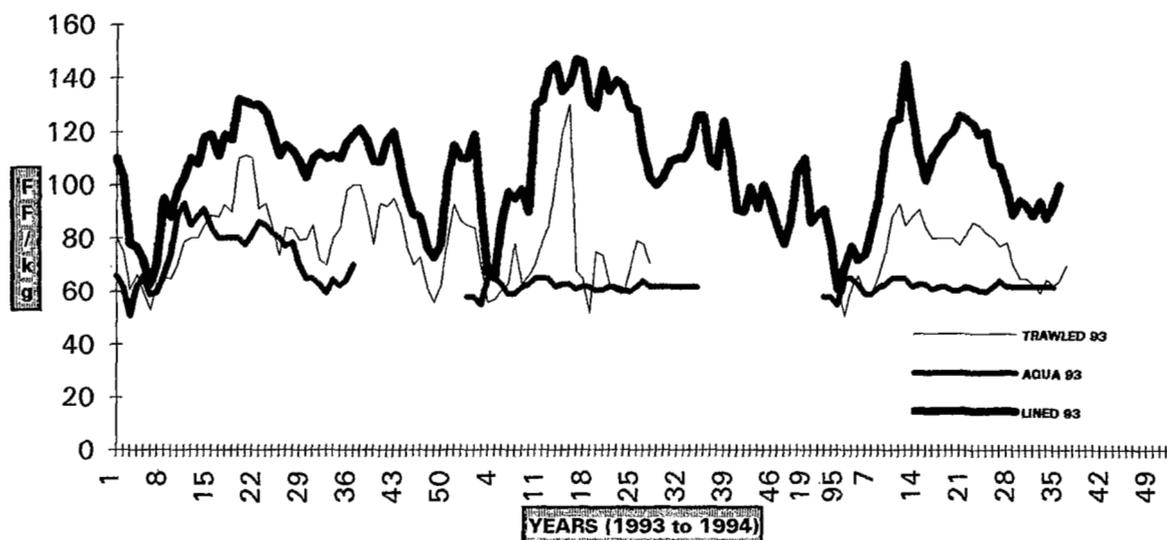


Fig. 4. Rungis market sea bass prices.

## CONCLUSION

In the study of all the data collected for each origin of bass from 1993 up to the end of 1995 it appears that the price always follows the same cycle (minimum in February, top in May, decreases for the end of July and top again on week 37-38 and at the end of the year).

This price cycle does not relate to the quantities of fish caught.

There is an influence of wild sea bass price (trawled and lined) on farmed sea-bass up to 1994, but this influence reduces slightly during the period and is not any more in 1995. In 1995 the evolution price of sea-bass from aquaculture is nearly flat.

There is no influence of the farmed sea-bass price on the wild ones.