

## **Haddock - Key Highlights**

### **Retail**

- Total spend on haddock in retail (frozen + chilled) is £227.8 million (52 weeks ending 7 December 2003), an increase of 14.5% since last year.
  - Chilled haddock represents 62% of total haddock spend.
- Total volume of haddock in retail (frozen + chilled) is 34600 tonnes (52 weeks ending 7 December 2003), an increase of 14% since last year.
  - Chilled haddock represents 56% of total haddock volume.

### **Chilled haddock in retail**

- The latest average price for total chilled haddock (4 weeks ending 07 December 2003) is £7.34 per KG. This has dropped slightly from £7.39 over the same period in 2002, but has increased from £7.07 over the same period in 2001.
- The largest chilled haddock sector (in spend terms) is smoked (31%), followed by natural (30%), breaded (20%), added value (16%) and battered (3%). While added value, breaded and battered haddock have seen considerable growth in the last year, smoked haddock has increased only slightly (6%) and natural haddock has decreased in spend (-2%) over the same period.

### **Average price per chilled sector**

- Added value haddock has increased from £5.81 per KG in December 2001 to £6.36 in December 2003 (+9%).
- Natural haddock is £7.53 per KG in December 2003, an increase from December 2001's price of £7.07 per KG (+6.5%).
- Smoked haddock is £7.96 per KG in December 2003, while in December 2001 it was £8.03 per KG (-1%). However, please note that the overall 3-year price trends for chilled smoked haddock has been upwards.
- Breaded haddock is £7.63 per KG in December 2003, an increase from £6.73 per KG in December 2001 (+13%).

### **Frozen haddock in retail**

- The latest average price of total frozen haddock (for the 4 weeks ending 07 December 2003) is £5.63 per KG. This has decreased from £5.67 over the same period in 2002, but increased from £5.40 over the same period in 2001.

So for the retail sector, it can be seen that while frozen haddock prices have decreased over the last 3 years, chilled haddock prices (which represents the largest proportion in spend and volume) have increased. This has been driven by increased average prices in the various chilled sectors, namely smoked, breaded, natural and added value.

### **Trade**

- The latest average price for total haddock imports (July 2003) is £0.87 per KG. This has decreased significantly from £1.25 last year (July 2002) and from £1.19 in the preceding year (September 2001).
- For landings of haddock into the UK by foreign vessels, the average price per KG has decreased from £1.19 in September 2001 to £1.11 in July 2002, with the latest price being even lower at £0.94 (July 2003).
- For landings of haddock into the UK by UK vessels, the average price per KG has decreased from £0.70 in September 2001 to £0.58 in July 2002. The price then recovered slightly to reach £0.62 in July 2003

The average price trends in the UK haddock trade are decreasing year-on-year, across imports, landings by foreign vessels and landings by UK vessels.

The anomaly between the increasing average retail prices and the decreasing average trade prices can be due to a combination of contributory factors, namely:

1. Increased profits for retailers (primarily multiples)
2. The exclusion of the foodservice market, which may account for a larger proportion of haddock sales than the retail sector
3. A higher number of cheap haddock imports coming in to the market