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Value-added shrimp product is tops: Market potential

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Market potential

Value-added SHRIMP products is tops

European Economic Community

Among seafoods, value-added shrimp products are considered to have the best potential for export from developing countries to the EEC countries. European shrimp consumption has increased by an estimated 33% between 1986 and 1990, attributed partly to rising demand for lower priced cultured tropical shrimp from Latin America and Asia.

The traditional value-added shrimp products are IQF (Individual quick freezing), breaded and battered. Within these groups there have been sophistications in glaze level, flavoring and preparation techniques. At present, there is a real expansion in the European market for a wide range of value-added shrimp products in large varieties of final preparation. Two groups are identified:

1) products for which the country of production has no real significance or products that can be adapted into a number of recipes of any origin: e.g. IQF peeled shrimp, tray consumer packs, breaded/battered tail-on shrimp, microwavable packs.

2) products for which the processing country or the country from which the recipe originates is of prime importance such as prepared regional needs - Chinese or Indian or spiced shrimp such as chili.

Value-added shrimp consumption is heavily increasing in UK, France and Germany, while South European countries are lagging behind. The main reasons behind the expansion in Northern Europe are:

- more information - there is increasing commercial coverage of food subjects on television and in newspapers and magazines;
- changing lifestyle - more working mothers, who do not have time to cook, plus an increasing number of microwave ovens;
- restaurants - most Northern European towns have ethnic restaurants;
- travel - through travel, the consumer gets used to foreign food, especially shrimp dishes;
- health factor - the trend towards healthy

eating is having a considerable effect on European food habits and shrimp products are now accepted as healthy, dietary and environmentally accepted food.

Source: Helga Josupeit and Luc de Franssu, "EEC markets for value-added shrimp from developing countries," **INFOFISH International**, March-April, 1992.

Thailand

Thailand is currently one of the world's major exporters of fish and fishery products, and seafood is one of the country's most important and successful industries. Due to excellent product quality and competitive prices, the industry has been able to expand and diversify its markets.

To date, an estimated 40% of exported seafood products are either processed and packed into consumer packs or made into prepared seafood products for direct institutional/retail sale in major world markets. Diversifications are done mainly on shrimp and cephalopods.

Currently, shrimp is value-added into the following forms:

- cooked-and-peeled shrimp;
- cooked whole shrimp;
- peeled butterfly-cut;
- tail-on;
- peeled tempura;
- battered-and-breaded shrimp;
- shrimp skewer; and
- processed products.

The processed products include:

- shrimp *snaomai*;
- *hargao*;
- shrimp spring roll;
- shrimp on sugar cane;
- shrimp dumpling;
- shrimp patties; and
- *tom yam kung* (Thai-style shrimp soup)

Cephalopods are mostly processed into convenience products and delicacies such as cooked squid ring, squid/cuttlefish skewer, stuffed squid and breaded squid ring.

Shelf Life of Comminuted Products

Cuttlefish ball	6 months at -20°C
Cuttlefish sausage and cocktail	6 months at -20°C
Cuttlefish/squid ball	3-6 months at -18°C or below
Fish burger	6 months at -20°C
Fish burger	1-3 months at (2-3)°C or -10°C
Fish noodle	3 days at room temperature or 7 days in refrigerator
Fish sausage	6 months at -20°C
Fishball	1-2 weeks in refrigerator
Fishball	3 weeks in a cool, dry place
Fishball	NA
Fishball	1-6 days at 5°C
Fishball	3 days in refrigerator
Fishball/fishcake	2-3 days at chilled condition
Fishcake	1-2 weeks in refrigerator
Fishcake	NA
Fresh prawn dumpling	3 months at -20°C
Fresh prawn wantan	3 months at -20°C
Imitation crabmeat	NA
Imitation crabmeat sticks	6-12 months at -18°C or below
Native sausage	1-6 months at 5°C
<i>Otak-otak</i>	NA
Prawn burger	6 months at -20°C
Prawn sausage	6 months at -20°C
Scallop flavor fishcake	6 months at -20°C
<i>Surimi</i>	NA

Source: 1991. Southeast Asian Fish Products. Compiled by Ng Mui Chng, HooiKok Kuang, Katsutoshi Miwa. Second Edition. SEAFDEC/MFRD, Singapore.

India

Value-addition and diversification have boosted export volumes. India's earnings of foreign exchange from the export of marine products exceeded US\$500 million for the first time in 1991-92. During this period, the country exported 171 820 mt of marine products valued at US\$558.13 million. This was an increase of 12.10% in terms of dollar earnings and 23.24% in terms of quantity over the previous year (1990-91). Product diversification and export of value-added items contributed to the growth.

Accelerated freeze-dried (AFD) marine products, (especially shrimp) fish in sauce and fish salads are two important groups of ready-to-serve value-added products. Fish fillets, cuttlefish cubes, squid rings, cooked shrimps and boiled clams are similarly processed.

New processing plants that have come up recently are rated among the best in the world. Educated, trained and skilled labor force have added to the overall performance of the modern seafood processing units in India. All

these technology upgrading and modernization activities have helped to protect India as a processor of high quality seafood products

Primary and advance value-added products, e.g., retail packs of shrimp, squid, cuttlefish, etc. and consumer bags of fish fillets, cooked IQF shrimp and other marine products as well as raw material in retail packs have found good demand in the global market.

Joint ventures

Many joint ventures in processing and marketing marine products are already in operation and many more are in the offing. With substantial increase in the labor cost in the advanced countries, many processors have started shifting their facilities to countries such as India, Malaysia, Indonesia, Thailand, the Philippines and China.

Source: Ram Varna, "The Indian Seafood Processing Industry," **INFOFISH International**, May-June 1993.