

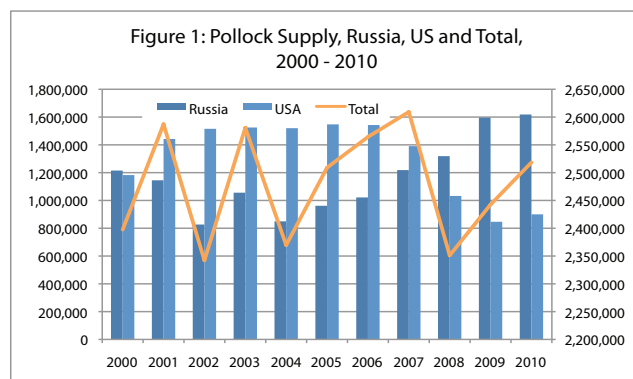
# Market Update

## ALASKAN POLLOCK

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### Supply Trends

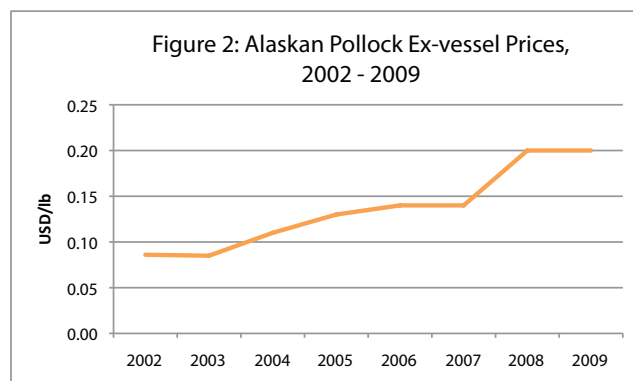
- Russia and the US supply approximately 90% of the world's Pollock. The remaining 10% comes from Canada, Japan and China.
- Since 2000, Russian and US Pollock supplies have averaged 2.47 million metric tonnes (Figure 1).
- Pollock is Alaska's biggest fishery and represents 30% of total US seafood landed by weight.
- Between 2000 and 2010, global Pollock landings have fluctuated. Since 2007, increases (32%) in Russian quotas have offset decreases (35%) in Alaskan quotas (Figure 1).



\*Note: 2009 & 2010 Russia data are estimates; Source: NOAA FishStat Database, 2010

### Price Trends

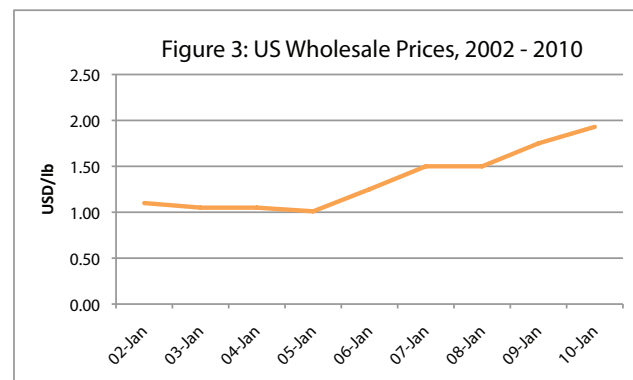
- Alaskan Pollock ex-vessel prices increased 58% between 2003 and 2009 (Figure 2).
- Since 2002, wholesale prices have also increased (Figure 3).
- Between 2004 and 2009, production of H&G Alaskan Pollock increased 270%, while surimi production declined by 60%. This can be attributed to increased demand in China for H&G product and the fact that Chinese re-processors are willing to pay higher prices than Japanese surimi buyers.



Source: National Marine Fisheries, 2010

### Projections

- Recovery of Cod and Haddock stocks and increased aquaculture production of Pangasius and Tilapia create an increasingly competitive whitefish market. In fact, 2010 whitefish supplies are forecasted to be 18%, or 817,000 tonnes, over 2007 levels.
- The Alaskan Pollock fishery is MSC-certified and is recognized worldwide for producing premium quality fish.
- Heightened demand for sustainable and high-quality products will prevent prices from dropping in the face of an increasingly competitive whitefish market.



Source: Globefish, 2010

