

# OPPORTUNITIES IN MARINE PRODUCTS EXPORT SECTOR



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# Indian Fisheries Scenario



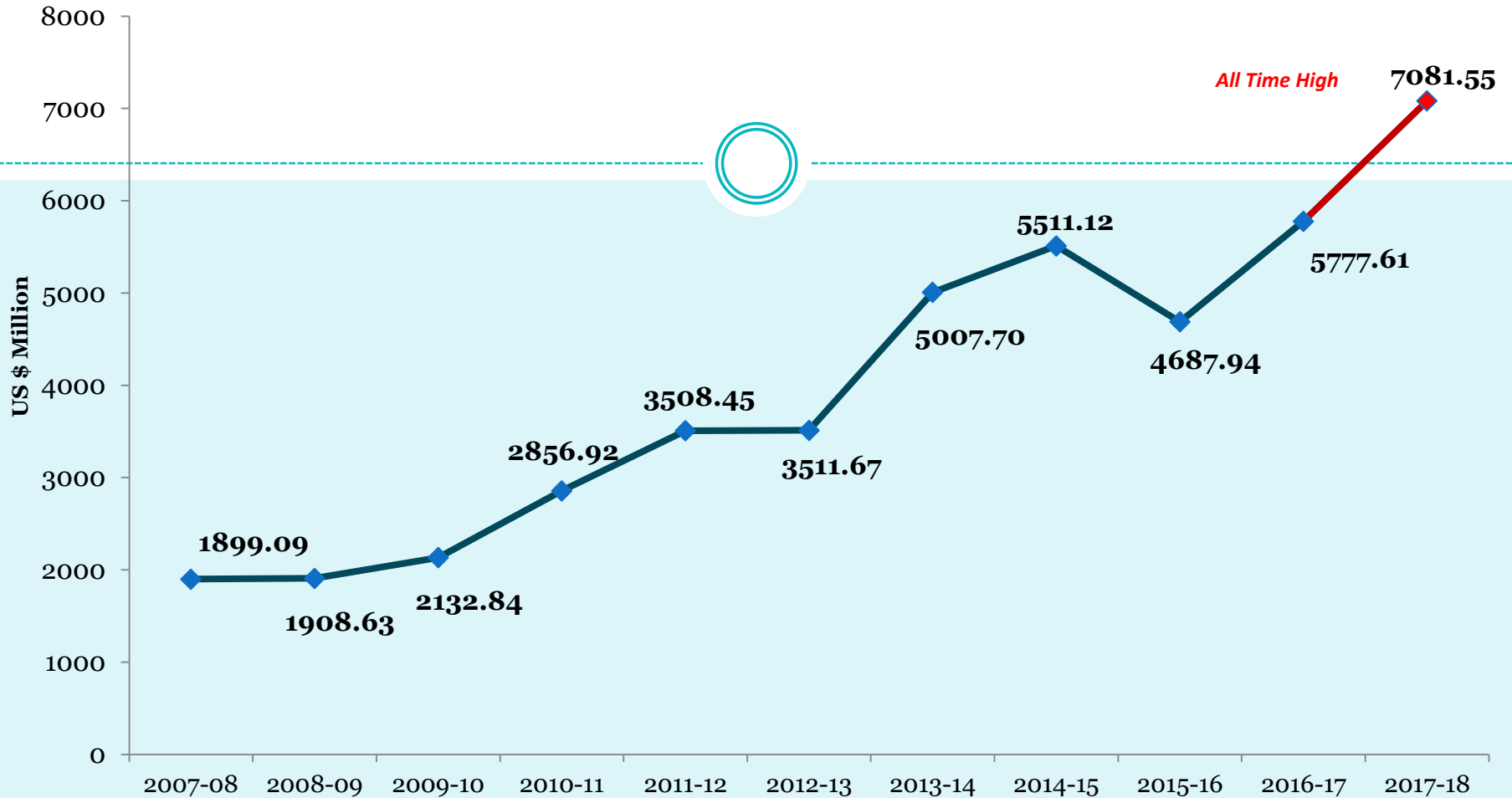
- 3rd largest producer of fish in the world.
- 6<sup>th</sup> largest producer of capture fisheries.
- 2<sup>nd</sup> largest aquaculture producer after China.

# Indian Seafood Export Scenario

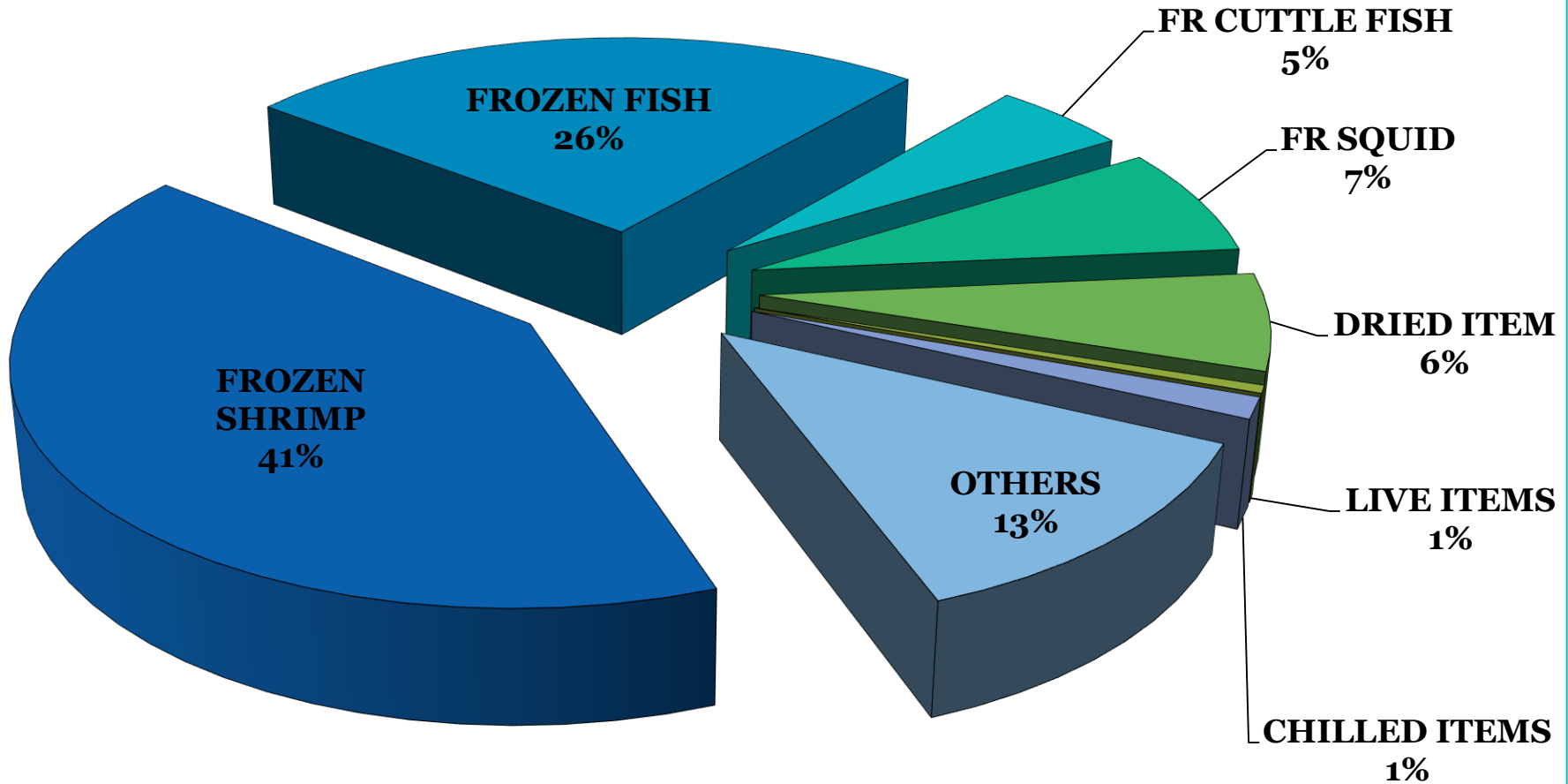


- Fourth largest exporter of seafood in 2017 (GLOBEFISH)
- Largest supplier of frozen shrimp to USA
- Largest supplier of frozen shrimp to Japan in 2018
- Largest supplier of cephalopods to EU
- Topmost seafood supplier to UAE

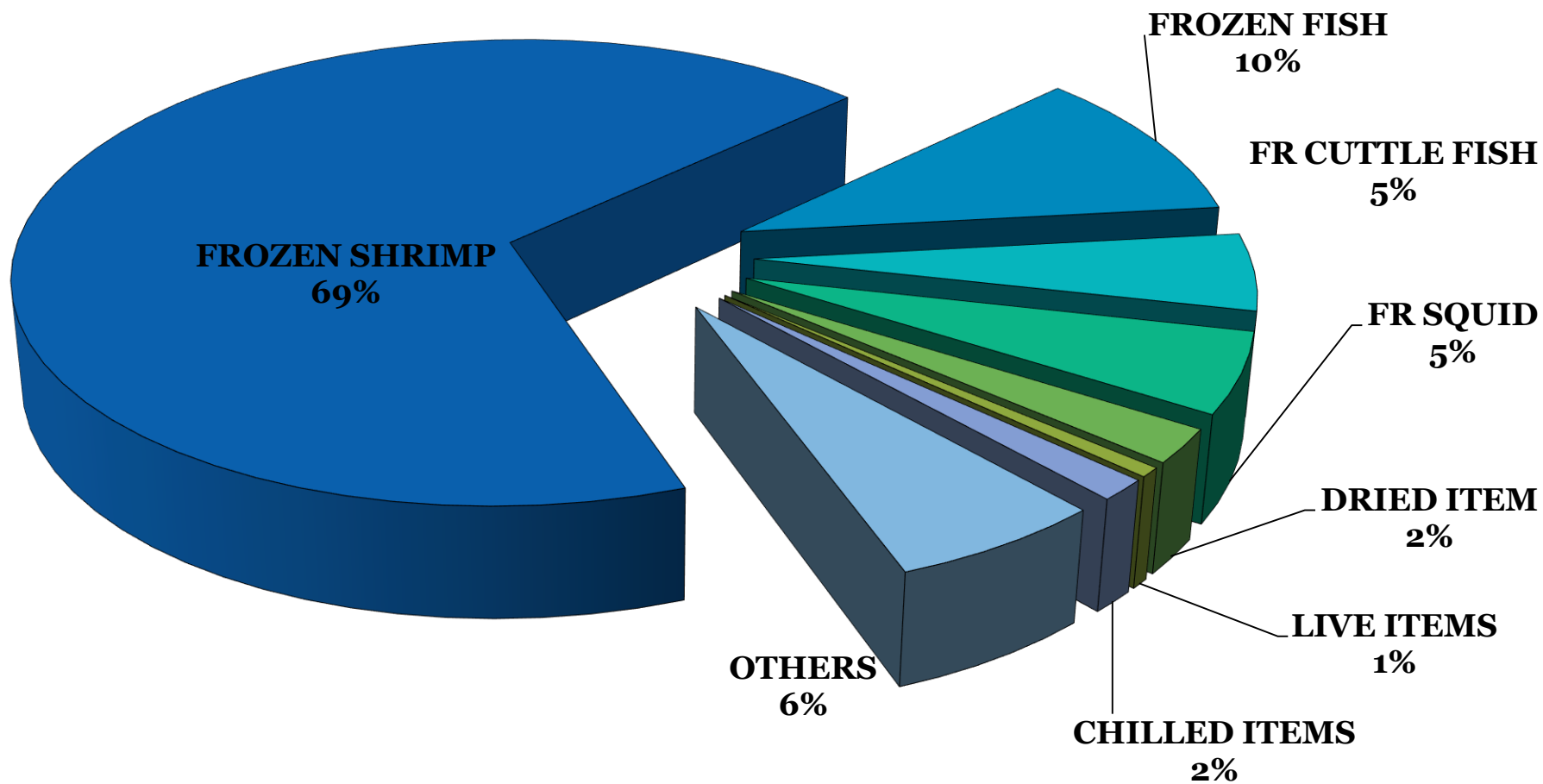
# Marine Products Export from India 2017-18



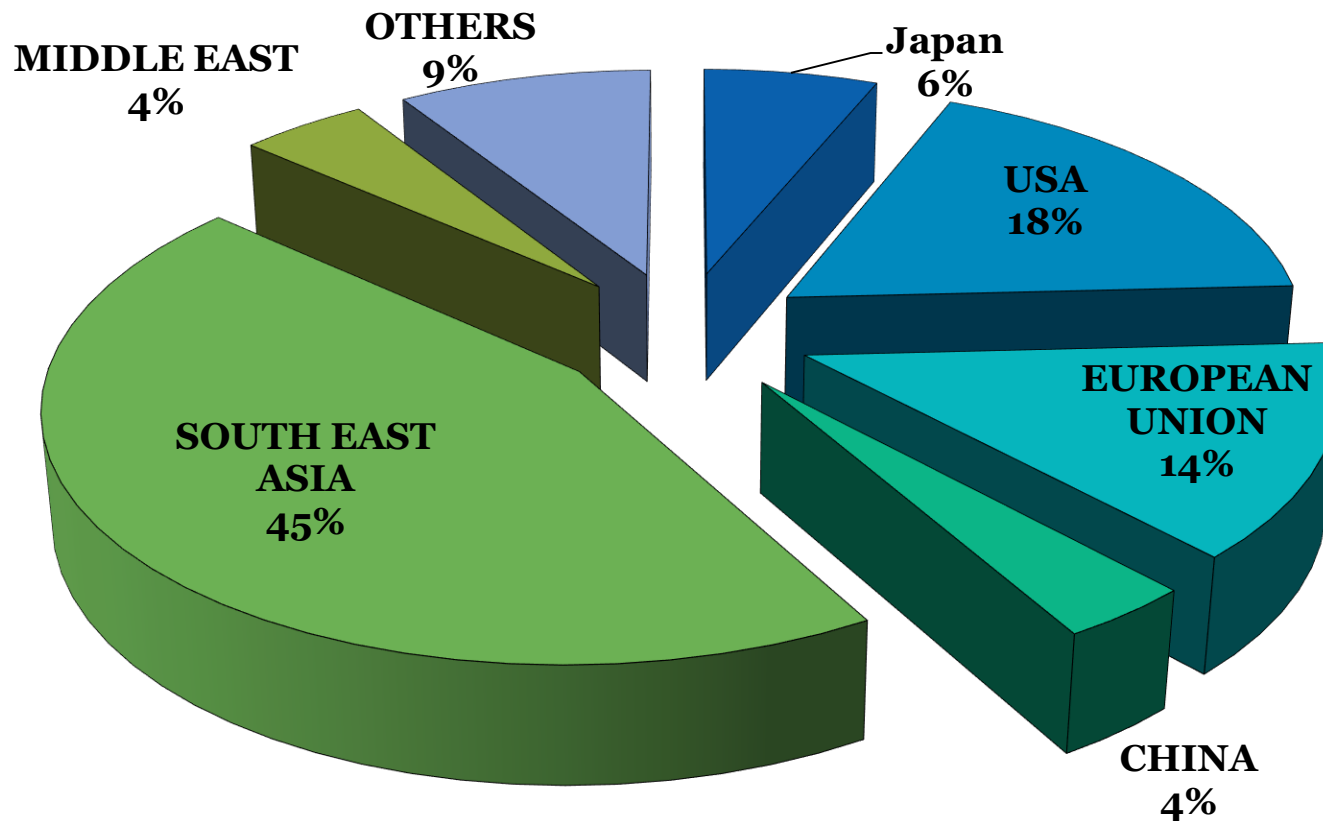
# Item-wise share in export value: 2017-18 (Quantity)



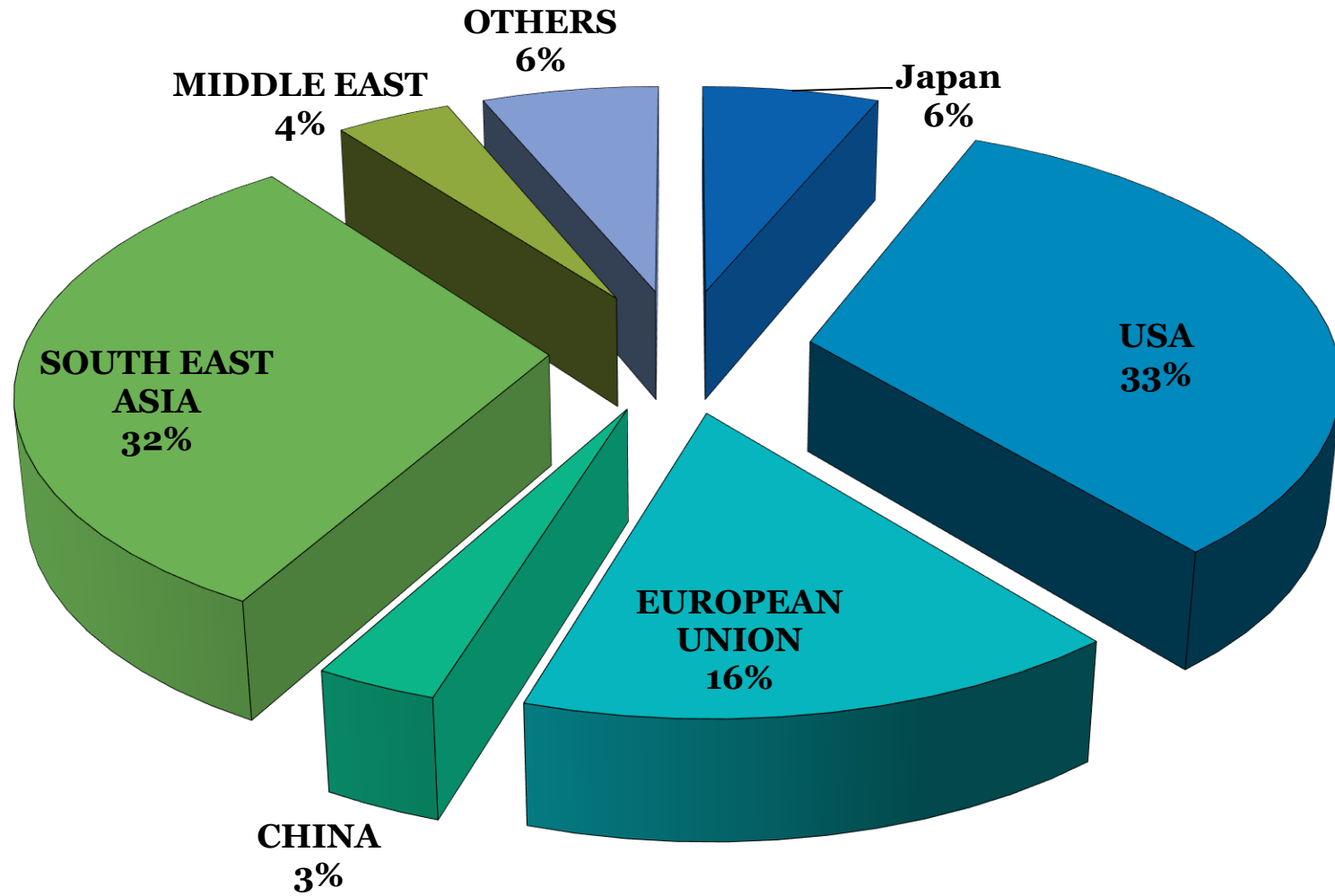
# Item-wise share in export value: 2017-18 (US\$)



# Market-wise share in export value: 2017-18 (Quantity)



# Market-wise share in export value: 2017-18 (USD)







# Aquaculture

# Aquaculture



- Aquaculture production has been increasing at an annually compounded rate of 20%.
- The increase has happened both on account of increase in area under culture as well as increase in productivity.
- India's share in global shrimp exports increased to about 15 % in terms of quantity and about 16% in terms of value in 2017 from about 6% in 2009.

# Aquaculture



- Farmed shrimp production - increased to 6,90,000 MT in 2017-18; with over 800% increase in a decade.
- The area under shrimp culture increased by 40% during the same period to 1,52,600 ha in 2017-18.
- The average productivity rose over 450% to 4.46 tons/Ha/Year during the same period.

# Seafood exports – Kerala



- ✓ 3<sup>rd</sup> largest seafood exporting state in terms of quantity with an annual export of 1,78,646 MT.
- ✓ 2<sup>nd</sup> position in terms of export value of its export is worth Rs. 5,919 Crore (US \$ 930million).
- ✓ The seafood export from Kerala is mainly dependent on capture fishery and cultured shrimp brought from Andhra Pradesh.
- ✓ **Total farmed shrimp production in Kerala is 1,731 tons**

# Diversification of Aquaculture



- The diversification of aquaculture activities will assist in sourcing more raw material within the state and help to augment the exports.
- There are around 6 major candidate species suitable for expanding aquaculture production in the state.



# Candidate species for Aquaculture Diversification in Kerala



**Seabass**



**Mud crab**



# Candidate species for Aquaculture Diversification in Kerala



**Tilapia (Genetically Improved  
Farmed Tilapia)**



**Cobia**



# Candidate species for Aquaculture Diversification in Kerala

Fresh water prawn  
(Scampi)



Vannamei shrimp





# Opportunity for Development - Freshwater

- If the state utilises 0.1% of 42,000 Ha reservoir area ie., 42 Ha for cage culture of commercially important species of fish like Seabass, GIFT etc. the expected production is 1500 – 3000 MT of fish.
- Sold @ Rs. 200 per kg, this will earn Rs. 3 - 6 Crore depending on the species farmed.



# Freshwater Aquaculture

- Similarly, if the state utilises 1000 ha area of freshwater ponds for scientific aquaculture of Tilapia, the production will be around 5,000 MT, earning Rs. 100 Crore @Rs. 200 /kg.



# Opportunity for Development - Brackishwater



- ▶ Kerala is having 65,000 Ha of Brackish water area
- ▶ Brackishwater area can be developed for farming vannamei or crab or Seabass
- ▶ Development of 2,500 ha under scientific vannamei farming can yield 25,000 MT of shrimp (@ 10 tons /Ha in two crops)
- ▶ The estimated revenue from the production is Rs. 750 Crore @Rs. 300/kg farm gate price.





# Seabass cage culture in ponds

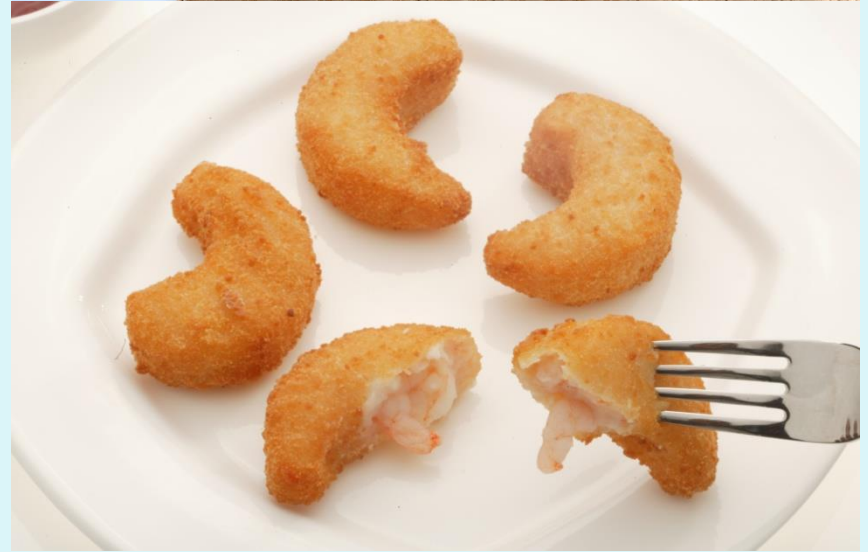


# Brackish water Aquaculture



- Mud crab or mangrove crab is another high value item with great demand in live and soft shell forms in international markets.
- An area of 200 ha can be developed for mud crab culture if two crab hatcheries are established. The seed requirement is 1 million.
- The expected production from 200 ha is 210 MT. Expected revenue is Rs. 12.50 Crore @Rs. 600/kg. For a harvest size of 600g.

# Processing and Value Addition





# Processing and Value Addition



- Prepared and preserved fish and fishery products are coming under chapter 16 of ITC –HS which are highly valued added.
- India's export contribution for products under chapter 16 is 5.03%.
- Thailand's & Vietnam's contribution for the under chapter 16 is respectively 64% & 26%.
- At present major share of our exports are in raw and minimally worked form providing opportunities in value addition.

# Export processing infrastructure in Kerala

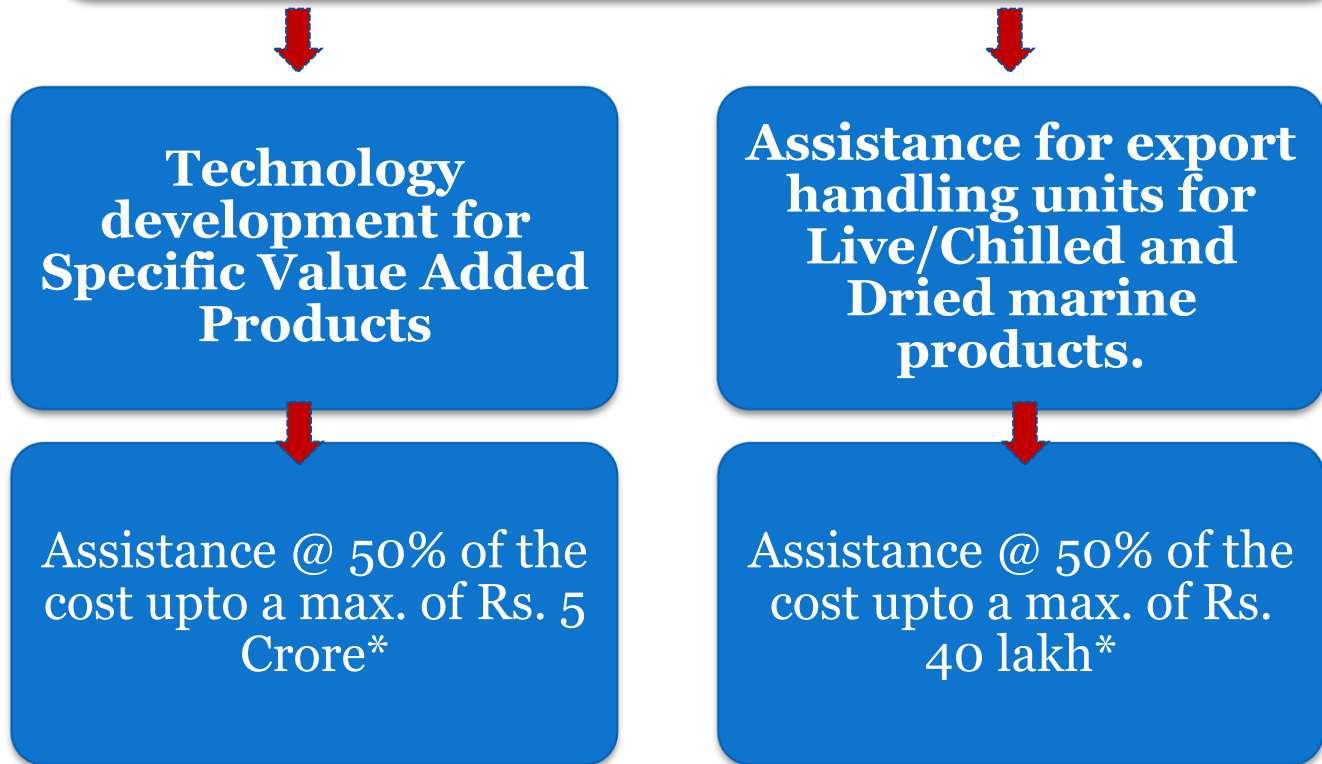
Facilities	Number /Capacity
Registered exporters	246
Manufacturer Exporters	128
Total seafood processing plants	114
EU approved units	91
Non-EU units	23
<b>Total installed capacity (MT/day)</b>	<b>4,213</b>
Frozen Storages (MT)	72,919



# Assistance schemes



# SUPPORT FOR HIGH END & INNOVATIVE VALUE ADDITION FOR EXPORTS



*\*as per scheme conditions*

# Advantages for investment in Kerala



- Good domestic demand
- Availability of technically qualified man power
- Presence of major R&D Institutes like MPEDA, CMFRI, CIFT, NIFPHATT, CIFNET, KUFOS & CUSAT
- Aquaculture potential in reservoirs, lakes, back waters, bays and estuaries for fish, bivalves etc.
- Potential for diverse ethnic seafood cuisine targeting Middle East & Europe.

# Advantages for investment in Kerala



- Increased freshwater fish production will help to expand the fish processing units to inland areas.
- Availability of inland waterways to mobilise seafood cargo.
- 4 international airports facilitating connectivity to East Asia and Middle East for exports in live and chilled forms.
- Sea port connectivity through Cochin and upcoming seaports like Vizhinjam & Colachel.
- Cochin port is a designated port for import of seafood – which could be used for re-processing.

# Policy interventions

- The state may earmark traditional farming systems such as *Pokkali* or *Kol* lands exclusively for native species such as white shrimp (*Penaeus indicus*) or black tiger shrimp (*Penaeus monodon*) throughout the year.
- These species also enjoy niche markets abroad.



# Policy interventions



- Hatcheries for Tilapia, Sea bass and Mud Crab need to be established for meeting the seed requirements. MPEDA can provide technical assistance.
- Control Antibiotic Usage in Aquaculture - G.O. similar to AP Govt. may be brought out.
- State may set up disease diagnostics and antibiotic testing facilities nearer to farming areas.
- State may also encourage farming of bivalves (Oysters, mussels & clams) in estuaries and back waters .

# Policy interventions – Modernization of Fishing harbours



- The lack of adequate infrastructure facilities in fishing harbours and landing centres leads to post harvest losses and reduction in quality of fish landed, and which in turn reduces the cost realization
- Upgradation of fishing harbours and landing centres to international standards is very much required to address this.
- Professional management bodies may be formed to manage the fishing harbours and landing centres.
- State may consider modernisation of fishing harbours and landing centers in PPP or BOT mode.



# Way forward



- The seafood processing units of the states have a capacity to process around 4200 tons of seafood every day.
- The average annual capacity utilisation is around 25-30% only.
- State sources raw material from outside during lean seasons.
- State shall become self sufficient in raw material through increased aquaculture production.
- State may also encourage raw material imports for re processing and value addition.





**THANK YOU**