

Challenges and Successes in marketing of seafood processing products

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1. Latvia as a appropriate place for future development of seafood processing (canned fish)industry:

- *old and successful history and traditions of fish canning*
- *good reputation in traditional markets of reliable, stable supplier with high quality standards*
- *good and well known presentation of products in market of at least 250 mil consumers (former soviet countries)*
- *well known brands*
- *trendsetter of canned fish consumption developments in traditional markets*

2. Overview of Latvian fish canning industry:

- *24 fish canning companies in Latvia*
- *more than 40 countries export markets*
- *annual production of 250 mil cans*
- *annual turnover about 100 mil Euro*
- *Associations: “The Union of Latvian Fish Processing Industry”; “Rīgas Šprotes”*

3. Brands

- *Latvia's canning industry as a brand*
- *Collective brands (owners – 6 producers)*
 - *“RĪGAS ŠPROTES” (“RIGA SPRATS”)*
- *Company's brands*
 - *old brands (developed in last 50 years)*
 - *“KAIJA”*
 - *“BRĪVAIS VILNIS”*
 - *new brands (developed in last 10 years)*
 - *“RIGA GOLD” (“RIZSKOJE ZOLOTO”)*
 - *“LIBAVA”*
 - *“PURE SEA” etc*
- *Private brands of trading companies*

3. Marketing of canned fish brands in export markets

- *No “marketing” by it’s classical meaning*
- *Exploitation of old brand achievements*
- *Stable quality and constant product development process helps to keep our achievements in traditional markets*
- *Using EU funds to finance marketing activities in nearest future (exhibitions, trade shows)*

5. Current positions and perspectives in main groups of markets :

Unique situation that Latvia's canned fish industry is a leader in canned fish market of more than 250 mil consumers practically without any marketing support till now. It must change now to keep achievement in future

5. Current positions and perspectives in main groups of markets :

– *RUSSIA*

- *Solvent and particular market with high quality standards*
- *Good general brand identification and reputation – “canned fish from Latvia”*
- *Our industry's role is to be trendsetters for developing and implementing there new canned fish product groups there*
- *Because of industry's poor experience in branding in new economy, during last 7 years brands what owners are trading companies from Russia successfully started to develop and expand in sales to Russia*
- *Mainly prevail canned fish products produced in Latvia under local (Russian) traders brand names (5 MOREJ; BALTIJSKOJE ZOLOTO; BERING etc)*
- *There is risk to loose market for main quantity products because of possible deviation of canned fish supplies under traders brands to other country (local Russian producers) as a result of protectionism*

5. Current positions and perspectives in main groups of markets :

– *Ukraine*

- *“Hard” market because of effect of economical crisis*
- *Typical situation when production of canned fish mass products moved to inside of market country*
- *Only country of traditional markets where was developed kind of canned fish products marketing (advertisements on TV, etc) for local brand “Akvamarin”*
- *For our producers perspective market for high quality branded product sales and new product developments*
- *In future will be need of active product marketing*

5. Current positions and perspectives in main groups of markets :

- *Other CIS countries (other former soviet union countries)*
 - *Very strong Latvian canned fish brands*
 - *Consumers are very conservative in choosing of canned fish brands but in same time opened for new products developments*
 - *fast moving market from cheap products to more expensive with more added value*
 - *Still well working such trade promotional things as small promotional gifts (pens, caps, shirts, bags etc)*

5. Current positions and perspectives in main groups of markets :

– *EU countries*

- *Comparatively new “players” in this market, so our brands are not well known there*
- *Slowly sales and customers interest are increasing from this region.*
- *Because of decreasing labor and other expenses perspective for Latvian canned fish industry is to be a private label producers for traders or producers of other European countries. Already there is good examples (Brivais Vilnis – Larsen)*
- *Will be as “second” market for industry in nearest future because to achieve serious results there is necessary to invest much more than to keep or improve results in traditional markets*

6. Conclusion

- *Latvia's canned fish industry with its long history, good experience, educated and skilled specialists, well known industries reputation, local brands and wide market structure is a good base for future developments not only in fish canning field but on other seafood processing products too*
- *According to above mentioned good and reasonable opportunities to invest in this field for global brand "players" and other who want to enter eastern markets*
- *To act successfully in traditional markets in future, our producers must start to do more active movements in products marketing fields*