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## VALUE AND QUANTITY FOCUSED EXPORT PERFORMANCE OF SEAFOOD PRODUCTS IN GLOBAL MARKET: ANALYTICAL STUDY

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**Abstract:** *Trade is the backbone for the development of total currency inflow of the country. The country selected for the seafood trade is mandatory in order to continue the smooth flow of trade in future. While trading the seafood to host countries, the Indian exporters are shrewd to consider the trade volume, relative strength of the currency, payment terms, and distance between the countries and so on. Based on the prosperity of country, the traded quantity of seafood between the countries is different. In order to analyse the trade quantity and value of seafood traded from India Growth Rate (GR) has been used. From the GR, it is found that traded quantity and value between countries getting fluctuated in every year. United States of America (USA) and European Union (EU) countries are imported low volume of quantity but value contribution is high in India export earnings through seafood export. But South East Asian countries are imported high volume of seafood products from India but currency inflow from the country is low. It is mainly for the reason of USA and EU countries are importing the higher value products from India and their quality acceptance limit, people purchasing power is also high, currency accepted in the trade is also leads to higher foreign exchange earnings. South East Asian countries quantity imported level is high, but value contribution is low, it is mainly for the reason of they focus on low value seafood product from India. The researcher thanks the authorities of Indian Council of Social Science Research for having provided fund to complete this research article.*

**Keywords:** *Seafood, Export, Market performance, Export reasons*

### INTRODUCTION

In the globalised era, export is the emerging business in India. Exports make a significant impact on balance of payment of the country into surplus one. But it is possible only through increase the export performance of all the products manufactured by India. Among all the products, processed foods have the high potential exported from India. In food

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product, seafood export is the static, and moving towards the forward in the export earnings. Seafood export business is initiated by India due to the surplus fish availability, exchange earnings, comparative advantage, people needs and so on. Entering into the international market is not a simple task of business. It is having lot of factors to be considered in the market. Likewise, exporting the goods it is involved with various processes. But the process and procedure followed by the countries mainly for the purpose of smooth flow of trade.

Export business has lot of opportunities in the form of revolution in the market. The market get lot of fluctuation in the form of price and quantity of goods traded. The upward and downward movement of international trade market is mainly for the reason of world is in the hands of consumers. Consumers are the king in market. The customers have the power to decide their needs and wants. Group of customers need in the market are converted as product by domestic or other countries business aspirants. Based on the consumers needs importers of the country analyse the purchasing power, currency strength and population living in the country and then decide the quantity and value of the foods exported from another country. But the consumption pattern and population explosion create the reasonable demand for the seafood products. The country focused for Indian seafood exporters are mainly concerned with the United States of America, European Union, South East Asia and so on. It is mainly for the reasons of the credit rating strength of the countries and currency accepted by the countries for the trade is also strong.

### **COUNTRY WISE SEAFOOD EXPORT FROM INDIA IN VALUE TERM**

The value of the seafood is determined by the countries chosen for the trade. In the international market all the countries are imported from India due to the reason of exploitation of their resources in the international level, aquaculture climate also not suitable for further production and so on. But the value of the trade is based on the currencies that are to be selected for the trade. Table.1 points out the country wise seafood export from India based on values.



**TABLE 1 COUNTRY WISE SEAFOOD EXPORT FROM INDIA IN VALUE TERM**

(Value in Rs. Crores)

Year	Japan	GR (%)	USA	GR (%)	European Union	GR (%)	China	GR (%)	South East Asia	GR (%)	Middle East	GR (%)	Others	GR (%)	Total
2005	1202.5 (18.09)	-----	1556.10 (23.41)	-----	1819.3 (27.37)	-----	812 (12.22)	-----	510 (7.67)	-----	244.4 (3.68)	-----	502.4 (7.56)	-----	6646.7 (100)
2006	1155.97 (15.95)	-3.86	1639.24 (22.62)	5.3	2134.25 (29.46)	17.3	848.45 (11.71)	4.4	586.85 (8.09)	15.0	307.65 (4.25)	25.8	572.9 (7.91)	14.0	7245.31 (100)
2007	1353.38 (16.18)	17.0	1347.8 (16.12)	-17.7	2760.32 (33.0)	29.3	1156.96 (13.83)	36.3	616.7 (7.37)	5.0	371.06 (4.44)	20.6	757.3 (9.05)	32.1	8363.52 (100)
2008	1227.57 (16.11)	-9.29	1016.94 (13.34)	-24.5	2664.24 (34.96)	-3.4	1009.59 (13.25)	-12.7	573.97 (7.53)	-6.9	393.96 (5.17)	6.1	734.62 (9.64)	-2.9	7620.89 (100)
2009	1234.04 (14.34)	0.52	1021.55 (11.87)	0.45	2854.07 (33.15)	7.12	1646.25 (19.12)	63.0	523.23 (6.08)	-8.8	475.72 (5.53)	20.7	853.11 (9.91)	16.1	8607.97 (100)
2010	1289.58 (12.83)	4.5	1012.52 (10.08)	-0.88	3013.33 (29.99)	5.58	1790.89 (17.82)	8.7	1479.55 (14.72)	182.7	553.59 (5.51)	16.3	909.09 (9.05)	6.5	10048.6 (100)
2011	1683.39 (13.04)	30.5	1990.26 (15.43)	96.5	3459.4 (26.81)	14.8	1977.81 (15.33)	10.4	2114.48 (16.39)	42.9	669.9 (5.19)	21.0	1006.23 (7.80)	10.6	12901.5 (100)
2012	2140.67 (12.89)	27.1	2977.53 (17.94)	49.6	3810.44 (22.96)	10.1	1259.23 (7.59)	-36.3	4193.27 (25.27)	98.3	894.38 (5.39)	33.5	1321.72 (7.96)	31.3	16597.2 (100)
2013	1999.59 (10.6)	-6.5	4026.48 (21.35)	35.2	4176.42 (22.15)	9.6	1702.14 (9.03)	35.1	4100 (21.74)	-2.2	1113.34 (5.90)	24.4	1738.29 (9.23)	31.5	18856.3 (100)
2014	2463.83 (8.15)	23.21	7744.67 (25.63)	92.3	6129.69 (20.29)	46.7	1813.21 (6.0)	6.52	8000.10 (26.48)	95.1	1599.37 (5.29)	43.6	2462.40 (8.15)	41.6	30213.3 (100)
2015	3040.26 (9.09)	23.39	8830.12 (26.4)	14.01	6715.58 (20.08)	9.56	1349 (4.03)	-25.6	8620.85 (25.78)	7.75	2020.86 (6.04)	26.35	2864.93 (8.57)	16.34	33442 (100)
2016	2610.74 (8.58)	-14.1	8633.4 (28.28)	-2.23	6311.45 (20.75)	-6.01	1432.25 (4.70)	6.17	7499.16 (24.65)	-13.0	1793.67 (5.89)	-11.2	2140.16 (7.04)	-25.29	30421 (100)
<b>Total</b>	<b>21401.52 (11.2)</b>		<b>41796.61 (21.89)</b>		<b>45848.49 (24.0)</b>		<b>16797.78 (8.79)</b>		<b>38818.16 (20.33)</b>		<b>10437.9 (5.47)</b>		<b>15863.15 (8.30)</b>		<b>190964.29 (100)</b>
<b>Rank</b>	<b>4</b>		<b>2</b>		<b>1</b>		<b>5</b>		<b>3</b>		<b>7</b>		<b>6</b>		

Source: <http://mpeda.gov.in/MPEDA/>



Table 1 explains the value of seafood exported by India with the portion of various countries. Right from 2005 to 2016, total value of seafood exported from India to various countries was Rs.190964.29 crores. Out of the total value of seafood Rs. 21401.52 crores (11.2 percent) was traded by Japan, followed by Rs. 41796.61 crores and Rs. 45848.49 crores are contributed by USA and European Union and Rs.16797.78 crores imported by China, Rs. 38818.16 crores contributed by South East Asia, Rs. 10437.9 crores contributed by middle east and Rs. 15863.15 crores imported by other countries. The total value of seafood export from 2005 to 2016 shows the higher trend in year by year except the year of 2008 the value was 7620.89 crores. However out of twelve years of the study, the first highest amount contributed by USA with the rupee value of Rs. 41796.61 crores, followed by in second Rs.45848.49 crores contributed by European Union. Based on the value of seafood exported from European union contributed first, followed by United States of America, South East Asia, Japan, China, other countries and middle east countries.

### **COUNTRY WISE SEAFOOD EXPORT FROM INDIA IN QUANTITY TERM**

In the international trade, countries are not only import the seafood for their consumption and also import the goods for the reason of adding the value addition and made the re-export to another country. The value addition can be done in either in the product or packaging of the product. In the product, the importer, buy the raw processed fish from India, and further they are processed into cooked and make the seafood for ready to eat and re-export to another country. In today, many international countries are expecting the packaging of the seafood products into green nature. In order to meet the international market requirements, seafood importers are buying the seafood from India and processed and packaged in green materials and then re-export to foreign country. For this process seafood traded countries are importing higher quantity of seafood from the India. Table.2 highlights the country wise seafood export from India based on quantity.



**TABLE 2 COUNTRY WISE SEAFOOD EXPORT FROM INDIA IN QUANTITY TERM**

(Quantity in Tonnes)

Year	Japan	GR (%)	USA	GR (%)	European Union	GR (%)	China	GR (%)	South East Asia	GR (%)	Middle East	GR (%)	Others	GR (%)	Total
2005	57832 (12.54)	-----	50045 (10.85)	-----	117742 (25.52)	-----	130018 (28.18)	-----	58650 (12.71)	-----	16624 (3.60)	-----	30418 (6.59)	-----	461329 (100)
2006	59785 (11.67)	3.3	55817 (10.90)	11.5	136842 (26.72)	16.2	137076 (26.72)	5.4	60140 (11.74)	2.5	22270 (4.35)	33.9	40234 (7.86)	32.27	512164 (100)
2007	67437 (11.0)	12.7	43758 (7.14)	-21.6	149773 (24.45)	9.4	203514 (33.22)	48.4	67650 (11.04)	12.4	23585 (3.85)	5.9	56924 (9.29)	41.48	612641 (100)
2008	67373 (12.44)	-0.09	36612 (6.76)	-16.3	149382 (27.57)	-0.26	139792 (25.81)	-31.3	63818 (11.78)	-5.6	25752 (4.75)	9.18	58972 (10.88)	3.59	541701 (100)
2009	57271 (9.5)	-14.9	36877 (6.12)	0.72	155161 (25.74)	3.86	202142 (33.53)	44.6	34123 (5.66)	-46.5	27177 (4.51)	5.53	90084 (14.94)	52.75	602835 (100)
2010	62690 (9.24)	9.4	33443 (4.93)	-9.3	164800 (24.29)	6.21	144290 (21.27)	-28.6	149352 (22.01)	337.6	34924 (5.15)	28.5	88937 (13.11)	-1.27	678436 (100)
2011	70714 (8.70)	12.7	50095 (6.16)	49.7	170963 (21.03)	3.73	159147 (19.57)	10.2	233964 (28.77)	56.6	43983 (5.41)	25.9	84225 (10.35)	-5.29	813091 (100)
2012	85800 (9.95)	21.3	68354 (7.93)	36.4	154221 (17.90)	-9.8	84515 (9.80)	-46.8	343962 (39.90)	47.01	38155 (4.43)	-13.2	87014 (10.09)	3.3	862021 (100)
2013	76648 (8.26)	-10.6	92447 (9.96)	35.2	158357 (17.06)	2.6	98720 (10.64)	16.8	330000 (35.55)	-4.05	41419 (4.46)	8.5	130623 (14.07)	50.1	928214 (100)
2014	71484 (7.27)	-6.7	110880 (11.27)	19.9	174686 (17.76)	10.3	111044 (11.28)	12.4	344800 (35.05)	4.4	58040 (5.90)	40.1	112822 (11.47)	-13.62	983756 (100)
2015	78772 (7.49)	10.19	129667 (12.33)	16.94	188031 (17.88)	7.63	59519 (5.66)	-46.4	409931 (38.99)	18.88	64608 (6.14)	11.32	120716 (11.48)	6.99	1051243 (100)
2016	75393 (7.97)	-4.29	153695 (16.25)	18.53	186349 (19.7)	-0.89	50042 (5.29)	-15.92	328900 (34.77)	-19.77	53905 (5.69)	-16.55	97609 (10.31)	-19.14	945892 (100)
<b>Total</b>	<b>831199 (9.24)</b>		<b>861690 (9.58)</b>		<b>1906307 (21.19)</b>		<b>1519819 (16.89)</b>		<b>2425290 (26.96)</b>		<b>450442 (5.0)</b>		<b>998578 (11.1)</b>		<b>8993323 (100)</b>
<b>Rank</b>	<b>6</b>		<b>5</b>		<b>2</b>		<b>3</b>		<b>1</b>		<b>7</b>		<b>4</b>		

Source: <http://mpeda.gov.in/MPEDA/>



Table 2 explains the country wise seafood exported from India in quantity terms. From the year 2005 to 2016 the total seafood quantity export of India to various countries were 8993323 tonnes. Out of the total quantities exported by India, 831199 tonnes (9.24 percent) contributed by Japan, followed by 861690 tonnes (9.58 percent) by United States of America. The contribution of 1906307 tonnes (21.19 percent) by European Union, 1519819 tonnes (16.89 percent) by china, 2425290 tonnes (26.96 percent) by South East Asia, 450442 tonnes (5.00 percent) by Middle East and 998578 tonnes (11.10 percent) by other countries. The total seafood quantity exported by India was suddenly increased in the 2011 the export quantity was 813091 tonnes. The growth rate of 337.6 percent contributed by South East Asia in the year 2010, it was more than three times higher over the previous year. Based on quantity imported by other countries from India, South East Asia is contributed in first, followed by European Union, China, Other countries such as Singapore, Maldives, United States of America, Japan and Middle East Countries of second, third, fourth, fifth, sixth, and seven respectively.

## **CONCLUSION**

The researcher has found that Indian seafood exporters are focused on the high value product order countries, sometime this focus is failure due to the reason of high value countries are very quality conscious in their buying decisions. In order to navigate this issue, the exporters may focus on new emerging market for their export earnings.

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