

# MARKET REPORT

## December 2015 Overview

The long term shipping forecast sees more low pressure and high winds for December, just like recent days, so cross fingers as we go into a volatile month. Even more reason to get forward orders into your local sales teams for an important month. Retailers will demand more volumes at auction on some prime species. End of the month sees the end of native fish quotas, so fishermen will be trying to get out. Auctions will start to close off on 21st /22nd Dec and reopen fully on 4th Jan. There will be some small markets in-between but again speak to us locally for more details. As normal we will work hard to satisfy requirements up to and after Christmas before the New Year, so please start talking to us as early as possible, so that we can bespoke a plan to support your needs.

Buyer recommends = 

Product	Commentary	Origin
<b>FARMED FISH</b>		
Sea Bass & Gilthead Bream ✓	Growth issues are still firmly behind us now with new generation fish flowing through. Volumes, sizes and quality are excellent and is a buyers pick on farmed fish for December	Greece and Turkey
Salmon	Norway and Scotland are reporting pressure on the larger size fish for next month but generally volumes and quality should be good	Scotland and Norway
Fresh Water Rainbow	This fish offers great value and is consistent in supply, good plate cover if butterflied, some nice provenance with examples like Hampshire and Avon. Worthy of menu review	Hampshire & Avon Rivers-England, Ireland
Halibut	Will see farms closing down a week before Xmas, so get those forward orders in early, shelf life is remarkable on this farmed fish, so we can manage requirements locally for you	Norway, Scotland
Farmed Stone Bass	Again farms will close down but with our management of stock we should see good availability for the month.	Spain, Turkey, France and Greece
Sea Reared Trout ✓	Buyers are still raving about the quality and value of this stunning fish and must be a great choice for December	Norway
Turbot	Farmed fish will offer good value as wild firms up at local auctions, again forward orders are the way to go here	Norway, Spain
<b>WILD FISH</b>		
Brill	Quality still great on all sizes, but we will see firming up on the price as we go through December	South West
Black Bream Wild	Very disappointing summer season on this species, scarce now till next year	South West
Cod	Large fish have firmed up recently, skippers sitting on quota are playing a roulette game with the weather. Buyers can see reasonable volumes through till the end of year, weather will play a factor though	Iceland, Scotland, Norway, South Coast
Coley	Coley still remains a great value white fish. Always a good white fish option versus Cod and Haddock mainly sourced out of Peterhead.	Scotland
Dover Soles	Volumes will depend on the weather, but prices will firm as the month progresses with more Christmas demand	South West, North East, South East
Grey Mullet	Fish are still from Lowestoft right round to Newlyn but again volumes are only light, more French imports coming through	France, South West
Haddock	Similar to Cod with native quota still out there, quality great, prices have firmed a little on larger sizes the bargains are likely to be earlier in the month.	Iceland, North East Atlantic, Scotland, Norway
Halibut	From a sustainable point of view and value, its best to avoid wild and go for farmed Norwegian and Scottish fish.	Norway, North Atlantic, North Pacific
Hake	Prices have risen sharply recently at auction, this species is really effected by the tides and the wind factor, so a really difficult one to predict in December. Keep in touch with the sales team for info	Scotland, North East Atlantic, South west
Herrings	Still small local showings around the coast, no great volumes forecasted	South Coast of England and Scotland

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<b>WILD FISH CONTINUED...</b>		
John Dory	Starting to disappear after a good season	South West , North East Atlantic
Lemon Sole	A real battle between native supply and the Icelandic flown in fish at present , so weather will be a deciding factor and availability , again forward orders will be important	South West, North East Atlantic, Scotland, Icelandic, Holland
Ling	There are some UK landings available but no volumes to speak of, please speak to your local teams	South West, Scotland, Norway
Mackerel	Our Scottish buyer confirmed that grounds around the Shetlands , still line caught south coast fish available when the weather holds for the day boats , imported stock will also supplement	Scotland, South West, Spain, Portugal and France
Monkfish	This fish is on the rise even now as forecasted December will see pressure with demand from retailers so take advantage of any deals we can do locally.	South West , North East Atlantic
Plaice	Plaice continues to roe up as predicted , but still offer value , but yield will be low.	Iceland, Scotland ,North East Atlan- tic, South West
Pollock	This wreck fish will be tested by the weather , predominantly long line caught , talk to the team about availability	South West, Scotland
Red Mullet	Red Mullet are picking up slightly , but still small fish , all south west coast and some value , speak to your local team	South West
Red and Tab Gurnards	Still a great winter fish and a pick for December on the specials boards , as weather will drive the value keep in touch locally	South West, North East At- lantic
Sardines	Still some small native parcels at native auctions , supported by imported stock	Portugal, Spain ,South west , Scotland
Sea Bass	Still concern over this species , with the new MCS rating being a fish to avoid , we still concentrate on line caught fish off the south coast like New haven but alternatives need to be considered .Large Farmed Bass , Stone Bass and Channel Bass would be a good option.	Gower Peninsula, South West . North East
Salmon and Sea Trout - Wild	Salmon and Sea Trout season is over till summer next year	Rivers of UK and Ireland
Squid	Buyers are still raving about the quality and must be a great choice for December	South West, North East Atlantic
Turbot	If the weather holds there should be some great quality fish , demand will dictate auction prices , compare the farmed version before purchasing	South West, Scotland
Whiting and Pout Whiting	Pouts and Whiting are mainly out of Scottish waters now , talk to the local sales team about any bargains to be had	North East Scot- land, South West
Swordfish , Yellow Fin Tuna and Mahi Mahi	Exotic fish should be stable over the December period with flights still happening and fish being caught in the Indian Ocean .	Indian Ocean - Sri Lanka, Maldives , Spain, Chile
Shellfish	Native shellfish will be in tip top condition .Availability should be good up till Xmas , weather will effect diver scallops .We will receive the odd delivery between Xmas and New Year , please pre order. Native Lobsters are scarce , Canadian are coming through strong .	Various

Disclaimer: The monthly market report is a guide, using information from our buyers who have a wealth of experience. Other influences still effect greatly the market place, weather , seasonal changes , supply and demand in retail and catering, alongside exchange rates.