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ABOUT SHRIMP INSIGHTS

Shrimp Insights, led by Willem van der Pijl, is a unique consultancy and publications agency in the shrimp industry. With 12 years of experience, Willem has developed a comprehensive understanding of the global shrimp value chain, making him one of the leading analysts in the field. His publications reach his +20,000 personal LinkedIn followers, close to 5,000 LinkedIn company page followers, and close to 5,000 subscribers to his mailing list. His network receives his updates through social media posts and direct mailings. His publications can be accessed at all times.

www.shrimpinsights.com

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**Shrimp Insights publications are often published ad hoc, and the number of publications is usually higher than the number of guaranteed publications.*

SHRIMP BYTES

Shrimp Bytes are concise trade data updates covering import and export data from major producers and importers.

SHRIMP BLOGS



The Shrimp Blogs are long reads about various relevant industry topics.

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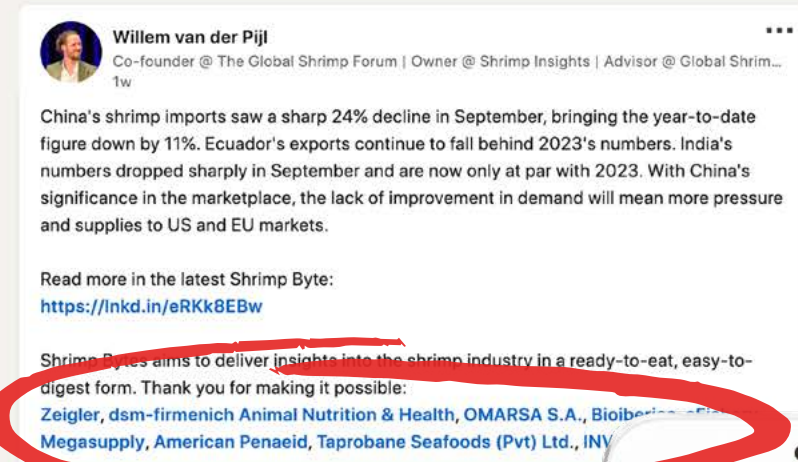
Personalized advertorials are interview-based product promotions. Only products aligned with Shrimp Insights's mission of contributing to a more resilient, future-proof shrimp industry are considered.

AUDIENCE

Shrimp Blogs and Bytes are distributed (1) through direct mailing through MailChimp and (2) through company and personal posts on LinkedIn. The LinkedIn posts are direct to the website. On the website, all blogs and bytes are always available for open access. The personalized advertorial will only be sent via direct mail through MailChimp. The LinkedIn and Mailchimp audiences consist of a mix of all seniority levels, from company owners and executives to technical and commercial staff. The audience covers all parts of the shrimp value chain and all major relevant geographies.

| Channel | | Numbers of followers | Interaction |
|--|-------------------------|--------------------------------|--|
|  | Personal Account | 21,072 Followers | Average number of likes: 50-100 |
| | Shrimp Insights Account | 4,862 Followers | Average number of likes: 30-50 |
|  | | 4,745 Subscribers | Average open rate: 40-50% |
| WEBSITE | | 33,714 unique visitors in 2023 | Average of 2,000 visitors of each blog + 400 visitors for each byte. |

VISIBILITY / BYTES

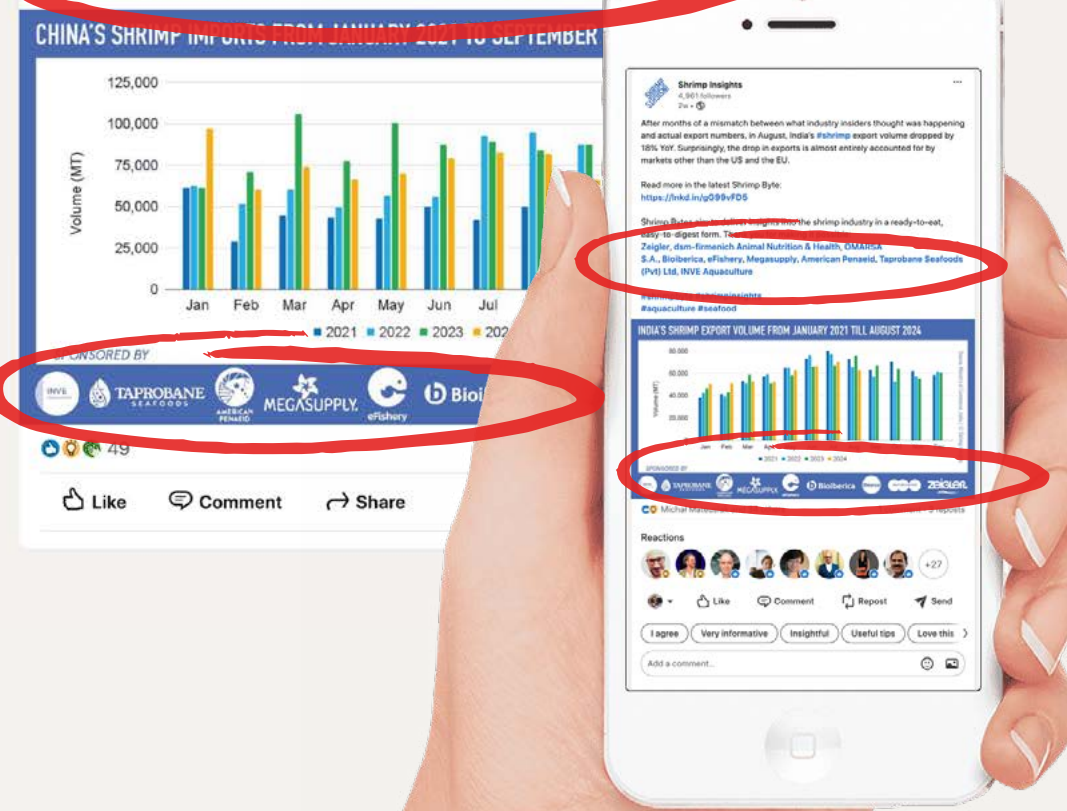


Willem van der Pijl
Co-founder @ The Global Shrimp Forum | Owner @ Shrimp Insights | Advisor @ Global Shrim...
1w

China's shrimp imports saw a sharp 24% decline in September, bringing the year-to-date figure down by 11%. Ecuador's exports continue to fall behind 2023's numbers. India's numbers dropped sharply in September and are now only at par with 2023. With China's significance in the marketplace, the lack of improvement in demand will mean more pressure and supplies to US and EU markets.

Read more in the latest Shrimp Byte:
<https://lnkd.in/eRKK8EBw>

Shrimp Bytes aims to deliver insights into the shrimp industry in a ready-to-eat, easy-to-digest form. Thank you for making it possible:
Zeigler, dsm-firmenich Animal Nutrition & Health, OMARSA S.A., Bioiberica S.A., Megasupply, American Penaeid, Taprobane Seafoods (Pvt) Ltd., INVE Aquaculture



CHINA'S SHRIMP IMPORTS FROM JANUARY 2021 TO SEPTEMBER

Volume (MT)

Jan Feb Mar Apr May Jun Jul

■ 2021 ■ 2022 ■ 2023 ■ 2024

INDIA'S SHRIMP EXPORT VOLUME FROM JANUARY 2021 TILL AUGUST 2024

Volume (MT)

Jan Feb Mar Apr May Jun Jul Aug

■ 2021 ■ 2022 ■ 2023 ■ 2024

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Read more in the latest Shrimp Byte:
<https://lnkd.in/gD99vFD9>

Reactions: I agree, Very informative, Insightful, Useful tips, Love this


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SHRIMP BYTES



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A BIG DROP: INDIA'S AUGUST SHRIMP EXPORT VOLUME DOWN BY 18% YOY

21 Oct 2024

INDIA'S SHRIMP EXPORT VOLUME FROM JANUARY 2021 TILL AUGUST 2024



Volume (MT)

■ 2021 ■ 2022 ■ 2023 ■ 2024

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In August 2024, India's shrimp exports finally saw a considerable drop (-18%), which is most likely a reflection of farmers' slow stocking behavior and many production challenges related to weather conditions.


The drop in exports in August was mainly accounted for by a sharp drop in exports to China (-49%), Vietnam (-6%), Russia (-31%), the UK (-24%) and Japan (-9%). Exports to the US were flat (-1%), and exports to the EU increased (+9%) YoY. This may reflect the struggle exporters face to meet the requirements of their large contract business partners in the US and, to some extent, in the EU, with few raw materials left for other export markets.

On a positive note, exports of *P. monodon* in August 2024 increased by 25% year over year, bringing the year-to-date export volume to 16,875, almost (-3%) at par with the year-to-date export volume in 2023.

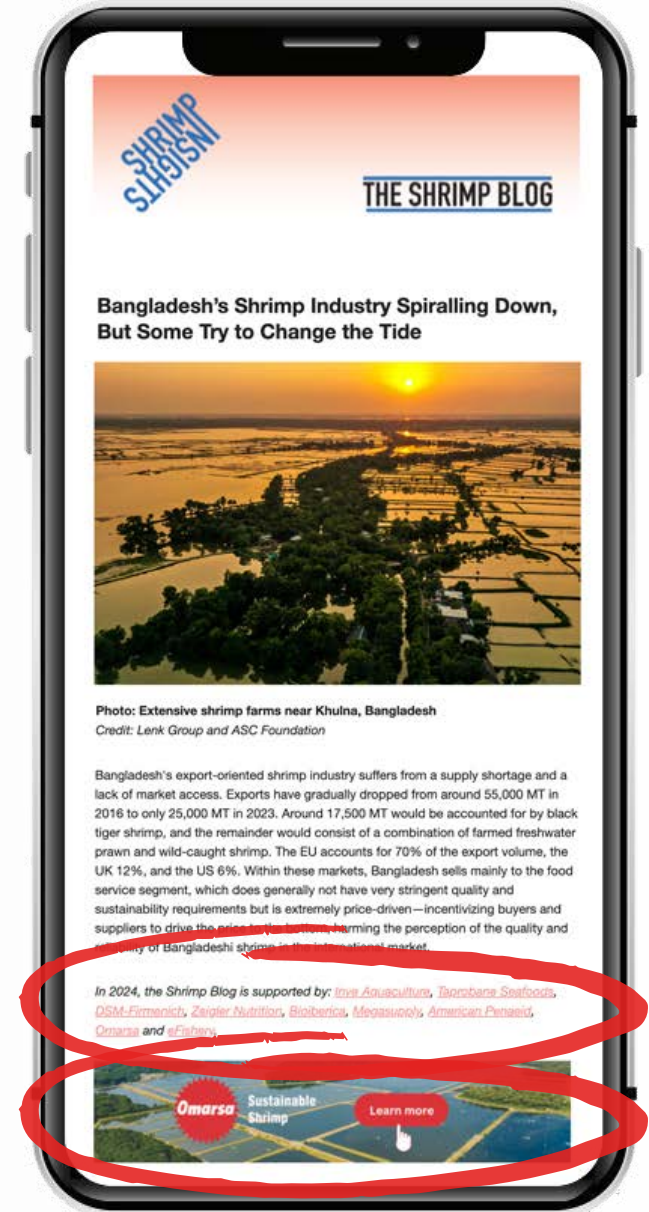
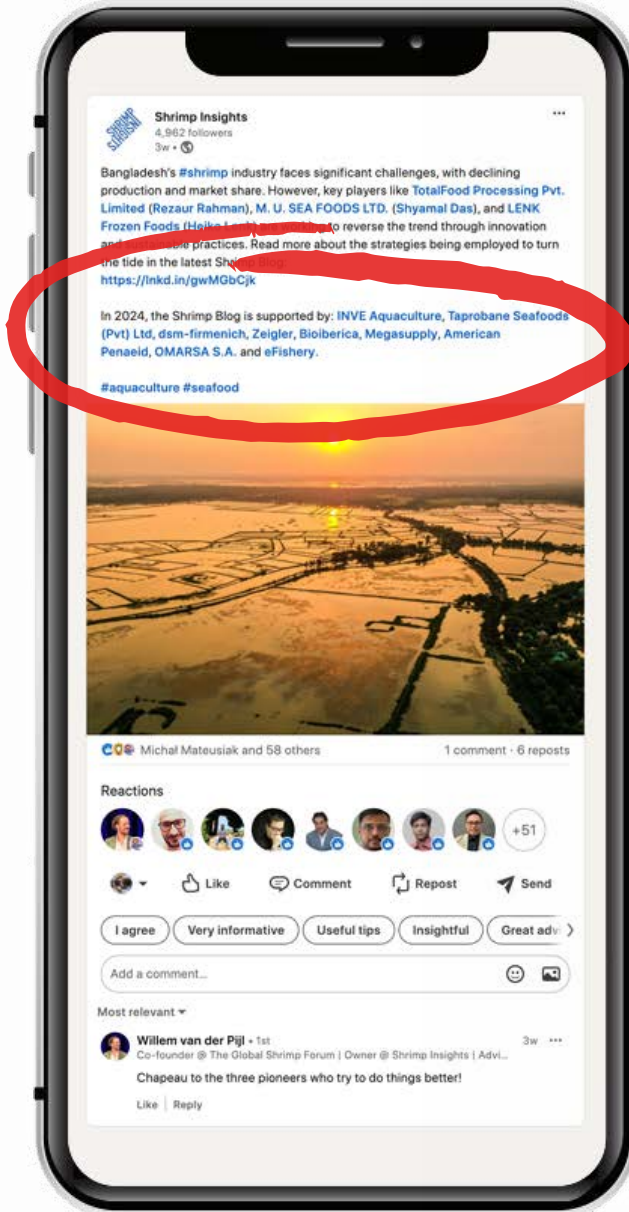
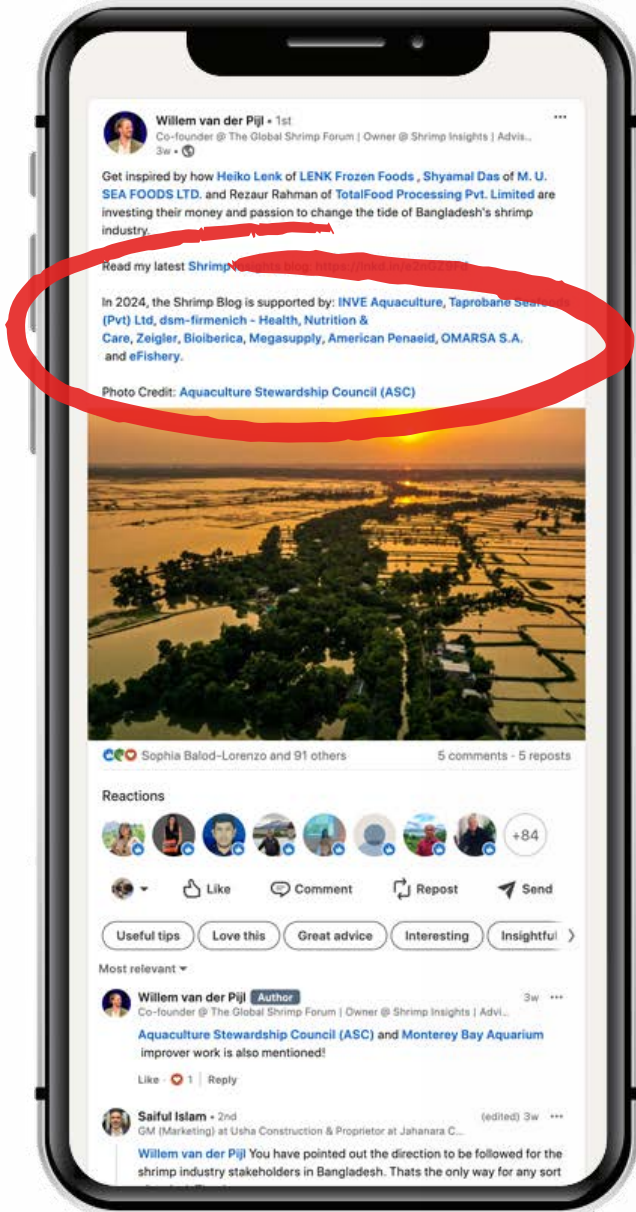
India's year-to-date exports are now at par with 2023. In 2023, exports in the second half of the year exceeded expectations, but this year, it's more likely that Q3 exports will show a downward trend due to slow stocking and challenging weather conditions. 2024's exports may, therefore, end up at a lower point than 2023.

However, farmgate prices are rising, and farmers are stocking their ponds for this year's final crop. This crop may be ready to harvest by December and January, enabling exporters to build stock and capitalise on the peak holiday buying season.

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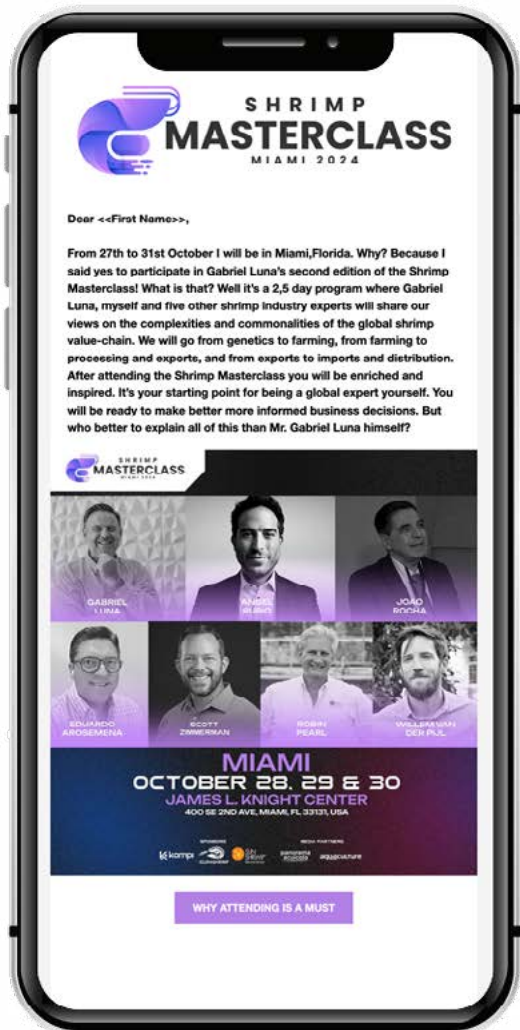


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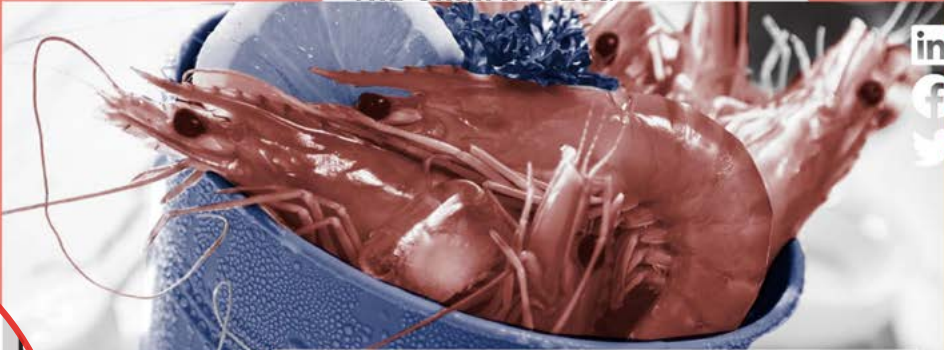
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THE SHRIMP BLOG



AN UPDATE OF THE US MAJOR SHRIMP SUPPLIERS—SANTA PRISCILA TURNED INTO UNCHALLENGED LEADER

26 Sep 2024

In April 2022, Angel Rubio from Urner Barry by Expana and I published a blog summarizing the companies driving US shrimp supplies. Two years later, we think it is time for an update. In this blog, I will present Angel's analysis of Urner Barry by Expana's Foreign Trade Database, enabling us to identify the US's leading shrimp suppliers. We will first look at the top 15 suppliers in the US and then delve a bit deeper into the supply base in India, Ecuador, Indonesia, and Vietnam. Want to know more?! Contact Angel Rubio for me for further discussion.

In 2024, the Shrimp Blog is supported by: Inve Aquaculture, Taprobane Seafoods, DSM-Firmenich, Zeigler Nutrition, Bioiberica, Megasupply, American Penaeid, Omarsa and Fishery.

Disclaimer: The data presented in this blog is sourced from Urner Barry by Expana's Foreign Trade Database, organized by Angel Rubio and Shrimp Bytes on a best-efforts basis. A shrimp imported into the US is declared by a specific importer or exporter. Numbers may differ slightly from the data presented. Nonetheless, we are confident that the insights into the exporters that lead to the most significant discrepancies between the data presented are highlighted.



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