

## **Objectives of the Market Advisory Council (MAC)**

The MAC is a stakeholders' organisation promoting balanced representation of all interests in accordance with article 45(2) of Regulation 1380/2013. In particular,

(a) it will submit recommendations and suggestions on matters related to the market of fishery and aquaculture products on behalf of the whole value chain (primary producers - catching, aquaculture-, traders, exporters, importers to/from third countries, processors, wholesalers, distributors, retailers), and consumers as well as other interest groups affected by the CFP and CMO (environmental or development non-governmental organisations, consumer organisations, etc.);

(b) it will inform the Commission and Member States of problems in its field of competence and propose solutions to overcome those problems;

(c) it will contribute, in close cooperation with scientists, to the collection, supply and analysis of data necessary for the development of conservation measures;

(d) more generally, it will provide input (including knowledge and experience of all stakeholders) with the aim to contribute to the objectives set out in Article 2 of Regulation 1380/2013 and to the CMO objectives laid down in Article 35 of Regulation 1380/2013.

The MAC may provide its advice to the European Commission, the European Parliament, the Committee of the Regions, the European Economic and Social Committee, one or several European Union Member States and any other relevant stakeholder whenever it is relevant for the EU market of fishery and aquaculture products and within the tasks defined in Article 44 of Regulation (EU) No 1380/2013.

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