

MINUTES

FOCUS GROUP MARKETING STANDARDS

Wednesday 5 September 2018

09:00-11:00

Rue de la Loi 38 – 1040

Brussels

Attendees:

James Warwick- SEAFISH UK
Jessica Demblon – MAC
Sandra Sanmartin - MAC
Claudia Orlandini – LIFE (Observer)
Manon Levrey – LIFE (Observer)
Brian O’Riordan – LIFE (Observer)
Bruno Guillaumie- EMPA
Emiel Brouckaert – EAPO
Paul McDonald – SFO
Michael Turenhout – Visfederatie
Claudia Vinci – AIPCE
Roberto C. Alonso – ANFACO-CECOPECA
Janne Posti – MSC (Observer)
Pim Visser - Chair

Unprofessional structure of the questionnaire in the frame of the Public Consultation of Marketing Standards

It was agreed that the MAC will draft a letter addressed to the Commission on the consultation launched: the MAC finds some inconsistencies in the questions and the way these have been drafted. This letter will be put forward to the ExCom for its consideration.

Discussion and consideration of draft opinion elaborated by rapporteur

The rapporteur made a presentation on the responses received from members of the MAC to the questionnaire drafted by the Focus Group circulated during the summer.

It was agreed to include in the draft opinion the possibility of creating an inter-branch organisation, following the example of the French aquaculture sector, which will decide on common marketing standards based on needs and experience.

It was agreed that the first part of the draft advice will consist of the conclusions of the questionnaire, which will be re-distributed again.

The possibility of including the idea of the industry starting its own standards in the draft opinion was put on the table.

The standards addressed by the MAC will be limited to business-to-business standards.

Summary of actions & decisions taken

1. Draft opinion to be drafted by rapporteur and Secretariat
2. Questionnaire to be distributed once again- deadline for responses 15.09.2018
3. Further steps on the approval of the draft opinion will take place in writing