

## MAC ADVICE

# European Market Observatory for Fisheries and Aquaculture (EUMOFA)

30.09.2019

The European Market Observatory for fisheries and aquaculture (EUMOFA) is a market intelligence tool on the European Union fisheries and aquaculture sector, developed by the European Commission. It aims to increase market transparency and efficiency, analyses EU markets dynamics, and supports business decisions and policy-making.

EUMOFA provides ex-post information on volumes, values and prices of fisheries and aquaculture products including imports and exports. Data are also collected from EU countries, Norway, Iceland and from EU institutions

Working Group 1 of MAC has developed a questionnaire to get feedback from its members (and member organisations) on the EUMOFA tool and in particular to ascertain the level of use and to identify areas that could be improved with an emphasis on the first sales price data. Based on this work, the MAC developed a set of recommendations which we consider would improve the EUMOFA data base.

### **MAC Recommendations:**

- The MAC calls for consistency of First Sales Notes data, particularly regarding timelines and weekly/monthly issues. If the Sales Notes do not provide the required data, the European Commission should explore alternative options.
- EUMOFA should provide additional data on aquaculture, such as production and fish feed price data. Additionally, the MAC recommends the development of a statistical information system on aquaculture, which could follow the existing model for the agricultural sector.
- The MAC believes that it would be beneficial for EUMOFA to include data concerning consumption and expenditure in quantity and value per month of all fisheries and aquaculture products.
- The MAC further believes that EUMOFA should make its data available in a more timely manner, in order to improve its usefulness for the interested stakeholders.



- EUMOFA's website should not require professional-level skills to navigate and should take into account users who do not have expertise in accessing market data, so that it can be the first choice for the stakeholders searching for market data. Furthermore, a help-line should be put in place, in addition to the existing "query" facility.
- The MAC emphasises that errors highlighted by users in the data must be acknowledged and corrected by EUMOFA.
- The MAC would like to stress the importance of increasing training sessions, for example through live demonstrations at the Seafood Expo Global event or in Member States, and Webinars.
- The MAC recommends the advertising of EUMOFA's value in trade publications and websites, which could include suggestions on where to find seasonal data.
- The MAC invites the European Commission to perform additional price studies via EUMOFA, without prejudicing competition laws. In the future, the MAC will discuss specific species for which prices studies by the European Commission would be particularly relevant.
- Finally, the MAC considers that it would be beneficial for the Commission to develop an yearly evaluation of the users of EUMOFA and, especially, of their purpose.