



The Director-General

Brussels,  
MARE/D3-A4/mb-CB

Mr. Guus Pastoor,  
Chairman  
Market Advisory Council  
rue de la Science, 10  
B-1000 Brussels

**Subject: MAC opinion on marketing standards - processed products**

Dear Mr. Pastoor,

Thank you for the opinion submitted by the Market Advisory Council on EU marketing standards regarding processed products.

Following my reply to your opinion on marketing standards for fresh products (ref. Ares(2019)2808723), I welcome the fact that the members of the Market Advisory Council have undertaken to address all relevant regulations covered by the marketing standards framework, as well as their objectives as laid down in Regulation (EU) No 1379/2013, including the need to ensure a level-playing field between EU and imported products and a sustainable supply of the EU market.

As the work of the external consultant is now completed, this input will not feed in the evaluation study. I have nonetheless instructed my services to integrate your opinion in the staff working document that will be published in the last quarter of 2019 to present the results of the evaluation

I look forward to further cooperation with you on this important topic.

Should you have any further question on this reply, I invite you to contact Ms. Pascale Colson, coordinator of the ACs ([pascale.colson@ec.europa.eu](mailto:pascale.colson@ec.europa.eu); +32 2 29 56273).

Yours sincerely,

  
P. O. João AGUIAR MACHADO