



Market Advisory Council – Working Group (WG) 1

Focus Group on Marketing Standards – Terms of Reference

Rationale

In 2018, the European Commission, in accordance with the Better Regulation Package Guidelines, launched an evaluation of the marketing standards framework for fishery and aquaculture products to assess the extent which these were still fit for purpose.

On March 2019, the MAC adopted an opinion covering marketing standards for fresh products, which was followed by an opinion, on July 2019, covering processed products. Due to the delay, these advices were not integrated in the study commissioned by the European Commission to an external consultant, but fed into the Staff Working Document.

On November 2019, the study by the external consultant, Coffrey International, was made publicly available. The study and the MAC's opinions reached different conclusions concerning the relevance of the marketing standards framework.

On January 2020, the Commission provided an overview of the evaluation and the next steps on the marketing standards framework, which is linked to the Farm to Fork strategy, a key component of the European Green Deal. The Commission has encouraged the MAC not to dwell on the findings of the evaluation study nor the staff working document, nor on the differences between these and the two previous opinions of the MAC, but instead to provide an opinion on the future inception impact assessment to be published in Spring 2020, including different policy options, problem drivers, necessity of EU action to tackle identified market failures, scope, and possible impacts, as well as input on the future public consultation to be launched in the second semester of 2020.

Purpose

- Assess the differences in conclusions reached by the MAC and the external consultant, particularly on quality standards
- Follow-up on the Staff Working Document
- Prepare opinion on the inception impact assessment
- Prepare input for the public consultation

Proposed outcomes

- A set of recommendations to WG1, taking into account previous MAC advices on the marketing standards framework, on:
 - Commission's initial impact assessment, including a position on the preliminary policy options:
 1. No policy change
 2. Moderate reform of the marketing standards
 3. More extensive reform of the marketing standards
 4. Discontinue the marketing standards



- Relevance of the current marketing standards framework
- Problem drivers
- Necessity of EU action to tackle any identified market failures
- Scope to be covered by the framework
- First indication of possible impacts
- Possible improvements to the framework
- Commission's public consultation

Composition of the Focus Group

Maintain the composition of the previous Focus Group on Marketing Standards with the addition of two Other Interest Groups members, plus the replacement of the Scottish Fishermen Federation (see table below).

Timeline

- First Focus Group meeting on 10 March 2020. Dates of the additional meetings to be determined by the members of the FG
- Report on progress to WG1 in May meeting
- Final report at WG1 September meeting

Resources, inputs and external sources

- Regulations and codes relevant to the marketing standards framework
- Review of existing surveys and studies on marketing standards
- Input from members

Focus Group structure

Chairperson: Pim Visser
 Secretariat: Pedro Reis Santos

Focus Group member organisations:

SECTOR	ORGANISATION
Primary producers catching sector	<ul style="list-style-type: none"> - OPESCAYA - EAPO - Europêche - DPPO
Primary producers sector (aquaculture)	<ul style="list-style-type: none"> - EMPA
Processors, traders, suppliers and retailers	<ul style="list-style-type: none"> - ANFACO-CECOPESCA - AIPCE - CONXEMAR - ANCIT - Visfederatie
Environmental or development non-governmental organisations (NGOs), Consumers organisations, Others	<ul style="list-style-type: none"> - MSC - WWF