

# **Common Marketing Standards for certain fishery products**

## **considerations for MAC WG 1**

Standards to strengthen supply chains

Thanks for info to  
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NEN AgroFood 2018  
and  
Sandra San Martin  
MAC secretariat

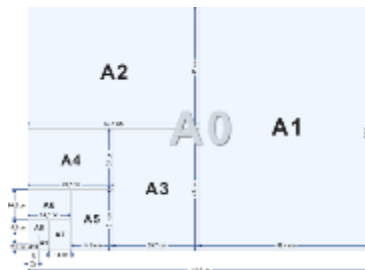
# Totally standard



NEN-ISO/IEC  
11889



NEN-EN-IEC  
62680-2-2:2015



NEN-EN ISO  
216:2007



NEN 1006:2015 nl

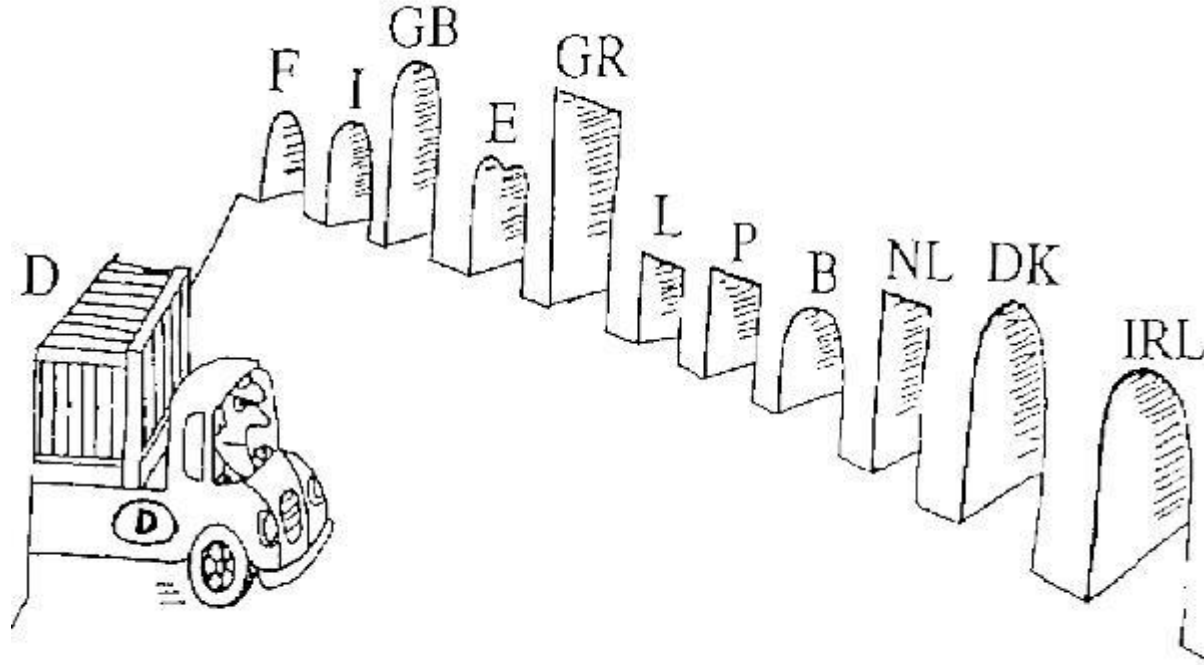


NEN-EN 15376



NEN-ISO 23409:2011

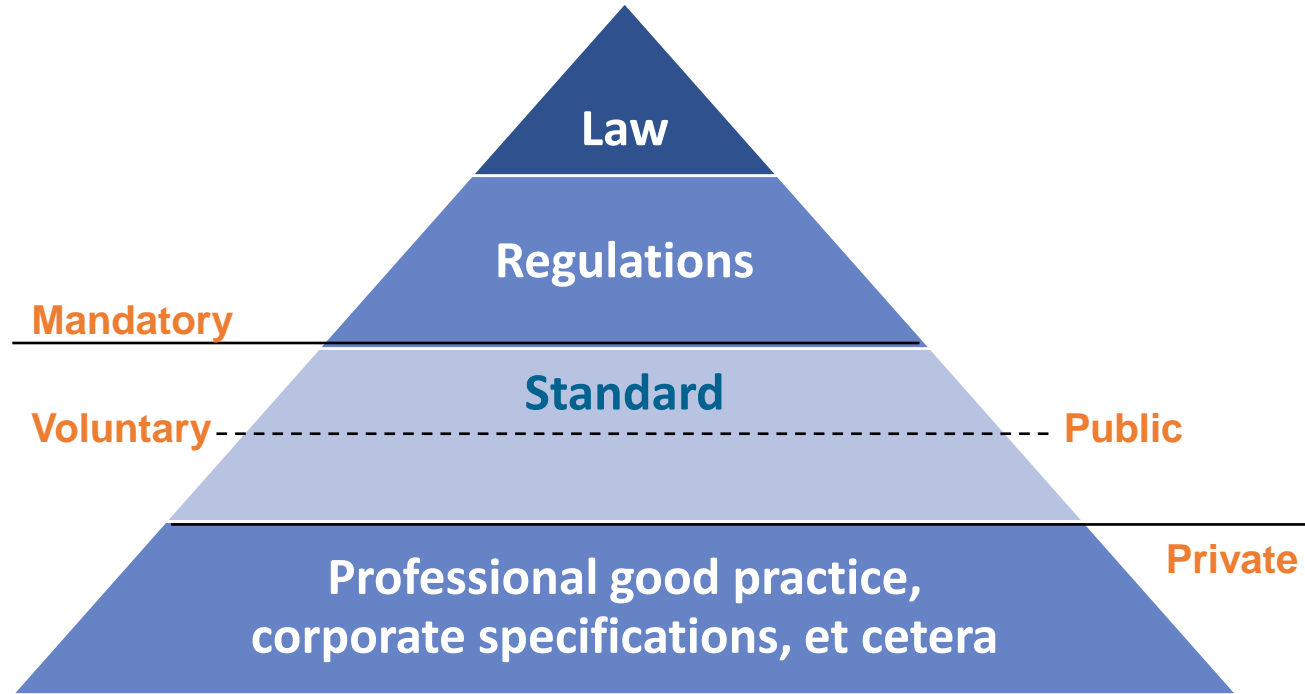
# Impact on global supply chains



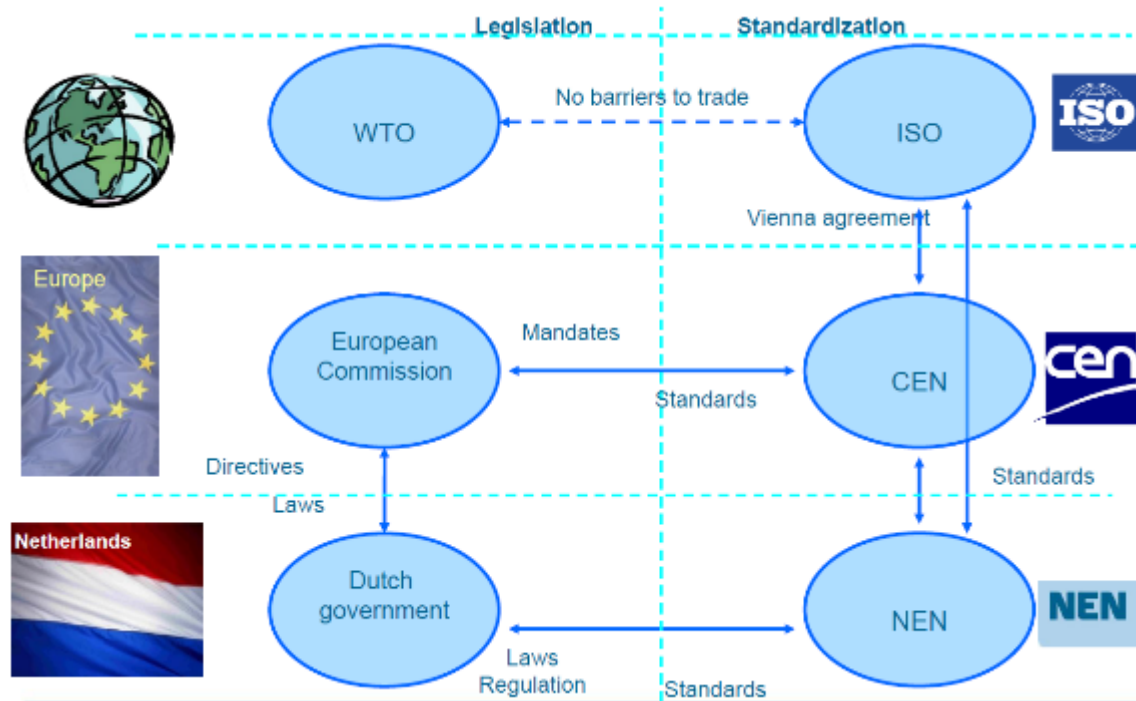
# The Benefits of Standards

SOCIETY	BUSINESS	PARTICIPANTS
<ul style="list-style-type: none"><li>• Reduced technical barriers to trade</li><li>• Trust in products and services</li><li>• Increased quality and safety</li><li>• Dissemination of best practices</li><li>• Economic growth</li></ul>	<ul style="list-style-type: none"><li>• Market penetration</li><li>• Global availability</li><li>• Increased sales</li><li>• Knowledge and sharing best practice</li><li>• Increased productivity</li><li>• Frame innovation and reduce development cost</li><li>• Improved quality/cost balance</li></ul>	<ul style="list-style-type: none"><li>• Influence on standards – being the standard setter</li><li>• Up front knowledge on coming standards</li><li>• Deeper understanding of standards</li><li>• The networking effect – creating and maintaining contacts</li></ul>

# Standards, laws and regulations



# The World of NEN-CEN-ISO



# Current situation

- 1379/2013 incorporates 2406/96
- COM started Evaluation Roadmap finish to Q1-2019
- MAC decided 2406/96 needs renewal and revival
  - Situation has radically changed since 1996
  - European market depends on imports
  - Market standards require sustainability indicators (or not)
  - Need for a level playing field more pressing than ever before
- 2406/96 is mix of standard and working procedure

# Many Changes since 1996

- Hygiene rules are in place
- Control regulation applicable
- CFP includes LO and is up for revision in 2022
- CMO includes PMP's
- EMFF funding different from FEOGA in 1996
- Brexit effective 2021 (UK will be a third country)
- What does post Lisbon renewal mean?
- Copy paste and update of 1996 situation?

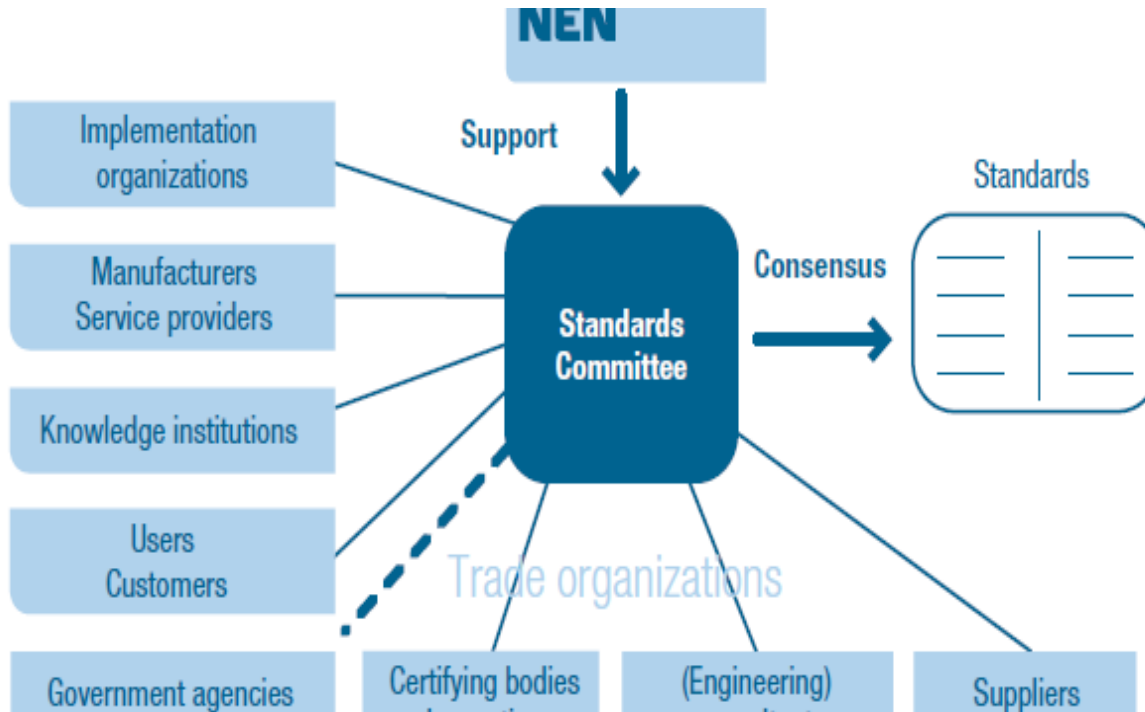


# Future: Mix of Public and Private (!?)

Need to:

- Investigate the public situation in discussion with COM
- Investigate EP PECH thoughts
- Investigate private norm setting part
  
- Parallel processes

# Building multi-stakeholder consensus

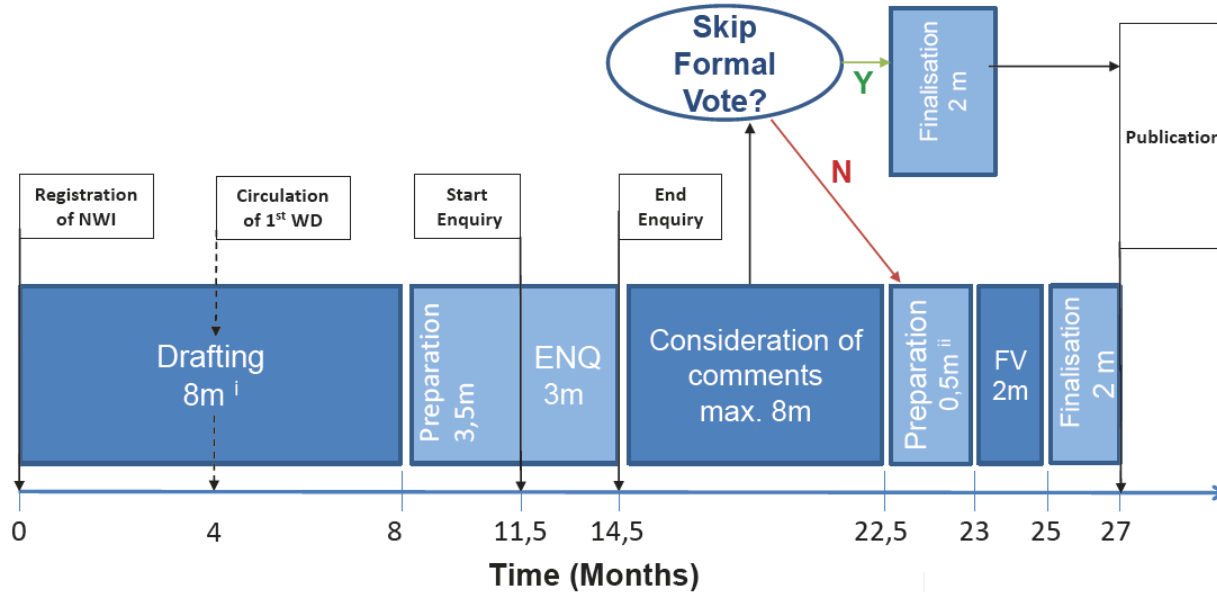


# Development of standards (ISO/CEN)

Stages	CEN	ISO
0) Preliminary stage <b>[optional]</b>	Preliminary Work Item ( <b>PWI</b> )	Preliminary Work Item ( <b>PWI</b> )
1) Proposal stage <b>[mandatory]</b>	Activation of New Work Item ( <b>NWI</b> )	New Work Item Proposal ( <b>NWIP</b> )
2) Preparatory stage <b>[optional]</b>	Working Draft ( <b>WD</b> )	Working Draft ( <b>WD</b> )
3) Committee stage <b>[optional]</b>		Committee Draft ( <b>CD</b> )
4) Enquiry stage <b>[mandatory]</b>	Draft European Standard ( <b>prEN</b> )	Draft International Standard ( <b>DIS</b> )
5) Approval stage <b>[optional]</b>	Draft European Standard for Formal Vote ( <b>FprEN</b> )	Final Draft International Standard ( <b>FDIS</b> )
6) Publication stage <b>[mandatory]</b>	<b>NEN-EN</b>	<b>NEN-EN-ISO</b> (or <b>NEN-ISO</b> or <b>ISO</b> )

# CEN Standard development process

An overview:  
From NWI to Publication ...



<sup>i</sup> Possibility to be extended to 12 months

# MAC and Renewal of 2406/96

- Investigation by a Market Standards Focus Group
- Secretariat to initiate drafting of a set of TOR
  - Find out about the legal procedure
  - Learn from sectors like: poultry, eggs dairy and fruit?
  - Do's and don't s in detailed regulation or framework with private norms
    - Is this novel, is this (im)possible, is it win win or lose lose?
  - Get input from stakeholders about their requirements on marketing standards
    - General principles
    - Direct Capture requirements
    - Imports specifics
    - Consumer requirements
- Report on first phase and propose for next phase in autumn 2018