



# **EU marketing standards: evaluation and next steps**

# Policy context

- Almost unchanged marketing standards framework since 2 decades
- The revision of the CMO in 2013 highlighted that the standards were too rigid and outdated
- New objectives set in the CMO in 2013
- Green Deal / Farm to Fork strategy

# Market context

- Increased **dependency on imports** and consumption concentrates on a small range of species
- Emergence of **digitalisation and distance selling**
- Growing market demand by consumers for sustainability assurance. **Massive increase in sustainability labels and claims** since 2000's, much higher than other type of voluntary information. Proliferation of private voluntary labels.
- Demand for certification is often **driven by retailer and manufacturer (B2B)**

# Purpose of the evaluation



- Is the current marketing standards framework for fishery and aquaculture products fit for purpose?
- Does it allow achieving the objectives of the Common Market Regulation?
  - enable the market to be supplied with sustainable products
  - allow operators to fully exploit the potential of the internal market
  - Facilitate marketing activities based on fair competition (→ help to improve the profitability of production)
  - Ensure that imported and EU products comply with the same requirements (level-playing field)

# Conclusions of the evaluation -1

- **Positive impact but limited** due to current scope and nature
- Recommendations regarding the existing standards to **resolve some inconsistencies and gaps** observed:
  - For certain species, lack of alignment between MCRS and marketing standards
  - Certain inconsistencies between FAO Codex and marketing standards
  - Potential opportunity to set quality criteria for certain processed products, in particular fish sticks

# Conclusions of the evaluation -2

- Current marketing standards only partially address the CMO objectives, particularly in terms of **sustainability and level playing field** (CMO Regulation recital 18)
- **Commission staff working document** and external evaluation study published in December 2019
- Access through link on the Commission's website:  
[https://ec.europa.eu/fisheries/cfp/market\\_en](https://ec.europa.eu/fisheries/cfp/market_en)

# Way forward -1

- Work started on an inception impact assessment for the revision of the marketing standards
- Includes a definition of the identified problems, objectives and potential policy options
- Will be published for feedback presumably in the coming weeks.

## Way forward -2

- Open public consultation will follow later in 2020 on the basis of a detailed consultation paper.
- Targeted consultations will probably take place in parallel.
- Counting on contributions of MAC and its members