



Information system on commercial designations of fishery and aquaculture products marketed in the EU

DG MARE – Unit A4
Economic Analysis, Markets and Impact Assessment

Market Advisory Council
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Objectives



To introduce the **information system** and its features



To showcase the opportunities related to **mobile access** capabilities



To gather your **feedback** and identify potential scenarios and stakeholders for pilot activities

Background and motivation

CMO Regulation



REGULATION (EU) No 1379/2013 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
of 11 December 2013
on the common organisation of the markets in fishery and aquaculture products, amending Council Regulations (EC) No 1184/2006 and (EC) No 1224/2009 and repealing Council Regulation (EC) No 104/2000



Labelling requirements and mandatory information (Art. 35)

Example of label for an unprocessed and prepacked fresh product

The diagram shows a label for Mackerel with the following fields and their regulatory status:

- Commercial designation and scientific name:** MACKEREL (*Scomber scombrus*) - Mandatory (red box)
- Production method:** Caught in Celtic Sea North - Mandatory (red box)
- Catch area:** - Mandatory (red box)
- Fishing gear category:** Trawls - Mandatory (red box)
- Net weight:** Net quantity: 250g - Mandatory (red box)
- Food operator:** Business name and address: xxx - Mandatory (red box)
- Port of landing:** - Mandatory (red box)
- Date of landing:** Landed in Killybegs on 16/01/15 - Mandatory (red box)
- "Best before" / "use by date":** Use by 18/01/15 - Mandatory (red box)
- Quick Response Code:** - Mandatory (red box)
- Storage conditions:** Keep at 0 to 2°C - Mandatory (red box)
- Identification mark:** Ireland XX-YYY-ZZ EC - Mandatory (red box)
- Certification label:** YYY Certified sustainable - Mandatory (red box)

Legend: Red box = MANDATORY, Yellow box = CMO REGULATION, Blue box = VOLUNTARY, Green box = PIC REGULATION.

Source: © EC - A pocket guide to the EU's new fish and aquaculture consumer labels

National lists of commercial designations and scientific names (Art. 37)



Verzeichnis der Handelsbezeichnungen für Erzeugnisse der Fischerei und Aquakultur
87. Änderung
(nazwa polska, nazwa naukowa, kod FAO alfa-3)

Ordine	Famiglia	Denominazione Scientifica	Denominazione Commerciale	ALFA3
Arcoida	Arcidae	<i>Tegillarca granosa</i>	Arca indopacifica	BLC
Cypriniformes	Cyprinidae	<i>Telestes muticellus</i>	Vairone	
Clupeiformes	Clupeidae	<i>Tenualosa ilisha</i>	Alosa orientale	HIL
Perciformes	Istiophoridae	<i>Tetrapturus belone</i>	Aguglia imperiale	MSP
Decapoda	Portunidae	<i>Thalamita crenata</i>	Granchio nuotatore	TLK
Decapoda	Scyllaridae	<i>Thenus orientalis</i>	Magnosa indopacifica	THQ
Perciformes	Scombridae	<i>Thunnus maccoyii</i>	Tonno australe	SBF
Perciformes	Scombridae	<i>Thunnus alabunga</i>	Alalunga	ALB
Perciformes	Scombridae	<i>Thunnus albacares</i>	Tonno a pinne gialle	YFT
Perciformes	Scombridae	<i>Thunnus obesus</i>	Tonno obeso	BET
Perciformes	Scombridae	<i>Thunnus orientalis</i>	Tonno del Pacifico o Tonno oceanico	PBF
Perciformes	Scombridae	<i>Thunnus thynnus</i>	Tonno o tonno rosso	BFT

Information on **commercial species**, valuable to **consumers and other stakeholders** in the supply chain, is **scattered** across heterogeneous sources

BIODIVERSITY INFORMATION SYSTEMS

nomenclature, taxonomy, distribution, ...

EU/FAO/OTHER REGISTERS AND SYSTEMS

FAO codes, EU quality schemes, nutrition values, ...

EU REGULATIONS

marketing standards, minimum sizes, TACs & quotas, ...

The information system

NEEDS AND OBJECTIVES



Access and **create bridges** between the **national lists** of commercial designations published by EU Member States



Improve **transparency** and **ease of access** for consumers and other stakeholders as regards key elements of product labelling



THE SYSTEM

Single multilingual tool to collect, integrate and make available existing information related to scientific names and commercial designations of **fisheries and aquaculture products** marketed in the EU

The system and its features



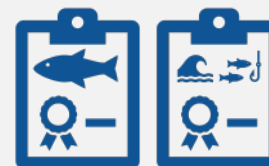
Publicly available as a **multilingual official website** of the EU

→ <https://fish-commercial-names.ec.europa.eu/fish-names/>



Access to **searchable information** on commercial species

SEARCH BY: commercial designation, scientific name, FAO code, Combined Nomenclature code



Comprehensive **species profiles and factsheets** (fishing areas/gears) with info from authoritative sources



Direct consultation of the 27 **national lists** of commercial designations

SEARCH BY: commercial designation and scientific name



Seamlessly accessible from **different devices** (desktop / laptop, tablet, smartphone)

Mobile access opportunities



Approx. **50%** of the visits to the website come from **mobile devices**

- evaluating opportunity of **mobile app**
- first **prototype version** ready



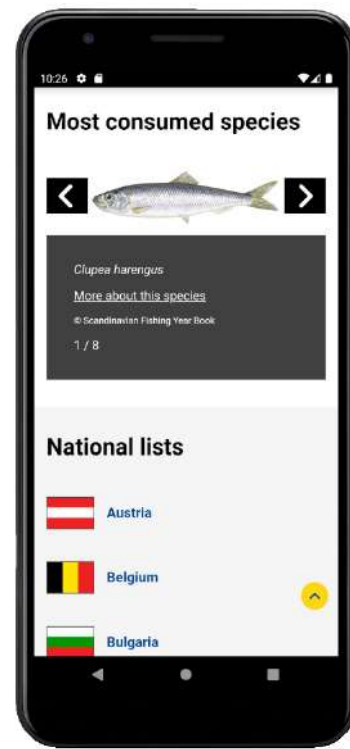
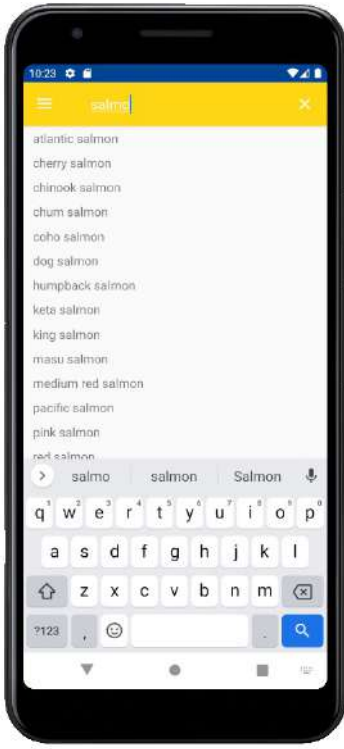
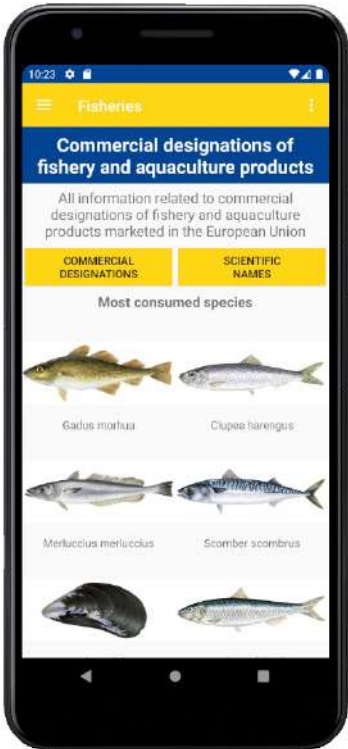
Usage of **QR codes** has grown in recent years and during COVID-19 pandemic

- people are more **accustomed** to scanning QR codes
- increasingly used on **product packaging** to give access to additional information



QR codes can be generated for any **species profile page** or other page of the website

- can be scanned **directly** or with support of the **mobile app**
- new **opportunities** to valorise the system and its data



DEMO / VIDEO

Feedback and discussion



Are QR codes and a mobile app valuable tools to complement the system's capabilities?



Who could be interested in and benefit from the introduction of QR codes along the supply chain?



Where to put QR codes?



Who might be interested in pilot activities to evaluate the feasibility and usefulness of the approach?



Thank you for your attention!