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

20 September 2021

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

European Commission

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)

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

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

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, …

European Commission

The information system

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

MARE

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
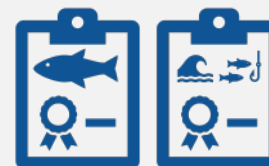
European Commission

The system and its features

Publicly available as a **multilingual official website** of the EU
→ https://fish-commercial-names.ec.europa.eu/fish-names/

SCAN ME

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)

European Commission

Mobile access opportunities

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

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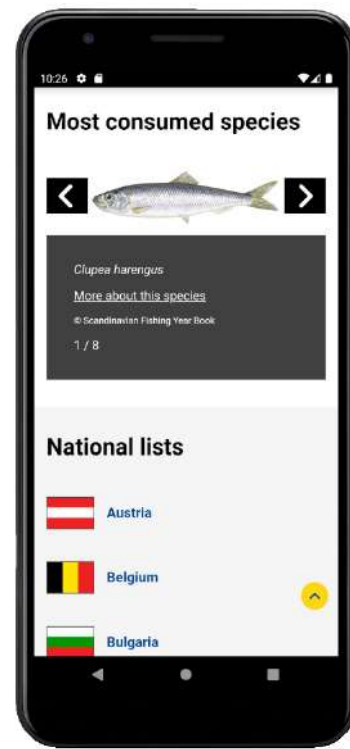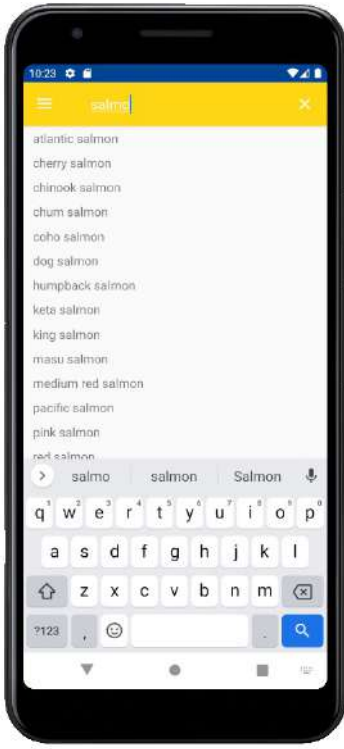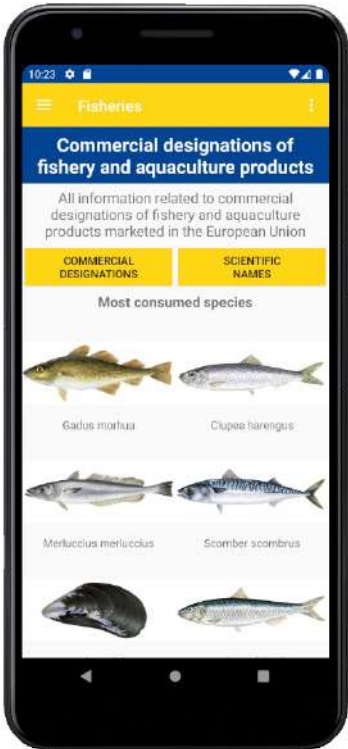- first **prototype version** ready

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

European Commission

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?

European Commission

Thank you for your attention!