



WG1 - EU Production

Sean O'Donoghue, Chair
Brussels, 16 May 2019

Agenda



- 14:00** **Welcome from the Chair**
- 14:05** **Adoption of agenda & minutes last meeting**
- 14:10** **Action points last meeting**
- 14:20** **EMFF**
State of play
Comparison MAC v EP
Future Work
- 15:00** **Marketing Standards**
Fresh
Canned Tuna and Sardines
Commission's reply
- 15:40** *Coffee break*

Agenda contd.

16:00 EUMOFA

Analyses Questionnaire
Recommendations WG1

16:30 STECF

Update on Commission discussions
Mac input to STECF Fleet report

16:50 AOB

17:00 Summary of actions Points

17:15 End of the meeting

Action points Contd.

- **EMFF:**

Agreed set of Recommendations
to ExCom ✓

- **Marketing Standards:**

Advice to be split in fresh products
(to be forwarded to Executive
Committee for adoption) ✓

Canned tuna and sardines Focus
Group to further discuss the issue). ✓

Action points Contd.

- **STECF:**

MAC will request the EC to be a participant in the annual expert group and Chairman to follow up with Commission. **ongoing**

- **EUMOFA:**

Week will be given to complete the questionnaire with further questions and members will be invited to fill in the last draft within 3 weeks. ✓

- **PMP workshop:**

To be further discussed in September. **September meeting**

State of play:

- **EP** adopted its report; the new EP shall appoint a rapporteur and negotiating team to enter in trilogues.
- **Council** still negotiating – partial mandate probably to be adopted by mid-June.

EMFF

Comparison EP position with MAC advice

EP position coincides with the MAC position on the following:

- 1. Avoid an overlapping between programming periods**
- 2. Reducing administrative burden**
- 3. Reference to fisheries and processing contributing to food security**
- 4. Storage Aid reintroduction**
- 5. PMPs continued financial support**
- 6. Control**

**Harmonise & Implement IT catch cert financial support
15% of the budget to control and data collection activities.**

Comparison EP position with MAC advice

EP position coincides with the MAC position on the following:

- 7. Promotion campaigns**
- 8. Aquaculture**
- 9. Value Chain and Marketing**
- 10. Processing**
- 11. Market intelligence**
- 12. Information, communication and publicity**

EMFF

Comparison EP position with MAC advice

Areas not covered by EP

- 1. Capital funding ACs**
- 2. Transitional arrangements**

EMFF

Future Work

MAC will continue to peruse its recommendations with Council and EP

Marketing Standards

Pim Visser Chair FG

Fresh

- Overview of the process
- Brief explanation on the content of the advice

Canned Tuna and Sardines

- Overview of the process
- Content and consideration of the advice

Commission's Reply

Marketing Standards

Extract agreed MAC Position on Fresh fish standards 28/03/2019

“It is reasonable to mention that fair competition should be guaranteed by the marketing standards. But social elements are by nature not part of the marketing standards, so referring to those does not belong to the scope of the advise of the MAC on the marketing standards. That belongs to the work of the Focus Group on Level Playing Field (LPF) and should be dealt with in that context. It is clear that LPF has a much broader scope than the elements covered by the marketing standards.”

EUMOFA



The European Market Observatory Tool for Fisheries and Aquaculture

Analyses Questionnaire

Process

- EUMOFA Questionnaire compiled for **WG1**
- including supplementary aquaculture questions
- Questionnaire distributed
- Responses received = 14 including 3 which including specific issues for aquaculture users



Key Survey Questions:

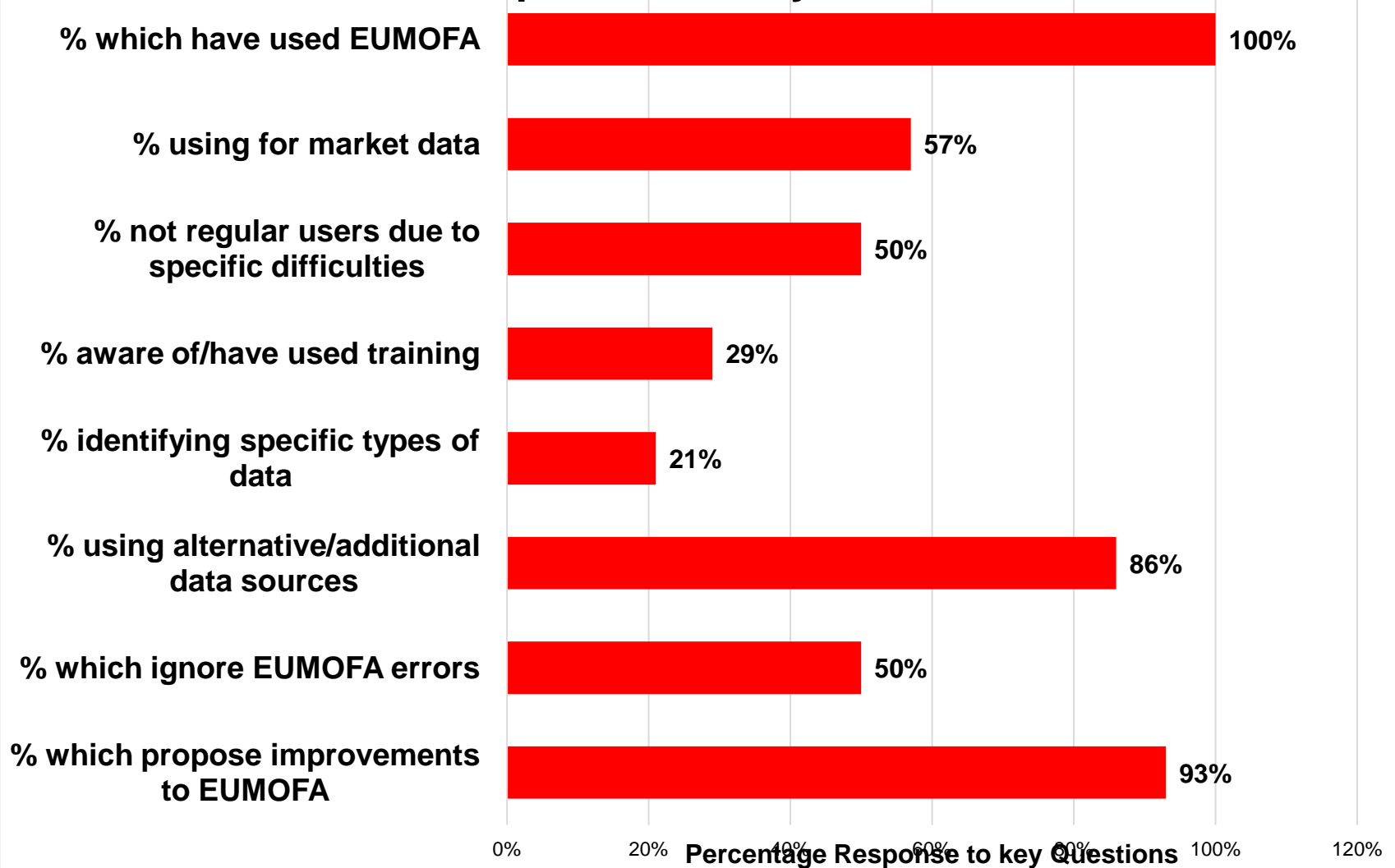
- ❖ Do you use EUMOFA and how often?
- ❖ What information are you seeking?
- ❖ If you experience difficulty with EUMOFA, would training in its use be of benefit?
- ❖ First Sales data is a basic component of the EUMOFA system – how do you view it?
- ❖ What other sources of market data do you use?
- ❖ What improvements do you suggest?



Specific Questions for the Aquaculture Sector

- ❖ What type of information is EUMOFA missing for the aquaculture sector?
- ❖ What are the obstacles to getting this information?
- ❖ What is your solution?

Responses to Key EUMOFA Questions



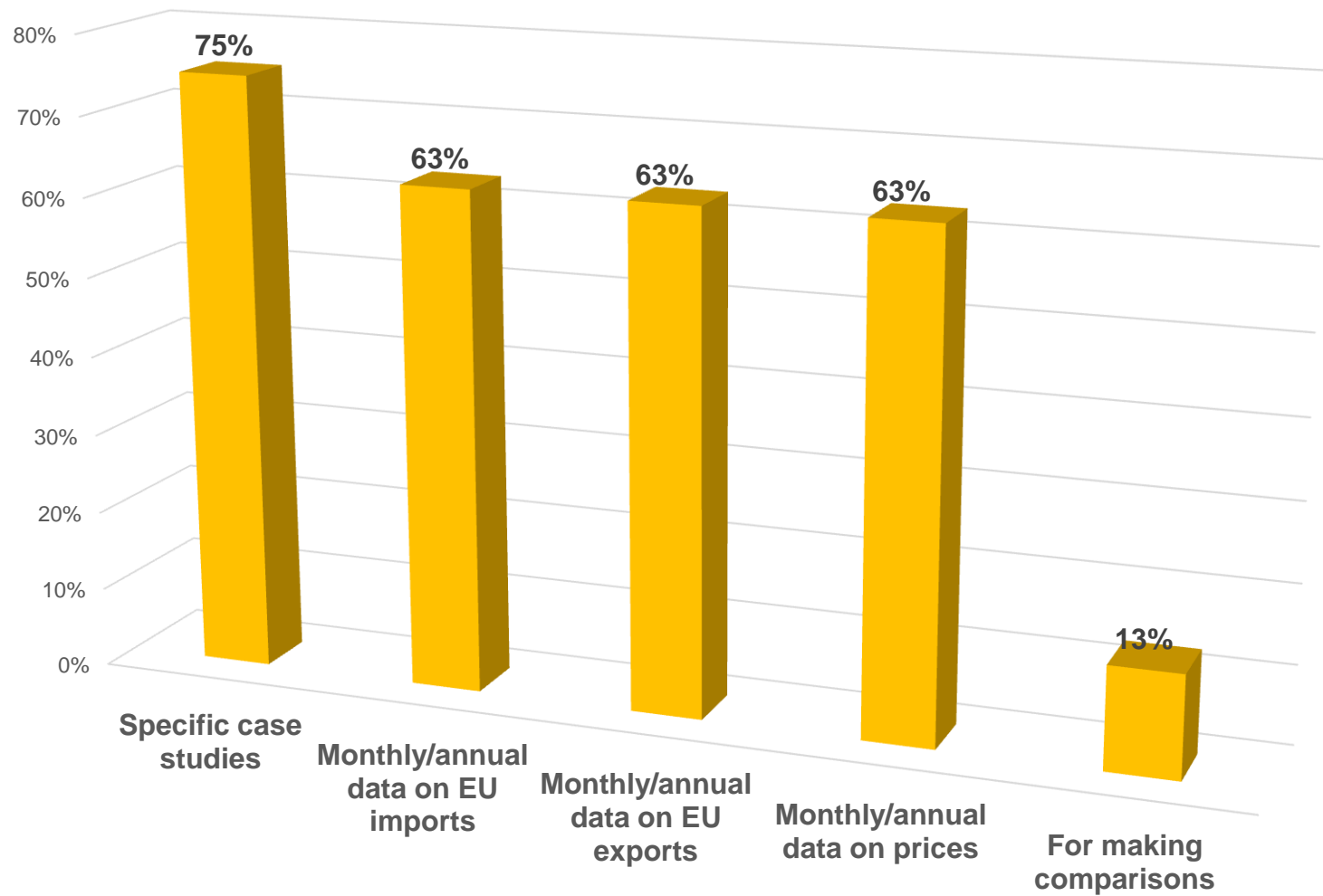


- Additional Responses from Aquaculture Sector
- **“What information is EUMOFA missing?”**
- Three responses were received from the Aquaculture sector with consensus on EUMOFA’s poor performance on the following points:
 - **Production**
 - Juveniles/seed units stocked; Growing stock - predictive too; Available quantities; Fish feed prices
 - **Dispatching/First Sale on the market**
 - Direct/Fishmonger/HORECA/Supermarket/Multiple retailer
 - **Identification of voluntary certification schemes when used**

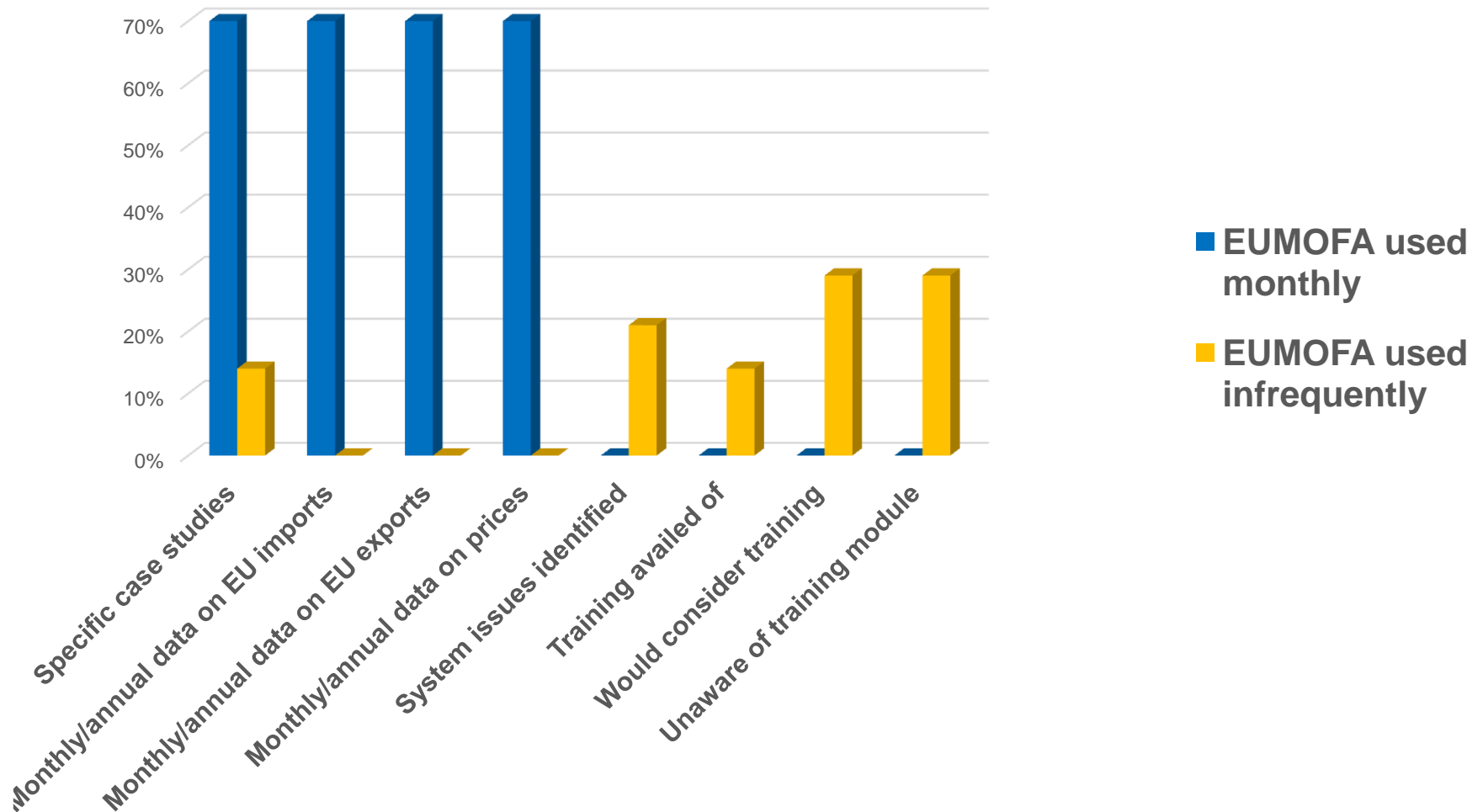
- Additional Responses from Aquaculture Sector *contd.*

Issues identified	Response of Participant No 7	Response of Participant No 8	Response of participant No 14
What are the Obstacles to EUMOFA providing required information?	Difficulty in getting information from producers	(i) Difficulty in accessing private data (ii) Culture & mentality issues	No European-wide database resulting in lack of data
What are possible solutions?	Enable national authorities to enforce data gathering	Under the CFP, use EMFF/tax incentives to promote networking etc.	<i>No reply</i>

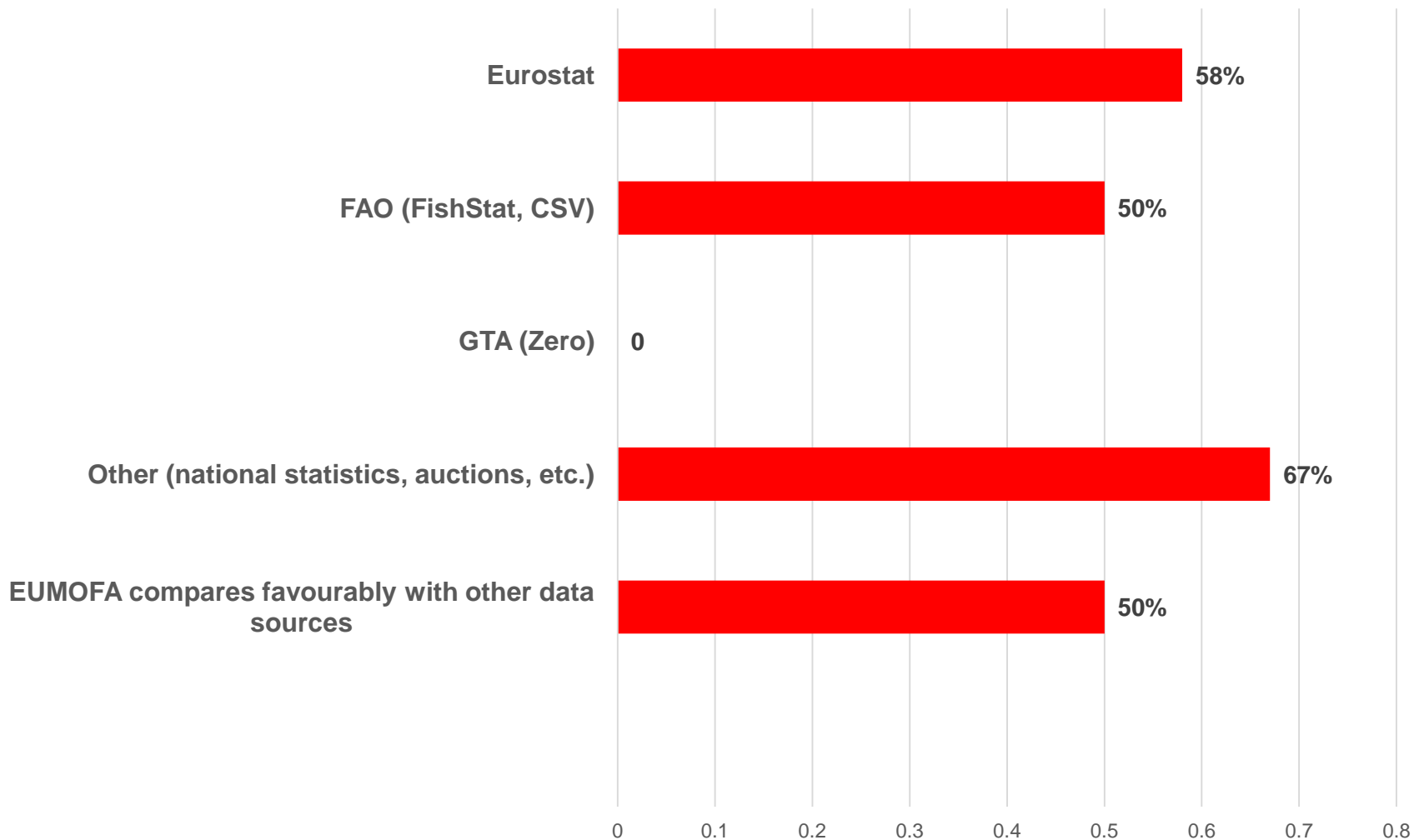
EUMOFA Users Search by Category (%)



Regular Users of EUMOFA have Less Difficulty and Access more Data - Training & Practice may be the key



EUMOFA Users Additional/Alternative Data Sources and compared with EUMOFA Data



- **EUMOFA User Comments on Sales Note Data**
 - **Inconsistency** – leads to frustration, lack of confidence in the EUMOFA system and less usage
 - **Data from all auctions** should be included and should include **all** species and **all** grades
 - **Updates should be weekly** from all Member States to ensure a level playing field
 - **A minority of responses** suggested that the EUMOFA tool should not be used for short-term decision making on market strategies as this could hinder free competition

Analysis of Responses

- **All responses indicate some knowledge of the EUMOFA system** with a 50:50 split between regular (monthly) users and occasional (infrequent) users
- **Regular usage indicates better value** being taken from EUMOFA and less negative views of the system.
- **The regular users did not require/avail of training** and also are more likely to use alternative/additional data sources. This may indicate such users are already skilled in using such systems.
- **Sales Note data is fundamental** to the EUMOFA system and is criticised for lack of consistency; some valuable suggestions could be fed back to national authorities in this regard.

Analysis of Responses contd.: -

- **Responses suggest EUMOFA is not relevant, not timely and unreliable** but 50% of responses also indicate that EUMOFA compares favourably with other data sources.
- **Most respondents would ignore errors encountered** on the EUMOFA website while a small number would welcome a simple mechanism to engage with such items.
- **The Aquaculture sector have some additional and specific needs.**

EUMOFA

- **Recommendations WG1**

Recommendations:

- **A more user-friendly website** geared towards users which do not have expertise in accessing market data
- **Make EUMOFa the 1st choice** for those looking for market data; they should not require professional-level skills to access
- **Ensure consistency of 1st Sales Note data** particularly regarding timeliness and weekly/monthly issues
 - Alternative options explored to Sales Notes if not providing the required data,
- **More responsive query system**
 - Queries sent by e-mail do not always produce a reply

Recommendations *contd.*

- **Provide for additional aquaculture data**
 - E.g. production and fish feed price data
- **Increase live training sessions** (e.g. demonstrations at European Seafood Exposition, Brussels)
- **A help-line** in addition to the current “Query” facility
- **Errors** highlighted by users must be acknowledged and corrected
- **Advertise the value of EUMOFA** in trade publications/websites with “tips” on where to find seasonal data.

STECF

- **Update on Commission discussions**
- **Mac input to STECF Fleet report**

➤ **AOB**

➤ **Summary of actions points**

End of meeting

Thank you