



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR MARITIME AFFAIRS AND FISHERIES

The Director-General

Brussels  
MARE/A4/KM

**Subject: MAC Advice on the Code of Conduct for Responsible Business and Marketing Practices (our ref. Ares(2021)3533846)**

Dear Mr Pastoor,

Thank you for the views submitted by the members of the Market Advisory Council on the Code of Conduct for Responsible Business and Marketing Practices.

The Code is a stakeholders-led initiative, drafted by stakeholders, in concertation with the European Commission services. Companies will be able to voluntarily sign up to this Code and make commitments. From the seafood sector, representatives from Europêche, Federation of European Aquaculture Producers and AIPCE were involved in the work on the Code.

DG MARE is not leading this initiative, therefore we have transmitted your advice to our colleagues from DG SANTE and DG GROW and to Mr. Dirk Jacobs - Deputy Director General/Director of consumer information, nutrition & health at Food Drink Europe-Chair of the Task Force responsible for drafting the Code. He has taken good note of your advice and will make best efforts to integrate your comments as much as possible in the final draft. Please note that the Code was being finalised when the MAC recommendation was received, so it might be impossible to integrate comments that were not previously discussed during the meetings of the Task Force. In addition, some of the MAC recommendations may be too detailed or specific to be properly reflected in the Code.

The final text of the Code was presented at the general meeting of stakeholders working on this initiative on 16 June. A high-level event to present the Code will take place on 5 July (in the presence of EVP Timmermans, Commissioners Kyriakides and Breton (TBC)).

The Code is open for signature as of 16 June. The signatories that informed the Commission about their intention of signing the Code by 19 June will get recognition at the launch event of 5 July but it will of course be possible to subscribe to the Code of Conduct at any time.

Mr. Guus Pastoor  
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Let me stress that EU associations and individual companies (or any other stakeholders) wishing to sign the Code should submit their intention together with a short document containing the concrete commitments (for companies only) to Mr. Dirk Jacobs, Chair of the Task Force ([d.jacobs@fooddrinkeurope.eu](mailto:d.jacobs@fooddrinkeurope.eu)) and inform the European Commission using the following email-addresses: [SANTE-Advisory-Group@ec.europa.eu](mailto:SANTE-Advisory-Group@ec.europa.eu) and [GROW-CODE-OF-CONDUCT-FOOD@ec.europa.eu](mailto:GROW-CODE-OF-CONDUCT-FOOD@ec.europa.eu)

Should you have any further question on this reply, I invite you to contact Ms. Pascale Colson ([pascale.colson@ec.europa.eu](mailto:pascale.colson@ec.europa.eu); +32 2 29 56273) who will forward it to relevant colleagues.

Thank you again for your input.

Yours sincerely,

Charlina VITCHEVA

c.c.: Mr. Pedro Reis Santos