

# MAC

**Performance  
review  
(2019-2022)**

**March 2022**

**BG SEA CONSULTING**



**Presentation to MAC  
Executive Committee**

Tuesday, March 29th

## Sources of information

- Qualitative semi-directed interviews with active members, DG MARE, Member States officials, MEPs or their assistants, Acs' secretaries, market's experts
- Observance and attendance to MAC meetings (September, FG on PEFCR, January meetings)
- On-line questionnaire to all MAC members and ACs' secretaries
- Analysis of a selection of MAC advices

# EU Seafood market and legislative framework

Farm to Fork strategy

Traceability – WG2  
Knowledge & expertise - WG2  
Control and enforcement – WG3

## EU Production and Imports

Common Fisheries Policy - WG1 & WG3  
Common Market Organization (Production & marketing plans) –WG1

Trade mechanisms – WG2  
IUU regulation – WG2  
SFPAs – WG2



## Supply Chain

Marketing standards – WG1  
Sanitary and food hygiene rules – WG3








## End Consumer

Common Market Organization (consumer information) – WG3  
Food Information to Consumers – WG3  
Substantiating green claims - WG3

# MAC internal functioning

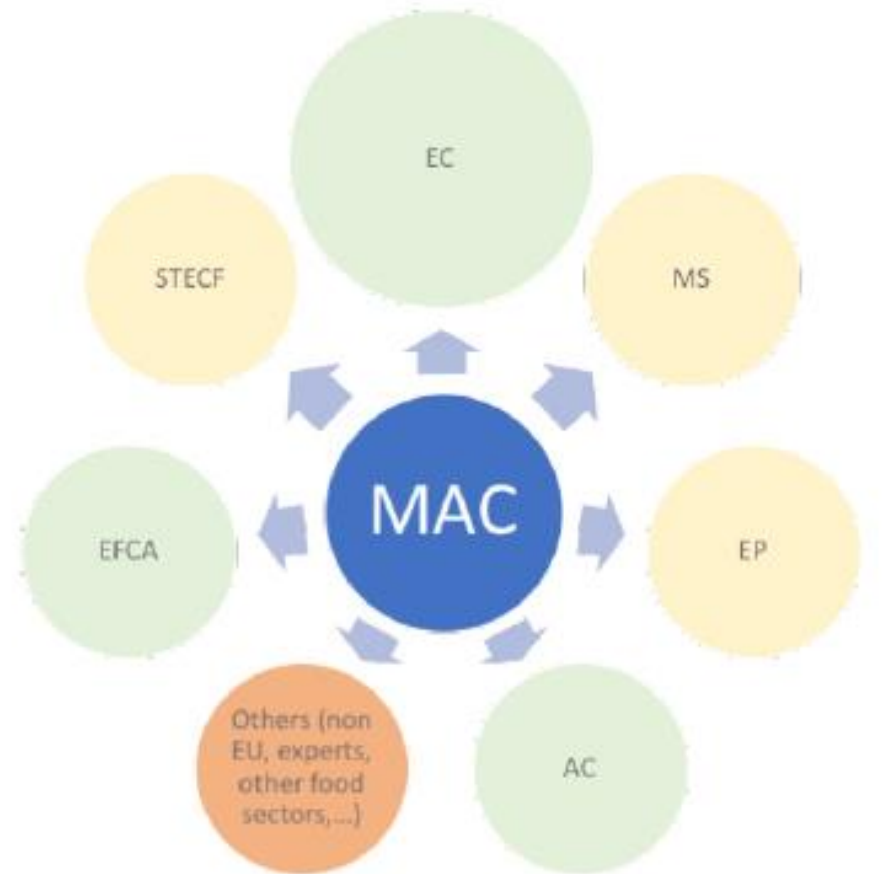
- **Participation in MAC meetings** (up to date info > drafting advices)
- **Representation of interests** (categories / scope)... issue of criteria
- **Running of meetings** : efficient working procedures, professional working environment, no specific sense of ownership
- **Opinions drafting process** : transparency, enormous effort in finding the right tone and wording out of members' contribution though it is considered as watering down the members' opinions
- **Quality of opinions** : general satisfaction though some space for improvement (evidence, partnering with experts), members consider the MAC is having impact on EU decision-making process but impossible to measure

# MAC's advices

- Huge commitment of the MAC to follow EU legislative initiatives and deliver advices (21 advice per year)
- Work load going beyond the Work Program which is increasing in the same time (number of topics raising)
- Keeping track of advices' recommendations
- Contribution to the CFP
  - Achieving economic, social, employment benefits 
  - Use of unwanted catches 
  - Conditions for economic and viable industry 
  - Contribute to an efficient and transparent market 
  - Interests of both producers and consumers 

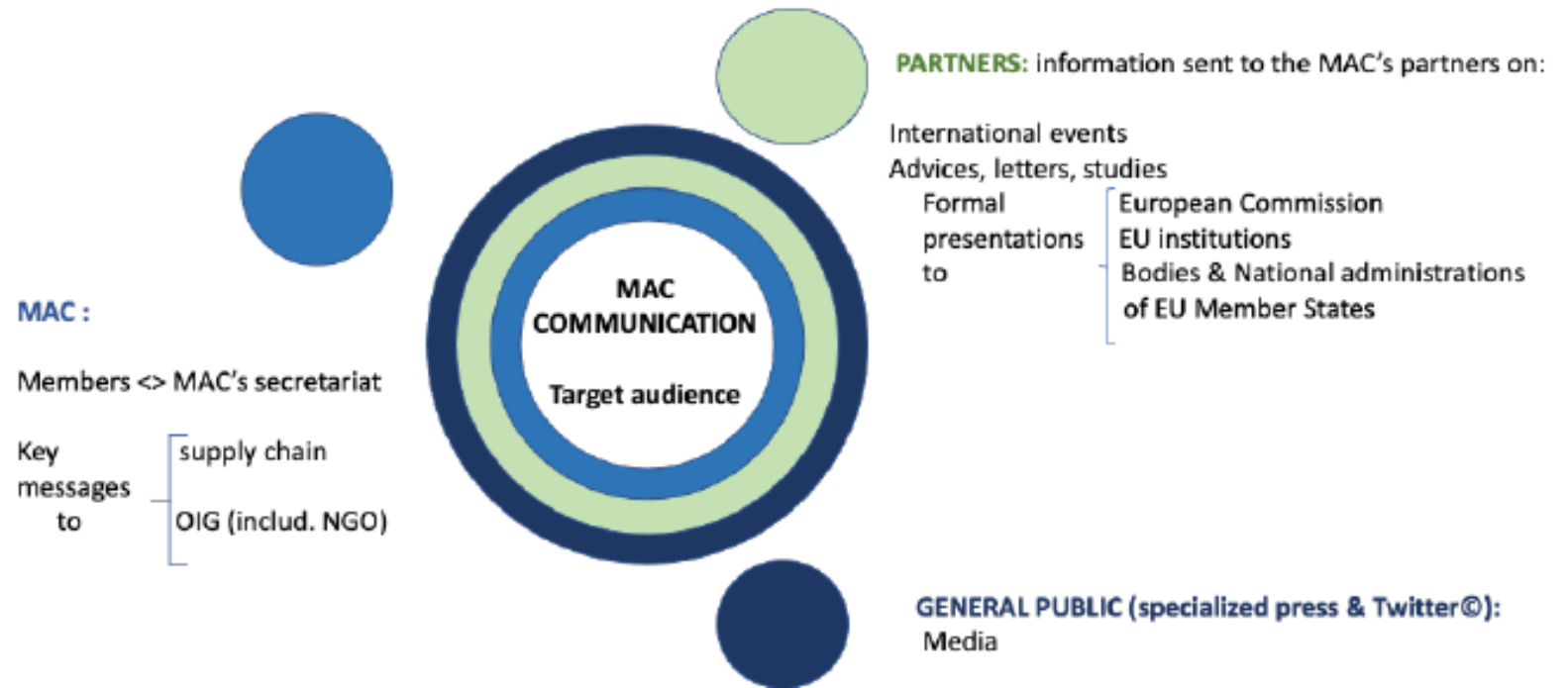
# Cooperation practices

- EC is interested with reality check and possible problem on the field with regulation
- Member States are interested by MAC's advice though cooperation is limited
- No market issues dealt by the EP during the mandate, importance hearing stakeholders to build the political debate
- Regular cooperation with LDAC and AAC on matters of joint interest



# Communication and public relation

- Internal communication : disseminating a newsletter with market info (common grounds)
- Communication with partners : interest to disseminate MAC's findings and reflections to a wider institutional audience (MEPs, MS, international fora, ...)
- Communication to the wider public : possibility to communicate more regularly through press releases and tweets, but also may to the market's operators (Seafood exhibition?)



# Final reflections

- Recognizing MAC's members responsibility
- Delivering MAC's advices : SMART approach and rationale given by the EC in its replies
- Narrowing scope of the MAC's contributions
- Adopting a more strategic approach
  - Own initiatives outside EU regulation (ex : value chains analysis and comparisons, events, ...)
  - Focus on level-playing field (or expaing FG on trade)
  - Seafood market as a food sector
  - Market's sustainability criteria
- Gaining expertise (partnerships with scientific projects, inviting experts, ...)



# Proposed actions

## LIST OF PROPOSED ACTIONS TO BE IMPLEMENTED BY THE MAC

Adopt recommendations following the SMART approach e.g., being **Specific, Measurable, Achievable, Reachable and Time-bound**

Develop jointly with the relevant services of the European Commission a template for the AC's opinions and the European Commission's replies, **justifying the inclusion or rejection of the proposed recommendations.**

Work on a work program for Year 7 including a more limited number of priorities organised through a more strategic approach **with increase time to work on SMART recommendations for each advice. From the review, some core strategic topics may be further developed:**

**Follow-up on the advice delivered on Level-playing field, and identify common grounds for MAC's members to work on.**

**Develop a schematic flow chart of the EU seafood value chain and identify key features to be compared with other food sector.**

**Follow-up on the work around sustainability criteria to be implemented both for EU production and seafood imports.**

Develop MAC's own initiatives, organising events or thematic workshops on concrete realities from the field operators, **inviting experts, Member States and EU bodies as it was done for production and marketing plans<sup>25</sup> but covering the whole supply chain.**

Looking for partnership with seafood experts and scientists (through EU funded projects for example) **as to strengthen MAC's work and analysis.**



**Thank you for the openness and  
willingness to cooperate !**