



Advice

Dissemination of MAC Guidelines & Good Practices: Production & Marketing Plans (2022 Edition)

Brussels, 30 March 2023

1. Background

Under the Common Fisheries Policy and the Common Market Organisation, fisheries and aquaculture Producer Organisations play a key role in the development of a market-oriented approach to the activities of their members. Article 28 of the Common Market Organisation Regulation compels Producer Organisations to elaborate Production and Marketing Plans for, at least, their main marketed species. These plans, which have to be submitted to the competent national authorities for their approval, aim to achieve the objectives laid down in Articles 3 and 7 of the mentioned Regulation.

In 2018, the Market Advisory Council (MAC) published a document with guidelines and good practices for Production and Marketing Plans. In 2022, the document was updated to reflect recent changes in funding rules, in the context of the approval of the European Maritime Fisheries and Aquaculture Fund, and to add, when necessary, new guidance. The document includes guidelines, a brief overview of the nature of the Production and Marketing Plans and the conditions of their financing. The guidelines and good practices aim at facilitating the drafting and implementation of the Production and Marketing Plans by the Producer Organisations and the managing authorities of the Member States.



The MAC hopes that the revised document will help in the drafting and implementation of the Production and Marketing Plans, while assisting, to the extent possible, in addressing the problems encountered in the implementation of the Common Market Organisation Regulation.

2. Recommendation

As a contribution to the market and financial pillars, as outlined, respectively, by the Common Market Organisation Regulation and by the European Maritime Fisheries and Aquaculture Fund, of the Common Fisheries Policy, the MAC believes that the European Commission and the Member States should disseminate the revised document to fisheries and aquaculture stakeholders, especially Producer Organisations. With the above aim, the Commission should share the revised document with the EMFAF managing authorities via the geographical desks of DG MARE as well as with the market competent authorities via the Expert Group for Markets and Trade in Fishery and Aquaculture Products – MTFAP.

To facilitate the dissemination, the document has been made available in English¹, Spanish², and French³ on the website of the MAC.

¹ <https://marketac.eu/mac-guidelines-good-practices-production-marketing-plans-2022-edition/>

² <https://marketac.eu/es/directrices-y-buenas-practicas-mac-planas-de-produccion-y-comercializacion-edicion-2022/>

³ <https://marketac.eu/fr/directives-et-bonnes-pratiques-du-mac-planas-de-production-et-de-commercialisation-edition-2022/>