Market Advisory Council

Working Group 3: EU control and sanitary issues, consumer rules

Draft Minutes

Tuesday, 30 January 2024 (10:00 – 13:30 CET)

Copa Cogeca (Meeting Room A), Rue de Trèves 61, 1040 Brussels

Interpretation in EN, ES, FR

Welcome from the Vice-Chair, Paulien Prent (on behalf of Benoît Thomassen)

Click here to access the Chair's presentation.

Adoption of the agenda and of the last meeting's minutes (30.11.23): adopted

Action points of the last meeting

- **State-of-play of the decisions made during the last meeting - information**

- Food Waste:
  - Secretariat to circulate a questionnaire to the members on the legislative proposal as well as to gather examples of good practices and solutions
  - Draft advice, based on the input received to be considered at the next meeting
    - Questionnaire circulated: 3 – 15 January 2024
    - Draft advice circulated: 19 January 2024

- Consumer Information:
  - Secretary General to collaborate with the AAC Secretary General on a first draft version of Terms of Reference for the establishment of a joint focus group on consumer information at the HoReCa's level, which will later be put forward for consideration and potential adoption
    - Draft Terms of Reference circulated: 3 – 15 January 2024

- Awareness Campaigns:
  - Updated version of the draft advice to be considered at the January 2024 meeting
    - Updated version of the draft advice circulated: 19 January 2024

- AOB:
  - Agreed draft advice on "substantiation and communication of explicit environmental claims (green claims directive)" to be put forward to the Executive Committee for consideration and potential adoption
    - Approval by the Executive Committee: 30 November 2023
    - DG MARE's Reply: 17 January 2024

Food Fraud

- **Presentation of recent initiatives, including overview report on fighting fraudulent practices in the agri-food chain and guidance on fighting fraudulent and deceptive practices, by Commission representatives (DG SANTE)**

Click here to access the presentation.

Ghislain Marechal (DG SANTE) presented an overview of fraudulent and deceptive practices concerning fishery and aquaculture products. He briefly described the history of the EU Agri-Food Fraud Network. Each Member State has a single point of contact for EU agri-food fraud issues and DG SANTE's Food Hygiene, Feed, and Fraud Unit is in charge of communicating and liaising with these contact points as well as other Commission Directorates dealing with agri-food fraud issues. Mr Marechal added that the unit also communicates with the European Anti-Fraud Office (OLAF) and works closely with Europol.

Mr Marechal presented the Alert and Cooperation Network (ACN), which is composed of the Rapid Alert System for Food and Feed (RASFF), the Administrative Assistance and Cooperation Network (AAC) and the EU Agri-Food Fraud Network (FFN). The RASFF is a notification system for food and feed safety issues, the AAC is a notification system for non-compliance issues, and the FFN is a notification system for non-compliance issues with a suspicion of fraud. Mr Marechal presented figures for the number of notifications received through each system in 2022[1]. He stated that only cases of cross-border nature are considered and reported through the ACN system and highlighted that the number of FFN notifications had steadily increased over the years, with 600 notifications made in 2022. The same report for 2023 is being finalised and will be published in the upcoming months.

Mr Marechal outlined the EU Agri-Food Fraud criteria, which include intentional actions taken by businesses or individuals with the intent of deceiving purchasers and gaining an unfair advantage therefrom, in violation of the rules outlined in Article1(2) of Regulation (EU) 2017/625. He underscored that the Commission plays a central role in reviewing notifications sent through the ACN system. Mr Marechal explained that the Commission intends to make these notifications more transparent and publicly available. He stated that this would most likely be done through a monthly report, with the first scheduled for February 2024 for the month of January[2].

Andrea Constantinou (DG SANTE EXT) provided a detailed overview of the notification numbers received through the ACN for fisheries and aquaculture products. She highlighted that notifications

[1] https://food.ec.europa.eu/document/download/bbad1a9c-9367-401c-92e0-2b93a7f1db09_en?filename=acn_report_2022_overview.pdf

[2] Now published at: https://food.ec.europa.eu/safety/acn/reports-and-publications/ffn-monthly_en

through the AAC network had rapidly increased since 2020, that notifications received through the FFN system were lower in 2023 than in the previous three years, and that the number of notifications through RASFF were consistent with the previous years. Ms Constantinou listed fisheries and aquaculture specific fraudulent and deceptive practices. She highlighted the number of notifications received per product category for the years 2020 – 2023 (bivalve molluscs and products thereof, cephalopods and products thereof, crustaceans and products thereof, and fish and products thereof), pointing out that fish products consistently received the most notifications. Ms Constantinou also detailed the number of notifications received per fraud suspicion category over the same time period (document forgery, grey market, adulteration, and mislabelling). She highlighted that adulteration was the most common fraudulent practice for fish and aquaculture products.

Ghislain Marechal (DG SANTE) added that the Commission is developing new tools and conducting coordinated actions to combat fraud on an EU-wide scale.

Paul Roquiny (DG SANTE EXT) introduced the GoldFish coordinated action, which will go into effect in 2025 to combat short-weighting of fisheries products on the EU market. He explained that short-weighting occurs when a processor misrepresents the weight of a fishery or aquaculture product by including weight gained through practices such as overglazing, soaking, and breading in addition to the net weight of the product.

The Commission has identified seven short-weighting fraud categories that will be addressed by GoldFish. These are: undeclared or mis-declared glazing, undeclared or mis-declared water addition, undeclared or mis-declared authorised use of additives, undeclared or mis-declared unauthorised use of additives, undeclared or mis-declared addition of proteins and hydrolysed proteins, carboxymethyl cellulose injected into shrimps, and mis-declared breading. Between 2019 and 2023, the ACN system flagged a total of 236 cases related to the categories listed above. Over half of these cases related to undeclared or mis-declared water addition. Mr Roquiny stated that crustaceans and fish are the fishery and aquaculture products categories with the highest number of fraud suspicion cases.

Andrea Constantinou (DG SANTE EXT) provided members with an overview of the Member States that were notifying the most, where products were being imported, and where they originated from. She noted that Germany was the country notifying the most, that the Netherlands was the country where the most imports were coming from (mainly due to its overall import volume of Rotterdam port), and that Vietnam was the country where most of the products with a suspicion of fraud originated from. She highlighted that an EU survey on overall rates of non-compliance with product weight requirements was conducted in 2023. Among other findings, the survey discovered high non-compliance rates in some Member States and varying levels of control in all Member States.

Paul Roquiny (DG SANTE EXT) outlined how GoldFish would address fraudulent practices in fisheries and aquaculture, including the types of practices that would be addressed, the products and species that would be examined, and the sampling methods that would be used.

- **Exchange of views**

Guus Pastoor (AIPCE) highlighted that the Commission was only looking at products entering Europe from third countries. He asked how the Commission was addressing products coming from within the EU market. He followed up with a question about how a company's intention to commit fraud was determined, as well as how the Commission classified intentionally labelling in a fraudulent manner versus an error in the paperwork. Mr Pastoor voiced support for the GoldFish coordinated action. However, he emphasised the importance of assessing the net weight rather than the total weight of a product, stating that if the net weight is correct, the amount of glazing is irrelevant.

Ghislain Marechal (DG SANTE) stated that the goal is to focus on products that are already in the market and labelled, i.e. at the retail level irrespective of their origin. He mentioned that controls and inspections would be carried out at that level, as well as at Member State borders.. In response to the comment about net weight, Mr Marechal explained that the product and label's accuracy were evaluated. If the weight and the information on the label do not match, the product could be fraudulent.

Paul Thomas (EAPO) inquired whether the term “adulteration” could be clarified. He asked whether all Member State notifications were included in the graph highlighting the countries making fraud notifications, and why Germany is so prevalent in making notifications.

Ghislain Marechal (DG SANTE) explained that adulteration of a product is the intentional degradation of product quality through the addition or replacement of undeclared or unauthorised alternative components. He highlighted that Germany’s notifications account for between 80-90% of all adulteration fraud notifications and suggested that Germany may have established an advanced internal system that other Member States could emulate.

Jarosław Zieliński (PFPA) inquired about the Commission's plans to implement a unified method for assessing fraud claims across Member States. He also asked if the EU survey included a question on “stiffening” of fishery and aquaculture products.

Ghislain Marechal (DG SANTE) outlined that there is currently no harmonised assessment method at the EU level, and that each Member State has its own method and decision criteria for determining what is compliant in one Member State but not in another. He stated that the Commission is aware that this is an issue, but that GoldFish aims to address it. Regarding “stiffening”, Mr Marechal explained that there was no question on the subject in the EU survey.

Sergio López García (OPP BURELA) inquired about the differences between food fraud and labelling fraud. Mr García argued that non-animal-based products were being labelled in such a way that they confused consumers.

Ghislain Marechal (DG SANTE) agreed that consumers should not be misled by labelling. He mentioned that the European Court of Justice had issued a clear ruling that "Purely plant-based products cannot, in principle, be marketed with designations such as 'milk', 'cream', 'butter', 'cheese' or 'yoghurt', which are reserved by EU law for animal products"[3]. There is no ECJ ruling for fishery products yet. The Food Information to Consumer Regulation is clear that consumers shall not be misled by the labelling. However, Mr Marechal stated that it is up to each Member State to interpret and enforce this EU legislation on food labelling.

Christine Absil (Good Fish) inquired about who is charged when a case of fraud is proven to be true, specifically if it is the retailer or the processor.

Ghislain Marechal (DG SANTE) clarified it the operator placing the product on the market was responsible, i.e. the operator whose name is labelled on the product.

Vanya Vulperhorst (Oceana) inquired as to what information regarding fraud cases and notifications would be made public. She asked about where the notification report would be published. Ms Vulperhorst also asked about the potential standardisation of methods to identify fraud, including the use of genetic tools.

Ghislain Marechal (DG SANTE) explained that the report would be available directly on the Commission's website,. Mr Marechal went on to highlight that food businesses involved in fraud would not be named in the report. Nevertheless, he believed consumers would still be able to get a glimpse into what is happening on the food market.

Pierre Commère (ADEPALE) welcomed the exercise, expressing interest in knowing the results of the GoldFish action, once concluded.

Vanya Vulperhorst (Oceana) drew attention to the implementation of the new CATCH IT system by DG MARE, which could provide information for risk assessments.

The Chair stated that it would be interesting to see the findings of DG SANTE's report and expressed an interest in providing advice on the subject later on.

Transition Pathway for a More Resilient, Sustainable and Digital Agri-Food Ecosystem

[3] https://curia.europa.eu/jcms/upload/docs/application/pdf/2017-06/cp170063en.pdf

- **Presentation on the co-creation of a transition pathway by Commission representative (DG GROW)**

Click here to access the presentation.

Jonas Lazaro Mojica (DG GROW) shared the Commission's vision for an agri-food transition pathway. He listed various EU initiatives that contribute to a more resilient, sustainable, and digital agri-food ecosystem, such as the Farm to Fork Strategy, the Biodiversity Strategy, the Common Fisheries Policy, and the new European Industrial Strategy.

Mr Lazaro Mojica defined "agri-food ecosystem" and highlighted the importance of a transition pathway within it. He emphasised that this pathway is a shared vision for the future of the EU agri-food ecosystem, the result of stakeholder co-creation, and a concrete and actionable plan for the ecosystem's resilience, sustainability, and digitalisation. He also highlighted that the transition pathway was not meant to substitute on-going work and consultations on legislative proposals and other policy action, and was not an assessment of existing legislation.

Mr Lazaro Mojica presented the transition pathway co-creation process, which began in July 2023 and ended in February 2024. He stated that the transition pathway document would be published as early as March 2024 – most probably at the Belgian EU Council presidency's event on food systems. Mr Lazaro Mojica briefly outlined the dimensions of the pathway.

Mr Lazaro Mojica explained that there is already a budget set aside to create a transition pathway platform and to support a contractor in content development. He stated that work was being done to align the pathway with numerous other initiatives, including the EU Code of Conduct on responsible food businesses and marketing practices, as well as to synergise the pathway with other DGs, partnerships, and international partners.

- **Exchange of views**

Patrick Murphy (IS&WFPO) inquired about who would be in charge of implementing the transition pathway. He also asked if the final document would be adopted by other DGs and harmonised throughout the Commission.

Jonas Lazaro Mojica (DG GROW) assured Mr Murphy that DG GROW is in constant communication with other DGs. He stated that the goal is to avoid creating action points that contradict existing regulations, and that the actions within the pathway are based on existing initiatives. Mr Lazaro Mojica explained that the document simply outlines the barriers and challenges that industry stakeholders face when implementing these initiatives. In terms of implementation, the action points will be distributed among the Commission, Member States, and the private sector. The Commission

representative expressed availability to present the report at another meeting of the Working Group, once publicly available.

Bruno Guillaumie (EMPA) stated that "education" was missing within the dimensions of the pathway presented by Mr. Lazaro Mojica. He also emphasised the importance of involving those on the ground, including producers and consumers, in the development of such a transition pathway. In the move towards a “less meat-based diet”, it was necessary to involve Producer Organisations and processors of the fisheries and aquaculture sector. Mr Guillaumie stressed that there was a need to agree on the transition pathway vision, expressing opposition to the development via a “technocratic vision”.

Jonas Lazaro Mojica (DG GROW) explained that "education" is included in the social aspects of the initiative, which also covers livelihood of workers and skills. He explained that DG GROW believed it was critical to have a map of everything that was going on in terms of policy news, EU funding, policy measures, etc., and emphasised that the transition pathway platform that is being developed will be beneficial to Member States and stakeholders.

- **Way forward**

The Chair proposed to invite Mr Lazaro Mojica to present the report, once published, at an upcoming meeting of the Working Group.

Awareness Campaigns

- **Consideration of updated draft advice on “Taste the Ocean” campaign and other potential campaigns for awareness about fishery and aquaculture products in the EU**

The Secretary General recalled that, as a follow-up to the previous meeting, an updated version of the draft was circulated on 19 January 2024. Preliminary feedback was received from FEAP to include a reference to aquaculture in subsection 2.1 “messaging”. Compromise wording was developed with Good Fish, EAPO, Oceana, ADEPALE, Conxemar and WWF on the concept of “seasonality”. The two differing views amongst the membership on the coverage of imported products were included in the text. Additionally, the examples of national and local campaigns were moved to an Annex. The Secretary General proceeded with an overview of the pending comments.

Guus Pastoor (AIPCE) wondered about the use of the term “unsustainable” in subsection 2.1. “messaging”, as it was not defined by the MAC.

The Secretary General stated that the draft advice did not provide a clear definition of unsustainable. He added that the text for the point on “status of the stock” came from NGO members.

The Chair asked whether it would be an option to find a common definition of “sustainable” amongst the membership.

Silvia Gil (FEDEPESCA) stated that the status of the stocks was linked to the Common Fisheries Policy. Since the draft text already included a point about the provision of information on the framework of the Common Fisheries Policy, in her view, it was unnecessary to explicitly include a point about "status of the stock" in the advice.

Vanya Vulperhorst (Oceana) emphasised that the advice was about EU funding spent on awareness campaigns. Ms Vulperhorst suggested the addition of an asterisk to inform that stock sustainability status depends on a stock being fished at Maximum Sustainable Yield (MSY).

Pierre Commère (ADEPALE), in relation to the paragraph about the "status of the stock", suggested moving the reference to aquaculture products to the end of the paragraph.

John Lynch (ISEFPO) suggested the use of the term "sustainably managed", highlighting that "sustainably fished" can differ from year to year.

The Secretary General explained that changes were introduced in the penultimate paragraph of subsection 2.1 "messaging" to highlight the role of the different parts of the supply chain. In the last paragraph of that subsection, compromise wording was found for "seasonality".

In subsection 2.3 "scope of products covered", the two differing views among the membership about the coverage of imported products in awareness campaigns were included. In the final paragraph of the subsection, examples of other products, besides fish fillets, were included.

In subsection 2.4 "budget", feedback was received that the minimum budget of a campaign should be one million euros.

Bruno Guillaumie (EMPA) argued that the figure was too low for an EU-wide campaign, providing examples from campaigns involving inter-professional organisations in France. Mr Guillaumie highlighted the lack of a clear vision from the EU institutions for the agri-food systems.

The Chair asked Mr Guillaumie to propose a higher figure.

Bruno Guillaumie (EMPA) stated that he felt the budget should be around 50 million euros.

The Secretary General suggested that specific examples from the national campaigns mentioned by Mr Guillaumie could be included in the text.

Pierre Commère (ADEPALE) emphasised the importance of striking a balance between the goals of the fisheroes and aquaculture sector and the interests of taxpayers. Mr Commère argued that stating that "the budget of awareness campaigns should be adequate to the defined media reach goals" was sufficient. It was unnecessary to provide details on the required budget for the campaign.

The Secretary General explained that, in subsection 2.5 "media", ADEPALE argued against referring to specific social media platforms, such as Facebook, Twitter, or TikTok. Amendments were received calling for the use of TV and cuisine magazine advertising for people over 45 and amateur cooks.

Additionally, FEDEPESCA suggested text about the implementation of awareness actions at the point of sale.

Bruno Guillaumie (EMPA) suggested including schools as campaign targets.

Christine Absil (Good Fish) emphasised that the "Taste the Oceans" campaign's target audience was not young people, and she opposed explicitly including schools in the advice.

Paul Thomas (EAPO) suggested that the advice include a general sentence about campaigns aimed at schools without mentioning the "Taste the Oceans" campaign specifically.

The Secretary General highlighted the amendments made to section 5 "recommendations", including the deletion of a reference to a minimum campaign budget of one million euros.

Janne Posti (Conxemar) noted that the recommendations did not include a mention of younger generations.

The Chair stated that this target audience would not be included in the recommendations for the "Taste the Oceans" campaign.

Silvia Gil (FEDEPESCA) inquired whether a recommendation could be made to support the implementation of point-of-sale campaigns.

Bruno Guillaumie (EMPA) expressed interest in ensuring that the MAC is involved in campaign development from the start. He emphasised that this would make it easier for members to incorporate EU campaign content into their own local campaigns.

Jérémie Souben (FEDOPA) pointed out that while the title of the draft advice appeared to suggest that the focus was solely on the "Taste the Oceans" campaign, recommendations for future campaigns were made throughout the text. For this reason, he inquired about the scope of the advice.

The Secretary General clarified that, in line with the title, the advice was about the "Taste the Ocean" campaign" but also about other future potential campaigns.

Paul Thomas (EAPO) suggested to include a commitment from members to further distribute the information of the EU-level campaigns.

- **Way forward**

The Working Group agreed on the draft advice on the "Taste the Ocean" campaign and other potential campaigns for awareness about fishery and aquaculture products in the EU.

Food Waste

- **Consideration of draft advice on EU-level targets for food waste reduction & good practices in the fisheries and aquaculture market**

The Secretary General presented the draft advice on EU-level targets for food waste reduction to the members, providing an overview of all sections.

Guus Pastoor (AIPCE) stated that in section 2 "General provisions on prevention of food waste generation (Article 9a)", it was important to emphasise that legislation can and does cause food waste in the EU. He argued that the advice should go beyond simply stating that companies and value chains are responsible for food waste.

Bruno Guillaumie (EMPA) highlighted that the mollusc aquaculture sector engages in direct sales. He advocated for including this point in the advice. Mr Guillaumie also made the point that shorter value chains result in less food waste.

Guus Pastoor (AIPCE) disagreed with Mr Guillaumie on the fact that shorter value chains would necessarily lead to less food waste. He emphasised that even in short value chains with no buyers or consumers, product would have to be discarded.

The Secretary General stated that in section 3 "policy options", EuroCommerce had requested that food waste targets for primary producers be included. He asked members if they had any objections to including this in the advice.

Bruno Guillaumie (EMPA) explained that during the production phase, molluscs must be sold alive. This implies that there is little waste in mollusc production. Since molluscs are live animals, these only become food once the health label is attached to the package. Consumer should be aware of the good practices on place for rearing of live animals.

Pierre Commère (ADEPALE) asked what the distinction was between food waste and food loss. Mr Commère encouraged members to come up with definitions for both terms and for these to be integrated into the advice.

The Secretary General noted that the lack of definition of "food loss" had been mentioned in a previous piece of advice. He suggested to include again a recommendation for the Commission to define "food loss".

Vanya Vulperhorst (Oceana) expressed support for the inclusion of targets for primary production.

Paul Thomas (EAPO) mentioned that it was important to clarify when fish becomes food and is no longer classified as an "animal".

The Secretary General, in relation to subsection 3.2 "joint target for HoReCa and households", explained that EuroCommerce acknowledge that retailors influence consumer behaviour, but this organisation did not agree with a joint target. Additionally, EuroCommerce had expressed concerned about the use of 2020 as a baseline year, as described in subsection 3.3.

Paul Thomas (EAPO), concerning section 6 "recommendations", argued for the deletion of recommendation i) on the use of discards in the fishing sector. Mr Thomas also propose to merge the last two recommendations.

Bruno Guillaumie (EMPA) stated that a clarification of "unharvested" was needed, pointing out that this term was primarily used in agriculture.

Paul Thomas (EAPO) agreed with Mr Guillaumie.

Quentin Marchais (ClientEarth) inquired about the status of the reference to primary producers in subsection 3.1.

The Chair clarified that that subsection would be redrafted.

- **Way forward**

The Secretary General stated that he would informally consult with members who had outstanding points in the draft and redraft sections as needed.

The Chair proposed to proceed with a written procedure for consideration and potential adoption of the draft advice by the Executive Committee.

Consumer Information

- **Update on the establishment of a joint MAC/AAC Focus Group on Consumer Information in the HoReCa Sector by Pedro Reis Santos, Secretary General**

The Secretary General recalled that the draft Terms of Reference for the establishment of the joint Focus Group were circulated between 3 and 15 of January 2024. Comments from ADEPALE were received. The Secretary General provided an overview of the members that expressed interest in participating in the Focus Group and the proposed outcomes. The aim was to adopt a recommendation by October 2024. HOTREC was invited to participate as an active observer, representing the HoReCa sector, and a reply was still pending.

Katarina Sipic (AIPCE) requested to add Mr Stefan Meyer as an additional participating representative on behalf of AIPCE who would participate in case of agenda overlaps from other representatives.

Bruno Guillaumie mentioned the possibility of including the French restaurant association (CSC) in the work of the Focus Group.

- **Way forward**

The Secretary General stated that a Doodle poll would be circulated to members to determine the date of the first meeting of the Focus Group.

AOB

- **Presentation on the amendment to EU Regulation (EC) No. 853/2004, in Chapter VII, Section VIII on stiffening of smoked fillets by Jarek Zieliński (PFPA)**

Click here to access the presentation.

Jarosław Zieliński (PFPA) provided an update on the state of play of the proposed regulating of the "stiffening" procedure. Mr Zieliński recalled that, on 23 November 2023, a letter was sent to Director-General Vitcheva and Director-General Gallina, which was still unanswered.

On the 30 November 2023, representatives of the Polish sector met with the Commission services to discuss the issue in person. During the meeting, the representatives emphasised that no EU salmon producer can avoid using the buffering/queuing techniques when processing fillets. The representatives also reminded the Commission of the European Salmon Smokers Association (ESSA) guidelines. Mr Zieliński explained that sector representatives took the opportunity at the meeting to make recommendations and ask questions to the Commission. He presented the Commission's responses.

Stressing the urgency of the matter, Mr Zieliński highlighted that, under the amended regulation, storage at subzero temperatures would be illegal. This would affect the entire EU salmon supply chain. He provided members with information on key dates related to the amended regulation and stated that the scrutiny period for the regulation had been extended by two months. Mr Zieliński suggested for the previously mentioned letter to be shared with Members of the European Parliament's Committee on the Environment, Public Health and Food Safety.

Miguel Lizaso (DG MARE) apologised for the delay in the reply to the letter, adding that a reply would be provided soon. One letter of reply would be sent on behalf of Director-General Vitcheva with input from Director-General Gallina. Mr Lizaso emphasised that the MAC was a good forum for discussion and encouraged to follow the standard procedures, including continued cooperation with DG MARE and DG SANTE. Several stakeholders were consulted prior to the amendment of the regulation. Concerning the French national document mentioned in the letter of the MAC, he informed that the Commission as not consulted on it.

Jarek Zieliński (PFPA) stated that, concerning the French national document, an oral response was provided by representatives of the Commission at the meeting between the Polish industry and DG SANTE. The other points were replied in writing in a letter from DG SANTE to PSPR. Mr Zieliński drew attention to the limited time for scrutiny of the legislative amendment by the European Parliament, encouraging the European Commission to streamline the letter of reply.

Miguel Lizaso (DG MARE) assured Mr Zieliński that DG MARE would aim to respond before 14 February 2024, the deadline for scrutiny by the European Parliament.

Pierre Commère (ADEPALE) thanked Mr Zieliński for highlighting the different steps and bringing the timetable to the attention of members. In reference to the French national document, Mr Commère stated that he was aware that a very broad questionnaire on their national legislations and freezing techniques was sent to Member States. He explained that French authorities had not been challenged by the Commission on their practices. Mr Commère went on to voice opposition to sending a letter on behalf of the MAC to Members of the European Parliament.

The Chair argued that, as way forward, the Working Group should wait for the Commission's letter of reply. Other actions could be taken by individual organisations.

Summary of action items

- Food Fraud
  - Continue monitoring developments and, at a future meeting, schedule an exchange with DG SANTE about the implementation of the GoldFish coordinated action.

- Transition Pathway for a More Resilient, Sustainable and Digital Agri-Food Ecosystem
  - Continue monitoring developments, and, at a future meeting, invite DG GROW to present the final report.

- Awareness Campaigns
  - Agreed draft advice on the "Taste the Ocean" campaign and other potential campaigns for awareness about fishery and aquaculture products in the EU to be put forward to the Executive Committee for consideration and potential adoption.

- Food Waste
  - Secretary General to informally consult with the members on the outstanding points, specifically on subsection 3.1 on "sections of the supply chain covered by the targets".

  - Following the informal consultation, draft advice to be put forward, via urgent written procedure, to the Executive Committee for consideration and potential adoption.

- Consumer Information
  - Secretariat to circulate Doodle poll to determine the date of the first meeting of the Joint MAC/AAC Focus Group on Consumer Information in the HoReCa Sector.

Market Advisory Council

Attendance List

Representative	Organisation	Role
Adien Simonet	Union du Mareyage Français (UMF)	Member
Alessandro Piccione	EU Fish Processors and Traders Association (AIPCE)	Member
Amelie Laurent	Oceana	Member
Amine Asermouh	SNCE	Member
Anna Rokicka	Polish Association of Fish Processors (PSPR)	Member
Andrea Constantinou	European Commission	Expert
Aodh O'Donnell	Irish Fish Producers Organisation (IFPO)	Member
Bruno Guillaumie	European Molluscs' Producers Association (EMPA)	Member
Chinwe Nnadi	FRUCOM	Member
Christine Absil	Good Fish	Member
Falke De Sager	European Association of Fish Producers Organisations (EAPO)	Member
Felicidad Fernández	ANFACO-CECOPESCA	Member
Gaëtane Le Breuil	European Fishmeal	Member
Ghislain Marechal	European Commission	Expert
Guus Pastoor	Visfederatie / EU Fish Processors and Traders Association (AIPCE)	Member
Janne Posti	Conxemar	Member
Jarosław Zieliński	Polish Fish Producers Association (PFPA)	Member
Jérémie Souben	FEDOPA	Member
John Lynch	Irish South and East Fish Producers Organisation (ISEFPO)	Member
Jonas Lazaro Mojica	European Commission	Expert
Juana María Parada Guinaldo	OR.PA.GU.	Member
Linda Zanki Duvnjak	Ribarska Zadruga Friška Riba	Member
Mariano García García	Cofradía de Pescadores de Isla Cristina	Member
Marilena Papeti	EuroCommerce	Member
Massimo Bellavista	COPA COGECA	Member
Maximilian Schwarz	Market Advisory Council (MAC)	Secretariat

Market Advisory Council

Representative	Organisation	Role
Miguel Lizaso	European Commission	Expert
Patrick Murphy	Irish South & West Fish Producers Organisation (IS&WFPO)	Member
Paul Roquiny	European Commission	Expert
Paul Thomas	European Association of Fish Producers Organisations (EAPO)	Member
Paulien Prent	Visfederatie	Chair
Pawel Szatkowski	European Commission	Expert
Pedro Reis Santos	Market Advisory Council (MAC)	Secretariat
Pierre Commère	Association Des Entreprises de Produits Alimentaires Élaborés (ADEPALE)	Member
Quentin Marchais	ClientEarth	Member
Rosalie Tukker	Europêche	Member
Sergio López García	OPP Burela	Member
Silvia Gil	FEDEPESCA	Member
Thomas Kruse	Danish Fishers PO / Danish Pelagic PO	Member
Vanya Vulperhorst	Oceana	Member
Xavier Pires	ALIF	Member
Yobana Bermúdez Rodríguez	EU Fish Processors and Traders Association (AIPCE)	Member