



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR MARITIME AFFAIRS AND FISHERIES

The Director-General

Brussels,  
MARE/E2/AP/CG

**Subject: MAC advice on “Taste the Ocean” campaign and other potential campaigns for awareness about fishery and aquaculture products in the EU**

Dear Ms Bermudez,

I would like to thank you for your e-mail from 31 January and for sharing with the Commission the advice *“Taste the Ocean” campaign and other potential campaigns for awareness about fishery and aquaculture products in the EU* from the market Advisory Council (MAC).

The Commission appreciates the suggestions from the MAC and, most of all, the encouragement in pursuing the Taste the Ocean campaign. We value your support in promoting the consumption of sustainable fish and seafood in the EU, core objective of this important campaign.

We have taken in great consideration your recommendations. The new season of “Taste the Ocean” has been developed around the key aspects of simplicity of the recipes, convenience, diversity of price, accessibility of the products, status of the stocks and sustainable aquaculture practices.

The upcoming campaign will be launched in all Member States on 15 April and will run until 29 April 2024. The campaign will be available in 22 languages (all EU languages except Maltese and Gaelic).

The target audience for this edition are young professionals, families, and 45+ citizens. Supported by 28 influencers, the Commission will invite the EU citizens to cook and share their own recipes using sustainable fish and seafood. The Commission will award the six best entries with prizes, adding a fun and engaging element to the campaign. The

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recipes will be selected based on the criteria of simplicity and quick preparation (30 minutes or below), among others.

I thank you for your support in disseminating the “Taste the Ocean” campaign and contest among your membership. The DG MARE “Taste the Ocean” team will share the material developed for the campaign.

I am looking forward to our continued fruitful cooperation. Should you have any further questions on this reply, please contact Ms Julia Rubeck, our Advisory Councils coordinator, via the functional mailbox [MARE-AC@ec.europa.eu](mailto:MARE-AC@ec.europa.eu).

Yours sincerely,

Kestutis SADAUSKAS

on behalf of Charlina VITCHEVA

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