Market Advisory Council

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

Draft Agenda

Wednesday, 25 November 2026 (09:30 – 13:00 CEST)

Zoom

Interpretation in EN, ES, FR

09:30 Welcome from the Chair, Benoît Thomassen

09:35 Adoption of the agenda and of the last meeting's minutes (16.09.26)

09:40 Action points

- State-of-play of the action points of the last meeting - information

09:45 Capacity Building

- Presentation of activities related to the international trade of fishery and aquaculture products of the AGRINFO programme by Martin Van Brakel (COLEAD)
- Exchange of views

10:15 Awareness Raising

- Presentation of the "Seafood Academy" initiative by Paul Ward (BIM)
- Exchange of views

10:45 Sanitary and Phytosanitary Measures

- Update on the latest trade developments by Rui Ludovino (SANTE D3) (to be confirmed), including:
  - Brazil
  - Namibia
  - Nigeria
  - Saudi Arabia
- Exchange of views
- Way forward

11:15 Break

11:30 Food Fraud

- Presentation of the preliminary results of the "GoldFish" EU coordinated action on the composition, labelling and net quantity of selected fishery products by Ghislain Marechal (SANTE G5)
- Exchange of views



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12:15 Responsible Sourcing

- Presentation of a study on the sustainability of fishery and aquaculture products sourced by German supermarkets by Franck Hollander (WWF)
- Exchange of views

12:50 AOB

12:55 Summary of action items

13:00 End of meeting

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Annotated Version

Type	Item	Background	Purpose	Documents
Information	Capacity Building	AGRINFO is a programme funded by the European Union and implemented by COLEAD. AGRINFO provides an online information service on evolving EU policies, regulations, and standards with potential impacts on agri-food value chains, including the trade of fishery and aquaculture products. The programme particularly focuses on traded goods from developing and emerging economies to the EU.	Presentation of activities related to fishery and aquaculture products by AGRINFO representative.	- AGRINFO
Information	Awareness Raising	In 2025, the Seafood Development Agency of Ireland launched the "Seafood Academy", a national support and development programme aimed at strengthening the independent seafood retail and foodservice sectors. The programme focuses on business development, skills training, and collaboration, to grow consumer engagement and drive sales of sustainable seafood products.	Presentation of the initiative by a BIM representative.	- Press Release
Information + Decision	Sanitary and Phytosanitary Measures	To export to the EU, third countries are expected to comply with the EU's sanitary and phytosanitary measures, which includes rules on human health, animal health, and plant health. Updates on the compliance by Brazil, Namibia, and Nigeria with the requirements for fishery and aquaculture products were identified as particularly relevant.	Update on latest developments by DG SANTE representative. Decision on way forward (e.g., monitoring, drafting of advice, none).	
Information	Food Fraud	At the 30 January 2024 meeting of Working Group, DG SANTE presented the launch of "GoldFish", the EU coordinated action on short-weighting of fishery products. The initiative focuses on the declared net weight, undeclared or misdeclared water addition, and the undeclared, misdeclared or unauthorised use of selected food	Update on the preliminary results of the EU coordinated action by DG SANTE representative.	- Presentation

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		additivities, including citrates, phosphates and carbonates, in certain fishery products		
Information	Responsible Sourcing	In June 2026, WWF published a study regarding the sourcing of fishery and aquaculture productions by several German retailers in comparison with the WWF sustainability assessment methodology.	Presentation of the study by a WWF representative.	- Study

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