Market Advisory Council

WORK PROGRAMME FOR MARKET AC

Period: 01/10/2026 to 30/09/2027 (Year 11)

Background

As determined by point (b) of paragraph 2 of Article 43 of the Common Fisheries Policy Regulation, the Market Advisory Council (MAC) was established to promote a balanced representation of all stakeholders and to contribute to the achievement of the policy's objectives in the field of the EU market of fishery and aquaculture products. The MAC was founded in 2016 under the legal form of a non-profit organisation based in Brussels and co-funded by the European Commission.

The General Assembly of the MAC is composed of 77 European, national and local organisations from 12 Member States (Belgium, Croatia, Denmark, France, Germany, Greece, Ireland, Italy, Netherlands, Poland, Portugal, Spain), representing the entire value chain (fisheries producers, aquaculture farmers, fish auctions, processors, traders, suppliers, retailers, trade unions) and other interest groups (environmental and development NGOs, consumer groups). The Executive Committee of the MAC is currently composed of 21 members distributed in the following manner:

Value Supply Chain (60%)	
Primary Producers (Catching)	
	EAPO
	Europêche
	COPA-COGECA
	Killybegs Fishermen's Organisation
	Les Pêcheurs de Bretagne
Primary Producers (Aquaculture)	
	EMPA
	FEAP
Processors, traders, suppliers and retailers	
	Seafood Europe
	PSPR
	EFFOP
	EuroCommerce
	FEDEPESCA
	CONXEMAR
	ALIF
Workers (Trade Unions)	
	ETF
Other Interest Groups (40%)	
	MSC
	Oceana
	WWF
	EJF
	Good Fish
	ASC

In line with Article 7a of Commission Delegated Regulation (EU) 2015/242, the MAC subjected itself to an independent performance review, which resulted in the adoption of a report in March 2022[1].

[1] https://marketac.eu/performance-review-2019-2022/

Mission and objectives of the MAC

MAC WORK PRIORITIES

Overarching long term and short-term work priorities (at least 3 priorities)

1) Common Fisheries Policy & Common Market Organisation

In April 2026, the European Commission published the evaluation of the Common Fisheries Policy (CFP) Regulation, which also covers the main aspects of the Common Market Organisation. The evaluation showed that the economic performance was not as expected, providing mixed results for the various sectors of the supply chain and for the coastal communities. The evaluation showed a moderate contribution of the policy to food security. Internationally, the policy contributed the active building of partnerships, access to non-EU waters, an improved level playing field and a reinforced fight against IUU fishing, while an increase dependence on imports also took place. The evaluation identified shortcomings in control, enforcement and compliance. Overall, the evaluation concluded that the CFP Regulation remains very important and relevant, but that there are inefficiencies and gaps often dependent on the full implementation of its provisions or of secondary legislation.

In advance of the evaluation by the European Commission, the MAC provided advice on the implementation of the CFP from 2014 to 2024[2]. In the future, the MAC will continue to follow the outcomes of the evaluation, remaining available to provide advice on any potential follow-up actions by the Commission.

2) European Ocean Pact

In 2025, the European Commission published a communication titled "The European Ocean Pact"[3], aiming for a comprehensive strategy to better protect the ocean, promote a thriving blue economy and support the well-being of people living in coastal areas. The Pact brings together EU ocean policies under one single reference framework, addressing the significant threats facing the ocean, coastal communities, islands, and outermost regions.

The communication covers various initiatives of interest to the MAC, such as the establishment of a high-level Ocean Board to monitor and implement the Pact, evaluation of the CMO Regulation to assess the effectiveness of the current labelling rules, EU-wide campaign on the benefits and the value added of EU-produced and sustainable aquatic foods, level playing field for European fishers, the evaluation and possible revision of the CFP Regulation, improvement of the sustainability of imported fishery and aquaculture products under the Autonomous Tariff Quotas (ATQs) regime, ratification and full implementation of the World Trade Organisation's Fisheries Subsidies Agreement, addressing "flags of convenience", zero-tolerance approach to Illegal, Unreported, and Unregulated (IUU) fishing, digitalisation of the CACH IT system, and a new strategic approach to fisheries external action.

Furthermore, the MAC is participating, an as official observer, in the European Ocean Board.

3) Competitiveness - simplification and reduction of administrative burden

Under the Competitiveness Compass for the EU[4], the Commission identified simplification as a priority, particularly a systematic effort to make procedures for accessing EU funds and getting EU administrative decisions simpler, faster, and lighter. The Compass sets a target of cutting the administrative burden by at least 25% for firms and by at least 35% for SMEs. These efforts are also detailed in the Commission's communication on implementation and simplification "a simpler and faster Europe"[5].

[2] MAC Advice on "Evaluation of the Common Fisheries Policy (2014-2024)" (8 July 2025)
[3] https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=comnat:COM_2025_0281_FIN
[4] https://commission.europa.eu/topics/eu-competitiveness/competitiveness-compass_en
[5] https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:52025DC0047

Under the tenth operational year, the MAC provided advice on the initiatives of DG MARE[6], including stress testing, Implementation Dialogues, and reality checks. The MAC also provided advice on the upcoming studies on the administrative burden related to the Fisheries Control Regulation[7]. Furthermore, the MAC participated in two Implementation Dialogues. In the future, the MAC will continue to follow the simplification initiatives of DG MARE, including the conclusions of the mentioned studies.

4) Trade Agreements & Trade Policy Instruments

The EU market is heavily dependent on imported supplies to meet consumer demand. As part of its work to improve understanding of consumption trends and price developments, the MAC will continue to monitor and offer advice on both offensive and defensive opportunities in relation to the various ongoing EU negotiations with third countries on possible new free trade deals. The EU market is not only affected by multilateral and bilateral trade agreements, but also by other policy instruments such as the Generalised Scheme of Preferences (GSP, Everything But Arms, GSP+) and the Autonomous Tariff Quotas Regulation.

The MAC will continue to monitor the initiatives of the Commission to improve the sustainability of imported fishery and aquaculture products under the ATQ regime[8].

5) Illegal, Unreported and Unregulated (IUU) Fishing

The EU is a pioneer in the global fight against IUU fishing and the Commission has taken a leadership position by promoting a "zero-tolerance" approach. The EU IUU Regulation established an EU-wide system to prevent, deter and eliminate the import of IUU fishery products into the EU market and promotes reforms in third countries through its "carding system". The Commission services have continuously updated the MAC on the cooperation with third countries and corresponding evaluations to promote reforms. As practice from previous years, the MAC will continue to produce advice to the European Commission on an *ad hoc* basis when significant cases of IUU fishing products entering the EU market are known or when actions take place under the "carding system"[9].

6) Forced Labour

Forced labour and other human rights violations can be present on-board fishing vessels and throughout the supply chain. In the past, the MAC has provided advice concerning the occurrence of forced labour in the global supply chain of fishery and aquaculture products[10]. The MAC will continue to advise on this matter, on an *ad hoc* basis. The MAC will keep in mind that cases of forced labour can be linked to IUU fishing. Therefore, when relevant, these issues may be addressed jointly.

7) European Market Observatory for Fisheries and Aquaculture (EUMOFA)

As the European Commission's market intelligence tool, EUMOFA increases market knowledge, analyses EU market dynamics and helps better informed business decisions and policymaking. The ex-post information provided by EUMOFA on volumes, values and prices of fisheries and aquaculture products, including imports and exports, is greatly appreciated by the members for the MAC. Among these, the annual "The EU Fish Market" has particular importance and the MAC aims to maintain the established annual exchange of views on this report.

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[6] MAC Advice on "MAC's advice on competitiveness of the EU Market of Fishery and Aquaculture Products – Simplification and reduction of administrative burden" (24 March 2026)
[7] MAC Advice on "Competitiveness of the EU Market of Fishery and Aquaculture Products – Upcoming studies on the Fisheries Control Regulation" (26 May 2026)
[8] MAC Advice on "Integration of sustainability criteria under the regime of Autonomous Tariff Quotas for certain fishery products" (28 April 2025)
[9] E.g., MAC-CCRUP Advice on "Illegal, Unreported and Unregulated Fishing in the Outermost Regions of the European Union" (21 May 2025)
[10] E.g., MAC Advice on "Forced Labour in the Fisheries and Aquaculture Market" (30 November 2023)

In line with previous practice[11], the MAC will continue to provide suggestions for the annual work programme of EUMOFA, including on species profiles, thematic analyses, price structure analyses, and EUMOFA Talks.

8) Scientific, Technical and Economic Committee for Fisheries (STECF)

The MAC has an established collaboration with STECF, which is particularly focused on the Annual Economic Report on the EU fishing Fleet, the Economic Report of the EU Aquaculture Sector, and the Economic Report of the EU Fish Processing Industry. The practice includes presentations and exchanges of views on the mentioned reports. The MAC will also aim to ensure representation, as observers, in the relevant STECF Expert Working Group meetings. When appropriate, the MAC will also provide feedback on the reports, promote the submission of additional data by the members, and suggest topics of specific analysis, such as species, fleet segments, and geographical areas that should be considered by STECF, as well as more detailed data on aquaculture and processing[12].

9) Fisheries Control Regulation

Following five years of negotiations on the revision of the EU fisheries control system regulation, the revised Fisheries Control Regulation was published on 20 December 2023, and its provisions will progressively enter into force between 10 January 2024 and 10 January 2029. From a market-perspective, several provisions of the revised Regulation are quite relevant for the entire supply chain, particularly on the traceability of fishery and aquaculture products and the new CATCH IT tool. The relationship between these provisions and the Common Market Regulation, particularly on labelling and information to consumers is also especially relevant.

Under the eight operational year, the MAC adopted advice on the Terms of Reference of the study on feasible traceability systems and procedures for prepared and preserved fishery and aquaculture products[13]. Under the ninth operational year, the MAC adopted advice on the planned delegated act on additional rules for traceability of fresh and frozen fishery and aquaculture products and markings of lots[14].

The MAC will continue to assist the Commission in the implementation of the new provisions of the Fisheries Control Regulation, particularly the development of the study on feasible traceability systems, the adoption of the delegated rules, and the implementation of the digital catch certificate (CATCH IT) system.

Work priorities identified for each Working Group and Focus Group (where available)

Working Group 1 (EU Production):

- Common Market Organisation (production and marketing plans, producers and interbranch organisations, planning, stabilisation of markets)
- European Maritime and Fisheries and Aquaculture Fund
- Marketing Standards framework
- Implication of Fisheries Control Regulation on EU production
- Landing obligation (e.g., available uses, market outlets, effects on prices, socioeconomic aspects, infrastructure and cooperation across the supply chain)

[11] E.g., MAC Advice on "European Market Observatory for Fisheries and Aquaculture (EUMOFA): Suggestions of studies to be integrated in the Work Programme (2025)" (1 September 2025)
[12] E.g., MAC Advice on "STECF's Annual Economic Report on the EU Fishing Fleet (2026)" (5 February 2026), MAC-AAC Advice on "STECF's Economic Report on the EU Aquaculture Sector (2025)" (18 September 2025), and MAC Advice on "STECF's Economic Report on the Fish Processing Industry (2025 edition)" (18 September 2024)
[13] MAC Advice on "Terms of Reference of the Study on Feasible Traceability Systems and Procedures for Prepared and Preserved Fishery and Aquaculture Products" (24 May 2024)
[14] MAC Advice on "Upcoming Delegated Act on Additional Rules for Traceability of Fresh and Frozen Fishery and Aquaculture Products and Marking of Lots" (12 March 2025)

- EUMOFA's work programme (species profiles, case studies, conferences)
- Economic viability of the fleet and of the aquaculture sector (collaboration with STECF)
- Sustainability criteria for fishery and aquaculture products

Working Group 2 (EU Markets):

- Supply (annual status and trends)
- Trade with third countries (Community Customs Code, General System of Preferences, Free Trade Agreements, Economic Partnership Agreements, World Trade Organisation)
- Imports and tariffs (tariff suspensions, tariff quotas)
- Price developments "from sea to table"
- Responsible sourcing and processing
- Banning IUU fishery products from entering the EU market, fight against forced labour, due diligence
- Implication of Fisheries Control Regulation EU market (traceability along the supply chain)
- Economic performance of the EU fish & seafood processing sector (collaboration with STECF)

Working Group 3 (EU Controls and Sanitary Issues, Consumer Rules):

- Consumer information and labelling (FIC and CMO Regulations)
- Voluntary information, including certification schemes
- Hygiene and sanitary issues, including contaminants, additives, and residues issues
- Plastic and marine pollution
- Food fraud

Other possible issues of interest:

- European Oceans Pact
- Competitiveness (simplification and reduction of administrative burden)
- 2040 Vision for Fisheries and Aquaculture
- Strategy for External EU Fisheries Action
- Multiannual Financial Framework
- Energy transition of the EU's fisheries and aquaculture sector

Planned recommendations for year 11:

No	Issue/subject	Link with the CFP	WG/FG at the origin of the recommendation	Planned date of adoption (if available)
1	EU Awareness Campaign on Aquatic Foods	Article 2.5.g)	WG3	November 2026
2	Food safety (e.g., contaminants, additives, residues)	Article 2.5.g)	WG3	*Ad hoc*
3	Market-related aspects of the revised Fisheries Control Regulation (traceability, marking of lots, catch certificates)	Article 2.5.g)	WG2	November 2026
4	Evaluation of the Common Fisheries Policy Regulation, including Common Market Organisation (follow-up actions)	Article 2.5.g)	WG1, WG2, WG3	January 2027

5	Competitiveness – simplification and reduction of administrative burden	Article 2.5.c)	WG1, WG2, WG3	January 2027
6	2027 Annual Economic Report on the EU Fishing Fleet (Terms of Reference)	Article 2.5.c)	WG1	January 2027
7	Work Programme of EUMOFA, including suggestions of case studies and talks	Article 2.5.g)	WG1	May 2027
8	FAO's Sub-Committee on Fish Trade (EU's mandate)	Article 2.5.c)	WG2	May 2027
9	Fights against Illegal, Unreported and Unregulated (IUU) Fishing & Forced Labour, Due diligence	Article 2.5.g)	WG2	*Ad hoc*
10	Trade (e.g., FTAs, ATQs, GSP)	Article 2.5.e)	WG2	*Ad hoc*
11	Economic Report on the EU Aquaculture Sector	Article 2.5.e)	WG1	September 2026

Planned participation to Commission public consultations

Topic/subject	Link with the CFP	Deadline for the EU Survey (if available)	Planned date for adoption (if available)

MAC planning of meetings

MAC PLANNING OF MEETINGS (from 01/10/2026 to 30/09/2027)

No	Date (for the first 6 months, please provide precise dates)	Topics / Subjects of meeting	Type of meeting (physical/planned/hybrid)	European Commission participation requested (yes/no)	If Commission participation requested, specific issues to be dealt with	Priority for a Commission participation (from 1 to 4) (1= highest priority)
1	November 2026	- Annual Economic Report on the EU Fishing Fleet	Working Group 1 Online (Zoom)	Yes	- Presentation of Annual Economic Report on the EU Fishing Fleet	2
2	November 2026	- Strategy for External EU Fisheries Action	Working Group 2 Online (Zoom)	Yes	- Presentation of EU Strategy for External Fisheries Action	2
3	November 2026	- Food fraud - EU Awareness Campaign on Aquatic Foods	Working Group 3 Online (Zoom)	Yes	- Update on food fraud	2
4	November 2026	- Competitiveness - Adoption of advice	Executive Committee Online (Zoom)	Yes	- Update on competitiveness initiatives of DG MARE	2
5	January 2027	- Annual Economic Report on the EU Fishing Fleet	Working Group 1 Physical (Oostende)	No		
6	January 2027	- EUMOFA's EU Fish Market Report - Traceability	Working Group 2 Physical (Brussels)	Yes	- Presentation of EUMOFA EU Fish Market - Presentation of the study on prepared and preserved products	2
7	January 2027	- Consumer information	Working Group 3 Physical (Brussels)	No		

8	January 2027	- Formal approval of work programme & budget	General Assembly Physical (Brussels)	No		
9	January 2027	- Adoption of advice	Executive Committee Physical (Brussels)	No		
10	March 2027	- Work Programme of EUMOFA	Working Group 1 Online (Zoom)	Yes	- Presentation of the Work Programme of EUMOFA	2
11	March 2027	- Trade - IUU Carding System	Working Group 2 Online (Zoom)	Yes	- Update on trade developments - Update on IUU carding system	2
12	March 2027	- Common Fisheries Policy	Working Group 3 Online (Zoom)	Yes	- Update on Common Fisheries Policy	2
13	March 2027	- Adoption of advice - Update on work and finances	Executive Committee Online (Zoom)	No		
14	June 2027	- Common Market Organisation	Working Group 1 Physical (Brussels)	No		
15	June 2027	- Simplification	Working Group 2 Physical (Brussels)	Yes	- Presentation of the studies on the administrative burden of the Fisheries Control Regulation	2
16	June 2027	- Consumer information	Working Group 3 Physical (Brussels)	Yes	- Update on potential amendments to labelling and consumer information rules	2
17	June 2027	- Update on work done and finances - FAO's Sub-Committee on Fish Trade	Executive Committee Physical (Brussels)	Yes	- Update on EU's mandate for the FAO's Committee on Fisheries	2
18	July 2027	- Preparation of draft work programme and budget of the next operational year	Executive Committee Online (Zoom)	No		
19	September 2027	- STECF biennial Economic Report	Working Group 1 Physical (Brussels)	No		
20	September 2027	- Trade	Working Group 2 Physical (Brussels)	Yes	- Update on trade developments	2

21	September 2027	- Hygiene and sanitary issues	Working Group 3 Physical (Brussels)	Yes	- Update on hygiene and sanitary issues	2
22	September 2027	- Update on work done and finances	Executive Committee Physical (Brussels)	No		