



Farm to Fork Strategy

Initiatives affecting EU market of fishery and aquaculture

The present background document provides a summary of initiatives affecting the EU market of fishery and aquaculture products, particularly with an impact on labelling and consumer information, in order to better inform discussions.

Initiative	Lead DG	Objectives	Advice	Documents
Sustainable Food System Framework	DG SANTE	<ul style="list-style-type: none"> - Integrate sustainability in all food policies - Definition of general principles and objectives - Sustainability labelling of food products - Minimum criteria for public procurement - Governance and monitoring 	<ul style="list-style-type: none"> - Option 4: New comprehensive framework legislation on sustainability - Unique characteristics of the sector - Coherence with other instruments - Respect CFP concept of sustainability - Avoid compromising food safety, food quality, food security, nutrition - Harmonisation of rules - International promotion of standards 	<ul style="list-style-type: none"> - Information Page - MAC Advice
Revision of Marketing Standards of Fishery and Aquaculture Products	DG MARE	<ul style="list-style-type: none"> - Update of the standards to place products in the EU market - Ensure sustainability (addition of component) - Genuine competition - Transparency of the product's characteristics 	<ul style="list-style-type: none"> - Assess whether it is the most appropriate instrument to measure and communicate on sustainability - Respect CFP concept of sustainability - Coherence with other instruments - Applicability to all seafood products - Clarify relationship with private schemes - Additional "social criteria" - Consider adding "economic criteria" 	<ul style="list-style-type: none"> - Information Page - MAC Advice



Revision of Regulation on Food Information to Consumers	DG SANTE	<ul style="list-style-type: none"> - Help consumers make healthier and more sustainable food choices - Mandatory Front-of-Pack Nutrition Labelling - Extend mandatory origin information - Revise rules on date marking (“use by” and “best before” dates) 	<ul style="list-style-type: none"> - Key role of consumer education - Uniform information across EU - Nutritional role of seafood products - Limitations of reworking recipes of simple products - Improve “best before” date - Origin: relationship with CMO 	<ul style="list-style-type: none"> - Information Page - MAC Advice
Revision of EU Animal Welfare Legislation	DG SANTE	<ul style="list-style-type: none"> - Broaden scope of EU rules on animal welfare - Easier enforcement - Consider animal welfare labelling 	<ul style="list-style-type: none"> - Option 1: Common minimum requirements for animal welfare claims - Coherence with other instruments - Further scientific studies - Study on existing labelling schemes - Avoid complex control arrangements, administrative burden, respect WTO 	<ul style="list-style-type: none"> - Information Page - MAC Advice

Advice on other Farm to Fork Strategy Initiatives:

- [EU-Level Targets for Food Waste Reduction](#)
- [Code of Conduct for Responsible Business and Marketing Practices](#)
- [Revision of EU Rules on Food Contact Materials](#)
- [Review of EU Promotion Programme for Agricultural and Food Products](#)

Other initiatives affecting labelling and consumer information:

- [Substantiating green claims](#)