



Advice

European Market Observatory for Fisheries and Aquaculture (EUMOFA): Suggestion of study on the challenges of aquaculture products in food outlets

Brussels, 17 October 2022

1. Recommendation

The European Market Observatory for fisheries and aquaculture (EUMOFA)¹ is a market intelligence tool on the European Union fisheries and aquaculture sector, developed by the European Commission. It aims to increase market transparency and efficiency, analyse EU market dynamics, and support business decisions and policymaking. In the past, the Market Advisory Council (MAC) adopted advice with suggestions of studies to be conducted by EUMOFA², which were graciously accommodated in the work programme of EUMOFA.

Despite efforts from the European Commission³, the market for the EU aquaculture remains not fully developed. The COVID-19 pandemic accentuated difficulties in the broad distribution of aquaculture products, particularly in reaching rural areas. Therefore, the MAC believes that the European Commission should request a study from EUMOFA on the challenges of aquaculture products in food outlets. The study should focus on the circuit of distribution and commercialisation of aquaculture in the market, aiming to better understand the flows of the products. Further details are provided in a proposal of methodological note in the Annex.

¹ <https://www.eumofa.eu/>

² <https://marketac.eu/clarifications-on-eumofa-studies/>

³ E.g., [Strategic guidelines for a more sustainable and competitive EU aquaculture for the period 2021 to 2030](#)

Annex - Proposal of Methodological Note⁴

Request from DG MARE

- **Unit:** MARE.A.4
- **Deadline:** dd/mm/yyyy
- **Proposal from responsible units**

EUMOFA to undertake a study on outlets for aquaculture products. The study should focus on the circuit of distribution and commercialisation of aquaculture products in the market, aiming to better understand the flows of the products.

Scope:

1. Number of enterprises operating the market;
2. Geographical balance mapping of the distribution circuits, particularly difficulties in reaching rural areas (vs concentration in littoral areas and large metropolitan centres);
3. Complementary of direct sales and online sales in relation to traditional sales to retailers;
4. Current difficulties in the implementation of new outlets (e.g., packaging requirements, refusal from postal carriers to transport packages with water);
5. Benefits of quality labels, geographical indications, and promotion tools in relation to the full development of the market and the improvement of the perception of aquaculture amongst consumers;
6. Trends and forecast, including conditions to bridge the gap between getting more aquaculture products in the consumer's plates and the lack of points of sale in the various regions of the EU (in the frame of the encouragement for a change of diets in the setting up of a new sustainable food system).

⁴ The proposal follows the structure of examples kindly provided by MARE.A.4.