



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR MARITIME AFFAIRS AND FISHERIES

The Director-General

Brussels,  
MARE/A.4

**Subject:           MAC letter on the state-of-play on labelling and consumer information concerning plant-based imitations of fishery and aquaculture products**

Dear Ms Bermúdez,

Thank you for your letter of 21 October 2025 on behalf of the Market Advisory Council (MAC) and for the comprehensive overview you have provided of the current developments and concerns regarding the labelling of plant-based substitutes of fishery and aquaculture products.

We acknowledge the growing market share of plant-based substitutes, albeit from a small base, and the importance of clear, accurate consumer information. As noted in your letter, the existing EU framework – notably the Food Information to Consumers Regulation (EU No 1169/2011) and the Common Market Organisation (CMO) Regulation (EU No 1379/2013) – already contains provisions aiming at preventing misleading labelling practices.

As you know, DG MARE is currently undertaking an evaluation of the Common Fisheries Policy (CFP) Regulation, including its provisions relating to the common organisation of the markets (CMO) which provide principles, inter alia, for consumer information. This evaluation is intended to ensure that the regulatory framework remains fit-for-purpose in light of evolving market trends, technological developments and consumer expectations.

The specific points raised in your letter, such as the use of fish related trade names for plant-based products, the need for additional guidance at EU level, and the recent legislative initiative concerning the protection of meat-related terms, will be taken into careful consideration during this assessment. The review will be conducted in close collaboration with our colleagues in DG SANTE and DG AGRI.

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I look forward to our continued cooperation. Should you have 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,

Charlina VITCHEVA

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