



Consumer Information

March 2021 - (AAC 2021-03)



The Aquaculture Advisory Council (AAC) gratefully acknowledges EU funding support.

The Common Market Organisation's (CMO) regulation EU 1379/2013 on Fishery and Aquaculture products provides mandatory supplemental information. Such products may only be offered for sale to the final consumer if appropriate marking or labelling indicates: 1) the commercial designation of the species and its scientific name; 2) the production method (caught or farmed); 3) the area where the product was caught or farmed and the category of fishing gear used for capture in fisheries; 4) whether the product has been previously frozen and defrosted; and 5) the date of minimum durability, where appropriate.

Regulation EU 1169/2011 on Food Information to Consumers (FIC) aims to ensure a high level of consumer protection in relation to food information. The regulation establishes the general principles, requirements, and responsibilities governing food information and food labelling.

The 'Green Deal', the 'Farm to Fork' strategy, and the 'biodiversity strategy' build on the key assumption of consumer willingness to pay for added value related to improved sustainability.

The 'Farm to Fork' strategy notes that consumers want better animal welfare, that the Commission will revise the animal welfare legislation to align it with the latest scientific evidence, and that the Commission will consider options for animal welfare labelling to better transmit value through the food chain. The 'Farm to Fork' strategy also proposes a sustainable food labelling framework to enable sustainable food choices.

The AAC's consumer information recommendation:

1. Stresses the importance of correct and complete product information for the consumer, promoting informed and responsible purchase and raising awareness of the quality of EU aquaculture products.
2. Refers to previous comments on consumer information in the position paper on 'A level playing field' from August 2018.
3. Notes that the Commission has issued various guidance documents on FIC regulations.
4. Finds that inadequate and misleading consumer information on seafood products frequently

takes place in the hotel, restaurant, and catering segment (HoReCa).

5. Concludes that the key problems are: 1) country of origin is false, not listed, or multiple; 2) defrosted products are sold as fresh; 3) fish species is missing or false; 4) farmed fish are sold as captured fish; and 5) information does not allow consumers to make animal welfare-based choices.
6. Proposes to align labelling on aquaculture products with that of other animal products for consumers to make informed choices.
7. Urges the Commission to reinforce adequate and reliable consumer information, including key animal welfare issues on aquaculture products in the HoReCa sector, in compliance with the FIC regulation.
8. Encourages the Commission to continue its work on assessment and communication on Product Environmental Footprint (PEF).
9. Welcomes the inclusion of nutrient profiles.
10. Supports the proposed revision of the EU's fisheries control system to fight fraud through an enhanced traceability system.



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