



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR MARITIME AFFAIRS AND FISHERIES

The Director-General

Brussels,
MARE/A4/GH (2020)

Mr Pim Visser
President
European Association of Fish
Producers Organisations
H. Baelskaai 20
B-8400 Oostende, Belgium

Subject: Communication campaign to support seafood consumption

Dear Mr Visser,

Thank you for your letter of 22 September 2020.

I fully share your view that the fisheries sector has been severely exposed to the pandemic situation and continues to face significant challenges. As stated in your letter, the Commission has reacted with a number of wide-ranging support measures. Nonetheless, I agree with you that the available support mechanisms need to be complemented by effective communication campaigns.

To this end, DG MARE is pursuing two principal approaches. Firstly, we regularly publish news stories illustrating how the flexible funding under the EMFF is quickly being put to use in individual Member States. As Member States are in the process of preparing their national operational programmes for the next programming period (EMFF 2021-27), I urge you as an association and your members to take contact with the competent national authorities for securing support under the new programming period.

Secondly, and as previously announced, we are currently preparing a dedicated consumer campaign (#TastetheOcean). The campaign involves famous chefs (Michelin-starred, MasterChef etc.) in encouraging citizens to buy and prepare sustainable and locally-sourced seafood, thereby both promoting sustainable consumption and supporting the EU's coastal regions during the recovery. We foresee to launch the campaign in December, coinciding with the end-of-year festivities and a potentially heightened demand for seafood recipes, and will focus on the following Member States: Belgium, Denmark, France, Greece, Italy, The Netherlands, Portugal, Romania and Spain. I welcome and gladly accept your offer to widely support and share this action, once we launch the campaign. At the same time, I would appreciate further information about campaigns prepared by EAPO or your member associations, so as to ensure that we most

effectively complement and mutually amplify each other's communication efforts during this difficult time for the fisheries sector.

As you know, we comprehensively exchanged information on current market developments with the sector through the Market Advisory Council (MAC) and our market observatory EUMOFA. We will obviously continue to do so in the future. I will also ensure that DG MARE is represented at the EAPO annual general assembly on 19/20 October. Unfortunately, it will not be possible for me to attend personally due to the Agriculture and Fisheries Council at the same time.

Concluding, I would like to underline my appreciation for the positive and productive cooperation with EAPO in this exceptionally difficult period.

Yours sincerely,

Charlina VITCHEVA