

European Association of Fish Producers Organisations

Association Européenne des Organisations de Producteurs dans le secteur de la pêche



EAPO / AEOP

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EU Code of Conduct on Responsible Food Business and Marketing Practices

EAPO Annual report 2022

I. General information

Name in full + acronym	The European Association of Fish Producers Organisations (EAPO)
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N° in the transparency register*	46491656228-65
Date of signature of the Code	16 July 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Primary production
Who do you represent? (e.g. number of members, companies, SMEs)	The European Association of Fish Producers Organisations (EAPO) represents 28 POs from 9 EU Member States, with approximately 10,000 vessels, 3.5 million tonnes of landings and € 3 billion first sale value. EAPO was founded in 1980. Every Fish PO recognized by its EU member state can apply for membership of the association.

II. Annual report on EAPO’s activities in support of this Code
(European Associations pledge)

<p>Endorse the aspirational objectives set out in this Code (where applicable).</p>	<p>Since its launch in 2019, The European Association of Fish Producers Organisations (EAPO) has welcomed and supported the objectives of the EU-Green Deal in making the EU a climate-neutral continent by 2050. In fact, fisheries is a primary sector that provides for healthy, sustainably caught animal proteins with the lowest carbon footprint of all nutritious protein sources. Seafood has the ability to help drastically reduce greenhouse gas emissions linked to food diets.</p> <p>On top of this non-rebuttable fact, the EU-fishing sector has on its own initiative already made significant efforts in making its fishing activities even more (environmentally, socially and economically) sustainable.</p> <p>Subsequently, EAPO signed the Code on 16 July 2021 and pledged to endorse the aspirational objectives set out in this Code.</p>
<ul style="list-style-type: none"> • Promote and disseminate this Code with(in) their constituencies. • Encourage their members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code and invite them, on a voluntary basis, to adhere to this Code, as appropriate. 	<p>Prior to signing the Code, the content of the Code and the subsequent commitment was first discussed during a meeting of the EAPO Executive Committee in July 2021.</p> <p>In order to disclose EAPO’s pledge to both members and interested parties, the corresponding letter was published on the EAPO-website (EAPO21-29 Pledge EU Code of Conduct on Responsible Food Business and Marketing Practices.pdf).</p> <p>The EU-Green Deal and the Commission’s Farm to Fork-Strategy are included in the EAPO work programme 2021-2022. In connection with these important topics, the objectives of this Code were presented to members at the EAPO annual General Assembly on 28 October 2021.</p> <p>During the Farm to Fork-conference in October 2021, EAPO attended the session “Game changers for a sustainable food system”, which focused on the role of the food industry in increasing the availability and affordability of sustainable food. EAPO happily noted that the Code of Conduct on Responsible Food Business and Marketing Practices and its ambitious goals were praised during this discussion.</p>

	<p>EAPO-members are encouraged to circulate the information regarding the objectives of the Code amongst their individual fishing companies. By doing so, they are provided with the necessary tools to align their sustainability actions to the aspirational objectives and targets of the Code, should they wish to do so.</p> <p>A representative of the EAPO Secretariat has attended the meeting of the Signatories Group (14 December 2021) and the subsequent Collaborative Platform meeting (29 March 2022). Following these meetings, a brief state of play was provided orally to the EAPO Executive Committee during its monthly meeting.</p>
<p>Explore the possibility of developing sector-specific tools and resources in support of this Code.</p>	<p>EAPO’s work programme 2021-2022, presented at the Association’s annual General Assembly, clearly reflects the fishing industry’s focus on sustainability. The EU-Green Deal, Farm to Fork and Biodiversity Strategy are some of the topics included. Consequently, these topics are closely being monitored by the EAPO Secretariat and members throughout the work year. On a frequent basis, an update on the status of these topics is provided orally to the EAPO Executive Committee during its monthly meeting.</p> <p>EAPO is a member of the Market Advisory Council (MAC) and thus has contributed to several MAC-advice that discuss matters relevant for the market of fishery and aquaculture products; topics closely linked to the targets set out in the Code.</p> <p>Moreover, EAPO closely follows up on all initiatives (both at national/EU-level) that are being undertaken to further improve the sustainability aspect of the fishing operations.</p>
<p>Continue to engage in dialogue with other food chain/systems actors and EU and international policy-makers to forge (new) relationships, exchange good practices and discuss challenges encountered, learn from each other (studies, projects) and create better mutual understanding, and identify opportunities for</p>	<p>As a representative for the European fishing industry, EAPO is a member of the Market Advisory Council (MAC), which is closely interlinked with responsible food business and marketing practices.</p> <p>As established by the Common Fisheries Policy, the MAC provides advice to the European Commission and EU Member States on matters relevant for the market of fishery and aquaculture products. It brings together representatives of the entire seafood value chain (primary producers, processors, traders, suppliers, retailers, trade unions) and other interest groups (environmental and development NGOs).</p>

collaboration and potential partnership.

As an active member, EAPO has contributed to several MAC-advice that discuss topics closely linked to the targets set out in the Code. Topics of recently published MAC-advice include: Sustainable Food System Framework Initiative([MAC-Advice-Sustainable-Food-System-Framework-Initiative-15.02.2022.pdf \(marketac.eu\)](https://marketac.eu/wp-content/uploads/2022/02/15.02.2022.pdf)), EU-Level Targets for Food Waste Reduction ([MAC-Advice-Food-Waste-Targets-30.03.2022.pdf \(marketac.eu\)](https://marketac.eu/wp-content/uploads/2022/03/30.03.2022.pdf)), Incorporation of Sustainability Aspects in the Marketing Standards Framework (<https://marketac.eu/wp-content/uploads/2021/10/MAC-Advice-Marketing-Standards-Sustainability-15.10.2021.pdf>).

As a constant factor, EAPO maintains a close communication line with representatives of the European Commission to discuss the latest developments concerning the Green Deal, Farm to Fork and Biodiversity-Strategy or sustainability efforts in general.