
From: Trond Davidsen [trond.davidsen@fhl.no]
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To: MARE OLD CFP CONSULTATION
Subject: Consultation on the reform of the Common Fisheries Policy - Comment from The Norwegian Seafood Federation
Importance: High
Attachments: AIPCE-CEP position on CFP Green Paper 23 11 09.doc

To

Directorate-General for Maritime Affairs and Fisheries

European Commission

B-1049 Brussels

From

The Norwegian Seafood Federation (FHL)

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Identification number in the register: 17311021528-05

Reference is made to the Consultation on the reform of the Common Fisheries Policy.

The Norwegian Seafood Federation (FHL) is a member of EU Fish Processors and Traders Association/Association des Industries du Poisson de l'UE (AIPCE/CEP). In general terms, FHLs approves AIPCE/CEP's comment on the reform of the Common Fisheries Policy (copy enclosed).

However, FHL would like to stress the need for pan-European marketing activities for seafood in general and for farmed seafood in particular. There is a distortion of competition in the market place; between agricultural products and seafood - and not least between farmed species from Asia and farmed seafood from Europe.

Norway has for many years been active in the EU-market with generic promotion activities carried out by the Norwegian Seafood Export Council (NSEC). These activities are financed entirely by the Norwegian Seafood Industry and are beneficial not only for the Norwegian Seafood Industry, but for the seafood business in general since they are aiming at increasing the demand for seafood products.

Norway will continue to run marketing activities through the NSEC in the next years, but the results for the whole industry would be strengthened if other nations also were taking more active part in generic marketing activities. A pan-European generic marketing activity as a part of a new Common Fisheries Policy is therefore warmly welcomed.

Yours Sincerely,

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