

Brussels, 13.04.2011
MK/pb (2011) D 459793

Dear Sirs,

Thank you very much for your letter of 24 March last and the attached document in which you express the essential demands of the fisheries and aquaculture sector as presented by Europêche on the reform of the Common Fisheries Policy.

While reading your paper I have seen that we actually think along the same lines on a number of subjects. We share the same objectives for the reform: combining environmental, economic and social conditions for sustainability to ensure that resources are exploited sustainably and that fishing and aquaculture activity provides for a robust and competitive industry. While I am aware of most positions taken by Europêche in the context of the reform debate, I am grateful for your elaboration on some issues of main importance for the future policy.

I have taken good note of your views on stakeholder involvement. As you are aware I am very positive about involving stakeholders in the policy process and also in the implementation of our future policy. In some Member States the fishing industry is for example already part of the management of fish stocks and I don't see why we could not do the same across Europe.

I also see possibilities to extend the role of the Regional Advisory Councils in the policy making process, both in the preparatory and implementing phase. This should go hand in hand with ensuring the broadest possible involvement of all interested parties in a cost-effective manner, enabling a wide and fair representation based on expressed interests.

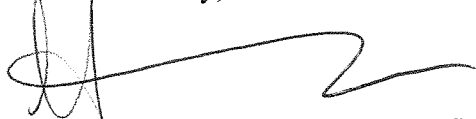
I believe that the reform gives us an opportunity to reinforce both the stakeholder involvement and industry responsibility when it comes to the application of and compliance with the policy.

You also mention the reform of the market policy as a central element and here again we have the same goal in mind as we absolutely want to strengthen the producers position on the market and we want to give the consumers the information they need to make an informed choice about the products they are buying, including the positive health aspects of fish. We also need to support marketing campaigns for less well known fish and this should have a positive impact for the producers as well as for the consumers.

I will leave it at this for now and will not enter into the details of the proposals under preparation.

I count on your continued contribution to the reform process which I judge as being very valuable.

Yours,Sincerely,



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