EU: Sustainable Tools for the World's Largest Seafood Market

The Common Organization of Markets stabilizes the markets and guarantees fair competition and income for producers, while common marketing standards lay down uniform requisites for seafood sold or bought in the EU, no matter the origin, ensuring a safe and transparent market.

More information for professionals

By analyzing EU market dynamics, it increases market transparency and efficiency, and supports better business decisions and policy-making.

EUMOFA: http://www.eumofa.eu

More information for consumers

Commercial designation
Common names vary a lot, while scientific names are unequivocal, but little known to consumers. New labels must now show both.

Scientific name
(Scomber scombrus)

Fishing gear category
Trawls

Net weight
250g

Business name and address: XXXX

Identification mark
Ireland xx-yyy-zz EC

Certification label
EC YYY Certified sustainable

Mackerel
Caught in Celtic Sea North
Landed in Killybegs
16/01/15
Use by 18/01/15
Keep at 0 to 2°C

Catch area
You can know the precise area where the fish was caught.

Port of landing
Landed in Killybegs

Date of landing
16/01/15

Best before / Use by date
Use by 18/01/15

Storage conditions
Keep at 0 to 2°C

Production method
From now on consumers can know clearly whether the fish was caught or farmed.

Quick Response Code
QR and bar codes allow supply chain professionals to instantly know everything about the products they buy and sell.