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EUSEA contribution to the Oceans Pact Call for evidence

The EU Seafood Alliance (EUSEA) is a collaborative initiative uniting key stakeholders from across the aquatic food value chain in the European Union. Formed by EAPO, AIPCE, CEP, EUROPECHE, and FEAP, EUSEA brings together representatives of the fishing, aquaculture, processing, and trade sectors to promote the role of seafood in Europe's society, culture, and public health.

Our core mission is to enhance the consumption of aquatic food across the EU by emphasizing its exceptional nutritional and health benefits, as well as its deep cultural and gastronomic significance. Seafood has been an integral part of European heritage for centuries, and its continued promotion is essential not only for preserving culinary traditions but also for supporting healthy and sustainable diets.

The Oceans Pact presents an opportunity to adopt a holistic approach that integrates the environmental, economic, and social dimensions of seafood consumption. It is essential to recognize that a thriving seafood market is not only a driver of consumer well-being but also a fundamental pillar of the Blue Economy, ensuring the viability of fishing, aquaculture, and seafood processing industries. A strong demand for high-quality, sustainably sourced seafood contributes to the resilience of coastal and rural communities, fosters innovation in the sector, and supports the EU's broader sustainability goals.

Given these factors, it is imperative that the Oceans Pact includes a dedicated chapter outlining support mechanisms for the promotion of aquatic food consumption. These should encompass public awareness campaigns, educational initiatives, and policy measures that reinforce the role of seafood in European diets while fostering responsible and sustainable consumption patterns.

By strengthening the visibility and appreciation of aquatic food, the EU can ensure that consumers, policymakers, and industry stakeholders work together towards a sustainable, prosperous, and health-conscious future for Europe's seafood sector.

EU Action Plan for Blue Foods

EUSEA calls on the European Commission to develop an EU Action Plan for Blue Foods by 2026 to boost the supply and consumption of aquatic products. The plan should promote nutritious, low-carbon blue foods through sustainable fisheries, aquaculture, and ocean-



friendly innovations. The plan should be backed by dedicated funding. EUSEA also urges the inclusion of blue foods in relevant EU ocean and food strategies. For that purpose, it should be a key part of the Vision for the Future of Agriculture and Food. Additionally, financial resources should support public awareness campaigns on the health, environmental, and economic benefits of blue food consumption.

For media inquiries and further information, please contact:

Contact AIPCE CEP:

Katarina Sipic (Secretary General) – Email: ksipic@kellencompany.com

Mobile: +32 470 86 55 43

Contact EAPO:

Jules Danto (EAPO Policy Officer) – Email: jules.danto@eapo.com

Mobile: +32 470 41 78 38

Contact Europêche:

Daniel Voces (Managing Director of Europêche) – Email: daniel.voces@europeche.org

Mobile: +32 489 26 81 07

Contact FEAP:

Javier Ojeda (General Secretary) – Email: javier@feap.info

Mobile: +34 659 09 48 94