



Production and Marketing Plan

Completing this Production and Marketing Plan template

Report deadline: xx xxx 2021

Dates that the report relates to: Insert timeframe, please note ***Production and Marketing Plan report shall cover no less than 2-years with a maximum of 4 years.***

Instructions for completion:

This is the Producer Organisation (PO) Production and Marketing Plan (PMP) template.

POs are to complete all sections and return the completed PMP to the Fisheries Management Team at POCompliance@marinemanagement.org.uk, no later than the xx xxx 2021.

Items highlighted in yellow are to be populated by the Fisheries Management Team prior to the report being sent to the PO.

Guidance on how to complete each section is provided in ***bold italics*** and should be deleted after completion.

Any queries shall be directed to the above mailbox in advance of the submission date.

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1. Section 1 – General information

Table 1: Producer Organisation (PO) information

PO:	[full name]
Type of PO:	[e.g. Fishery or aquaculture]
Identification code:	[e.g. GBR ---]
Address:	[official registered address]
Members:	<i>Insert the number of members registered under the PO as of 1st of January of the present year or date of recognition if later.</i>

1.1. Turnover and volume of catch

Insert into the table below the volume and value of all quota and non-quota species caught by the PO for the reporting year [Month/Year]-[Month/Year]. List species in order of Value highest to lowest.

Table 2: Turnover and volume of PO catch [Month/Year]-[Month/Year]

Species	Catch Volume (live weight tonnes)	Catch Value (£)
<i>Add additional rows as needed</i>		

2. Section 2 - Production and Marketing strategy

2.1. Production programme

Detail the processes/steps/measures the PO undertakes, either as a day-to-day activity or over the course of the year, to meet the following subheadings:

2.1.1. Planning of production activities

Enter text here

2.1.2. Coordination of activities with other producer organisations

Enter text here

- 2.1.3. Management of fishing opportunities (e.g. quota allocation or management of effort) between PO members, depending on production planning, and based on management rules in force for the different stocks, fisheries and fishing areas

Enter text here

2.2. Marketing strategy

- 2.2.1. Indicative supply schedule

Table 3: Indicative supply schedule [Month/Year]-[Month/Year]

Main marketed species	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Detail the processes/steps/measures the PO undertakes, either as a day-to-day activity or over the course of the year, to meet the following: -

- 2.2.2. Identification of market requirements (quality, quantity, and presentation)

Enter text here

- 2.2.3. Identification of new outlets and other commercial opportunities

Enter text here

- 2.2.4. Dialogue and coordination with other operators in the supply chain.

Enter text here

2.3. Production and Marketing summary

Describe the links between the production programme and the marketing strategy you've described above and how this will achieve the POs overall vision and mission. If the strategies described link into your article 7 objectives (see section 3 below) explain how.

Enter text here



3. Section 3 - Article 7 Objectives

Table 4: Objective 1 – Promoting sustainable fishing activities

Objective			
Promoting the viable and sustainable fishing activities of their members in full compliance with the conservation policy, as laid down, in particular, in Regulation (EU) No 1380/2013 and in environmental law, while respecting social policy and, where the Member State concerned so provides, participating in the management of marine biological resources			
Elected measure <i>(The PO shall select one measure from the drop-down list below to pursue, the measure will facilitate the PO in meeting the Objective)</i>			
Choose a measure			
Goals	How	Who	Evidence
<i>Identify year/period and goal to be achieved. PMPs shall cover a at least a 2-year period up a maximum of 4. Actions should be realistic for the timeframe and achievable by the PO within the reporting time.</i>	<i>Enter the actions the PO will implement to meet the yearly goal.</i>	<i>For each action identify the person, group or organisation (e.g. CEFAS) responsible for completing the action.</i>	<i>Identify the evidence that will be presented to the MMO to demonstrate the interim year goal has been met</i>

			Completing these actions will help the PO meet the overall objective. The following evidence will be provided to evidence outcomes: -

Table 5: Objective 2 – Avoiding and reducing unwanted catches

Objective			
Avoiding and reducing as far as possible unwanted catches of commercial stocks and, where necessary, making the best use of such catches, without creating a market for those that are below the minimum conservation reference size, in accordance with Article 15 of Regulation (EU) No 1380/2013			
Elected measure <i>(The PO shall select one measure from the drop-down list below to pursue, the measure will facilitate the PO in meeting the Objective)</i>			
Choose a measure			
Goals	How	Who	Evidence
<i>Identify year/period and goal to be achieved. PMPs shall cover a at least a 2-year period up a maximum of 4. Actions should be realistic for the timeframe and</i>	<i>Enter the actions the PO will implement to meet the yearly goal.</i>	<i>For each action identify the person, group or organisation (e.g. CEFAS) responsible for completing the action.</i>	<i>Identify the evidence that will be presented to the MMO to demonstrate the interim year goal has been met</i>

achievable by the PO within the reporting time.			
			Completing these actions will help the PO meet the overall objective. The following evidence will be provided to evidence outcomes: -

Table 6: Objective 3 – Traceability

Objective			
Contributing to the traceability of fishery products and access to clear and comprehensive information for consumers.			
Elected measure (The PO shall select one measure from the drop-down list below to pursue, the measure will facilitate the PO in meeting the Objective)			
Choose a measure			
Goals	How	Who	Evidence
Identify year/period and goal to be achieved. PMPs shall cover a at least a 2-year period up a maximum of 4. Actions should be	Enter the actions the PO will implement to meet the yearly goal.	For each action identify the person, group or organisation (e.g. CEFAS) responsible for completing the action.	Identify the evidence that will be presented to the MMO to demonstrate the interim year goal has been met

<i>realistic for the timeframe and achievable by the PO within the reporting time.</i>			
			Completing these actions will help the PO meet the overall objective. The following evidence will be provided to evidence outcomes: -

Table 7: Objective 4 – IUU elimination

Objective			
Contributing to the elimination of illegal, unreported, and unregulated fishing.			
Elected measure (The PO shall select one measure from the drop-down list below to pursue, the measure will facilitate the PO in meeting the Objective)			
Choose a measure			
Goals	How	Who	Evidence
Identify year/period and goal to be achieved. PMPs shall cover a at least a 2-year period up a maximum of 4. Actions should be	Enter the actions the PO will implement to meet the yearly goal.	For each action identify the person, group or organisation (e.g. CEFAS) responsible for completing the action.	Identify the evidence that will be presented to the MMO to demonstrate the interim year goal has been met

<i>realistic for the timeframe and achievable by the PO within the reporting time.</i>			
			Completing these actions will help the PO meet the overall objective. The following evidence will be provided to evidence outcomes: -

Table 8: Objective 5,6,7,8,9 Delete as applicable

Objective (<i>The PO shall select one objective from the drop-down list below to pursue</i>)			
Choose a objective			
Elected measure (<i>The PO shall select one measure from the drop-down list below to pursue, the measure will facilitate the PO in meeting the Objective</i>)			
Objective (5) measures Objective (6) measures Objective (7) measures Objective (8) measures Objective (9) measures			
Goals	How	Who	Evidence

Identify year/period and goal to be achieved. PMPs shall cover a at least a 2-year period up a maximum of 4. Actions should be realistic for the timeframe and achievable by the PO within the reporting time.	Enter the actions the PO will implement to meet the yearly goal.	For each action identify the person, group or organisation (e.g. CEFAS) responsible for completing the action.	Identify the evidence that will be presented to the MMO to demonstrate the interim year goal has been met
			Completing these actions will help the PO meet the overall objective. The following evidence will be provided to evidence outcomes: -

Table 9: Objective 5,6,7,8,9 Delete as applicable

Objective (The PO shall select one objective from the drop-down list below to pursue)
Choose a objective
Elected measure (The PO shall select one measure from the drop-down list below to pursue, the measure will facilitate the PO in meeting the Objective)
Objective (5) measures Objective (6) measures

Objective (7) measures Objective (8) measures Objective (9) measures			
Goals	How	Who	Evidence
<i>Identify year/period and goal to be achieved. PMPs shall cover a at least a 2-year period up a maximum of 4. Actions should be realistic for the timeframe and achievable by the PO within the reporting time.</i>	<i>Enter the actions the PO will implement to meet the yearly goal.</i>	<i>For each action identify the person, group or organisation (e.g. CEFAS) responsible for completing the action.</i>	<i>Identify the evidence that will be presented to the MMO to demonstrate the interim year goal has been met</i>
			Completing these actions will help the PO meet the overall objective. The following evidence will be provided to evidence outcomes: -



4. Section 4 – Measures to adjust supply

Detail the processes/steps/measures the PO undertakes, either as a day-to-day activity or over the course of the year, that you would follow if you had a problem with supply or marketing.

Building on the strategies presented in Section 2 - Production and Marketing strategy, [PO name] will follow the measures detailed below to adjust the supply of species which present marketing difficulties:

- **Enter text**
-
-
-



5. Section 5 – Penalties and control measures

On submission of the PMP a copy of the current PO rules shall be submitted to FMT for review. The PO rules will be reviewed to ensure they include a description of the penalties applicable to the different types of infringements that could occur.

5.1. Control measures

Detail the processes/steps/measures the PO undertakes, either as a day-to-day activity or over the course of the year, that the PO follows to monitor PO member compliance with the rules adopted by the PO in regard to fishery exploitation, production and marketing.

- *Enter text here*
-
-
-

If the PO does not currently monitor PO compliance with their internal rules, please complete the compliance measures table presented below.

Table 10: PO measures to monitor compliance of members (delete if not applicable)

Elected measure <i>(The PO shall select a measure form the drop-down list below)</i>			
Choose a measure			
Goals	How	Who	Evidence

Identify year/period and goal to be achieved. PMPs shall cover a at least a 2-year period up a maximum of 4. Actions should be realistic for the timeframe and achievable by the PO within the reporting time.	Enter the actions the PO will implement to meet the yearly goal.	For each action identify the person, group or organisation (e.g. MMO) responsible for completing the action.	Identify the evidence that will be presented to the MMO to demonstrate the interim year goal has been met
			Completing these actions will help the PO meet the overall objective. The following evidence will be provided to evidence outcomes: -