

**Question for written answer E-000944/2021
to the Commission**

Rule 138

Izaskun Bilbao Barandica (Renew)

Subject: Selecting chefs for the 'Taste the ocean' campaign

The Commission recently launched a campaign to encourage consumers to buy and eat fish called 'Taste the ocean'. The campaign sees top chefs promote the gastronomic qualities of fish via social media posts, in which they also encourage 'local, seasonal and sustainable' consumption. At present the campaign has nine chefs from nine Member States, who will eventually be joined by more chefs of other nationalities. Euskadi (The Basque Country) has more Michelin stars per inhabitant than anywhere in Europe, and some of its Michelin-starred chefs have social media accounts with more than 200 000 followers. It is also home to Europe's first Faculty of Gastronomic Sciences and Centre for Innovation and Research into Gastronomy and Food. However, the Basque Country is not yet represented.

1. What criteria have been used to select the chefs participating in this campaign?
2. Are there any plans to include Basque chefs?
3. What new activities are being planned to promote the consumption of sustainably sourced fish?