



Marine
Stewardship
Council



Sustainable Whitefish Yearbook 2025

Market data, innovations and insights from communities protecting our ocean

Contents

A Year in Whitefish

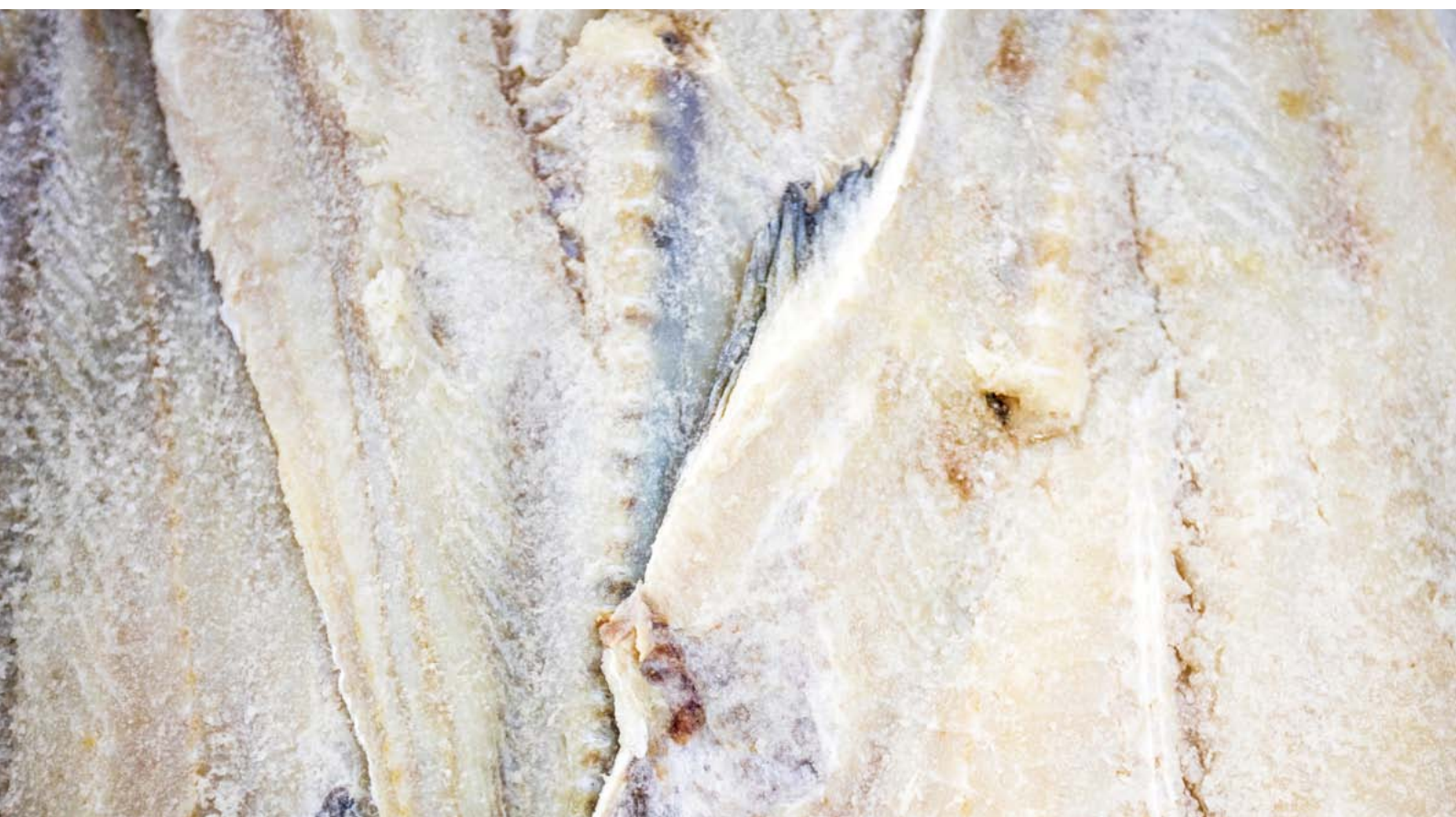
Leading a global industry	4
The rise of MSC certified whitefish	5
Strong market momentum	6
Market leaders	7
Market and species analysis	8
Regional analysis	9
Navigating a course to 2030	10

Impact on the Water

Milestone fisheries	13
Bottom trawling: Can it be sustainable?	14
Case study: Overfished to outstanding	17

Whitefish Essentials

Whitefish key species	20
Gear types	23
Glossary	25
Annex	26



A Year in Whitefish

- More than 6 million tonnes of MSC certified whitefish catch
- 78% of global whitefish catch is MSC certified
- More than 60% of whitefish products carrying the MSC label are frozen



Sustainable whitefish: Leading a global industry

Whitefish species represent some of the largest stocks on the planet, supplying abundant seafood to consumers worldwide. It's critically important to manage whitefish fisheries sustainably, both to maintain a vital source of low-carbon protein and ensure the wider health of ocean ecosystems.

Whitefish is a pioneer in the MSC program, with over 6,000,000 metric tonnes of whitefish certified or engaged with the MSC in 2024. This report recognises and celebrates fisheries with a longstanding track record of world-leading management and practices.

Many have maintained MSC certification - the world's most rigorous and recognised standard for responsible fishing - for over 15 years. This commitment has ensured a reliable raw material supply to more than 60 countries, creating a foundation for the growth of sustainable seafood in these markets and encouraging fisheries targeting other species to engage with the MSC program and certification.

As demand for certified seafood grows, more fisheries are looking to improve their sustainability. The MSC's Improvement Programme provides a credible pathway for demonstrating the integrity of those improvements and a clear commitment toward certification. This enables the market to play an active role setting conditions of market supply by recognising the Improvement Programme in their sourcing policies.

With international attention increasingly analysing sustainable sourcing claims and fishing gear impacts, it is vital to demonstrate concrete, science-based evidence of how MSC certified fisheries are managed.

The MSC is proud to partner with some of the world's best-managed whitefish fisheries. Thanks to our partners' hard work and commitment, each part of the whitefish supply chain is more resilient than a quarter of a century ago. Everyone can play a part in safeguarding the future of our ocean while enjoying seafood. ●

The rise of MSC certified whitefish

78%

of global whitefish catch is
MSC certified

5%

of global whitefish catch is
currently in a FIP (basic or
comprehensive)

17%

of global whitefish is neither
MSC certified, in assessment
or in a FIP

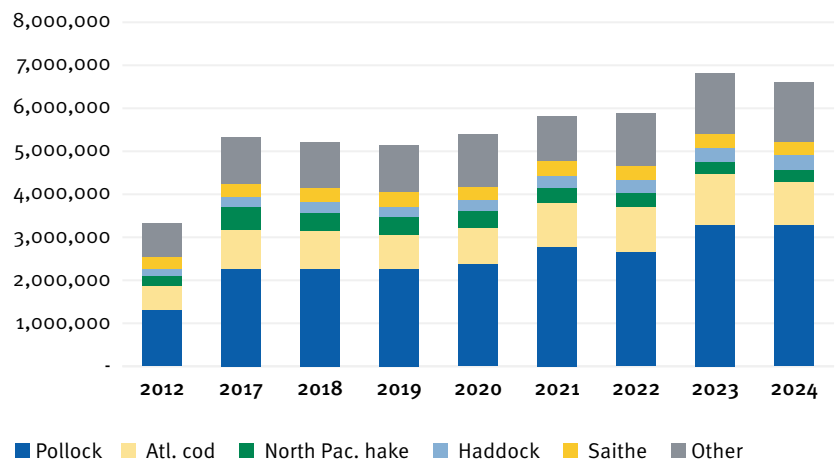
Excludes MSC Improvement Program and
suspended catch

“MSC certification
is key to reassuring
our customers
that affordable
and convenient
seafood can also
be sustainable and
responsible.”

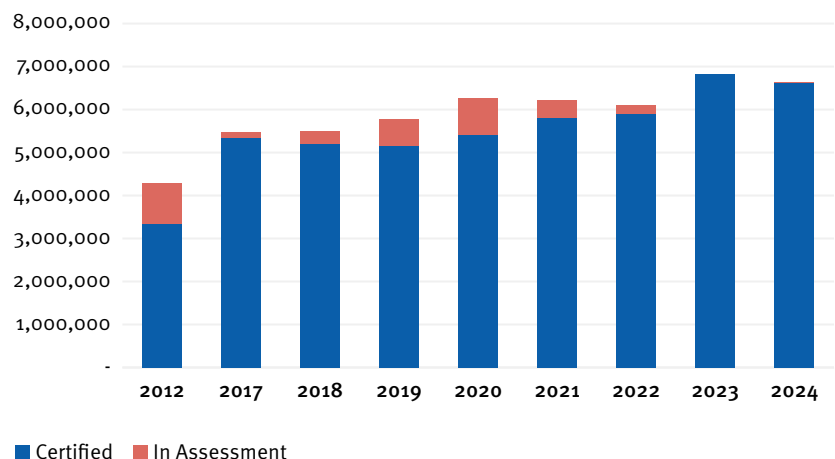
Paul Agnew, Managing Director,
Viciunai UK & Ireland Ltd.

Fisheries data on this page is correct as of
31 December 2024.

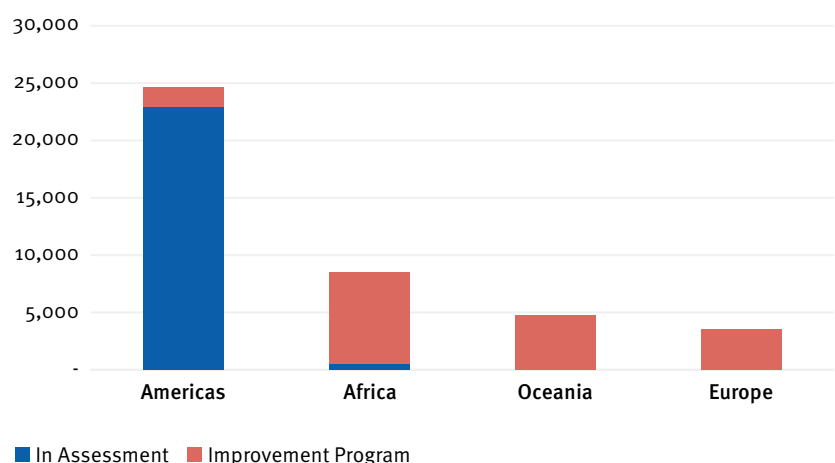
Certified whitefish volumes by year, metric tonnes



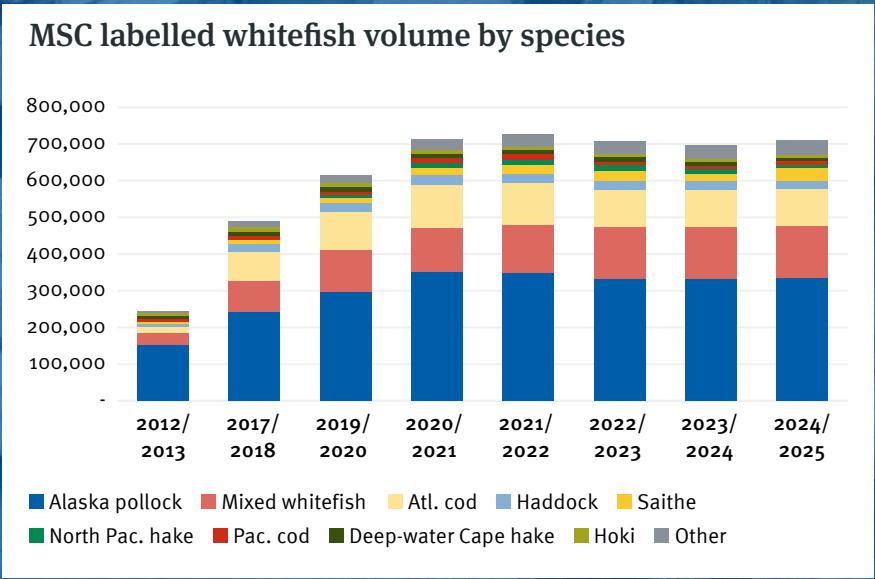
Growth of whitefish in the MSC program, metric tonnes



Whitefish in the MSC pipeline

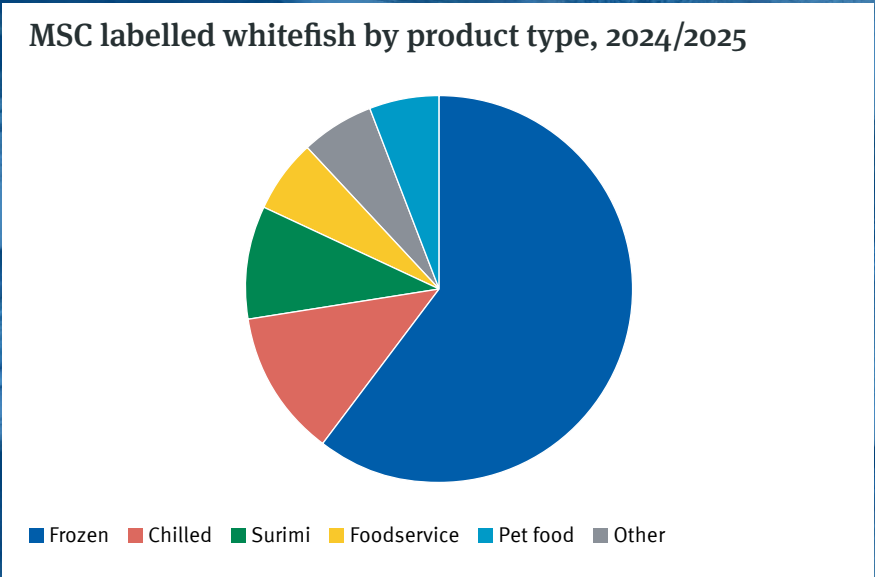


Strong market momentum



Top ten countries by volume

Country	Total whitefish volume (2024/25)
Germany	121,134
France	108,085
United Kingdom	98,778
United States	72,576
Italy	47,972
<Multiple>	31,878
Poland	20,047
Netherlands	18,730
Spain	17,648
Sweden	15,558



Commercial data on this page is correct as of 30 June 2025. Forecast data included in 2024/2025.



Market leaders

The leaders for certified whitefish in the top six MSC countries globally.

Top ten German brands

Rank by volume

Iglo	1
LIDL	2
EDEKA	3
NETTO (Netto Marken-Discount)	4
ALDI Nord	5
Frosta	6
ALDI Süd	7
REWE	8
PENNY	9
KAUFLAND	10

Top ten French brands

Rank by volume

LIDL	1
Findus	2
E.Leclerc	3
Carrefour	4
ALDI	5
Fleury Michon	6
McDonald's Europe	7
Intermarche	8
Système U	9
Picard	10

Top ten UK brands

Rank by volume

Birds Eye	1
ALDI	2
Tesco	3
LIDL	4
Sainsbury's	5
Iceland UK	6
Waitrose	7
ASDA	8
Coop UK	9
McDonald's Europe	10

Top ten US brands

Rank by volume

McDonald's US	1
TransOcean	2
Walmart	3
Van de Kamp's	4
Mrs Paul's	5
Whole Foods Market	6
Costco	7
Sam's Club	8
GADRÉ	9
ALDI	10

Top ten Italian brands

Rank by volume

Findus	1
EUROSPIN	2
Frosta	3
LIDL	4
CONAD	5
SELEX	6
Gruppo Végé	7
SUN soc. cons.	8
Carrefour	9
PENNY	10

Top ten Polish brands

Rank by volume

LIDL	1
Frosta	2
ABRAMCZYK	3
KAUFLAND	4
ALDI	5
Biedronka	6
Seacon	7
METRO	8
ROSSMANN	9
Ninigi Sushi Bar	10

Commercial data on this page is correct as of 30 June 2025. Forecast data included in 2024/2025.

Market and species analysis of global whitefish

564

brands sold MSC labelled
Pollock

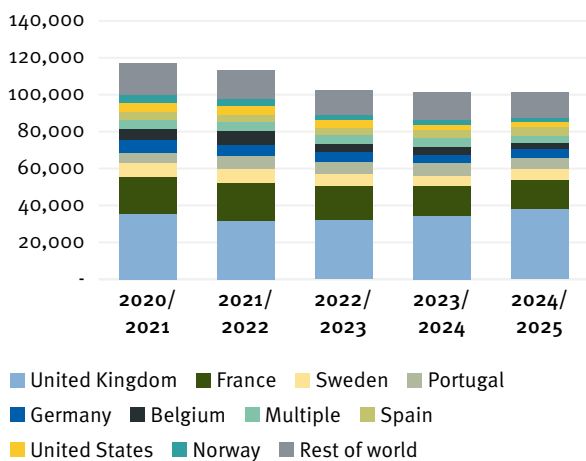
559

brands sold MSC labelled
Atl. Cod

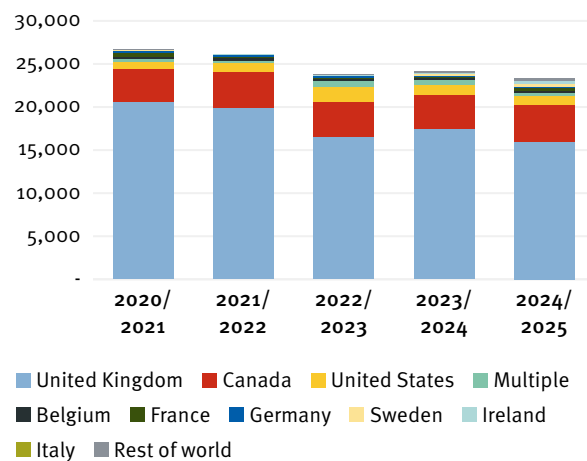
194

brands sold MSC labelled
Saithe

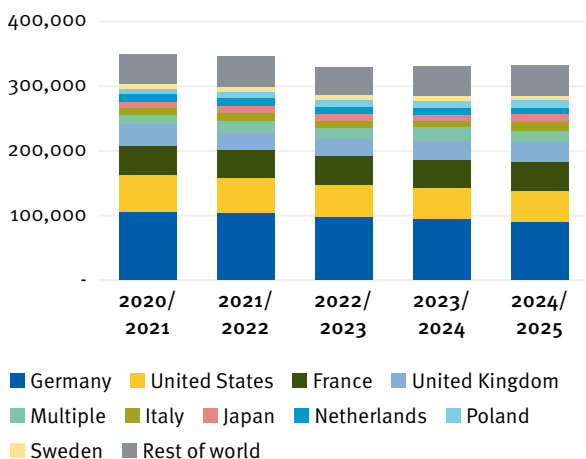
MSC labelled Atlantic cod, metric tonnes



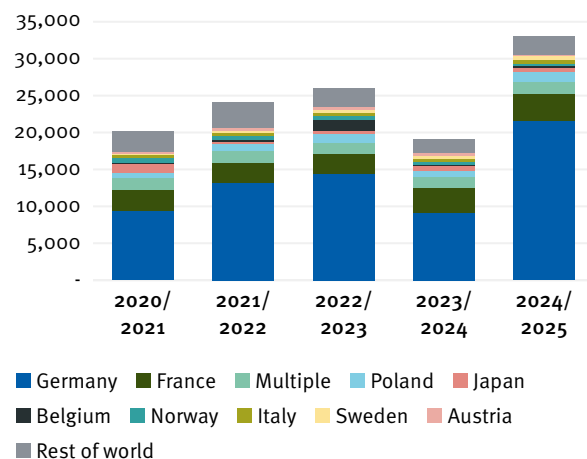
MSC labelled haddock, metric tonnes



MSC labelled pollock, metric tonnes



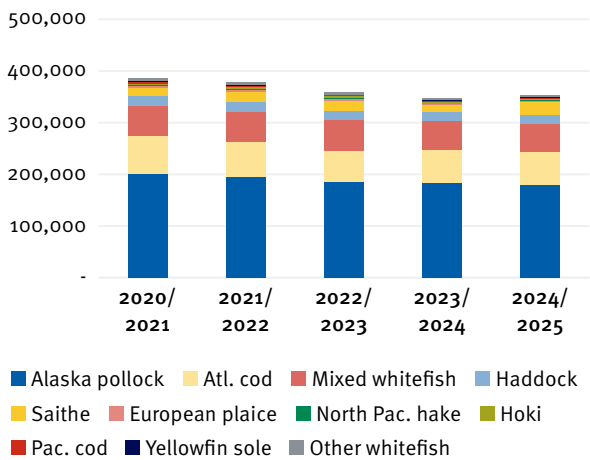
MSC labelled saithe, metric tonnes



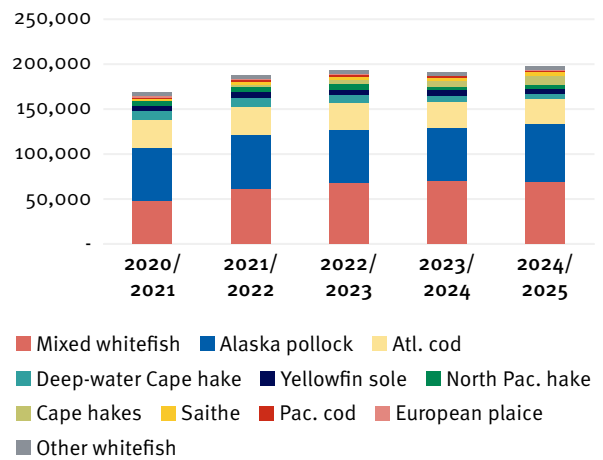
Commercial data on this page is correct as of 30 June 2025. Forecast data included in 2024/2025.

Regional analysis of global whitefish

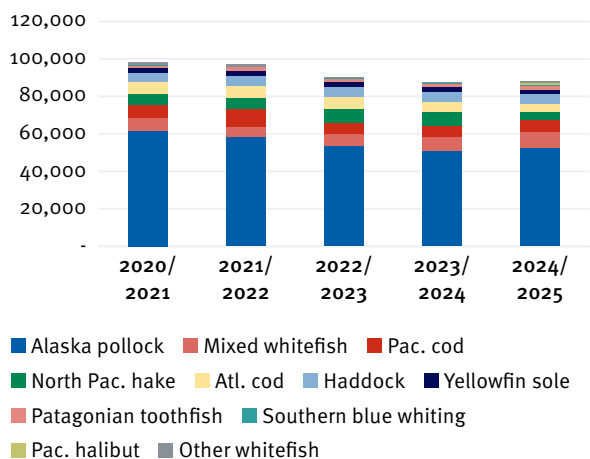
N. Europe & C. Europe labelled volume



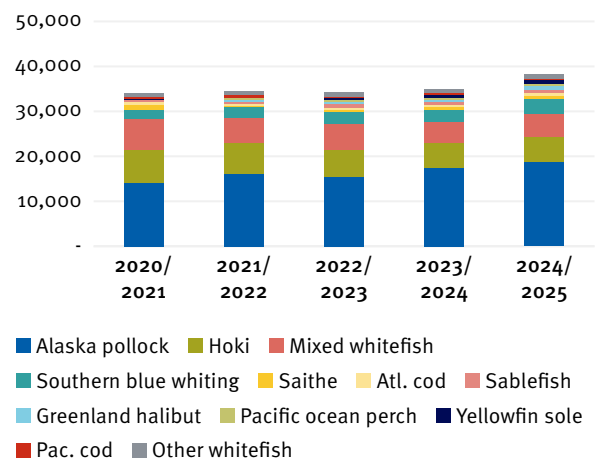
S. Europe & AMESA labelled volume



Americas MSC labelled volume



Asia-Pacific labelled volume



Commercial data on this page is correct as of 30 June 2025. Forecast data included in 2024/2025.



Navigating a course to 2030

WHITEFISH IS VITAL TO THE MSC's VISION of engaging one third of the world's wild capture volume by 2030. Since the early days of the MSC, whitefish species have been essential in proving that seafood can be sustainable and have often been the foundation upon which other fisheries have followed to certification.

Whitefish is a diverse category with over 60 different kinds of whitefish species included in the MSC program. Today, more than half the volume of seafood certified to the MSC Standard, in assessment, or in the (pre-certification) Improvement Program, consists of whitefish species.

Exemplary practice

The longstanding and sustained high levels of management practice by whitefish fisheries have

helped create a growing global market for sustainably sourced seafood. In the last five years, certified whitefish fisheries have closed 147 conditions placed upon their certification. This has improved the way they fish, benefiting ecosystems and habitats, benefiting endangered, threatened and protected species and reducing bycatch.

Looking towards 2030, we can analyse the investments and progress made by these fisheries to help inform and guide further efforts to realise our vision.

Meeting targets

Achieving our 2030 target is ambitious, but critical. It will help to feed a growing global population with healthy, low-carbon protein. The 363 whitefish Units of Certification (UoCs) engaged with the MSC will





“MSC accreditation is far more than a label – it’s a promise to our customers that our fish oils are sourced from traceable, responsibly caught fish. We’re proud that Wiley’s Finest is the longest standing supplement company to be certified by MSC; it’s the highest global standard in sustainable fishing.”

Paul Farquhar - Managing Director, Wiley’s Finest UK

contribute to global food security and support those whose livelihoods depend on them. Meeting our target will also make a significant contribution to the delivery of the United Nations Sustainable Development Goal 14 – Life Below Water. As major seafood species, the whitefish category represents a core component of that goal.

Overcoming challenges

There will be headwinds to face. In the ocean, stocks are shifting more than ever before due to changing ecosystems and climate change. These threats require careful management, especially where there are jurisdictional considerations.

In market terms, inflation, the cost-of-living crisis, and supply chain disruptions have affected both industry and consumers in recent years. Yet, sales of some sectors such as frozen and chilled whitefish have remained resilient.

Working together

Meeting the MSC Standard is a result of the hard work of industry and government collaborations to instil the core components of certified fisheries and demonstrate their ongoing commitment to sustainability. The longevity of whitefish fisheries’ engagement in the MSC program and their progress over 25 years demonstrates the value of long-term commitments.

The diverse range of certified whitefish species available offer exciting development and innovation opportunities for sustainable seafood in the market.

The MSC looks forward to working with valued partners to build on existing successes, identify new market opportunities, meet the challenges of the coming decade, and ensure our oceans remain full of life. Everyone in the supply chain engaged with the MSC is playing a vital part in whitefish’s contribution to our 2030 goal. ●

Impact on the Water

- Celebrating milestone fisheries in the MSC program
- Can bottom trawling be sustainable?
- Australian orange roughy's journey to sustainability



Milestone fisheries

The following have maintained world leading best practice for over 15 years.



BSAI and GOA Alaska Pollock

First certified: May 2005

Catch: 1,392,316 mT

Gear type: Midwater trawls

The BSAI and GOA Alaska pollock fishery is the largest fishery in the US and currently the largest certified fishery in the MSC program. In 2005, it became the 11th fishery to achieve MSC certification and is currently undergoing its fourth reassessment.



New Zealand Hoki

First certified: March 2001

Catch: 101,000 mT

Gear type: Bottom and Midwater trawls

In 2001, the New Zealand hoki fishery became the first whitefish fishery to achieve MSC certification and has maintained world leading sustainable management for over 20 years. The fishery entered reassessment under V3 requirements in January this year.



Lake Hjälmaren Pikeperch fish-trap and gillnet

First certified: August 2006

Catch: 190 mT

Gear type: Traps and gillnets

The first MSC-certified inland fishery in the world was Hjälmaren's fishing of pike-perch in 2006. The fishery has been successfully recertified to the MSC standard three times and also inspired pike fishermen in the lakes Mälaren and Vänern to become certified in 2017.



South African Hake Trawl

First certified: April 2004

Catch: 141,500 mT

Gear type: Bottom and Midwater trawls

Certified since 2004 and successfully reassessed three times, this fishery is a sustainability pioneer - leading responsible fishing through habitat protection, enhanced bycatch management and reduction, and innovation in ghost gear recycling.

Bottom trawling: Can it be sustainable?

KEY TERMS

Bycatch: Untargeted catch that includes undersized or surplus fish for which fisheries do not have a quota, as well as endangered, threatened and protected species, and other unwanted marine species.

Gear Types: See page 23

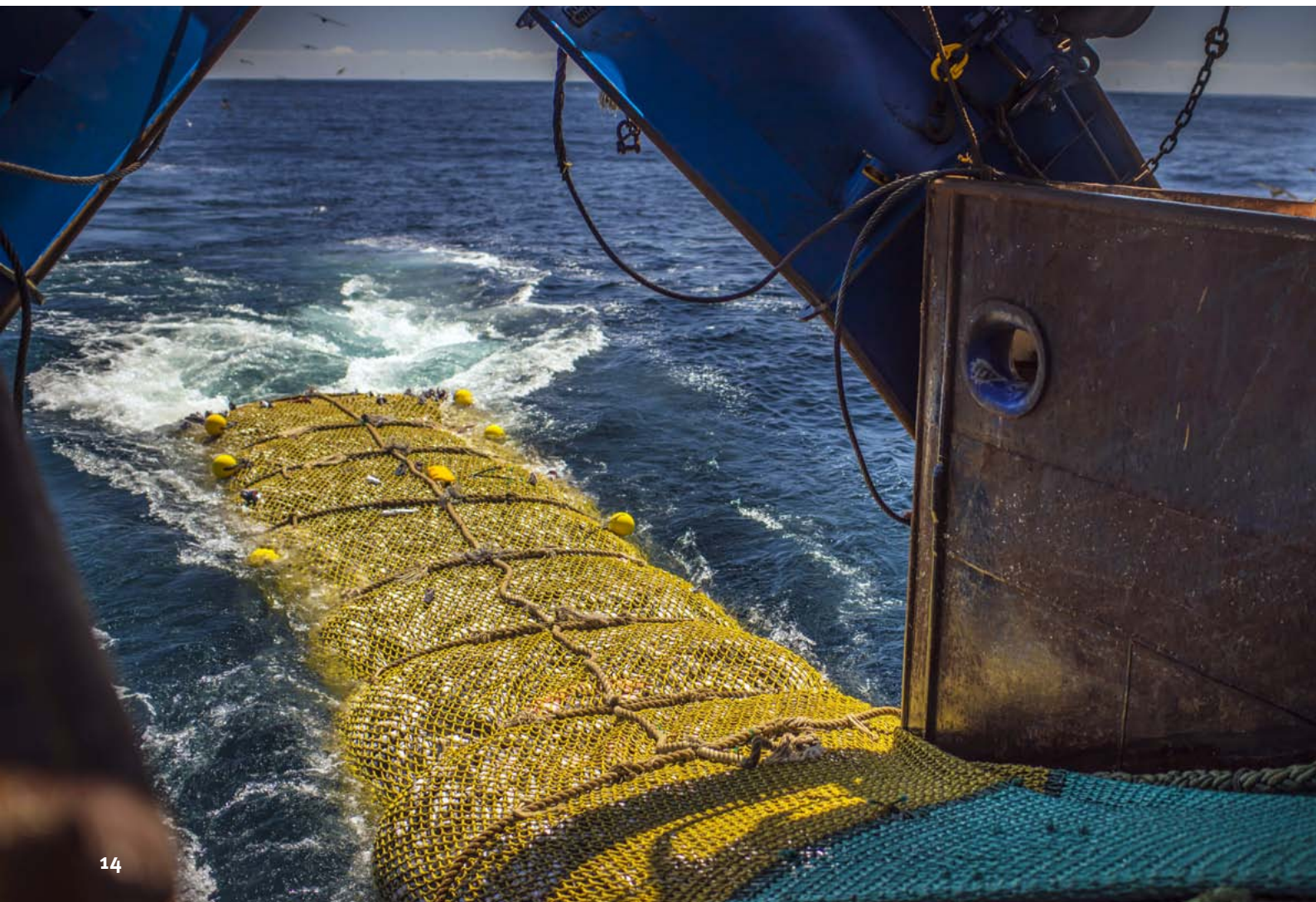
BOTTOM TRAWLING IS ONE OF the most common methods of fishing in the world – supplying a quarter of the world’s seafood. It uses nets towed along or close to the seafloor. While bottom trawling is a highly effective method for harvesting large quantities of seafood, it has the potential to disturb marine habitats and unintentionally catch species it wasn’t targeting. This is why it is critical for bottom trawling to be managed properly to avoid those negative side effects.

Bottom trawl fisheries can be certified as sustainable if they meet the requirements of the MSC Fisheries Standard and pass an assessment carried out by an independent third-party. Fisheries using bottom trawl gear can only achieve MSC certification if they can demonstrate they do not cause serious or irreversible damage to seabed habitats and biodiversity.

The good news is that many fisheries are already doing just that, by monitoring their impacts, adapting gear, adjusting where they fish, minimising bycatch, working collaboratively across industry, and drawing on the latest science to manage environmental impacts.

Innovating the gear

One big leap forward came from the MSC certified Alaska flatfish fishery. It used bottom trawl nets that





have long metal cables called “sweeps” that drag directly on the seabed, herding fish toward the net. Researchers and fishers developed “raised sweeps”, gear modifications that lift parts of the gear slightly off the seafloor, which reduce bottom contact by 90%¹.

These raised sweeps help minimise contact with marine life and seafloor structures while still catching the target species efficiently. It’s a great example of how small gear changes can make a big impact.

Avoiding vulnerable habitats

Collecting accurate tracking/mapping data is extremely important when looking to avoid sensitive habitats.

Thanks to advances in seabed mapping and satellite vessel tracking, fisheries can now identify the location of vulnerable habitats and adapt their practices to minimise the impact of any interactions.

Some areas are designated as permanent no-trawl zones by governments or regional fishery managers. In

other cases, industry takes the lead. For example, the MSC certified South African hake fishery, represented by the South African Deep-Sea Trawling Industry Association (SADSTIA), voluntarily “froze” its trawl footprint in 2007, agreeing not to fish outside the existing trawl boundaries. Trawling is also prohibited in the twelve MPAs located along the trawl footprint. This kind of self-regulation shows how industry can take initiative when it comes to sustainability.

Bycatch reduction devices

Many fisheries modify their gear to reduce bycatch. Understanding which non-target species are at risk of being caught, and how to avoid them is also key.

The Alaska Seafood Cooperative, a group representing Alaska flatfish companies, is developing gear modifications to help boats avoid killer whale entrapments. The modifications have an echo-reflective mesh to block the net opening to help prevent killer whales from entering, without impacting flatfish catch rates.



“MSC certified fisheries using bottom-towed gear made **935 improvements to their environmental performance since 2001**. This includes **136 improvements in the past three years (2022-2025)**, of which 39 related to endangered, threatened and protected species and 37 which related to habitats and ecosystems.”

Ghost Gear

‘Ghost’ fishing is caused when fishing gear gets lost or abandoned in the ocean and then continues to catch marine life indiscriminately. Ghost fishing gear can entangle endangered species, damage coral reefs, and add to the growing plastic pollution problem.

Many fisheries are working to improve how gear is managed and prevent loss. This includes the South African hake, who have partnered with OCEAN Action Network and Ocean Plastic Technologies to incentivise better gear retrieval and disposal practices. Recycling pods are installed at a major Cape Town based port to encourage disposal of end-of-life nets. This initiative not only minimises environmental harm from discarded gear but promotes circular economy practices and sustainable waste management.

How the MSC drives incentives

MSC certification incentivises bottom trawl fisheries to reduce their impact on the marine environment. Not

only do many fisheries need to make improvements to meet our Standard, but many are required to continue improving after certification.

Sustainability isn’t a one-time fix, it’s a constant process to maintain high levels of environmental performance. MSC certified fisheries using bottom-towed gear made 935 improvements to their environmental performance since 2001. This includes 136 improvements in the past three years (2022-25), of which 39 related to endangered, threatened and protected species and 37 which related to habitats and ecosystems. Many MSC certified bottom trawl fisheries have maintained certification for over a decade.

As examples from Alaska to South Africa show, when fishers, scientists, and policymakers work together, real progress is possible. To find out more about bottom trawling, please visit: [Demersal or bottom trawls - Marine Stewardship Council | Marine Stewardship Council](#). ●

¹ <https://groundfishforum.org/gear-modifications-protect-habitat/>

Case study: Overfished to outstanding

Fishery name: Australia orange roughy - eastern zone trawl

Gear Type: Bottom (demersal) trawls

Tonnage: 856mT

First certified: February 2025

KEY TERMS

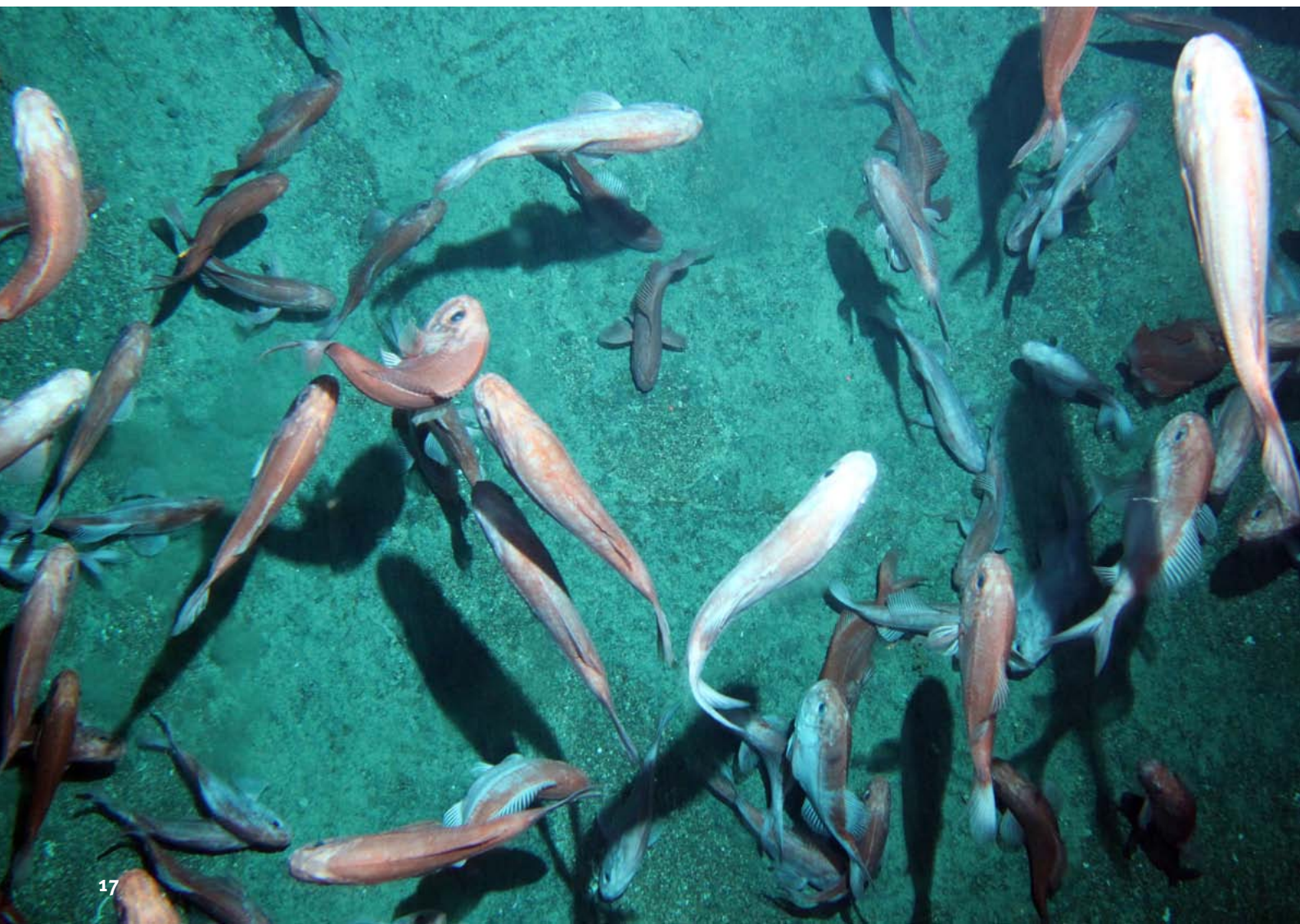
Fish stock: The community from which catches are taken in a fishery. The term implies that a particular population is a biologically distinct unit.

Maximum Sustainable Yield (MSY): MSY is the largest catch that fishers can take from a fish stock each year without affecting future years.

Principles: Fisheries in assessment are scored against the three core principles of the MSC Fisheries Standard: 1) Sustainability of the stock, 2) Ecosystem impacts, 3) Effective fisheries management.

THE AUSTRALIA ORANGE ROUGHY - eastern zone trawl fishery is an excellent example of how an effective rebuilding plan can help an overfished stock recover. In the 1980s and 90s, orange roughy was Australia's most valuable finfish fishery and catch volumes were high, reaching a peak of 35,000mT in 1990. However, this level of catch could not be sustained and the stock collapsed, with declining catch rates and reduced quotas seeing catches of less than 5,000mT in 1994. This was partly due to a lack of understanding of the prolonged nature of the species' life cycle; slow growth, late maturity, a life span of >100 years. The fishery became a cautionary tale of how unsustainable fishing practices can lead to stock collapse.

But governments, scientists, environmental groups and the fishing industry refused to give up. In Australia, the journey to sustainability has been a long one - marked by hard lessons, technological innovation





“The fall and rise of Australia’s eastern orange fishery is a testament to Australian fisheries management and we thank MSC for their diligence in awarding a conditionless certification. The industry looks forward to its removal as a threatened species.”

Simon Boag, Fisheries Advisor,
Atlantis Fisheries Consulting
Group

and a genuine commitment to change. As a result of these efforts, the stock recovered to the point where MSC certification was a possibility. After a lengthy process, involving multiple partners to ensure robust and sustainable management measures were in place, the Australia orange roughy - eastern zone trawl fishery obtained MSC certification in February 2025. The fishery is now an example of world leading fisheries management, with its average Principle 3 (Management) score reaching 99.4.

This fishery represents 82% of all orange roughy caught in Australia, and now has management measures that ensure the fishery will continue to provide sustainably caught fish for generations to come. Catch limits are set lower than Maximum Sustainable Yield (MSY) to

allow for scientific uncertainties and the species’ biological vulnerabilities. The fishery has invested in an advanced stock assessment and acoustic surveys to better understand how many fish can be sustainably caught whilst allowing recovery to target levels. Now over 50% of the trips have independent observer coverage. The fishing industry and the Australian Fisheries Management Authority (AFMA) established Orange Roughy Management Areas (ORMAs), which restrict fishing to previously fished areas plus other regulations that prevent overfishing and waste.

The orange roughy turnaround is an extraordinary story of fishery recovery. It shows that even a fishery once labelled ‘collapsed’ can recover when science, industry and government work together. ●

Whitefish Essentials

- Gear types, how fishers catch whitefish
- Key whitefish species, from cod to hoki
- Glossary of terms
- Annex, listing the whitefish species in the MSC



Whitefish key species

Whitefish is a fisheries term for several species of demersal fish found throughout the world's oceans. Rich in high-quality protein, they often act as a staple ingredient around which meals are created. Some of the key commercial species of whitefish are listed below.

COD

Gadus morhua, *Gadus macrocephalus*

Volume MSC certified catch:

1,275,822 tonnes

Cod is a saltwater fish found across the colder waters of the northern Atlantic and Pacific oceans. The two most common species are Atlantic cod and Pacific cod. Averaging 100cm in length they weigh between 5kg and 12kg. One reason why cod are among the most plentiful whitefish species is that a large female can produce up to five million eggs in her lifetime. If only two reach maturity the population can remain stable.



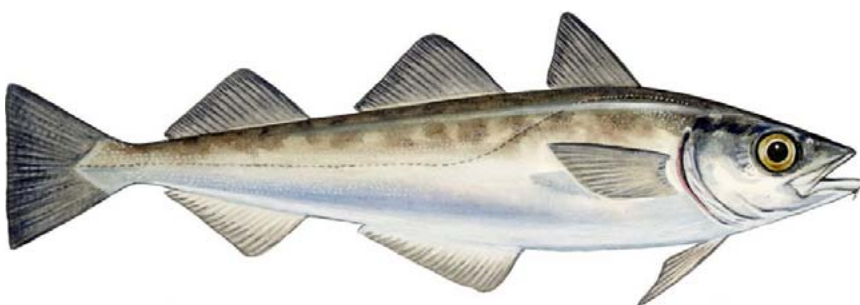
POLLOCK

Gadus chalcogrammus

Volume of MSC certified catch:

3,273,508 tonnes

Pollock are midwater to bottom-dwelling fish distributed across the northern Pacific with high concentrations in the Bering Sea. Pollock fisheries are the highest volume fisheries in the program. A moderately long-lived species pollock can live for 15 years and grow to around 100cm. They have high reproductive capacity, reaching maturity at around four years. Females can produce up to two million eggs over several weeks.



SAITHE

Pollachius virens

Volume of MSC certified catch:

305,155 tonnes

Saithe is a member of the pollock family. Ranging from the north Atlantic to the north Pacific, saithe occur in both inshore and offshore waters. They usually enter coastal waters in spring and return to deeper waters in winter. In the western Atlantic this fish is called Atlantic pollock. Saithe are long-lived, with an average lifespan of 25 years, and can reach 130cm in length but are usually between 55cm to 120cm when caught.



HADDOCK

Melanogrammus aeglefinus

Volume of MSC certified catch:

328,679 tonnes

Haddock is a saltwater fish found in the North Atlantic and associated seas. Haddock can be found at depths ranging from 10m to 450m. Haddock range in size from 38cm to 69cm in length and can weigh from 0.9kg to 1.8kg. Growth rates of haddock have increased over the past 40 years. Today's haddock are reaching their adult size much earlier than previously noted, which scientists believe is a response to exploitation.



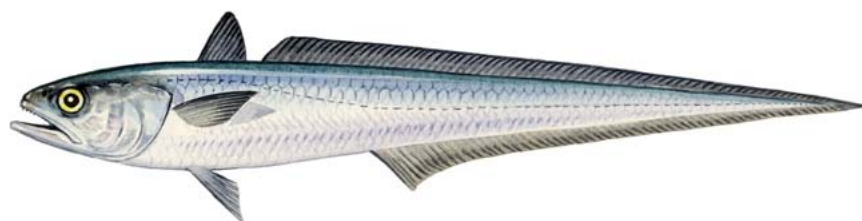
HOKI

Macruronus novaezelandiae

Volume of MSC certified catch:

110,070 tonnes

Found in the South Pacific and South Atlantic, hoki are a fast-growing fish that can live for 25 years and grow up to 1.3m in length. Mainly found between 200m and 600m, this deep-water species can dwell at depths of 1,000m. During spawning hoki form dense schools, with each female capable of releasing more than one million eggs. Hoki is also known regionally as blue hake, blue grenadier and whiptail.



HAKE

Merluccius merluccius

Volume of MSC certified catch:

585,867 tonnes

A total of 12 hake species makes up the family of *Merlucciidae*. Found in the Atlantic and Pacific oceans, hake favour water at least 100m deep but can also be found at depths several times that. The shore caught record for hake is 1.6kg, while the boat caught record exceeds 11kg. They are semi-pelagic nocturnal predators that travel up the water column at night to prey, returning to the ocean floor during the day.



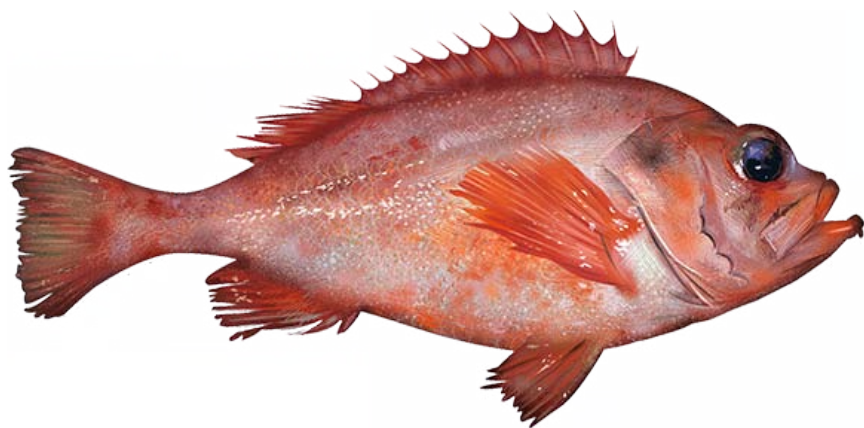
REDFISH

Sebastes spp

Volume of MSC certified catch:

92,122 metric tonnes

Of the genus *Sebastes*, redfish are widely distributed in the Atlantic and Pacific Oceans. There are different species in the MSC program, including *Sebastes mentella*. There are also 10 species of rockfish from the genus *Sebastes* in the MSC program, and two species of *Sebastolobus* (the thornyheads). *Sebastes* vary in size, ranging from 13cm to over 100cm. Long-lived, some species have a lifespan exceeding 100 years.



HALIBUT

Hippoglossus hippoglossus,
Hippoglossus stenolepis, *Reinhardtius
hippoglossoides*

Volume of MSC certified catch:

90,267 metric tonnes

Greenland, Atlantic, and Pacific halibut can be found in the Arctic, north Atlantic and north Pacific oceans, respectively. Greenland halibut is the smallest, growing to about 1.3m, Pacific halibut to 2.7m and Atlantic halibut to 4.7m. Greenland halibut are primarily caught by trawl, with Pacific and Atlantic halibut primarily caught by longline fisheries.

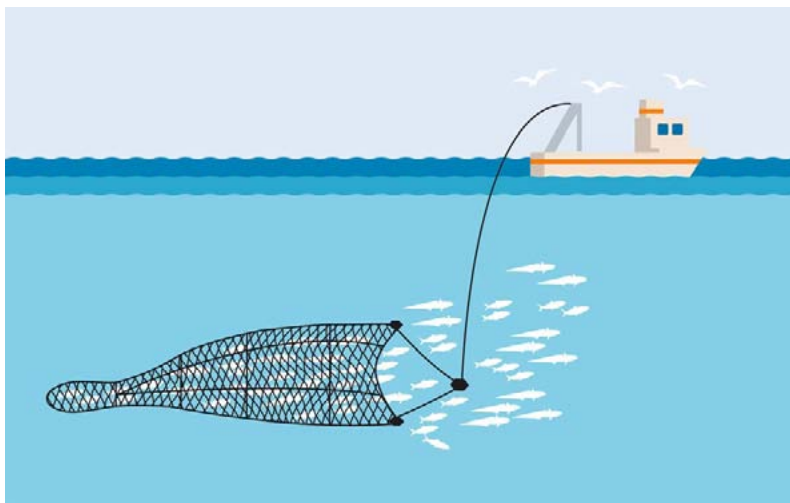
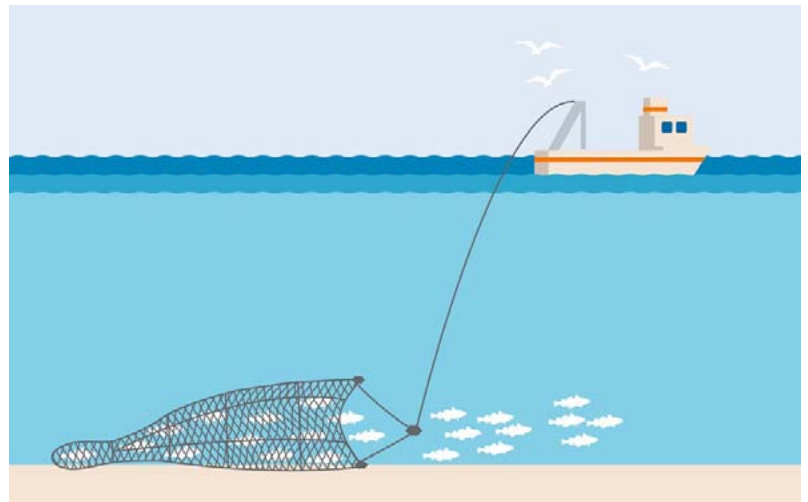


Gear types

Whitefish can be caught using various gear types and methods. The type used depends on the size of the fish and depth at which it swims, the size of the fishery and its location. Every assessment against the MSC Fisheries Standard considers the gear type used and its impact on the marine environment.

DEMERSAL (BOTTOM) TRAWL

Trawls include different types of fishing gear that use a cone-like net, held open by boards or a metal beam, with a closed end to hold the catch. These devices often contact the seabed, typically with rollers or other devices to keep the net near but away from the bottom. Demersal trawls use nets of precise size mesh to selectively catch fish and avoid other marine species.

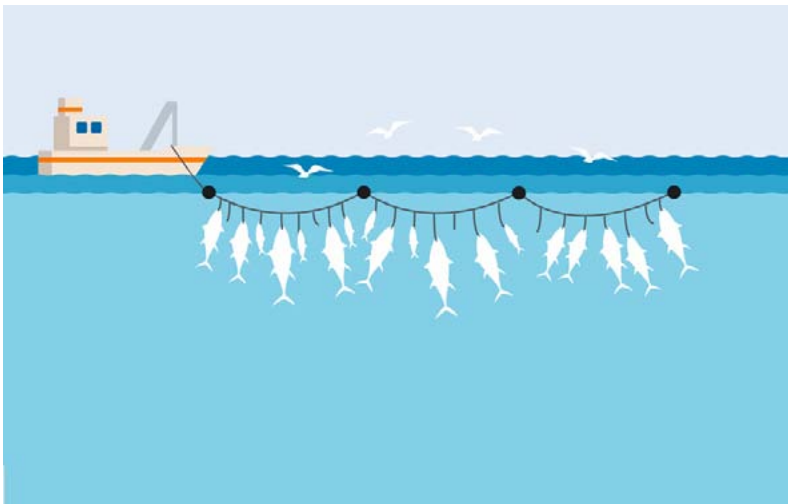
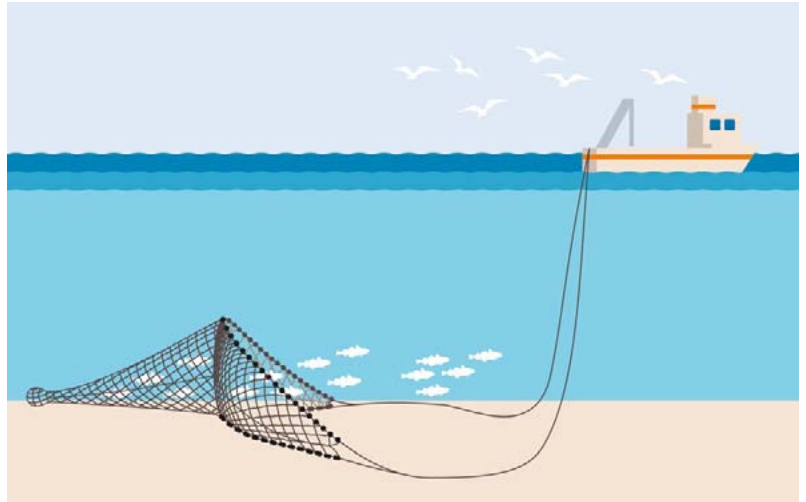


MID-WATER TRAWL

A mid-water, or pelagic, trawl is deployed in the middle of the water column and makes little to no contact with the bottom. Acoustic technology is used to locate the position and depth of the target fish, the type of sediment and other features of the bottom, and the path of the fishery operations are adjusted accordingly to help minimise the impact on bottom habitat.

DANISH SEINE

Danish seine nets have one end of a weighted rope attached to an anchor and another to a buoy. The rope is deployed, sinking to the bottom, and the vessel sweeps in a large circle towing the other end of the Danish seine net back round to the anchor buoy. Once a full circle has been made, the gear is towed until the ropes come together capturing the fish.

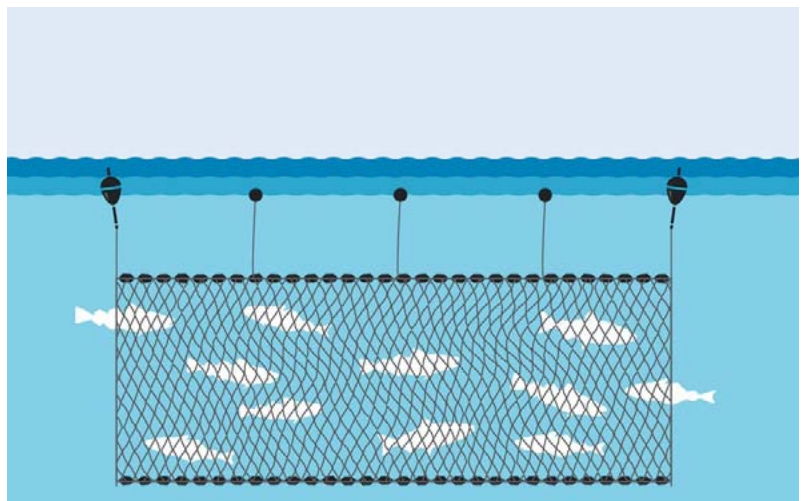


LONGLINE

A boat sets a line with baited hooks attached at regular intervals and with anchors at both ends to keep the line in place. The line is floated at precise heights above the bottom depending upon the species being targeted. The length of line can vary from several hundred metres to several kilometres. This gear method is typically used to catch cod.

GILLNETS

A highly selective 'curtain' of netting where fish get caught according to their size ensuring that captured fish are mature enough to have reproduced. There are two types of gillnets, 'set' and 'drift'. Set gillnet are anchored, either to poles fixed to the seabed or an anchor system, whereas drift gillnets are suspended using weights and floats.



Glossary

Best practice score: A score of 80 or higher against a performance indicator in the MSC Fisheries Standard that results in a pass without requiring additional improvements.

Bycatch species: Untargeted catch that includes undersized or surplus fish for which fisheries do not have a quota, endangered, threatened and protected species, and other unwanted marine species.

Bottom Trawling: See pages 14, 23

Condition of certification: A requirement to achieve outcomes that increase a current performance indicator score to 80 or above (see also **Best practice score**).

Conformity Assessment Body (CAB): Third-party certification body accredited to carry out assessments against the MSC Fisheries Standard.

Conditional pass: Awarded to fisheries that achieve MSC certification but are required to make improvements to ensure all performance indicators meet global best practice (a score of 80 or above) within the five-year duration of a certificate.

Fish stock: The community from which catches are taken in a fishery. The term implies that a particular population is a biologically distinct unit.

Gear types: See page 23

Harvest Control Rules (HCRs): Measures that require catch to be adjusted in response to stock changes.

Harvest Strategy (HS): The combination of monitoring, stock assessment, harvest control rules and management actions taken by a fishery to ensure the target stock remains healthy and sustainable.

Maximum Sustainable Yield (MSY): The largest catch that fishers can take from a fish stock each year without affecting future years.

MSC Chain of Custody Standard: Certification to this standard ensures an unbroken chain where certified seafood is easily identifiable, separated from noncertified products, and can be traced back to another certified business.

Performance indicators (PIs): Twenty-five PIs sit under the three principles of the MSC Fisheries Standard, and fisheries are assigned a score for each.

Principles: Fisheries in assessment are scored against the three core principles of the MSC Fisheries Standard: 1) Sustainability of the stock, 2) Ecosystem impacts, 3) Effective fisheries management.

Total Allowable Catch (TAC): Catch limits that establish the total amount of fish that can be taken from a stock.

Unit of Assessment (UoA): The target stock(s) combined with the fishing method/gear and practice (including vessel type/s) pursuing that stock, and any fleets, or groups of vessels, or individual fishing operators or other eligible fishers that are included in an MSC fishery assessment.



Annex

To complement the content of this yearbook, the annex provides a full list of whitefish species included in the MSC program. This section serves as a valuable resource, showing the diverse range of certified whitefish species.

Common name	Scientific name	Common name	Scientific name
Acadian redfish	<i>Sebastes fasciatus</i>	Mackerel icefish	<i>Champsocephalus gunnari</i>
Alaska (Walleye) pollock	<i>Gadus chalcogrammus</i>	Megrim	<i>Lepidorhombus whiffiagonis</i>
American yellow perch	<i>Perca flavescens</i>	North Pacific hake	<i>Merluccius productus</i>
Antarctic toothfish	<i>Dissostichus mawsoni</i>	Northern pike	<i>Esox lucius</i>
Argentine hake	<i>Merluccius hubbsi</i>	Northern rockfish	<i>Sebastes polyspinis</i>
Arrowtooth flounder	<i>Atheresthes stomias</i>	Orange roughy	<i>Hoplostethus atlanticus</i>
Atlantic cod	<i>Gadus morhua</i>	Pacific cod	<i>Gadus macrocephalus</i>
Atlantic halibut	<i>Hippoglossus hippoglossus</i>	Pacific halibut	<i>Hippoglossus stenolepis</i>
Beaked redfish	<i>Sebastes mentella</i>	Pacific Ocean perch	<i>Sebastes alutus</i>
Blue grenadier	<i>Macruronus novaezelandiae</i>	Patagonian grenadier	<i>Macruronus magellanicus</i>
Blue ling	<i>Molva dypterygia</i>	Patagonian toothfish	<i>Dissostichus eleginoides</i>
Bocaccio rockfish	<i>Sebastes paucispinis</i>	Petrale sole	<i>Eopsetta jordani</i>
Canary rockfish	<i>Sebastes pinniger</i>	Pikeperch	<i>Sander lucioperca</i>
Chilipepper rockfish	<i>Sebastes goodei</i>	Pink cusk-eel	<i>Genypterus blacodes</i>
Common sole	<i>Solea solea</i>	Rex sole	<i>Glyptocephalus zachirus</i>
Darkblotched rockfish	<i>Sebastes crameri</i>	Rock sole	<i>Lepidopsetta bilineata</i>
Deep-water Cape hake	<i>Merluccius paradoxus</i>	Sablefish	<i>Anoplopoma fimbria</i>
Dover sole	<i>Microstomus pacificus</i>	Saithe	<i>Pollachius virens</i>
Dusty rockfish	<i>Sebastes variabilis</i>	Shallow-water Cape hake	<i>Merluccius capensis</i>
English sole	<i>Pleuronectes vetulus</i>	Shortspine thornyhead	<i>Sebastolobus alascanus</i>
European flounder	<i>Platichthys flesus</i>	South Pacific hake	<i>Merluccius gayi</i>
European hake	<i>Merluccius merluccius</i>	Southern blue whiting	<i>Micromesistius australis</i>
European perch	<i>Perca fluviatilis</i>	Southern hake	<i>Merluccius australis</i>
European plaice	<i>Pleuronectes platessa</i>	Splitnose rockfish	<i>Sebastes diploproa</i>
Flathead sole	<i>Hippoglossoides elassodon</i>	Turbot	<i>Scophthalmus maximus</i>
Golden redfish	<i>Sebastes norvegicus</i>	Tusk (Cusk)	<i>Brosme brosme</i>
Greenland halibut	<i>Reinhardtius hippoglossoides</i>	Walleye	<i>Sander vitreus</i>
Haddock	<i>Melanogrammus aeglefinus</i>	Whiting	<i>Merlangius merlangus</i>
Kamchatka flounder	<i>Atheresthes evermanni</i>	Widow rockfish	<i>Sebastes entomelas</i>
Lemon sole	<i>Microstomus kitt</i>	Witch flounder	<i>Glyptocephalus cynoglossus</i>
Ling	<i>Molva molva</i>	Yellowfin sole	<i>Limanda aspera</i>
Lingcod	<i>Ophiodon elongatus</i>	Yellowtail flounder	<i>Limanda ferruginea</i>
Longspine thornyhead	<i>Sebastolobus altivelis</i>	Yellowtail rockfish	<i>Sebastes flavidu</i>



Marine
Stewardship
Council

Caitlin Ingram, Writer and Production Manager
John McLeod, Writer and Lead Data Analyst
Rachel Leahy, Editorial Support
Jessie Powell, Editorial Support
Laura Rodriguez, Technical Support
Anna Debicka, Technical Support
Jennifer Rasal, Data Support
Laura Cifuentes, Data Support
Lee Rickler, Digital Manager
Paul Ashby, Graphics
Tomaso Capuano, Creative Director



Marine
Stewardship
Council



Find out more

msc.org/species/whitefish-yearbook



Contact us

info@msc.org



@MSCecolabel



/marine-stewardship-council

All images copyright of the MSC unless otherwise stated. Cover image: iStock.

All data in this report is correct as of 30 June 2025 unless otherwise stated.

© Marine Stewardship Council 2025. Registered Charity number: 1066806. Registered Company number: 3322023.