

Whitefish

The backbone of Nordic MSC labelled seafood



Whitefish is where the MSC program began

30,000+

Fishers and plant workers lost their jobs
almost overnight

1992

Fishery closed by
moratorium

32 years

Until commercial
fishing reopened



Source: MSC, 2026. Image: P. Svinin, The Met



Whitefish leads the way

71%

Of global whitefish catch is MSC certified



71% certified

4% in FIP · 25% neither



600,000 t+

MSC labelled whitefish on sale,
2025/26



68 species

Of whitefish in the MSC program

Source: MSC Sustainable Whitefish Yearbook 2026. Global catch:
FAO 2024; fisheries data as of 31 Dec 2025.

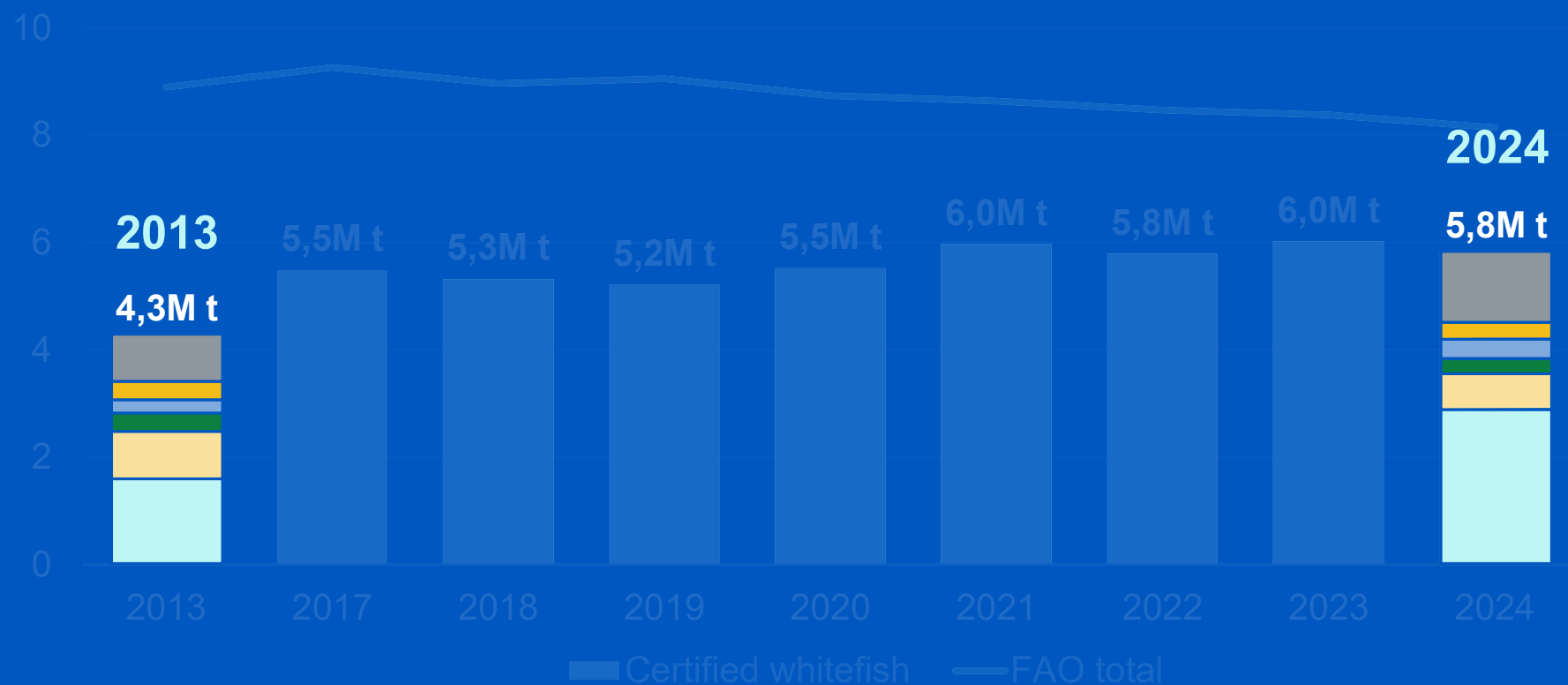
Certified whitefish grew 36% since 2013

Certified whitefish volumes vs. FAO total catch, million tonnes



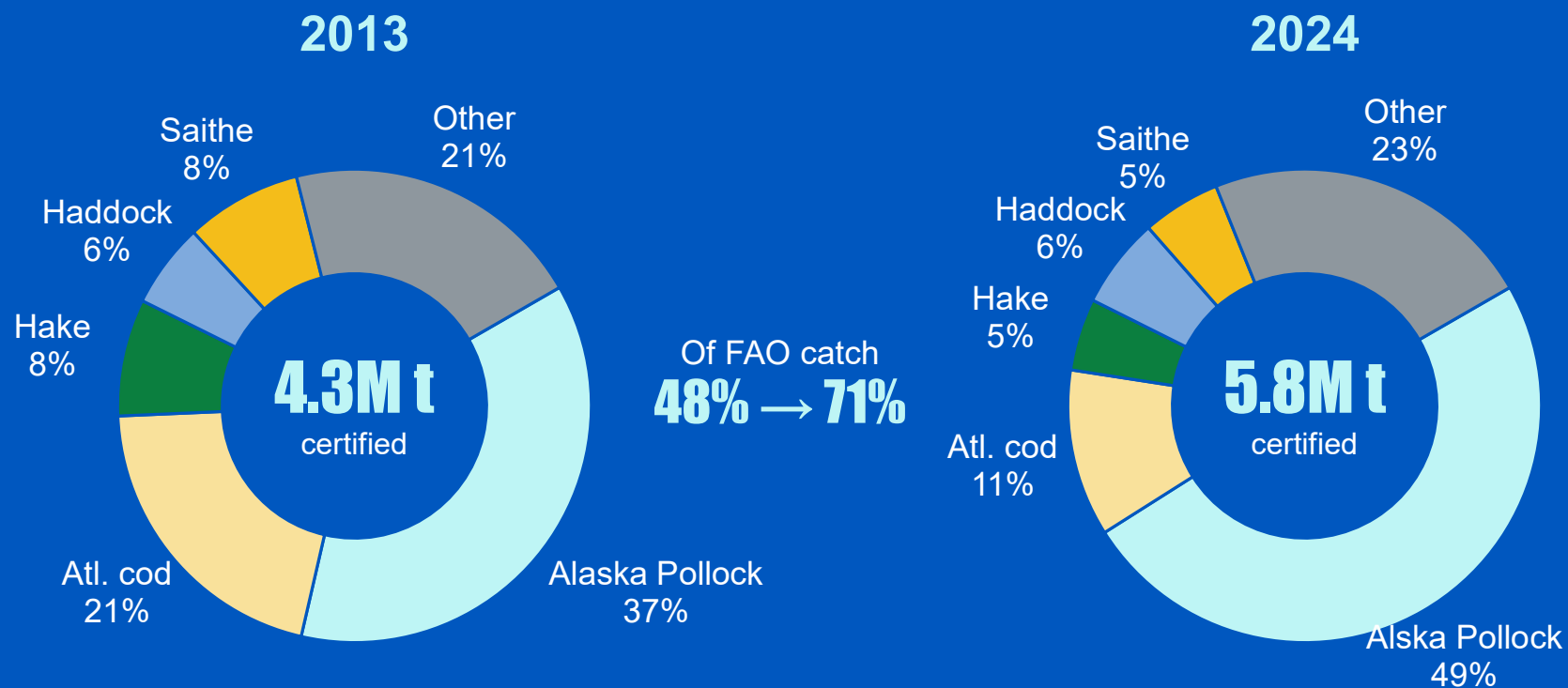
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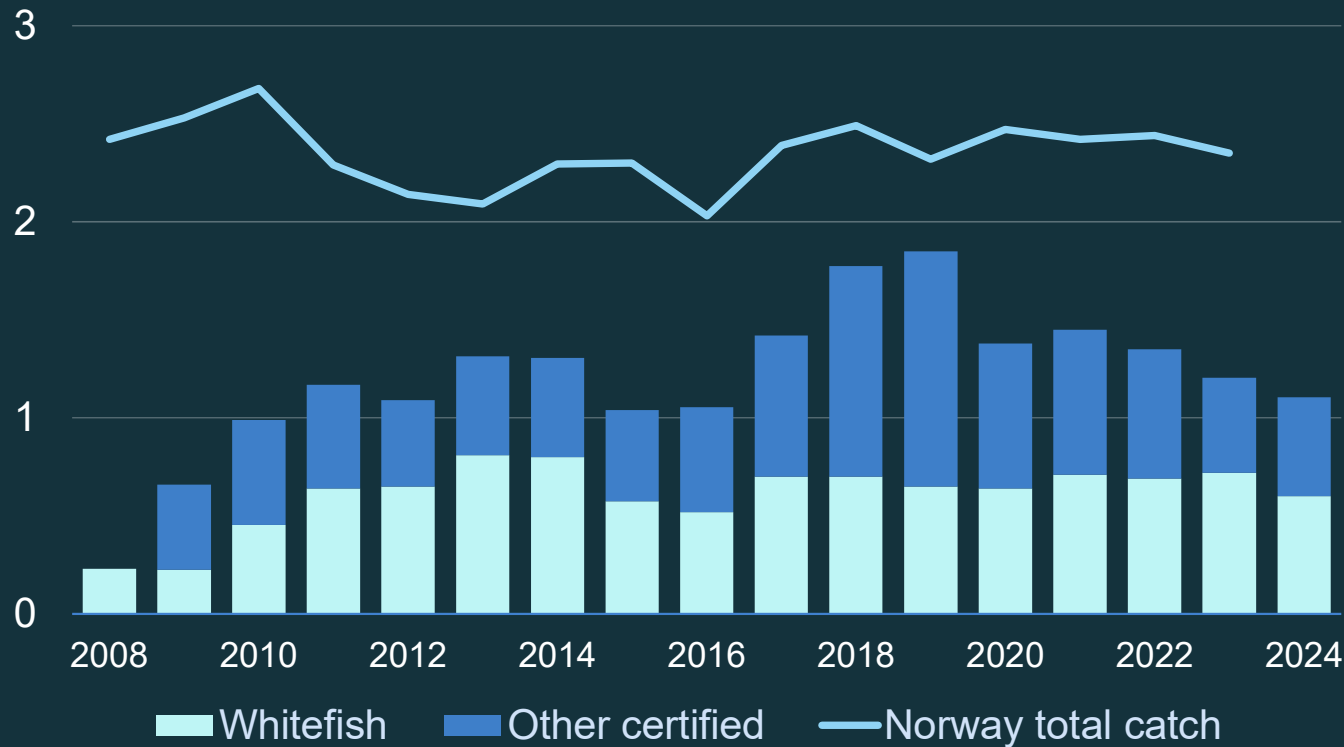
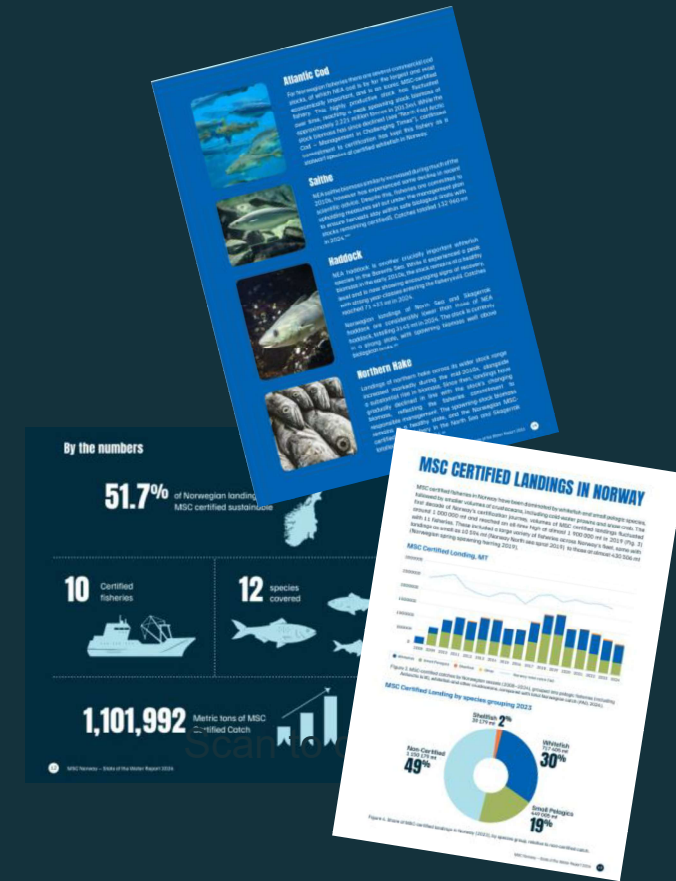
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Certified whitefish volumes vs. FAO total catch, million tonnes



State of the Water Norway 2026 is out

Certified landings vs. Norway total catch, million t



Source: MSC Norway State of the Water Report, 2026

Newfoundland cod is back in the MSC program

2026

Northern cod entered full assessment
against the MSC Fisheries Standard



Healthy zone

Stock status in the 2026
Canadian stock assessment



38,000 t

2025 quota, up from 18,000 t

Whitefish anchors Nordic MSC-labelled seafood

42,000+ Mt

25/26 volume

+10%

YEAR ON YEAR

44%

Of total
Nordic MSC-
labelled
volume

800+

Number
products

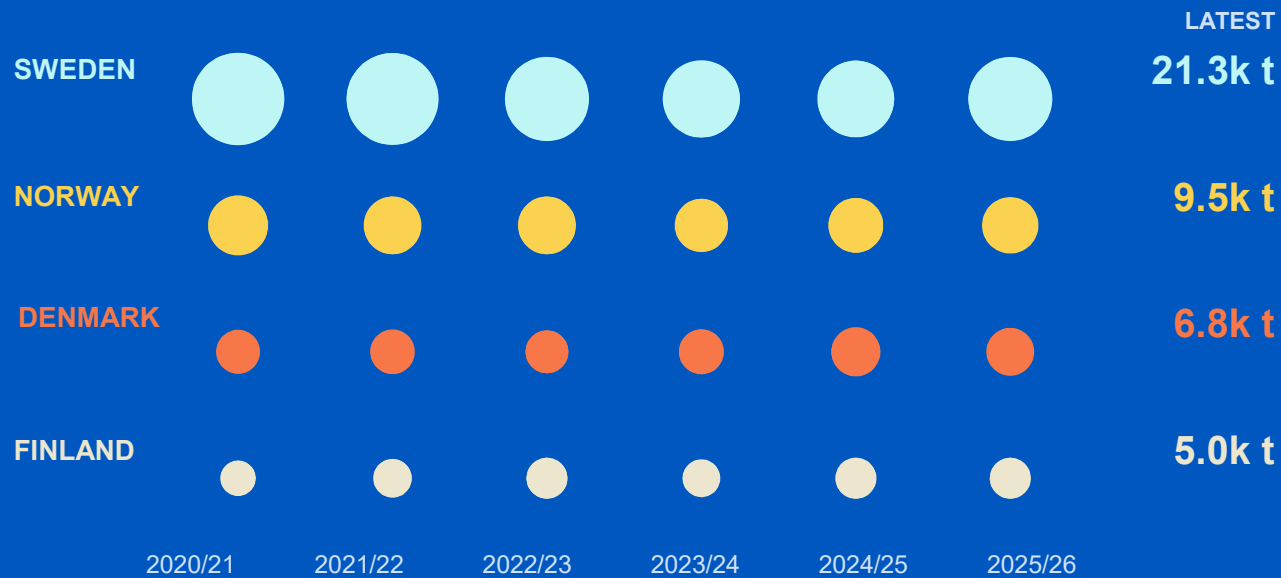
65%

Frozen



Whitefish development per country

Country volumes · 2020/21–2025/26 · Bubble area = volume

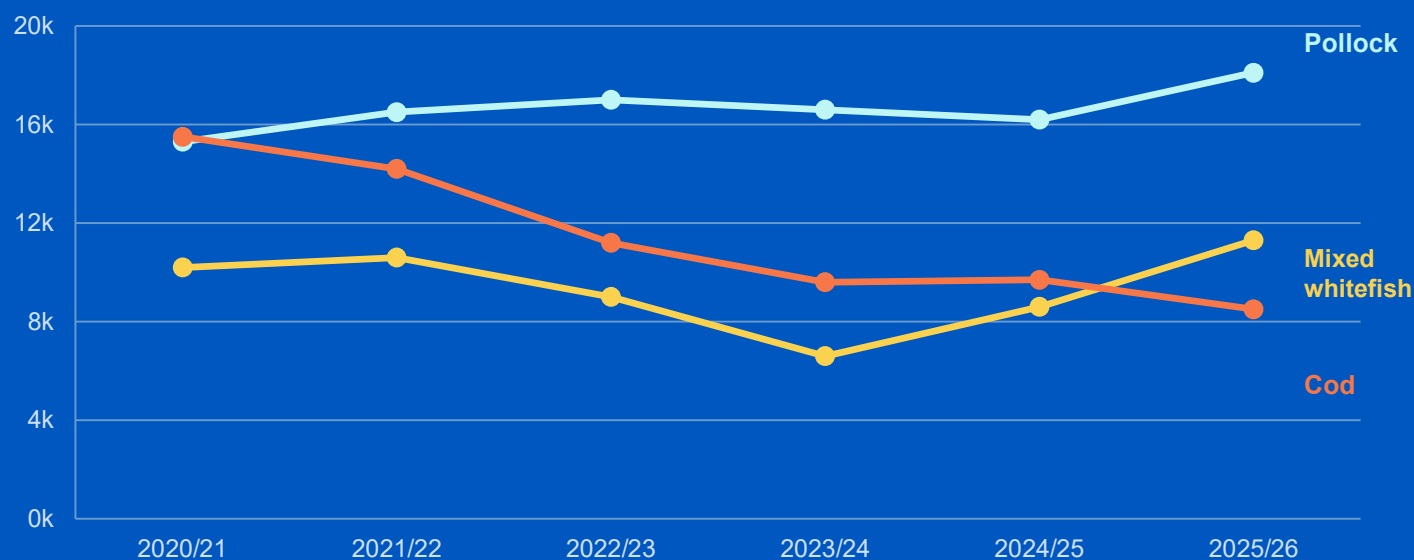


Source: MSC data



Reduced quotas, higher price drive change

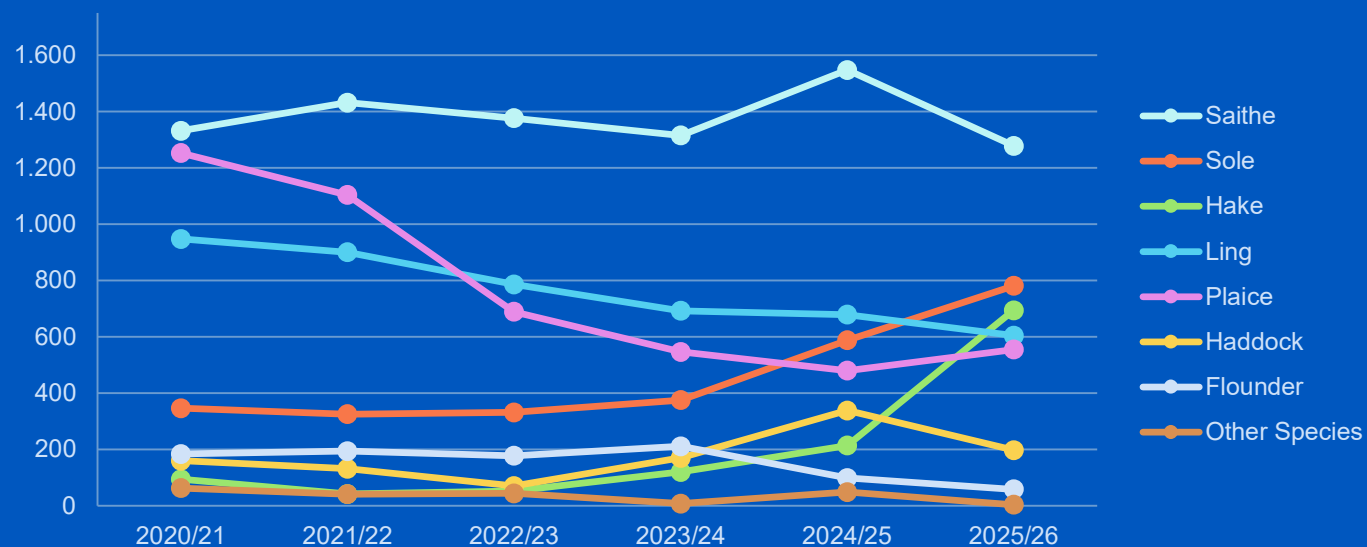
Leading species · 2020/21–2025/26 · Volume (t)



Cod decline while pollock and mixed whitefish increase

Reduced quotas, higher price drive change

Smaller species · 2020/21–2025/26 · Volume (t)

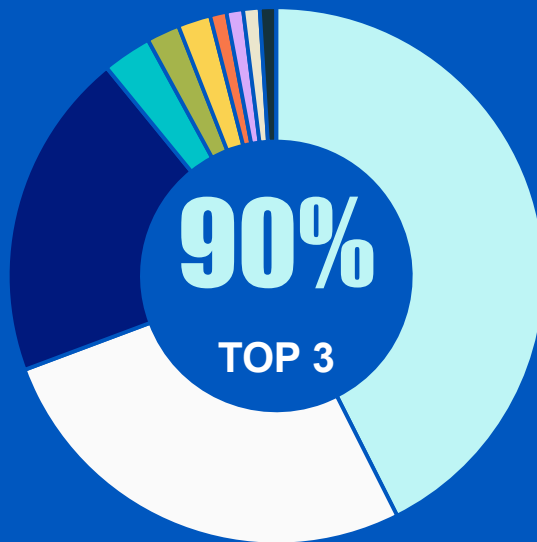


Saithe decline, sole and hake increase



Beyond pollock and cod

Nordic whitefish species mix · 2025/26



43% Pollock

27% Mixed whitefish

20% Cod

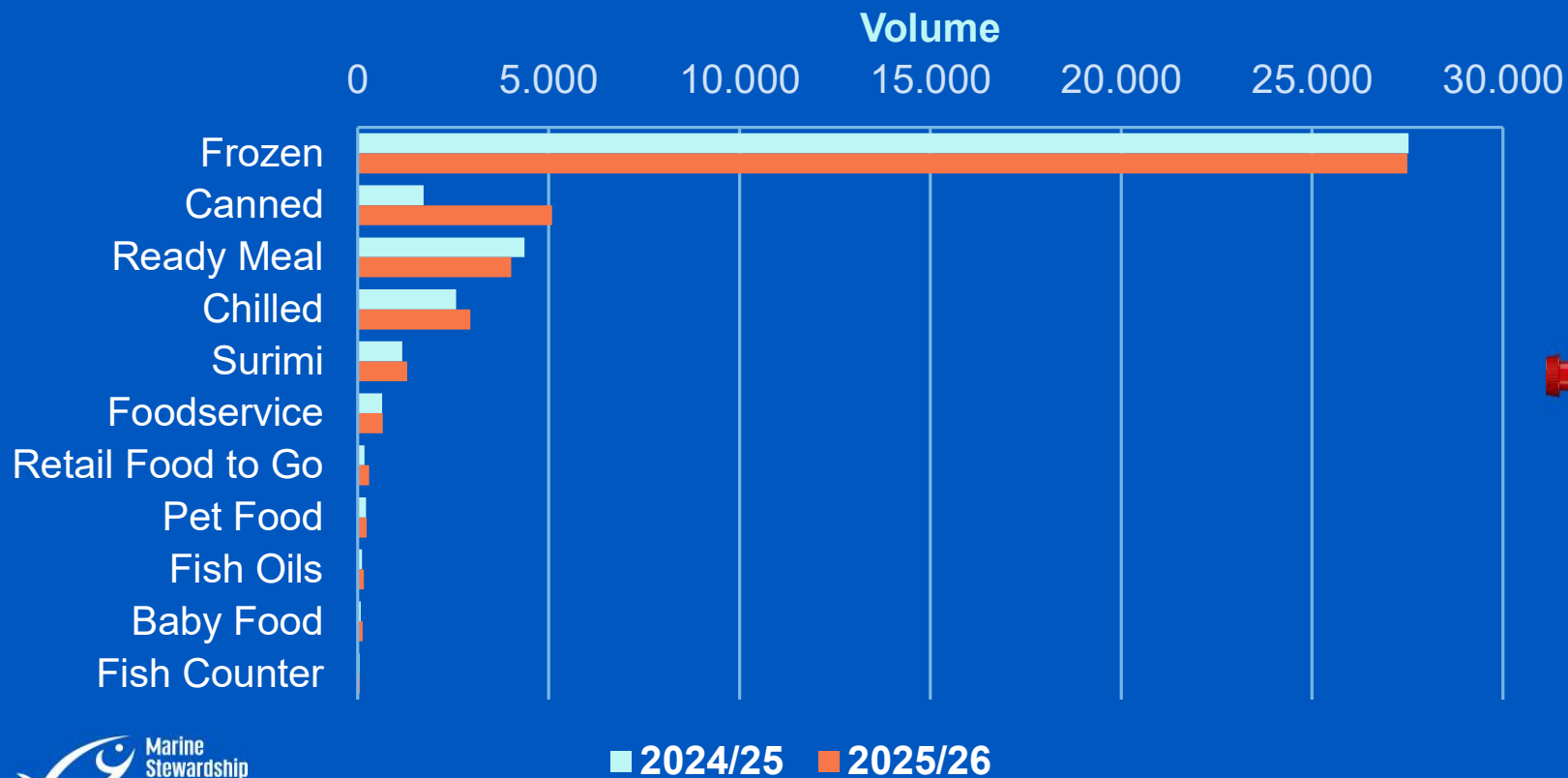
SMALLER SPECIES · 11%

Saithe 3% Plaice 1%
Sole 2% Haddock 1%
Hake 2% Flounder 1%
Ling 1%



Whitefish in the Nordics – more than fish fingers

Category development



Future of sustainable whitefish



Global impact

Climate, geopolitical
Quotas etc



Consumers

Behaviour and change
of habits



Supply

Whitefish remain
strong within the MSC



Competition

Other sources
of protein

The Future of Whitefish

Securing sustainable supply in a changing world

PANEL



Tor Larsen
Norges Fiskarlag



Kenn Fischer
DFPO



Mari Widov
Nomad Foods



MODERATOR
Carl Dahlman
Country Manager Sweden