

# Alaska pollock versus Cod

— an outline of the genus *Gadus* and possible consequences for the market

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analyst market access

# NORWEGIAN SEAFOOD COUNCIL

- Established in 1991
- Owned by the Ministry of Trade, Industry and Fisheries
- The Minister of Fisheries is the general assembly
- Financed by fees levied on exports of seafood
- Approx. 70 employees of which 19 is located abroad

SEAFOOD  
FROM  
FRONT  
FORWARD





## November 2014 – 47<sup>th</sup> session of RSC WCO

“...he [US delegate] considered that now was a good time to initiate this change, as the outcome of the new HS review cycle would enter into force in 2022, giving administrations sufficient time to adapt their regulations on the marketing of fisheries products to reflect scientific developments”.

- source: RSC WCO -

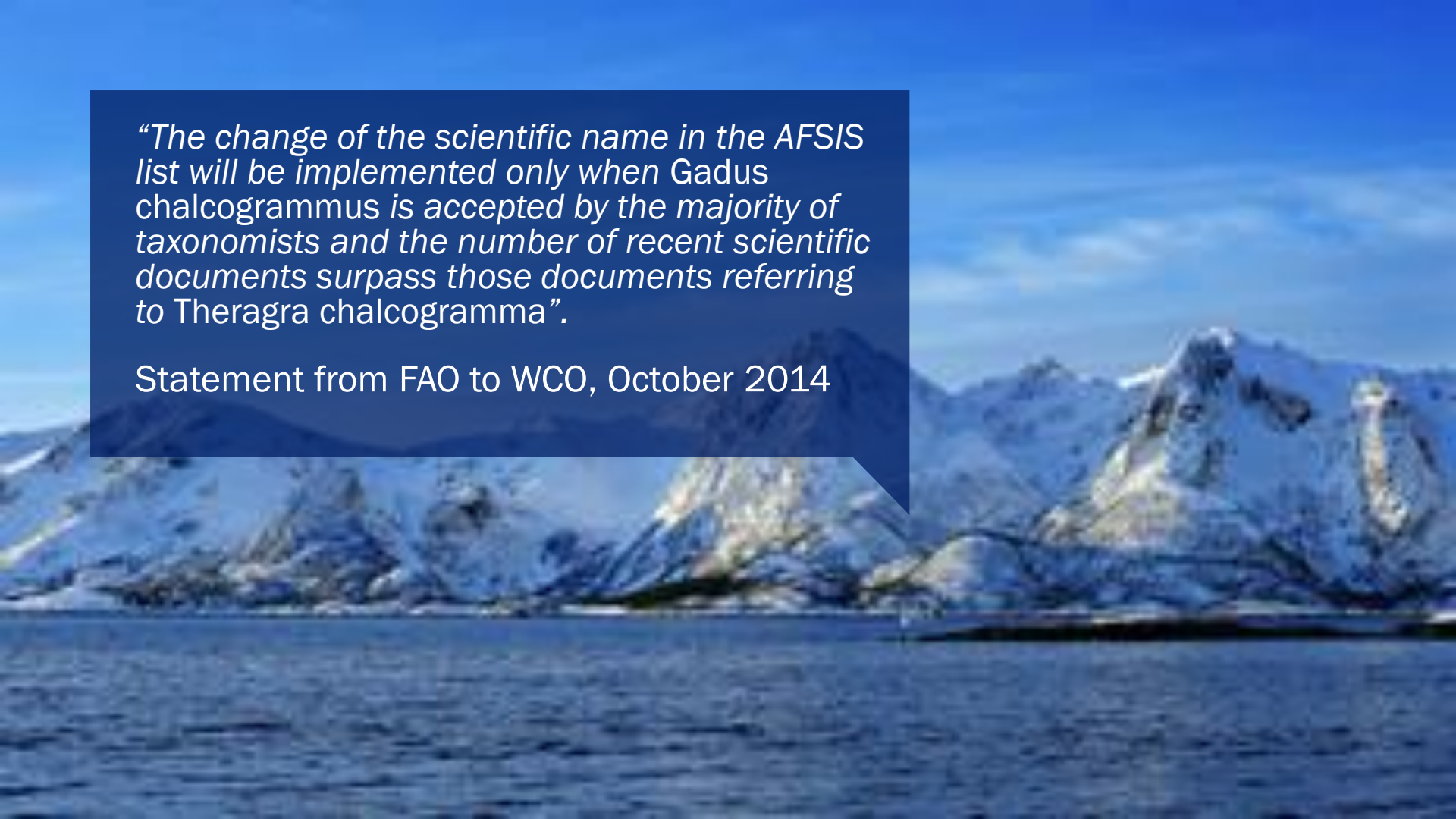
# Norwegian Maritime Institute ([HI](#))

- ♦ «The genetic differences between *Theragra* y *Gadus* are **insignificant**, hence, the genres are considered to be **synonymous**».
- ♦ «As a **member** of the genus *Gadus* it would be appropriate to name Alaska pollock as “**cod**”».
- ♦ «However, because the two species belongs to different **stocks**, it would be reasonable to use **distinct** common names, and furthermore, **separate** commercial names to distinguish between the species».



*“The change of the scientific name in the AFSIS list will be implemented only when Gadus chalcogrammus is accepted by the majority of taxonomists and the number of recent scientific documents surpass those documents referring to Theragra chalcogramma”.*

Statement from FAO to WCO, October 2014

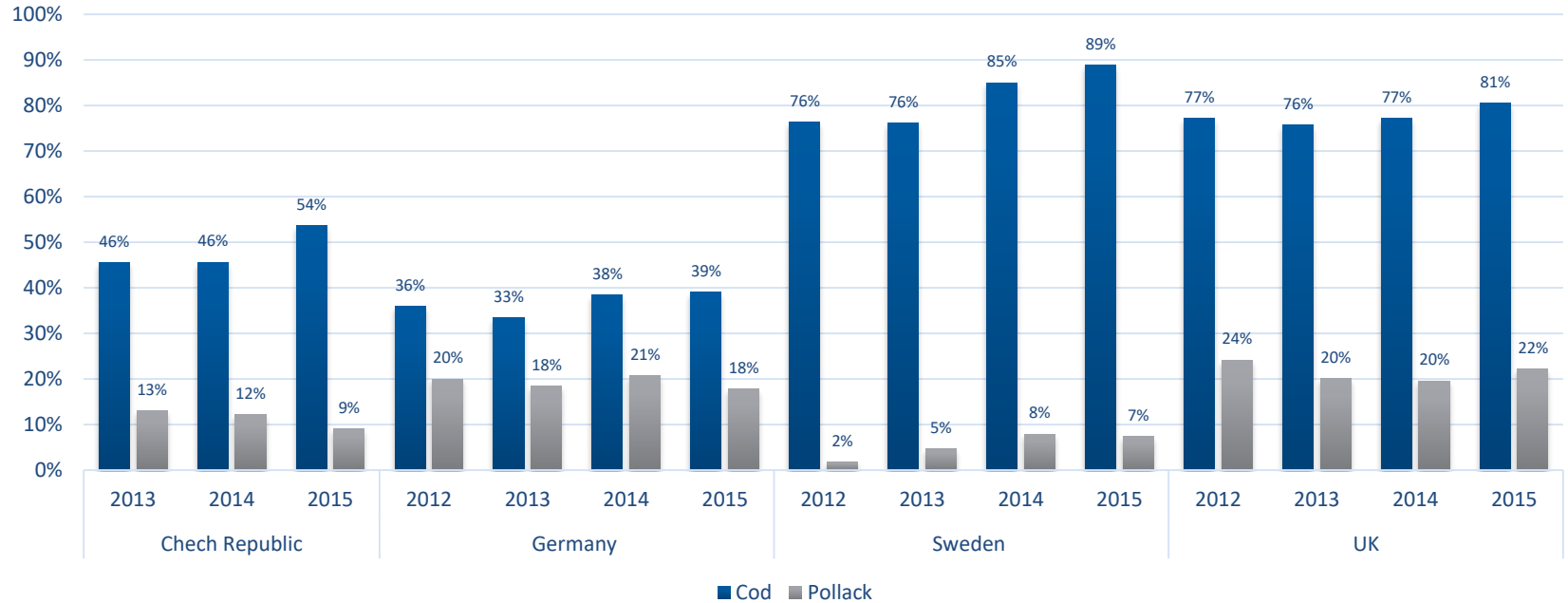


Salmon  
Mackerel  
Tuna  
Carp  
Cod  
Pangasius  
Sardine  
Trout  
Herring  
Sprat  
Prawn  
Sea bass

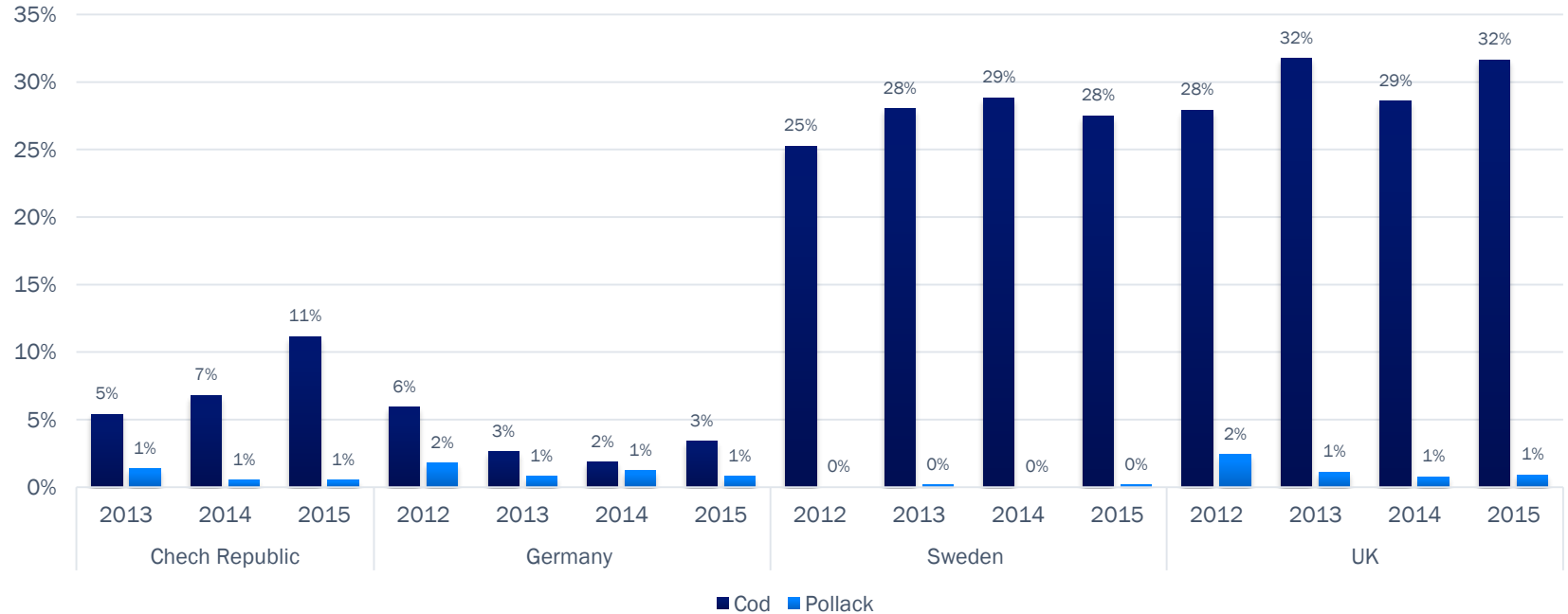
Halibut  
Clam  
Pollock  
Saithe  
Seabream  
Catfish  
Tilapia  
Anchovy  
Capelin  
Flounder  
Other



# Considerations for weekday dinner



# Preference for dinner





Who represents «Norway»?

## Collaborating partners of «Norway»

- ◆ Norwegian Seafood Council
  - ✓ shipping companies
  - ✓ producers
  - ✓ exporters
  - ✓ trade associations
  - ✓ fishermen's sales organizations
- ◆ Ministry of Trade, Industry and Fisheries
- ◆ Norwegian Directorate of Customs



Germany:

Theragra



Gadus

However, (for now...)

Gadus chalcogrammus  
=  
Alaska pollock



### Pollock cannot be sold as cod in Germany despite scientific name change

German fish association says 'nobody wants this anyway'.



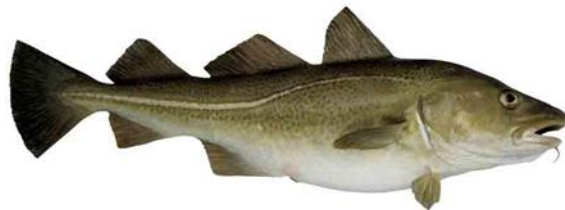
DOMINIC WELLING

## The US demands...

- ◆ **Change** the **scientific name** of Alaska pollock
- ◆ At the same time, **maintain** separate HS-numbers for «**Alaska pollock**».
- ◆ **Exclude** the *gadus chalcogrammus* from the HS-numbers that include other members of the gadus genus - *gadus morhua/macrocephalus/ogac*.



...which would end up in this:



0302.51 -- Cod (*Gadus morhua*, *Gadus ogac*, *Gadus macrocephalus*), excluding Alaska pollock (*Gadus chalcogrammus*)

0302.55 -- Alaska pollock (*Gadus chalcogrammus*)



# Conventional products

– Alaska pollock **against**, or **together with**, the Cod?





# The HS-position that challenges the commercial name of cod

## Dried Cod

- ♦ (Gadus morhua, Gadus ogac, Gadus macrocephalus, **Gadus chalcogrammus**)

## Clipfish of Cod

- ♦ (Gadus morhua, Gadus ogac, Gadus macrocephalus, **Gadus chalcogrammus**)

## Salted Cod

- ♦ (Gadus morhua, Gadus ogac, Gadus macrocephalus, **Gadus chalcogrammus**)





## A general evaluation:

The demand appears to be illogical as it proposes a separate classification for fresh, frozen and filets, denoting the name “Alaska pollock”, while the same fish as dried and/or salted would be named «Cod».

# The solution?

Same structure for all products:

- separate *names*
- separate HS-numbers
- satisfaction of potential *cientific demands*
- fulfilment of demands related to **statistics** and exchange of **trade information**

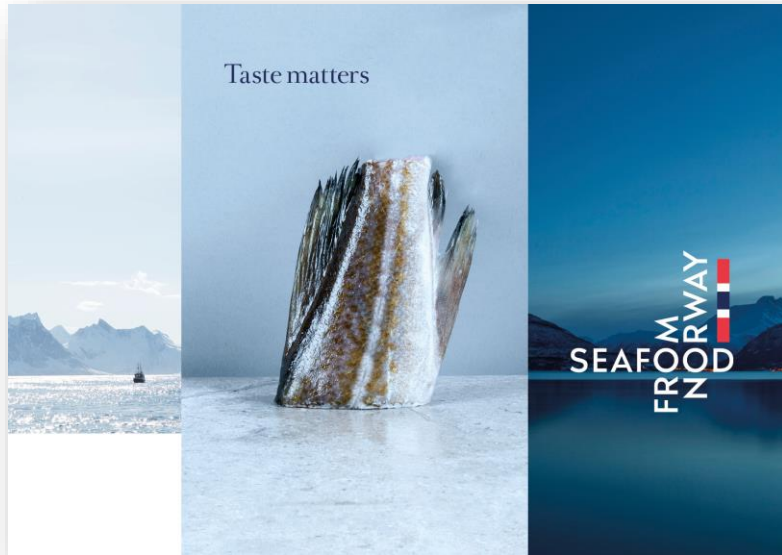
→ Protection of the characteristics of the cod in relation to quality, assortment, volum –and from this– value and price



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# Origin – Identity – True value



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Thank you!