Alaska pollock versus Cod
— an outline of the genus Gadus and possible consequences for the market

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analyst market access
- 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
“...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 genuses 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  Halibut
Mackerel  Clam
Tuna  Pollock
Carp  Saithe
Cod  Seabream
Pangasius  Catfish
Sardine  Tilapia
Trout  Anchovy
Herring  Capelin
Sprat  Flounder
Prawn  Other
Sea bass
Considerations for weekday dinner
Preference for dinner

- Chech Republic: 2013 - 5%, 2014 - 1%, 2015 - 1%
- Germany: 2012 - 6%, 2013 - 2%, 2014 - 3%, 2015 - 3%
Who represents «Norway»?
Collaborating partners of «Norway»

- Norwegian Seafood Council
  ✓ shipping companies
  ✓ producers
  ✓ exporters
  ✓ trade associations
  ✓ fishermens sales organizations

- Ministry of Trade, Industry and Fisheries

- Norwegian Directorate of Customs
Germany:

Theragra

↓

Gadus

However, (for now...)

Gadus chalcogrammus = Alaska pollock
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 *scientific demands*
- fulfilment of demands related to *statistics* and exchange of *trade information*

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

SEAFOOD
Origin – Identity – True value
Thank you!