FISH & SEAFOOD SPECIALISTS
DAILY FISH
London
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The CatchUp

WINTER 2026

Featuring this season's Market Report, our buyers' fish picks and a round-up of fishy industry news.



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Buyer Recommends
Good picks this season include:


Gilthead Bream


Meagre


Rock Salmon/Huss


Tuna


Smoked Sea Reared Trout

Responsible Sourcing Charts
Find out about current sustainability ratings, fish to avoid and recommended sourcing options.



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Industry News

INSIGHTS, TRENDS AND MARKET INTELLIGENCE FOR SEAFOOD BUYERS



FEATURED STORY

Natural protein demand puts seafood in the spotlight

Source *(full article)*: fishfocus.co.uk

While protein-fortified bars, snacks and drinks continue to grow in popularity, seafood has naturally provided high-quality protein alongside a wider range of nutrients all along.

As UK consumers increasingly look towards everyday sources of protein, the Norwegian Seafood Council (NSC) says there is an opportunity to put seafood's natural protein credentials more firmly at the centre of the conversation, alongside its wider nutritional, provenance and origin story.

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MORE INDUSTRY NEWS



ONS Food inflation: FDF Statement

Source (full article): fishfocus.co.uk

Dr Liliana Danila, Chief Economist, The Food and Drink Federation (FDF):

"There's no doubt that the cost of producing food in the UK is rising. On top of mounting regulatory pressures, input costs are rising across the board. Diesel prices are up two fifths and petrol around a third, while gas prices have more than doubled since February and the UK's industrial electricity prices remain the highest in Europe. Packaging and ingredient costs are also rising. We expect that these increases will start to appear in consumer prices into next year.

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New fishing rules to support stocks

Source (full article): fishfocus.co.uk

New regulations on nets and selective fishing gear are set to be introduced in UK and EU waters to protect stocks.

The changes have been made through fishing licence conditions after the UK and EU reached an agreement on a package of technical fisheries measures aimed at rebuilding depleted stocks in the Celtic Sea, English Channel and Irish Sea.

At the heart of the agreement is a requirement for fishermen to use larger mesh sizes and more selective fishing gear.

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Fish Market Report

The CatchUp
WINTER 2026

Overview

Welcome to the winter 2026 newsletter, which aims to cover the December to February period for the supply of fresh and frozen fish. As we move through the winter months, the seafood supply chain faces a number of seasonal pressures. Adverse weather, reduced fishing activity over the holiday period and temporary interruptions to harvesting and processing can all affect availability. Higher fuel costs continue to impact the seafood industry, increasing the cost of catching, farming, processing, transporting and delivering fresh fish throughout the supply chain. At the same time, customer demand reaches some of its highest levels of the year. Together, these factors can create significant market volatility, making strong supplier relationships and careful forward planning essential to maintaining consistent quality, supply and value. Early planning is essential during this period of market volatility. By working closely with your account manager to forecast your requirements, we can help maximise availability and maintain consistent supply wherever possible. While winter can bring supply chain complexities, it also delivers some of the finest fish and seafood of the year. This makes it an ideal time to showcase seafood on festive menus, offering guests a nutritious, protein-rich alternative that combines great taste, premium quality and seasonal appeal.

The latest Marine Conservation Society (MCS) ratings review for Winter 2026 brings a mixture of positive and negative changes across several key species and fisheries.

NEGATIVES - Most of the rating downgrades affect whitefish species, reflecting increasing fishing pressure as buyers seek alternatives to cod, where quotas have tightened. Cod remains predominantly rated 4 or 5, depending on the fishery. However, our fresh MSC-certified Icelandic cod retains its more favourable MCS 3 rating. A significant change has been seen across coley fisheries, with many moving from ratings of 2 or 3 down to 4, and in some cases 5 for Scottish-landed fish. We continue to secure strong volumes of MSC-certified Icelandic coley, which retains its MCS 2 rating and provides a sustainable, cost-effective alternative to cod. European hake has also seen some rating changes. While MSC-certified hake from the South West retains its strong MCS 2 rating, some fisheries have moved to a 3 rating, with pelagic-trawled fisheries falling to a 4. As a result, understanding the origin and fishing method remains important when sourcing hake. For Icelandic haddock, the rating has moved from 2 to 3. Although the stock itself is not considered overfished, concerns remain around fishing pressure and catches exceeding recommended limits. Positively, all the Icelandic haddock we source remains MSC certified, supported by a robust management framework and science-based catch limits. There have also been changes for Dover sole. Some South West fishery ratings have declined from 2 to 3, although otter-trawled fisheries continue to maintain a 2 rating. Buyers should continue to avoid Dover sole sourced from the eastern English Channel, where stocks remain heavily pressured and retain an MCS 5 rating.

POSITIVES - There is, however, some encouraging news from this review. Atlantic bluefin tuna, which was historically Red Rated by the MCS, has improved significantly and now achieves an MCS 2 rating. While availability remains highly seasonal, typically from August to December, the fishery is subject to strict management controls designed to support continued stock recovery and long-term sustainability. It is also encouraging to see recognition of innovative fishing methods. Scallops harvested using the Disco Scallop potting system have achieved an MCS 3 rating. While this remains a relatively new fishing technique, it demonstrates how collaboration between fishermen, scientists and the wider industry can help develop lower-impact harvesting methods. Perhaps the most notable improvement is the continued recovery of wild sea bass stocks. As recently as ten years ago, wild sea bass was red rated and widely regarded as being under significant pressure. The introduction of robust management measures, including seasonal closures during the spawning period and tighter catch restrictions, has enabled stocks to rebuild substantially. As a result, many line-caught, trawled and netted fisheries now achieve MCS ratings of 2 or 3. This represents a clear example of how effective fisheries management, industry cooperation and science-led decision-making can deliver meaningful improvements in stock sustainability over time.

As another year draws to a close, we would like to sincerely thank all our customers for your continued loyalty, partnership and support. We recognise that 2026 has brought its share of challenges across the hospitality sector, and we are grateful for the opportunity to work alongside you throughout the year. We wish you a successful and prosperous festive season and look forward to supporting you in 2027 with new ideas, innovative menu solutions and exceptional seafood. From all of us, we wish you a very Merry Christmas and a happy, healthy and successful New Year.

Natalie Hudd, Director of Sales.

Disclaimer - the market report is a guide using information from our buyers who have a wealth of experience. Other influences still effect greatly the market place, weather, seasonal changes, supply and demand in retail and catering alongside exchanges rates.

Talk to your account manager for tailored advice and the latest fish market updates.

Farmed Fish

Species	Comments
 Sea Bass & Gilthead Bream	Sea bass availability is expected to remain stable throughout the winter, with no supply shortages currently forecast. Continued demand from export markets is helping to keep the market firm, particularly for larger fish sizes, and as a result we do not anticipate any significant softening in pricing. Looking ahead to the Christmas period, seasonal demand is expected to place some upward pressure on larger sea bass sizes (1.5-2kg and 2-3kg), with prices likely to increase. We would expect this to be a short-term market movement, with prices easing back by a similar amount as demand returns to normal during January and February. The outlook for bream is more positive. As one of the more reliable Mediterranean farmed species, availability continues to be good and market conditions remain stable. At this stage, we do not anticipate any supply concerns or material pricing changes for bream as we move into the new year, with the market expected to remain stable through January and February and some potential benefit from an improved exchange rate. For a festive menu feature, consider roast whole gilthead bream with clementine, fennel and rosemary. Overall, both species continue to benefit from good availability and relatively balanced market conditions.
 Salmon	The key driver for salmon over the festive period is typically strong seasonal demand across retail and foodservice. This generally supports pricing through December, with any significant reductions unlikely. Higher feed, labour and logistics costs also continue to underpin the market. Whilst demand eases after Christmas, this is usually offset by reduced harvesting over the holiday period. We would expect prices to increase significantly through the last two weeks of December and first two weeks of January. Whilst prices can soften thereafter, current expectations are that any decline will be modest rather than dramatic, as global demand for salmon remains robust and production growth from major farming regions such as Norway and Chile is being absorbed by the market. Looking into February, the market is expected to remain broadly stable unless there are unexpected biological challenges, weather disruption, or changes in export demand.
 Trout	Sea-reared trout is expected to remain one of the more stable fish categories through the winter period. Production levels across the UK and key European farming regions remain healthy, and no significant supply shortages are currently anticipated. Availability is expected to be good throughout December, January and February, providing a reliable alternative to salmon for operators looking to manage costs while maintaining quality. During December, seasonal demand as a salmon alternative may provide some support to pricing, particularly as foodservice and retail channels increase volumes for festive menus. However, the sea-reared trout market has generally been less volatile than salmon, and any upward pressure is expected to be relatively modest. As demand normalises after Christmas, the market is expected to remain balanced through January and February. While trout pricing often follows broader salmon market trends to some extent, it is expected to remain competitively positioned. Try pan-roasted sea-reared trout with crushed new potatoes, kale and brown shrimp butter. ChalkStream® trout production volumes are currently being carefully managed due to increased demand. This assists in maintaining consistent quality but can restrict availability if volume requirement increases sharply. Small rainbow trout prices across the UK and Europe are expected to remain under some upward pressure through the winter period. Rising production costs, particularly feed, energy and labour, have increased the cost base for producers, whilst the hot summer had a negative effect on stock biomass. This is placing additional upward pressure on smoked trout products.
 Halibut	Limited wild halibut availability is expected to increase reliance on farmed supply during 2027. Given the relatively small scale of farmed production, this additional demand is likely to reinforce already firm market conditions and support pricing at elevated levels. Halibut typically requires 4 to 6 years from hatchery to harvest size. This means producers cannot quickly increase volumes in response to stronger demand. However, the Norwegian Seafood Council (NSC) forecasts substantial growth in farmed halibut production, with annual volumes expected to increase from around 2,500 tonnes in 2025 to over 20,000 tonnes by 2030. This highlights halibut's position as one of Norway's fastest-growing aquaculture species and could see halibut become a more frequent feature on menus, supported by its premium eating quality, lean protein content and naturally high levels of omega-3 fatty acids.
 Other Farmed Species	Farmed meagre availability is expected to remain good throughout the winter months, supported by consistent production. With supply broadly aligned to demand, market conditions are expected to remain stable, resulting in relatively steady pricing through December to February. As a versatile premium whitefish, meagre continues to offer an attractive alternative to higher-priced species and remains well suited to foodservice applications. For a different twist, try herb-crusted meagre Kiev with roasted garlic butter, served alongside creamy cacio e pepe cannellini beans and seasonal greens. Farmed turbot availability is expected to remain stable through December to February, supported by consistent production. Seasonal demand during the festive period is likely to keep the market firm, while limited availability of premium wild turbot may encourage additional customer interest. Overall, supply is expected to remain stable and prices are likely to stay firm at premium levels throughout the winter period.

Wild Fish

Species	Comments
 Flat fish	We are entering the transitional phase for much of our UK native flat fish. Turbot and brill are likely to remain relatively firm in price. Demand for these prime species traditionally increases during the festive season and into the New Year. Wild catches can be highly variable during the winter due to adverse weather and fishing effort, and this reinforces higher price levels. Lemon sole availability is expected to be seasonally tighter. Winter weather can disrupt fishing activity, reduce landings and create short-term supply fluctuations. Demand is always high at this time of year, and you can expect prices to match this. Plaice will see supply and demand pressure with a continuation of large processor freezing demand before the spawning period in January. Prices are expected to increase as we head towards the end of December. During the spawning period, plaice typically divert energy away from growth and flesh condition towards reproduction. As a result, fish can become leaner, less firm and less meaty, with a lower yield than at other times of the year. For this reason, plaice may be best avoided during the spawning period, when eating quality is typically lower. Dover sole is expected to maintain its premium position. Availability can be affected by weather-related fishing disruption during the winter months, and strong demand from both domestic and European markets is likely to keep prices firm. Megrim or "Cornish" soles will spawn alongside plaice, making December the last opportunity to enjoy them at peak condition before spawning begins.

Wild Fish *Continued*

Species	Comments
 **White fish**	The whitefish market is expected to remain challenging through the winter months, with cod and haddock prices continuing to trade at historically high levels. The UK remains heavily reliant on Icelandic supply, and strong demand for Icelandic cod and haddock is continuing to support the market. This is being exacerbated by increasing volumes being directed towards higher-value markets, including the USA, China, retail and frozen processing sectors, reducing the volume available to UK processors. As a result, competition for raw material remains intense. Any periods of winter storms are likely to disrupt fishing activity, tightening supply and putting further pressure on prices. The strength in cod and haddock markets is also influencing other whitefish species, including coley, pollock and hake, as buyers seek alternative options. As a result, these species are also experiencing firm market conditions. In the short term, supply remains tight and demand robust, particularly for haddock. Large cod has been under particular pressure in recent weeks where prices were 28% higher year-on-year, reflecting sustained pressure on Iceland's domestic market from reduced supplies elsewhere in northern Europe. With regards to hake as an alternative, strong purchasing activity from key European markets, particularly Spain and France over the festive period, is expected to maintain competition for available supply and provide underlying support to prices. While fishing activity should improve as fleets return to sea following the festive period, winter weather remains a key risk factor and may periodically disrupt landings, leading to short-term fluctuations in availability. Coley remains our most economically priced whitefish species, but we would expect prices to remain firm given the demand pressures in the whitefish category. Looking into January and February, fishing activity is expected to be reduced immediately after the festive period before fleets return to sea. Landings should improve as the quarter progresses, which may ease some market pressure. However, prices are anticipated to remain elevated relative to historical norms, reflecting ongoing supply constraints and strong underlying demand across the whitefish category. One alternative for your consideration is huss / rock salmon. Offering a mild flavour and firm texture that makes it suitable for a variety of applications, its flesh holds together well during cooking, making it particularly popular for fish and chips, curries, stews and breaded products. Whilst relatively niche compared with coley, hake and pollock, it provides an opportunity for chefs and operators looking for a sustainable, affordable and versatile alternative. Sustainability varies by species, origin and fishing method, so appropriate sourcing requirements should be checked.
 **Round fish / other fish**	Monkfish availability is expected to be generally stable through the winter months, although periods of poor weather may temporarily affect landings and tighten supply. Strong demand from both UK and European markets is expected to support the category, keeping prices firm – particularly in the run up to Christmas where we see prices increase by circa 30%. Price normalisation does not usually materialise until the middle of January when the Scottish fleets have increased their fishing efforts after the holidays. As a premium whitefish with excellent versatility and yield, monkfish is always a popular menu choice through the festive season. The latest scientific advice from the International Council for the Exploration of the Sea (ICES) suggests that mackerel stock has shown some signs of improvement following a stronger year class and increased average fish weights. As a result, the spawning stock biomass has moved back above the critical biological threshold, reducing immediate concerns about stock collapse. Despite this improvement, the stock remains well below historic levels and is not yet considered fully recovered. Given ongoing stock concerns and reduced winter availability, mackerel may be a less attractive menu choice during this period. This is compounded by poor availability once the Scottish quota finishes at the end of November. Demand for sardines remains strong across Southern Europe, where the species is a staple in both retail and foodservice sectors. Growing consumer interest in affordable, nutritious and sustainable seafood, especially with challenges on mackerel stocks, is also supporting broader demand across Northern Europe and the UK. While winter weather may occasionally affect landings, overall market conditions are expected to remain stable with good quality frozen stock underpinning any shortages. Demand for gurnard continues to grow as chefs and consumers become increasingly familiar with its firm texture, and sweet flavour. The species is also benefiting from interest in underutilised and lesser-known fish, particularly as buyers look for alternatives to more expensive whitefish such as cod, haddock and monkfish. A winter fish, this is a good addition to a daily specials menu providing you check your origin / fishing method as some fish attract poor ratings from the MCS. The outlook for wild sea bass is expected to be seasonally tight through the winter months as adverse weather can disrupt fishing activity and reduce landings. Festive demand is expected to be robust across both UK and European foodservice sectors, helping to support premium pricing. The commercial wild sea bass fishery closes during February and March, limiting fresh wild bass availability and placing greater reliance on farmed production and pre-ban inventories. As the closure approaches, buyers may look to secure supply during January, creating additional market demand. Expect firm pricing.
 **Cephalopods**	The recent ratings review has seen limited changes in the advice for cuttlefish, squid and octopus. All three species are rated 4 or 5. Consequently, these species remain outside our recommended sustainable choices. The cephalopod category is expected to remain firmly priced through December to February, supported by strong international demand and occasional weather-related disruptions to fishing activity. With ongoing supply shortages of octopus in traditional North African catch regions, demand for the rising catches in UK waters is strong.
 **Exotics**	Tuna and swordfish are both expected to see stable availability through the winter months. Strong international demand is likely to support firm pricing, while overall supply should remain sufficient to meet market requirements. Consumption typically softens slightly following the festive period. Both species should represent a good choice for the next three months with any price fluctuations likely to be a result of changes in fuel costs, exchange rates or airfreight.

Wild Fish *Continued*

Species	Comments
 Shellfish	The shellfish market is expected to remain firm throughout the winter period, with seasonal demand, weather-related disruption and global market influences all contributing to market conditions. Canadian lobster availability will be supported by the final seasonal landings in December before the market transitions back to stored pound-held stock through to the spring season. Demand typically strengthens over the festive period and the price is expected to remain firm into the New Year. Demand from Asian markets around Lunar New Year, combined with Valentine's Day requirements, is also expected to underpin pricing throughout the first quarter. Native lobster availability may improve if winter sea temperatures remain relatively mild, although prices are likely to remain elevated given ongoing demand for premium shellfish. Mussels enter their peak season during the winter months and continue to offer one of the strongest sustainability stories within the seafood category. With excellent provenance from around the UK coastline, mussels provide a nutritious and cost-effective menu option that is naturally high in protein, vitamins and minerals. Availability should remain good, although short-term supply pressures can occur over the Christmas period. Frozen shell-on mussels may provide a useful alternative when fresh supply tightens. The MSC-certified Poole clam fishery closes at the end of December and remains shut until spring. During the winter months, clams move deeper into the seabed, reducing harvesting efficiency and resulting in tighter availability. Consequently, the market is expected to remain firm until fishing activity resumes. Rising fuel costs and associated transport surcharges are adding further pressure to the market. Native scallops are expected to experience strong demand during December as they feature prominently on festive menus. Market pressure should ease after the holiday period, although imported scallop markets remain challenging. Supply constraints in a number of international fisheries continue to limit availability and support pricing. Crab meat availability is expected to remain stable throughout the winter months, with a range of grades and product formats available to help operators manage costs while maintaining quality. Demand remains steady, and the category continues to represent good value within the shellfish sector.

Smoked, Deli & Frozen Fish

Species	Comments
 Smoked fish	The festive season traditionally represents the peak consumption period for smoked salmon, supporting robust market activity throughout December. Elevated raw material costs for Atlantic salmon continue to influence the market, meaning smoked salmon prices are likely to remain firm compared with historical levels. The principal risk to pricing remains the underlying cost of salmon. Any reduction in harvest volumes from Norway or Scotland, whether due to biological challenges, sea lice pressures or adverse weather conditions, could quickly tighten raw material availability and support higher prices. Strong international demand, particularly from North America and Asia, may also increase competition for supply during the period. In addition, continued inflationary pressures across smoking, processing, packaging, labour and transportation costs could contribute to further upward pressure on finished smoked salmon prices. Currency fluctuations between sterling and the Norwegian krone may also impact import costs for UK buyers. As smoked salmon continues to feature prominently on festive menus, smoked sea-reared trout offers operators an opportunity to introduce something slightly different while maintaining a familiar format for consumers. We offer a wide range of cures so speak to your account manager to discuss options and pricing. The outlook for smoked haddock remains firm through the winter period, supported by strong consumer demand and continued pressure on the underlying haddock market. Smoked haddock remains a staple across both retail and foodservice sectors, particularly during the colder months when demand for traditional breakfast and comfort-food dishes typically increases. Supply is expected to remain generally available, with many processors continuing to utilise frozen-at-sea and cold-stored haddock to help maintain continuity of production. However, elevated raw material costs in the fresh haddock market are likely to feed through into smoked products as processors replenish stocks, and we are already seeing this reflected in current market prices. Smoked mackerel pricing remains under pressure due to elevated raw material costs, driven by quota restrictions, sustainability concerns and uncertainty surrounding future supply. This is compounded by continued strong export demand from European and Asian markets, winter weather disrupting fishing activity and reducing short-term supply, and rising smoking, processing, labour and packaging costs.
 Deli	Due to the trade restrictions in place within the European Union on products of Russian origin, combined with a particularly poor fishing season in Alaska, demand for salmon roe (keta) has increased significantly. Prices have reached unprecedented levels, and several buyers worldwide are currently competing for the same limited supply, making the market particularly competitive. Given the exceptional increase in costs, operators may wish to consider alternative roe options during the winter period. If you are looking for a splash of colour on your festive canapés, try one of our other coloured roes such as red lumpfish, tobiko or trout roe. Overall, fish deli categories are expected to see stable to firm pricing, with caviar and premium roes showing the strongest upward pressure. Anchovies are likely to remain constrained by raw material availability and processing costs, including input costs such as olive oil, sunflower oil, tins and glass packaging which remain important price drivers. Other lines that are processed on the continent also face these inflationary pressures in the supply chain.
 Frozen fish and seafood	The frozen whitefish market continues to experience significant inflationary pressure, with cod, haddock and pollock all trading at elevated levels. Cod remains the key driver, as ongoing supply constraints and reduced quotas continue to limit availability. Competition for raw material has intensified, with frozen processors increasingly sourcing from fresh supply channels, pushing prices higher across both markets. Haddock prices have been affected by substitution away from cod, as buyers seek more affordable alternatives. This additional demand has pushed values to historically high levels. Although quota increases in parts of North America have provided some incremental supply, the relief has been limited and insufficient to materially alter the overall supply-demand balance. Pollock remains the most competitively priced of the major whitefish species and continues to attract strong interest from processors and foodservice operators looking to reduce exposure to high cod costs. As a result, demand has strengthened considerably, helping to maintain firm market conditions despite comparatively better availability. Continued volatility in fuel and freight costs is expected to reinforce these pressures, limiting the likelihood of any meaningful softening in the market over the near term. Warmwater prawn supply is expected to remain generally good. While prices appear significantly less volatile than many wild-caught seafood categories, values are likely to remain broadly stable to firm through the winter period. Any major disease events, freight disruptions or stronger-than-expected demand from China could tighten availability and place upward pressure on prices, but for now warmwater prawns are a good option. Coldwater prawns are expected to remain one of the firmer seafood categories in the market. Limited wild supply, quota reductions and steady demand are likely to keep upward pressure on prices, particularly for larger count sizes and premium peeled products. Unlike warmwater prawns, there is little scope for rapid production increases to rebalance the market.

Industry News

Sweden tests light-guided shrimp fishing



Source *(full article)*: fishfocus.co.uk
Across Sweden's west coast, debate about the future of fishing is growing more urgent.

A Swedish government's proposal to ban bottom trawling in marine protected areas has brought the issue into sharp focus for coastal communities. At the same time, fishers are seeing clear signs that the marine environment is under pressure, with stocks out of balance and ecosystems under pressure.

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Fuel crisis deepening

Source *(full article)*: fishfocus.co.uk
While fishermen wait for the government to respond, time is already running out for some.

Six months on from the start of the USA's war with Iran, the UK's fishermen are facing a second spike in fuel prices. Earlier this week, the average price of diesel was only a penny below the peak it reached in April and the spreading conflict in the Middle East clearly will not be resolved anytime soon.

The National Federation of Fishermen's Organisations (NFFO) has been petitioning government for help for our industry since the first days of this ongoing problem, but without success. The price of diesel has doubled since the start of the conflict and there are no signs that this will be some short-lived peak before a return to previous levels. Without the help that we have repeatedly asked for, the problem has entirely predictably become a crisis.

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Please contact us with any seafood queries, and for information on daily landings, new products or assistance with menu planning.

UK fishermen and processors welcome increase in mackerel stock

Source *(full article)*: fishfocus.co.uk
The Scottish and UK mackerel industry has welcomed an increase in the size of the north-east Atlantic mackerel stock following the recent scientific assessment by the International Council for the Exploration of the Sea (ICES), which provides a sound platform for further growth aided by pragmatic fishery management initiatives.

ICES has advised today (30 September) that the Total Allowable Catch (TAC) of north-east Atlantic mackerel for 2027 should be 352,938 tonnes – a 102% increase on the 2026 advice.

According to ICES, the current Spawning Stock Biomass (SSB) of mackerel is 3.2 million tonnes. This is above the biological limit reference point, known as Blim, below which the stock's capacity to reproduce and recover is considered to be reduced. ICES is predicting the SSB will increase to 3.34 million tonnes in 2028, aided by a good recruitment of young fish into the stock.

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UK demand for premium seafood creates strong opportunity

Source *(full article)*: fishfocus.co.uk
Norway is significantly expanding halibut production to help meet the growing demand for premium seafood in markets such as the UK.

According to the Norwegian Seafood Council (NSC), halibut is expected to grow from around 2,500 tonnes in 2025 to more than 20,000 tonnes annually by 2030, making it one of Norway's fastest-growing seafood categories.

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Recipe Corner

Looking to refresh your winter menu?

Explore these flavourful seasonal dishes.



Halibut with fresh vegetables
Source *(full article)*:
fishfocus.co.uk →



Grilled Trout
Source (full article):
fishfocus.co.uk →



Salmon linguine with chilli oil
Source (full article):
fishfocus.co.uk →



Baked herb-crusted trout fillet
Source (full article):
fishfocus.co.uk →