



# COD AND HADDOCK INFORMATION GUIDE



[www.elitefishandchips.com](http://www.elitefishandchips.com)

It is important to us as a company, that our customers know what it is that they are eating and where it has come from. This simple guide offers to inform you about the choices we make when it comes to purchasing both cod and haddock.

This guide aims to provide information regarding:

- Where our fish is caught
- The method of capture
- The vessel that caught it
- The brands we use

# Facts About Your Fish

## HADDOCK

### Scientific Name:

Melanogrammus  
aeglefinus



### Where is it caught:

Northeast Atlantic, Barents/Norwegian Seas.

**About:** “The Devil’s Thumbprint” marks out the haddock from other species: It has a dark blotch above the pectoral fin. It is a member of the cod family and is an omnivore, feeding mainly on small bottom-living organisms including crustaceans, molluscs, echinoderms and small fish.

Capelin is a favourite. Haddock is most common at depths of 50-150 metres but can be found as deep as 300 metres. Spawning occurs mainly between March and June. The most important spawning grounds are the waters off middle Norway, near South-West Iceland and Georges Bank.

Haddock has a clean, white flesh. Reaching sizes up to 1.1 m (3ft 7in), haddock is fished for year-round.

### COMPOSITION OF FOOD PER 100G EDIBLE PORTION

Energy  
75 kcal  
319 kJ

Non  
saturated  
fatty acids  
0.4g

Fat  
0.5g

Protein  
17.7g

Saturated  
fat  
0.1g

Sodium  
63mg

## JFK

JFK is a strong fish producing company, rich on natural resources, competences and production facilities. Utilising the allocated quotas in the sustainable fisheries in the Barents Sea, JFK harvests these fish resources to provide valuable and unique products for the customers, primarily in the UK. JFK is dedicated to providing the quality demanded by the customers. Steps are taken at every juncture of the fishing process to ensure that JFK's frozen-at-sea products are as fresh as possible. Frozen-at-sea has been called "fresher than fresh," because within four hours from leaving the sea the fish is processed and frozen.



*Vessel: Gadus*

## German Seafood Fish



German Seafood Fish has been successful in the market for 60 years and during this period has shown continual and solid growth. German Seafood Fish is highly respected throughout the industry for the extremely high quality of its Frozen at Sea wild catch. Compliance with strict hygiene and freshness criteria at every level of the production process is of the utmost importance to. Their own fishing quota, modern trawlers, sustainable fisheries and wealth of experience in fishing and production guarantee the constant high quality of their products.



*Vessel: Atlantic Peace*

## Vartdal/Ramoen



“Ramoen” produces according to HACCP and the onboard Quality Control system. The highly skilled and experienced staff, ensures fish products of



*Vessel: Ramoen*

the highest quality. Traceability from fishing ground to market place is crucial to secure the high standard of quality demanded by the customers. The fishing grounds are mainly the North East Atlantic (FAO area 27) (the Norwegian Sea and the Barents Sea) These cold and clean waters ensure the high quality of our products. Due to the low temperature, the fish grow slow, giving them the meat a firm and tasty texture.

## Royal Greenland



Royal Greenland has their own fleet of fishing vessels, sourcing teams procuring seafood all over the world, state-of-the-art production facilities, an extensive distribution network and a highly



*Vessel: Sisimiut*

professional sales organisation. Their base is the ice cold, clear waters of the North Atlantic.

Royal Greenland’s trawler division is responsible for operating a modern, hi-tech fleet. They continually work to reduce fuel consumption and promote the use of gentle catch methods. All trawls used in their own fishing are equipped with Nordmore grates and panels to re- duce unwanted bycatch as much as possible.



# Facts About Your Fish

## COD

**Scientific Name:**  
Gadus Morhua



**Where is it caught:**  
Northeast Atlantic,  
Barents/Norwegian Seas

**About:** Cod is a predatory fish and mainly lives in deep water. However, it is more widely distributed when feeding or spawning. Young cod (up to two years) feed mainly on zooplankton; older cod eat fish and benthic organisms. Capelin, a small forage fish, is their favourite food. Cod is popular as a food with a mild flavour and a dense, flaky white flesh. It can grow to 2 meters in length and weigh up to 96 kilograms (210 lb). Its habitat ranges from the shoreline down to the continental shelf. Colouring is brown to green, with spots on the dorsal side, shading to silver ventrally. A lateral line is clearly visible.

### COMPOSITION OF FOOD PER 100G EDIBLE PORTION

Energy  
**84 kcal**  
**354 kJ**

Non  
saturated  
fatty acids  
**1.1g**

Fat  
**1.2g**

Protein  
**18g**

Saturated  
fat  
**0.1g**

Sodium  
**49mg**

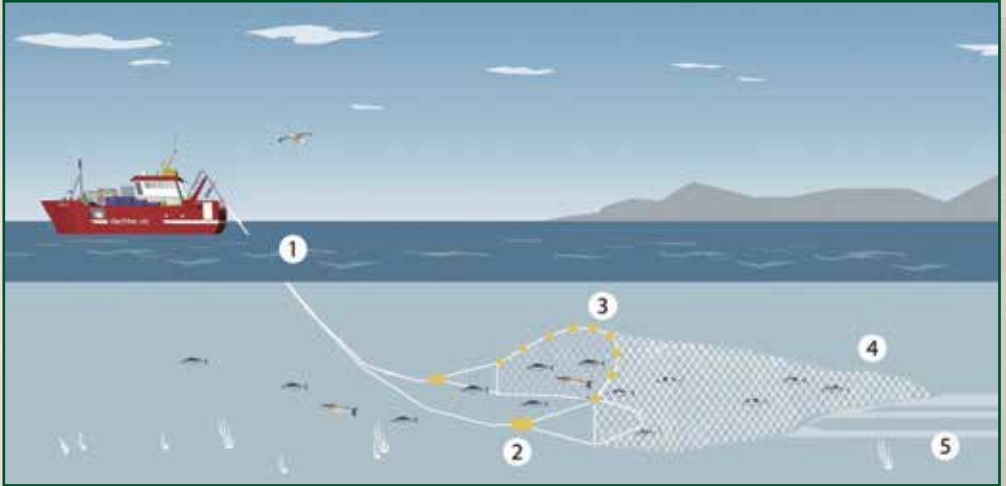
## Where your fish is caught

All of the cod and haddock we purchase for you to eat comes from the Northeast Atlantic. The grid reference for this area is FAO27 and includes; Barents Sea, Norwegian Sea, Faroe Islands, Greenland. All fish is caught responsibly in sustainable fishing grounds that are well managed.



# Method of capture

The method of capture used for both cod and haddock is demersal trawling. The diagram below illustrates how this works:



The demersal or bottom trawl is a large, usually cone-shaped net, which is towed across the seabed. The forward part of the net – the ‘wings’ – is kept open laterally by otter boards or doors. Fish are herded between the boards and along the spreader wires or sweeps, into the mouth of the trawl where they swim until exhausted. They then drift back through the funnel of the net, along the extension or lengthening piece and into the cod-end, where they are retained. The selectivity of trawl fisheries may be increased by the use of devices known as separator trawls. Separator trawls exploit behavioural differences between fish species and can be used, for example, to segregate cod and plaice into the lower compartment of the net, whilst haddock are taken in the upper part. The mesh size for the two compartments can be altered according to the size of the adult fish being targeted. Insertion of square mesh panels also improves selectivity of the net because square meshes, unlike the traditional diamond shape meshes, do not close when the net is towed.

Discarding of immature fish may also be reduced by increasing the basic mesh size in fishing nets.

# The brands we buy

The Elite Fish and Chip Company endeavours to source the best quality fish available on the market. Our cod and haddock is caught in the sustainable fishing grounds of the Northeast Atlantic and is frozen at sea within 6 hours of capture to lock in freshness.

## Atlantika

Atlantika is subsidiary of Ocean Trawlers; the leading supplier of North Atlantic Cod and Haddock. Atlantika® is the premium brand for frozen-at-sea Barents Sea cod and haddock fillets. They have eight freezing vessels, harvesting, filleting and freezing Atlantic cod and haddock from the Arctic waters of the Barents Sea in the North Atlantic Ocean, right throughout the year. Strict quality standards and regular inspections secure premium quality.



## Vessels





### **LINCOLN**

The Moorland Centre,  
Tritton Road, Lincoln  
LN6 7JW  
Tel: 01522 509505

### **SLEAFORD**

Grantham Road,  
Sleaford  
NG34 7NB  
Tel: 01529 414534

### **RUSKINGTON**

High St, Ruskington,  
Lincolnshire  
NG34 9DY  
Tel: 01526 832332