

1 Supplementary material

2 Supplemental 1 Description of the different seafood products including content of fish (%), fish species and number of seafood products analyzed each year.

Seafood product	Total fish content (%) ^a	Fish description (specific fish type (%)) ^a	Number of seafood products ^b		
			2015 (n=16)	2017 (n=35)	2018 (n=35)
Fish cakes/burgers					
‘Berggren’ fish burgers	50%	Greater argentine whole fish (<i>Argentina silus</i>); Surimi (<i>Argentina silus</i>). % of specific species not given.	x	x	
‘Best pris’ fish cakes	53%	Greater argentine whole fish (<i>Argentina silus</i>)			x
‘Coop’ fish cakes	2015: 60%	Greater argentine whole fish (<i>Argentina silus</i>) (39%); Haddock fillet (<i>Melanogrammus aeglefinus</i>) (21%);			
	2017, 2018: 65%	Greater argentine whole fish (<i>Argentina silus</i>) (31%); Haddock fillet (<i>Melanogrammus aeglefinus</i>) (18%); Alaska pollock (<i>Theragra chalcogramma</i>) (% not given); Pacific whiting (<i>Merluccius productus</i>) (% not given)	x	x	x
‘First Price’ fish cakes	52%	Greater argentine whole fish (<i>Argentina silus</i>); Alaska pollock (<i>Theragra chalcogramma</i>); Haddock fillet (<i>Melanogrammus aeglefinus</i>); Saithe (<i>Pollachius virens</i>); Cod fillet (<i>Gadus morhua</i>). % of specific species not given.		x	x
‘Fiskemannen’ fish cakes	2015, 2017: 65%	2015, 2017: Greater argentine whole fish (<i>Argentina silus</i>); Saithe (<i>Pollachius virens</i>); Haddock fillet (<i>Melanogrammus aeglefinus</i>). % of specific species not given.	x	x	x
	2018: 80%	2018: Greater argentine whole fish (<i>Argentina silus</i>) (46%); Haddock fillet (<i>Melanogrammus aeglefinus</i>) (60%); Cod fillet (<i>Gadus morhua</i>) (10%)			
‘Fiskemannen’ fish burgers	2015: 70%	Greater argentine whole fish (<i>Argentina silus</i>); Haddock fillet (<i>Melanogrammus aeglefinus</i>). % of specific species not given.			
	2017, 2018: 80%	2017: Greater argentine whole fish (<i>Argentina silus</i>) (53%); Cod fillet (<i>Gadus morhua</i>) (14%); Haddock fillet (<i>Melanogrammus aeglefinus</i>) (13%) 2018: Greater argentine whole fish (<i>Argentina silus</i>) (50%); Cod fillet (<i>Gadus morhua</i>) (19%); Haddock fillet (<i>Melanogrammus aeglefinus</i>) (11%)	x	x	x
‘Godehav’ fish cakes	2015: 58%	2015: Greater argentine whole fish (<i>Argentina silus</i>)	x	x	

	2017: 70%	2017: Greater argentine whole fish (<i>Argentina silus</i>) (49%); Haddock fillet (<i>Melanogrammus aeglefinus</i>) (21%)			
'Godehav' fish burgers	2015: 50%	Greater argentine whole fish (<i>Argentina silus</i>)			
	2017: 88%	Haddock fillet (<i>Melanogrammus aeglefinus</i>); Cod fillet (<i>Gadus morhua</i>). % of specific fish species not given.	x	x	
'Lofoten' fish burgers	86%	Haddock fillet (<i>Melanogrammus aeglefinus</i>) (43%), Cod fillet (<i>Gadus morhua</i>) (22.5%); Greater argentine whole fish (<i>Argentina silus</i>) (20.5%)			x
'Lofoten' homemade fish cakes	60%	Haddock fillet (<i>Melanogrammus aeglefinus</i>)	x	x	x
'X-tra' fish cakes	2018: 56%	Greater argentine whole fish (<i>Argentina silus</i>) (37%); Haddock fillet (<i>Melanogrammus aeglefinus</i>) (19%)			
	2017: 57%	Greater argentine whole fish (<i>Argentina silus</i>) (26%); Haddock fillet (<i>Melanogrammus aeglefinus</i>) (14%); Surimi (Alaska pollock, <i>Theragra chalcogramma</i>) (17%)		x	x
'Rema 1000' fish burgers XXL	50%	Greater argentine whole fish (<i>Argentina silus</i>)			x
Fish au gratin					
'X-tra' fish au gratin	2015: 25%	Saithe fillet (<i>Pollachius virens</i>)	x	x	x
	2017, 2018: 30%				
'Enghav' fish au gratin	25%	Saithe fillet (<i>Pollachius virens</i>)	x		
'Findus' 'Familiens' fish au gratin	24%	Alaska pollock (<i>Theragra chalcogramma</i>)	x	x	x
'Findus' 'God Gammeldags' fish au gratin	30%	Cod fillet (<i>Gadus morhua</i>)		x	x
'First Price' fish au gratin	30%	Saithe fillet (<i>Pollachius virens</i>)	x	x	x
'ICA' fish au gratin	20%	Saithe fillet (<i>Pollachius virens</i>)	x		
Fish fingers/panned fish products					
'Coop' fish fingers	66%	Cod fillet (<i>Gadus morhua</i>)		x	
'Findus' fish fingers	61%	Alaska pollock (<i>Theragra chalcogramma</i>)	x	x	x
'First Price' fish fingers	59%	Alaska pollock (<i>Theragra chalcogramma</i>)		x	x
'Lerøy' fish fingers	65%	Cod fillet (<i>Gadus morhua</i>)		x	x
'X-tra' fish fingers	60%	Cod fillet (<i>Gadus morhua</i>)			x
'Findus' panned cod fillet	2015: 64%	Cod fillet (<i>Gadus morhua</i>)	x	x	x
	2017, 2018: 65%				
Saithe products					
'First Price' panned saithe fillet	65%	Saithe fillet (<i>Pollachius virens</i>)	x	x	x

‘Lerøy’ breaded saithe fillet	70%	Saithe fillet (<i>Pollachius virens</i>)	x	
Fish pudding				
‘First Price’ fish pudding	52%	Greater argentine whole fish (<i>Argentina silus</i>); Alaska pollock (<i>Theragra chalcogramma</i>); Haddock fillet (<i>Melanogrammus aeglefinus</i>). % of specific species not given.	x	x
‘Fiskemannen’ fish pudding	56%	Greater argentine whole fish (<i>Argentina silus</i>); Alaska pollock (<i>Theragra chalcogramma</i>); Haddock fillet (<i>Melanogrammus aeglefinus</i>). % of specific species not given.	x	x
‘Best pris’ fish pudding	53%	Greater argentine whole fish (<i>Argentina silus</i>)		x
‘Godehav’ fish pudding	58%	Greater argentine whole fish (<i>Argentina silus</i>) (53%); Haddock fillet (<i>Melanogrammus aeglefinus</i>) (5%)	x	
Spread - salmon/trout				
‘Fiskemannen’ smoked salmon	100%	Atlantic salmon fillet (farmed) (<i>Salmo salar</i>)	x	x
‘Godehav’ smoked trout	100%	Rainbow trout fillet (farmed) (<i>Oncorhynchus mykiss</i>)	x	x
‘Lerøy’ smoked salmon	100%	Atlantic salmon fillet (farmed) (<i>Salmo salar</i>)	x	x
‘Lerøy’ hot-smoked trout	92.5%	Rainbow trout fillet (farmed) (<i>Oncorhynchus mykiss</i>)		x
‘Lerøy’ smoked trout	100%	Rainbow trout fillet (farmed) (<i>Oncorhynchus mykiss</i>)	x	
‘Lofoten’ smoked salmon	100%	Atlantic salmon fillet (farmed) (<i>Salmo salar</i>)	x	x
‘Stabburet’ hot-smoked salmon	2017: 70% 2018: 75%	Atlantic salmon fillet (farmed) (<i>Salmo salar</i>)	x	x
Spread - mackerel in tomato sauce				
‘Coop’ mackerel in tomato sauce	70%	Mackerel fillet (<i>Scomber scombrus</i>)	x	x
‘King Oscar’ mackerel in tomato sauce	2017: 50% 2018: 62%	Mackerel fillet (<i>Scomber scombrus</i>)	x	x
‘Stabburet’ mackerel in tomato sauce	2017: 70% 2018: 60%	Mackerel fillet (<i>Scomber scombrus</i>)	x	x
Spread - caviar				
‘First Price’ caviar	52%	Roe from cod (<i>Gadus morhua</i>) and saithe (<i>Pollachous virens</i>)	x	x
‘Kavli’ caviar	60%	Cod roe (<i>Gadus morhua</i>)	x	x
‘Mills’ caviar	45%	Cod roe (<i>Gadus morhua</i>)	x	x
‘Rema 1000’ caviar	52%	Roe from cod (<i>Gadus morhua</i>) and saithe (<i>Pollachous virens</i>)	x	x

3 ^a If different fish content or fish species in products between years this is specified for the specific product. ^b Each seafood product consists of one composite sample,
4 comprising three different batches where four different packages were included in each batch