



Alaska Seafood Marketing Institute Resolution 2009-01

A RESOLUTION OF THE ALASKA SEAFOOD MARKETING INSTITUTE SUPPORTING FEDERAL FUNDING FOR UNITED STATES PRODUCED SEAFOOD

- WHEREAS, the State of Alaska in conjunction with the fishing industry created the Alaska Seafood Marketing Institute (ASMI) to market and promote Alaska seafood; and
- WHEREAS, ASMI has worked for 28 years to champion the “Alaska Brand” and to identify Alaska seafood as wild and sustainable; and
- WHEREAS, effective marketing of Alaska’s seafood requires a constant, consistent and long term marketing presence, especially in times of oversupply and new competition; and
- WHEREAS, the Alaska seafood industry has “self assessed” fishery production to pay for ASMI’s promotional activities; and
- WHEREAS, despite the money raised from the Alaska Seafood Industry, ASMI’s promotional activities are often limited and underfunded; and,
- WHEREAS, in times of economic collapse or fishery oversupply, the industry is least able to increase marketing assessments; and
- WHEREAS, the Federal Government collects approximately \$280 million dollars annually through customs laws regulating the importation of fishery products, many of which compete with Alaska’s fishery products; and
- WHEREAS, funds collected from the importation of fishery products are not available for the domestic marketing of American seafood; and
- WHEREAS, using fishery product import revenues to market American seafood will preserve American fishing and seafood processing jobs, U.S. processing capacity and ensure availability of domestic seafood for the American Consumer;
- THEREFORE BE IT RESOLVED, that the Alaska Seafood Marketing Institute strongly supports the use of a portion of federally generated fishery product import revenues for the domestic marketing of Alaska seafood; and**



THEREFORE BE IT FURTHER RESOLVED, that the Alaska Seafood Marketing Institute's support for the use of a portion of federally generated fishery product import revenues for the domestic marketing of Alaska seafood be communicated to Governor Sean Parnell, the Alaska Legislature, Senators Lisa Murkowski and Mark Begich, Representative Don Young and to the United Fishermen of Alaska.