

HOUSE BILL NO. 135

IN THE LEGISLATURE OF THE STATE OF ALASKA

THIRTY-FOURTH LEGISLATURE - FIRST SESSION

BY THE HOUSE RULES COMMITTEE BY REQUEST OF THE GOVERNOR

Introduced: 3/14/25

Referred: House Special Committee on Fisheries, Resources

A BILL

FOR AN ACT ENTITLED

1 "An Act relating to the duties of the Alaska Seafood Marketing Institute; and relating to
2 the seafood marketing assessment."

3 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 * **Section 1.** AS 16.51.100 is amended to read:

5 **Sec. 16.51.100. Duties of board.** The board shall

6 (1) conduct programs of education, research, advertising, or sales
7 promotion designed to accomplish the purposes of this chapter;

8 (2) promote all species of seafood and their by-products that are
9 harvested in the state and processed for sale;

10 (3) develop market-oriented quality specifications for Alaska seafood
11 to be used in developing a high quality image for Alaska seafood in domestic and
12 world markets, and adopt and distribute recommendations regarding the handling of
13 seafood from the moment of capture or harvest to final distribution;

14 (4) prepare market research and product development plans for the

1 promotion of all species of seafood and their by-products that are harvested in the state
2 and processed for sale;

3 (5) submit an annual report to the governor describing the activities of
4 the institute and notify the legislature that the report is available;

5 (6) develop marketing programs based on the "inspection" and
6 "premium quality" seals designed under AS 17.20.066 and use the seals in advertising
7 and promotion efforts of the institute.

8 * **Sec. 2.** AS 16.51.180(7) is amended to read:

9 (7) "seafood" means finfish, shellfish, and fish by-products, including
10 but not limited to salmon, halibut, herring, flounder, crab, clam, cod, shrimp, [AND]
11 pollock, **and** [BUT DOES NOT INCLUDE] aquatic farm products as defined in
12 AS 16.40.199.