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Senate District of

Sponsor Statement for SCR 30 Alaska Salmon Day

Relating to declaring June 30, 2002 as Alaska Salmon Day

Alaska is the largest commercial wild salmon fishery in the world and employs more than 29,000 people. Nearly 95% of all commercially caught salmon in the United States are harvested in Alaska. In the last decade, state salmon harvests totaled more than \$4.5 billion, making salmon extremely vital to Alaska's economy.

For both visitors and Alaskans, the sport of salmon fishing is one of the most popular activities in the state. Last year, 448,438 resident and non-resident licenses were issued for sport fishing.

Beyond the importance of sport and commercial fishing, salmon has been a nutritional source for generations of Alaskans and is a large part of the state's heritage. Rich in Omega 3 oils, salmon is a healthy food that can help lower cholesterol and reduce the risk of heart disease.

Senate Concurrent Resolution 30 would proclaim June 30, 2002 as "Alaska Salmon Day." This proclamation will recognize the salmon industry as a huge part of all Alaskan's lives and raise public awareness of one of Alaska's most important industries by promoting and celebrating the catching and eating of salmon.



April 4, 2002

The Honorable Ben Stevens, Senator
Alaska State Senate
State Capitol
Juneau, Alaska 99811

Dear Senator Stevens:

The Alaska Seafood Marketing Institute (ASMI) welcomes the introduction of Senate Concurrent Resolution 30, by the Senate Labor and Commerce Committee, relating to the creation of Alaska Salmon Day. Passage of this legislation will support efforts to market Alaska salmon in the United States this summer.

Alaska Salmon Day will serve as a springboard for promotions of Alaska salmon, coming just in time for the biggest barbecue holiday of the year: Independence Day. The creation of Alaska Salmon Day will help grocery retailers generate customer excitement that will boost salmon sales throughout the summer season. It will also attract media attention, giving journalists and food editors a focal point for stories about Alaska's sustainable wild salmon. Alaska Salmon Day will support the ongoing public relations campaign to educate the American public to "Ask for Alaska" when they buy salmon; a campaign funded by Alaska salmon fishermen and the federal Economic Development Administration.

Dedication of this special day will provide Alaskans with an opportunity to celebrate the vital role played by salmon in Alaska's culture and economy. We strongly support the favorable consideration of this resolution and appreciate the efforts of the Alaska State Legislature to assist the many businesses that comprise the Alaska salmon industry.

Sincerely,



Barbara Bellinger
Executive Director
Alaska Seafood Marketing Institute